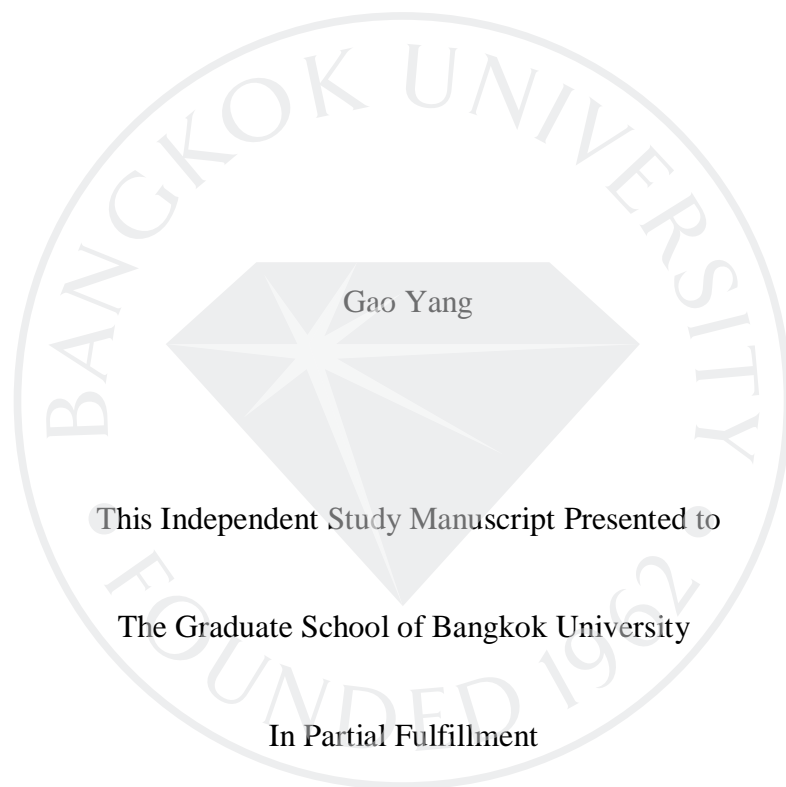


THE RELATIONSHIPS AMONG EXPOSURE TO CHLOÉ COMMERCIAL
ADVERTISEMENTS, BRAND EQUITY, CUSTOMER SATISFACTION, AND
INTENTION TO PURCHASE AS PERCEIVED BY THAI CUSTOMERS



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The Relationships among Exposure to Chloé Commercial Advertisement, Brand
Equity, Customers Satisfaction , and Intention to Purchase as Perceived by Thai
Customers (115pp.)

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

ABSTRACT

This survey research aims to investigate the relationships among customers' exposure to Chloé 's commercial advertisement with their brand equity and their intention to purchase Chloé products . The samples were Thai and non-Thai customers whose age were over 18 years old. Two-hundred customers of Chloé were selected to participate in this survey using purposive and convenience sampling method. The means, standard deviation and percentage were being tabulated and analyzed using T-test, One-Way ANOVA, and Multiple Regression and Correlation with the significance level of .05. The result revealed the following points: Firstly, 40% of customers said that they were exposed to Chloé advertisement frequently in the past one year period. They perceived the brand equity positively and they had high satisfaction toward brand Chloé and had high intention to purchases Chloé. Secondly, customers' exposure to advertisement of brand Chloé was associated with their perceived brand equity of Chloé, including brand awareness, brand association, perceived quality, and brand loyalty, respectively. Thirdly, the samples' perceived brand equity and customers' satisfaction are significant predictors of their intention to

purchase Chloé products. Customers' perceived brand equity was higher predictor of customers' behavioral intention to purchase than their satisfaction toward the products.

Keywords: Chloé, brand equity, Exposure to Chloé 's commercial advertisements , customer satisfaction, and purchase intention.



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CHAPTER 1

INTRODUCTION

1. Problem Statement and Rationale

With the rapid development in Thailand's economy, there was an increasing consumption of luxury products among Thai customers. Luxury products have gradually become an essential part of Thai lifestyle. Environmental factors such as the growth of tourism industry and growth of the middle class have laid a good foundation for the growth of luxury industry in Thailand which has been known as the hub of shopping in Asia, where cheap and good products were centered here in Thailand. This phenomenon has created higher affordability and potentials for Thai customers to purchase well-known global brand products which have been imported into Thailand.

Thailand's middle class is one of the pillars of its economy and a major force in luxury purchases. With a stable economic source and economy, and the ability to purchases, Thailand's luxury market is increasing year by year. For the middle class that buying luxury goods is part of the quality of life. Luxury goods are not only the embodiment of lifestyle but also the manifestation of self- taste. Luxury goods are also attractive and encouraging to young people. Factors such as the first job or the first gift of life and so on that make Thai consumers buy luxury goods. Luxury goods have become a part of life for Thai consumers. And important for Thai economy because it is the one of pillars of Thailand's economic development.

Advertisement is the most effective strategy to create brand awareness. Chloé is the famous brand in all over the world. Brand Chloé is different from another

brand. Chloé used different designers' design concept to promotion products because Chloé has built strong brand awareness and brand loyalty among consumers in Europe. Therefore, the advertisement of Chloé used billboard to show the brand concept and design style through fashion week in Europe. But brand Chloé is not famous as brand GUCCI, CHANEL in Thailand. Many Thai consumers only knew the brand name but did not know the brand concept culture and design concept. Advertisement is very important for brand Chloé to promote in Thailand. Advertising is one of the main marketing communication tools that affect consumer tastes and preferences and creates the differentiation of products (Shah & Akbar, 2008). When launching the "Chloé beginning" celebrity was used to create brand awareness in TV advertisements, designer's idea, and brand quality. The brand of Chloé's not only has a good reputation among consumers but also has a long-term foothold in the market.

Consumer satisfaction is known as cognitive and emotional factors that are indicative of consumer's behavioral response to the products (Rodriguez, 2008). Based on a general model of buying behavior, customer satisfaction of previous shopping experience will influence their future purchasing decisions. The dissatisfaction of the previous shopping experience will affect future purchase decisions of customers (Ferguson & Johnston, 2010). This makes today's managers in the retail sector to be committed to great efforts to satisfy customers (Gomez et al, 2006). On the other hand, it caused organizations to realize that on what basis are their clients satisfied, in order to establish their organizational development and marketing strategy (Fonseca, 2009). Studies showed that increase of customer's satisfaction leads to increasing of customer's attitudinal loyalty to the brand

(Parasuraman et al, 1988). On the other hand, some researches show that customer's satisfaction doesn't necessarily lead to behavioral loyalty (Sterend and Lil Jander, 2002). Hence, additional studies about the investigation of satisfaction-loyalty relation can enrich current research literature. Advertisement in the market is to increase revenue for the market. Advertisement in brand also increase revenue for brand , with intuitive way to promote products to consumers and brand information pass the advertisement publicity can clearly understand the history of brand along the way. Good brand is very serious for advertisement is not only introduce the brand to consumers, or to potential customers to promote the brand image ,is also pass the advertisement publicity looking for potential investors, using the brand concept, brand reputation, brand information and brand value for increased revenue. Brands can charge more in social exchange for small amount of money. Advertisement is the most direct way for consumers and potential investors to understand and to know brands. Advertisement can bring brand new information and new season products to consumers; it enable investors to understand brand value, brand image, brand positioning and brand association through advertisement. Consumers can buy goods through advertisement, which can satisfy both consumers' need and increase revenue for the brand. Through advertisement, investors understand the brand and bring new investment and cooperation opportunities to the brand, so that the brand can expand its popularity and open new markets. Both for brands, consumers and investors are win-win. Chloé's brand relies on the design concept of different designers, which attracts consumers with excellent quality. In fact, Chloé's brand of advertisement is also distinctive. Each designer will continue the design concept of the brand, and then join the designer's own design style. In advertisement , the brand has a consistent

style and characteristics , which is why the development of Chloé brand will attracts consumers and designers to work for it.

Similar to many developing markets across Asia, Thailand boasts a relatively youthful affluent middle and upper class, providing a large target market for luxury goods. As of 2014 the 30-34 age bracket comprised the largest share of the Thai population earning an annual gross income of \$150,000 or more, accounting for 20.5% of the prized income group, with the 35-39 age demographic accounting for another 18.6%, according to Switzerland-based Digital Luxury Group. These high income levels combined with low housing costs allowed Thai consumers to benefit from some of the highest levels of discretionary spending in 2014 as a proportion of total consumer expenditure of all major markets in the region, a key factor in determining luxury spending. “Thailand remains an attractive country for global luxury brands as the cost of investment here is about half that of some neighboring destinations,” (Supaluck & Vice, 2016). That why the researcher choose Thai customer instead Chinese customer.

Chloé used advertisement to promotion products, and building relationship with customers, and aslo building strong brand equity in Thailand. Let more and more Thai customers know and understand brand concept and design concept. More and more Thai customer perceived the brand quality to be luxurious which is the best product for them. Chloé not only have good brand concept but also have good quality.

As a luxury brand Chloé already use advertisement to promotion products in Thailand. The problem statements of the research are as follows:

- (1) Local people's purchasing power is increased.

- (2) A shift in mindset.
- (3) Local brands are growing faster.
- (4) Social media celebrities push

Customers who purchased products no longer considered price only but they care about value of products, and more interested in luxury brands. The behavior of customer's luxury consumption is increasing, because nowadays customers would rather save money to buy luxury goods.

In the international market, the 'democratisation' of luxuries not only presents new business opportunities but also poses enormous challenges for finding effective strategies to maximize purchases out of these opportunities (Essay UK, 2013).

Nowadays, luxury goods are not only a commodity in people's life but also a reflection of life taste and quality of life, as well as an understanding and cognition of the culture behind the brand. In order to explore how luxury-brand marketing managers may elicit more purchase from their target consumers, we gain deeper understanding of why consumers buy luxuries. The motives for acquiring luxury brands were traditionally regarded as constrainable to the notion of 'buying to impress others', which still more or less serves a strategic principle for the marketing management of luxury brands. Advertisement in nowadays information age and luxury used advertising to create closer connection between the brand and customers.

Known as a luxury in fashion, Chloé pioneered the idea of hand-made clothes and named them Chloé. Chloé 's brand name has long been a symbol of 'minimalist fashion. The brand's cultural philosophy is fashion, sex appeal and freedom. Haute

couture shows the life concept and life attitude of modern women and its appearance reflects the effortless elegance and symbolic accessories that every woman pursues. Chloé also highlights the brand features of the clothing in the advertisement. The female independence, tenderness and romance are well reflected in the advertisement. Thai consumers' impressions of French luxury brands Chloé and love have been growing every year. Through understanding the advertising effect of Chloé which brand has certain popularity. The designer's design style is the important factor of brand propaganda, Chloé applied the celebrity in advertising campaigns, brand status and highlight the designer's design concept (Chloé ,2016).

In addition to the design concept and effective advertising that the consumers are more concerned about the quality of products. The quality of luxury goods is one of the primary factors before consumers buy. The craftsmanship is fine and the quality is excellent. Chloé is one of the few people who doesn't rely on celebrity to promote a brand, but on the design ideas of good designers to attract consumers. Chloé's design philosophy has always been freedom, personality and sex 's design style, the design concept of different designers in keeping the original brand add fresh elements, it can make the brand style, flexible and not rigid like other old brand. Chloé's brand quality guarantees the brand image and has absolute competitive advantage in similar luxury products, and the quality of the brand is also the main reason to attract consumers to buy products. As for the brand equity and customer equity, they are two key factors obtain trustworthy assessment to company value (Romero &Yague,2015).

Brand equity shows difference in price in which a strong brand is attracted in its sale in comparison with a medium brand(Aaker, 1996). Moreover, brand equity, supporting customer's value, indirectly increases the value of the company. Brand equity and customer's value through increasing "effectiveness and efficiency of marketing plans, brand loyalty, price and profit margin, brand development, business leverage and competitive advantage" give value to company (Aaker, 1996). For customers, buying luxury item is not only attracted by the design of the product and the concept of the designer but also attracted by the brand image and brand quality. To determine whether the brand can stay in the market for a long time and be accepted by consumers, brand promotion is an essential factor. Advertisement can show the value of goods and also can reflect the role of brand public relations from advertisement propaganda. From behavioral point of view, brand equity is very important in making distinction points which is resulted in competitive advantage in non-price competition(Aaker, 1989).An important conceptual wisdom about brand equity is suggested as a property which is expected it to increase customers' value and their intention for buying and enhance market performance(Balduaf, 2003).For example, it might feel like warmer weather is still months away, but in the world of fashion that Spring Fashion Week 2018 has officially arrived. Fashion can always create a different than ordinary people's collocation that such collocation can become classic. We're tracking every single campaign from the season. In Chloé 's latest advertising campaign, designers use

lightweight materials, a brief introduction to design techniques, and incorporate women's freedom, romantic elements into the design style.

An advertisement film is a span of television programming produced and paid for by an organization, which conveys a message, typically to market a product or service. Advertisers and marketers may refer to television commercials as TVCs (Yasser & Faisal 2013). Advertising revenue provides a significant portion of the funding for most privately owned television networks. During the 2010s, the number of commercials has grown steadily, while at the same time, the length of each commercial has diminished, according to Nielsen (Victor, 2014). Advertisements of this sort have promoted a wide variety of goods, services and ideas from comparatively early in the history of television (Brian, 2016). Television advertising involves two main tasks: creating a television advertisement that meets broadcast standards and then, placing the advertisement on television via a targeted air time media buy that reaches the desired customer. Many television advertisements feature songs or melodies ("jingles") or slogans designed to be striking and memorable, which may remain in the minds of television viewers long after the span of the advertising campaign. Some of these ad jingles or catch-phrases may take on lives of their own, spawning gags that appear in films, television shows, magazines, comics, or literature. These long-lasting advertising elements may be said to have taken a place in the pop culture history of the demographic to whom they appeared (Kevin, 2008).

Good TV advertisement publicity not only shows the goods to consumers but also shows the story behind the brand, the brand concept and designer's design concept. At the same time , TV advertisement is constantly innovating.

Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services and it is required price (Kotler, 2003). Among components of marketing integrated communication model, advertising has more identified position than the other marketing components, because costumers informed new products through advertising (Ryans &Ratz, 1987). In addition, advertising is minimized barriers between costumers and organization (Blech, 2001; Lopez et al, 2002). The role of advertising is to promote products and to promote the brand concept and designer's design concept to consumers. When consumers see advertisements, they will produce rational thinking and emotional thinking. Consumer buying awareness is based on product advertising to determine the desire of the self. The attraction of a dress in an advertisement or the presence of a celebrity in an advertising campaign is a factor that appeals to consumers. According to the market research, the reason why consumers buy luxury goods is that they are attracted by the factors in the advertisement.

The correlations between brand equity and advertising reflected the relationship between development and presentation. Advertising is the most direct and most simple way to promote the brand through the advertising and let consumers and investors understand the brand, know brand logo, design and the brand want to show to consumers for every season' s brand concept and designers' concept. Brand equity is the core value of the brand. Through the understanding of the brand equity that we

can know the behind culture of brand and the sales concept, the public relations planning and the brand's own value. Advertising is the external image of the brand. Brand equity is the internal quality of the brand. Brand equity is the hidden asset of the brand, and it is the culture, value and design concept of the brand. These are the components of brand equity and the key for consumers to understand and know the culture behind the brand. Advertising displayed the design concept of the brand and the concept of designers to consumers and let consumers understand the brand. Chloe's design philosophy is simple, sexy, free, and designers. The philosophy brought new ideas to the brand every season but these three concepts Chloé will never change. Chloé promotes the concept of brand and the design concept of designers through advertising to enhance the brand impression and brand awareness of consumers. Each designer keeps the original design concept of Chloé in addition to the designer's unique design style, so as to diversify the brand style. Consumers buy goods through advertisements, and investors learn about brands through advertising and seek opportunities for cooperation. This is the brand equity brought by advertising. Brand equity is the inner part of the brand, which is the embodiment of brand culture and value.

Brand equity shapes the purchase intention of consumers. The difference between luxury brands and ordinary goods is the value and quality. Buying luxury goods is how consumers value themselves. Consumers can choose between what they want and what they need. Most consumers buy goods because of brand advertisement or designers' design philosophy which is a psychological demand for the use of goods. There is also a kind of consumer is rational consumption, need to buy; In special

festivals or because brand values and brand concepts are appropriate for their own image, they are purchased.

The word advertisement derived from the Latin word *advertere* which means “to turn the mind towards.” Advertising have a spiritual influence on shoppers and the choices of customer affected by the advertising. As an advertising vehicle, one of advertising’s structures is to goal at influence of prospective clients (Kotler, 2004). In the face of different customers’ willingness to spend, Chloé will face different strategies. In the face of Haute Couture consumers, Chloé will tailor the purchase intention to customers for different customers’ needs and customers’ needs. In the face of fashionable celebrities, it can drive brand sales and increase brand exposure. Chloé uses the form of advertisement to promote the latest product features to meet customer needs.

Serving different customers’ needs, Chloé developed strategies suitable for brand development and gratifying different customers’ expectations. Use the form of advertisement to promote the brand, so that more consumers can understand and feel the brand information more intuitively through advertisement. Understand the brand designer’s design philosophy, brand style, brand quality and brand image.

Chloé is divided into two parts, one of is “Haute Couture” and the other is "See by Chloé" for Chloé. At first, the Chloé brand was born only in women's clothing, and has since been added to glasses, perfume and handbags and footwear. In 1952, Chloé was born in the postwar era of a new wave of thought, and traditional fashion ideas could not withstand the challenge of a

new generation of designers. The brand started with celebrity effect and fashion week under the brand "See by Chloé." In the emergence of the brand, the brand has not been able to present the advantages and ideas of the brand to consumers in a single way. Advertisement cannot only quickly present products to consumers to see new products and understand brand information in the first place. Advertisements help increase the sale of goods and products at reasonable prices, and they were promoted in magazines, radio programs or in the newspapers or in the street, and other well-known shopping malls.

Advertising is a form of non-personal presentation about the organization, products, services or ideas clearly through the mass media as a better Messenger messages, in an attempt to persuade and influence the target audience. Main indicators in measuring advertising there are 4: memories of ads (remembering advertising), memories of the brand (remembering brand), memories of a message (remembering message) and purchase propensity (intention to purchase because of the ad) (Cengiz, 2007). Brand equity is a set of assets and brand liability which related to a certain brands, name, symbol, and value given by the result of product or services (Aaker, 1997). Brand equity can be divided into four indicators, including impression quality, brands loyalty, brands consciousness, and brands association.

Customer satisfaction (Kotler, 2000) refers to the feeling level of someone after comparing the performance that he perceived with his expectations. The customer satisfaction occurred after the purchase, depending how customer evaluate the overall satisfaction and expectation of ideal product and compared with the ideal product performance, compared with the ideal product. The customer satisfaction can

be measured by the job satisfaction, recognition, and compared with the ideal of expectations. Customer loyalty refers to the loyalty of customers who have experienced service. It refers to the behavior of using airline service and reflects the long-term relationship between airlines and passengers. Major indicators of cognitive and emotional loyalty. The problem statements of the research are as follows:

1. Does exposure to Chloé's advertisement significantly influence their brand equity as perceived by Thai and non-Thailand customers?
2. Does exposure to Chloé's advertisement significantly influence their satisfaction toward Chloe as perceived by Thai and non-Thailand customers?
3. Is perceived brand equity and customer's satisfaction toward Chloé' significant predictors of Thai and non- Thailand customers' intention to purchase Chloé products?

1.2 Objectives of Study

1.2.1 To examine the influence of exposure to Chloé advertisements on brand equity of Chloé as perceived by the Thai and non-Thai customers.

1.2.2 To examine the influence of exposure to Chloé advertisements on satisfaction toward Chloé as perceived by the Thai and non-Thai customers.

1.2.3 To predict whether customers perceived brand equity and satisfaction toward Chloé are significant predictors of their intention to purchase Chloé products.

1.3 Research Question

RQ1. Does exposure to Chloé's advertisements significantly influence their brand equity as perceived by Thai and non- Thailand customers?

RQ2. Does exposure to Chloé's advertisement significantly influence their satisfaction toward Chloé as perceived by Thai and non- Thailand customers?

RQ3. Are perceived brand equity and customer satisfaction toward Chloé significant predictors of Thai and non-Thailand customers' intention to purchase Chloe products?

1.4 Research Hypothesis

H1: Customers' exposure to advertisement of Chloé significantly influence with their perceived brand equity (brand awareness, brand association, quality, and brand loyalty).

H2: Customers' exposure to advertisement of Chloé significantly influence their satisfaction toward the brand Chloé.

H3. Customers' perceived brand equity and customer satisfaction are significant predictors of their intention to purchase the brand Chloé.

1.5 Scope of Study

Chloé was a French luxury fashion founded in 1952 and it was a brand with a long history. The brand has experienced different designers and each designer has injected different ideas into the brand (Chloé , 2005). Chloé is young brand for Thai

consumers because few years ago Chloé only used traditional advertisement to promote products, however, sometimes Chloé did not use advertisement to inform promotion, because Chloé is the special brand in the world. Chloé is not like other brands, it always use different advertisements to promote each season's concept and products which only use different designers concept to attract consumer. Therefore, its difference from other brands makes me want to study this brand. Chloé has been in the Thai market for a long time but did not reach Thai consumers extensively.

However in the past two years Chloé's popularity has grown, because Chloé used advertisement to promote its brand in Thailand that let more and more consumer know and understand the brand history, culture, and brand concept. In the past two years, brand Chloé has built strong brand awareness in Thailand and has made good relationship with different level of consumers. Chloé has used advertisement to open Thai market and becomes famous in Thailand. When consumers want to know about the brand that they not only use website but also see advertisement in billboard, Youtube and everywhere. Chloé used the form of advertisement to show consumers the brand concept and design concept, thereby stimulating consumers' desire to buy.

From the original single publicity mode, the brand has promoted itself through advertisement, which not only greatly increases the brand awareness, but also enables more consumers to know about brand. In the past two years, Chloé has directly conveyed its brand concept to consumers through advertisement, so that consumers can feel the charm of the brand more directly. When consumers watch the advertisement from Chloé's website they can find more information for brand and consumers' can get all information what they want from advertisement.

Chloé is famous for quality but if the brand wants to open Thailand's market, brand advertisement should be simple and direct. Put brand and designer's concept into advertisement advertising the advantages of the product.

The study conducted a survey research participated by two hundred customers, using convenience sampling. The respondents filled in the questionnaire to examine the relationship between the exposure to Chloé advertisement and customers' intention to purchase the Chloé products.

The population of the research is the customers of Chloé who have seen the Chloé advertisement in the past one year period. The first priority target group is the group of customers aged above 18 years old. This group of people is chosen to be the sample of this study that come from different part of the world but have ability of think independently on brand value, a desire of purchasing luxury product which needs. As Chloé is aimed at female, this is because, in-fact there isn't a men's range within their collections. The females would be aged 24-25; who are in the middle class society as the products provided by Chloé are expensive. There is however, a "See" collection that is aimed at young females. Females that would shop in the "See" section would be aged between 18-25 years old (Chloé., 2012).

1.6 Significance of Study

1.5.1 The study promoted the management of luxury industry to invest in the advertising campaign that would generate higher sale volume in Thailand and other Asian countries.

1.5.2 The study helped luxury industry to know the impact of brand equity in shaping customers' satisfaction and customers' intention to purchase the product. The practitioners can use the findings to plan brand communication campaign effectively.

1.5.3 The study provided a guideline for luxury industry and other related creative industry to invest in brand equity to generate higher sale volume.

1.7 Definition of Terms

1.6.1 Consumers' brand equity refers to series of assets and liabilities associated with brands. Brand names and logos that can increase or decrease the value of the products or services the enterprise sells. The brand equity is composed of 4 components as follows:

(1) Brand awareness refers to the extent to which customers are able to recall or recognize a brand. Brand awareness is a key consideration in consumer behavior, advertising management, brand management and strategy development. The consumer's ability to recognize or recall a brand is central to purchasing decision-making.

(2) Brand association refers to a deep seated in customer's mind about the brand. Brand should be associated with something positive so that the customers relate your brand to being positive. Brand associations are the attributes of brand which come into consumers mind when the brand is talked about. It is related with the implicit and explicit meanings which a consumer relates/associates with a specific brand name. Brand association can also be defined as the degree to which a specific product/service is recognized within its product/service class/category.

(3) Perceived quality can be defined as the customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives. Perceived quality is, first, a perception by customers. Perceived quality is an intangible, overall feeling about a brand. However, it usually will be based on underlying dimensions which include characteristics of the products to which the brand is attached such as reliability and performance.

(4) Brand loyalty refers to the consumer's psychological response to brand preference, which reflects the trust and dependence of the brand. In the purchase decision, consumers often show a preference for a brand. Brand loyalty is based on an emotional involvement that develops between the consumer and the brand.

1.6.2 Customers' satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals" (Pfeifer & Reibstein, 2010).

1.6.3 Consumer purchase intention can be divided into ideal rational and emotional. Consumers often have every intention of purchasing a product in a given time interval, for example, they may plan to replace their current car with a new one within the next six months, but they may fail to fulfill their intentions. Given purchase intentions are correlated with but are imperfect measures of consumers' subsequent purchase behavior, marketing managers need to know when best to rely on them and how best to use them.

1.6.4 TV advertisement is a span of television programming produced and paid for by an organization. It conveys a message, aimed to market a product or service. Advertisers and marketers may refer to television commercials as TVCs. Through the TV advertisement publicity can open the brand name for the brand, and the brand popularity is through the advertisement publicity to increase the influence for the brand.

1.6.5 Chloé is a French luxury fashion house founded in 1952 by Gaby Aghion. Aghion later joined forces with Jacques Lenoir in 1953 (Chloé, 2014). He formally managed the business side of the brand, allowing Aghion to purely pursue the creative growth of Chloé. Its headquarters are located in Paris, France. The house is owned by luxury brands holding company Richemont Group. Chloé has been worn by many celebrities, including Marion Cotillard, Sienna Miller, Madonna, January Jones, Maggie Gyllenhaal, Cameron Diaz, Emma Stone, Clémence Poésy and Katie Holmes (Chloé Offices, 2009).

CHAPTER 2

LITERATURE REVIEW

Chapter 2 aims to provide a synthesis of the related past studies on the impact of advertisement on brand equity and customers' purchase decision, the concept of brand and customer satisfaction, and related theories. The chapter summarizes following topics:

- 2.1 Synthesis of Related Past Studies
- 2.2 Role and type of Advertisement
 - 2.2.1 The Role of TV Advertisement
- 2.3 Concept and Assumptions of Perception and Media Exposure
- 2.4 Impact of Advertising on Customers' Purchase Decision
- 2.5 Concepts of Brand equity
- 2.6 Concepts of Customer Satisfaction
 - 2.6.1 The Importance of Customer Satisfaction
- 2.7 Consumer Behavior and Purchase Decisions
- 2.8 Concepts and Assumptions of Social Exchange Theory
- 2.9 Concepts and Assumptions of Social Identity Theory
- 2.10 Theoretical Framework
- 2.11 Research Hypothesis

2.1 Synthesis of Related Past Studies

Javadi, Allameh, and Poursaedi (2014) examined the impact of advertisement and brand equity on customers' loyalty in Isfahan city and focused on the impact of advertising (print, outdoor and broadcast) on building brand equity for universities in

Zimbabwe and found that the brand equity of SNOWA Company has an impact on its customer loyalty. Also, all dimensions of Keller's brand equity model which were salience, performance, image, judgments, feelings and resonance have had a significant and positive impact on its customer loyalty

Makasi , Govender and Rukweza (2014) examined the impact of advertising on building brand equity in Zimbabwe's Tobacco Auction floors and found that advertising affects brand awareness, brand loyalty, brand association and perceived quality. 55% of the respondents agreed that advertising changed their perceived quality on auction floors.

Satvati, Rabie, and Rasoli (2016) examined to investigate the relationship between brand equity and consumer behavior. In today's competitive world, where the consumer is faced with a broad range of products made in different countries, companies should further seek to identify the factors of customers' trends towards products to encourage customers to select and purchase the product and revealed that there is a relationship between brand equity and consumer behavior including paying extra cost, brand preference and purchase intention.

Budiarti, Djumilah, and Hawidjojo (2013) explored on establishing advertising's role in building brand equity for non-profit making organizations in a highly competitive marketing environment and found that the Loyalty of the international passenger of Garuda Indonesia Airline will remain high if supported by strong brand equity and high consumer satisfaction, as a result from service quality granted and the effect of advertisement program which is carried out intensively. Consumer satisfaction has strong influence to consumer loyalty compared to brand

equity, advertisement, and service quality. Brand equity and customer satisfaction as the Mediation of Advertisement influence and the Service Quality to Loyalty the Passengers of International Flight at Garuda Indonesia Airlines.

Past studies have confirmed that brand equity, advertisement and consumer's attitude are factor shaping the perceived brand equity, but very limited studies have examined the variables that establishing advertising's role in building brand equity for non-profit making organizations in a highly competitive marketing environment. These variables are very significant to investigate because statistics showed that advertisement can influence customer satisfaction and brand equity that significant for brand. And for brand have already used advertisement to reinforce the brand equity with consumers. Very few studies have examined the impact of media exposure on customers' brand equity and intention to buy in the luxury industry which has potential growth in Thailand. Brand equity composed of many components such brand awareness, brand loyalty, brand association and perceived quality; however, most past study just only focused on brand awareness from the customer's perspective but not other brand components. Only part of the analysis of advertisement and brand equity between the relationship but not comprehensive. Due to this knowledge gap, the researcher would like to examine the relationship between customers' exposure to commercial advertisement and their brand equity and their intention to buy the product.

2.2 Role and Type of Advertisement

The AIDA model, one of the classic models known as hierarchy of effects models or hierarchical models, posited that consumers move through a series of steps or

stages when they make purchase decisions. These models are linear, sequential models built on an assumption that consumers move through a series of cognitive and affective stages culminating in a behavioral stage stage (Vakratsas & Ambler, 1999).

Priyanka (2013) claimed that there are 4 steps in AIDA as follows:

1. Awareness: creating brand awareness or affiliation with your product or service.

2. Interest – The consumer becomes interested by learning about brand benefits & how the brand fits with lifestyle.

3. Desire – The consumer develops a favorable disposition towards the brand.

4. Action – The consumer forms a purchase intention, shops around, engages in trial or makes a purchase.

The common thread among all hierarchical models is that advertising operates as a stimulus and the purchase decision is a response. In other words, the AIDA model is an applied stimulus-response model. A number of hierarchical models can be found in the literature including Lavidge's hierarchy of effects, DAGMAR and variants of AIDA. Hierarchical models have dominated advertising theory (Shaughnessy, 1992) and, of these models, the AIDA model is one of the most widely applied (Diehl & Terlutter, 1993).

The function of advertisement is to direct consumers, that is to simply display the brand value, design concept and brand concept. When advertisement links to AIDA that it can maximize the presentation of brand information to consumers through advertisement. Television advertisement uses celebrities to influence brands.

The vivid dynamic expression reflects the information that the brand wants to convey to consumers and products. The designer conceived the brand history and culture. Let consumers more intuitive sense the brand information. TV advertisement can open up brand awareness and market influence, while brand awareness can increase brand influence through advertisement. Brand awareness is the external image of the brand, associated with television advertising to promote the brand to enhance brand awareness, the purpose of bring brand in the consumer and the market have influence for publicity. Chloé beginning used celebrity to promote the brand awareness, by using TV advertisements, advertising on TV brand image, designer idea, brand quality. The brand of Chloé's not only has a good reputation among consumers but also has a long-term foothold in the market. Chloé is developing a brand in constant innovation.

Whether or not a commodity is interested is one of the factors that consumers buy, and brands have different methods of publicity for different types of consumers. The overall value of advertisement is the concept of the brand and designer presented to consumers through advertisement, as well as the overall positioning of the brand. But the brand will be consistent to the consumer preferences and demands for different consumers. For most consumers, buying luxury is a sign of a life attitude. Chloé's idea is that women are free to be themselves, to show the glamour of a new age through their clothes. The brand concept and consumer concept that TV advertisement combines brand concept to consumer show is fit for the thought of modern new era woman. This is the brand awareness of the brand through the role of TV advertising, aiming at different levels of consumers to find the right products for their products.

Desire is big business. If companies can create true desirability for their brands, customers will not only express preference and loyalty, they also show a willingness to act as brand champions, participate in online communities, co-create innovative ideas, and show the sort of commitment that is normally associated with fervent employees (Bloomsbury Business, 2016). The purpose of brand desire is to allow consumers to recognize the brand image and to base their own value on the market in the market competition. The relationship between the brand and the ordinary consumer is established through TV advertising, and consumers are interested in the brand through advertising and advertising, so they have the desire to buy. The quality and credibility of the brand determine the relationship between consumers and brand loyalty. In the face of VIP customers that the VIP consumers through television advertising to understand and recognize the brand while to the VIP customers can communicate directly with the brands and designers, so as to establish the cooperation with brand and dependencies.

Today, more than ever, customers care about a brand's actions and what that brand stands for. Edelman's 2016 Trust Barometer found that 50 percent of respondents have lost trust in businesses because of their lack of contributions to "society's greater good," and 62 percent of earned brand respondents said they will not buy from a brand that fails to meet its societal obligations. It's clear that corporate responsibility initiatives can no longer be second tier priorities; they must be core to the business (Vries, Gensler, Leeflang 2017). 2002 will mark the fiftieth anniversary of the house Chloé. In the half-century since it was founded, the prestigious French label has stayed true to the concept of romantic, feminine fashion. Today, the houses

newest Creative Director, Phoebe Philo, will bring her unique vision to this label at a moment when Chloe is enjoying unprecedented success. After fifty years, Chloé continues to connect with a new generation of stylish women. The romantic, fluid clothes that they created marked a bold departure from the stiff formality of women fashion in the early fifties and Chloé has created a brand with the design concept of different designers. The development of the brand is inseparable from the designer's design concept, and also relies on the good reputation of the brand. For consumers, brand TV advertising is very important, but the shopping environment, service quality and professional degree of the brand are important.

A successful advertisement will spread the word about your products and services, attract customers and generate sales. Whether you are trying to encourage new customers to buy an existing product or launching a new service, there are many options to choose from. The most suitable advertising option for product will depend on your target audience and what is the most cost effective way to reach as many of them as possible, as many times as possible. The advertising option chosen should also reflect the right environment for your product or service (Queensland, 2017).

The type of advertisement can be divided into the following types: (1) Newspaper advertising can promote your purchase to a wide range of customers. Display advertisements are placed throughout the paper, while classified listings are under subject headings in a specific section. (2) Advertising in a specialist magazine can reach your target market quickly and easily. Readers or your potential customers tend to read magazines at their leisure and keep them for longer, giving your advertisement multiple chances to attract attention. Magazines generally serve consumers and trade. If your products need to be displayed in color then glossy

advertisements in a magazine can be ideal – although they are generally more expensive than newspaper advertisements. (3) Advertisement on the radio is a great way to reach your target audience. If your target market listens to a particular station, then regular advertising can attract new customers. (4) Television has an extensive reach and advertisement this way is ideal if you cater to a large market in a large area. Television advertisements have the advantage of sight, sound, movement and color to persuade a customer to buy from you. They are particularly useful if you need to demonstrate how your product or service works. Producing a television advertisement and then buying an advertising slot is generally expensive. Advertisement is sold in units and costs vary according to:

- the time slot
- the television program
- whether it is metro or regional
- if you want to buy spots on multiple networks.

(5) Directories list businesses by name or category (e.g. Yellow Pages phone directories). Customers who refer to directories have often already made up their mind to buy – they just need to decide who to buy from. (6) There are many ways to make advertise at outside or on-the-go. Outdoor billboards can be signs by the road or hoardings at sport stadiums. Transit advertising can be posters on buses, taxis and bicycles. Large billboards can make brand information spread quickly and have a huge impact if consumers walk past a billboard at work every day, it's likely that they'll come up with the idea of buying a product. (7) Direct mail means writing to customers directly. The more precise your mailing list or distribution area, the more

of your target market you will reach. A direct mail approach is more personal, as you can select your audience and plan the timing to suit your business. (8) Being on the internet can be a cost-effective way to attract new customers. You can reach a global audience at a low cost. Many customers research businesses online before deciding whom to buy from.

The purpose of advertising is to get more consumers to understand the brands through different forms of advertising, which would generate brand awareness and enhance brand image. The guideline of advertising is to use brand awareness and brand contact to increase the brand impression of consumers. Through advertising, there is a preliminary understanding of the brand, so that brands can have a clear standard according to different consumer types when purchasing brand products.

Advertisement is different from traditional media publicity. Besides showing the characteristics of goods, it also reflects the designer's style and design philosophy. Nowadays, traditional media propaganda cannot be based on the market, and the advertisement reflects "innovation." Consumers can feel the brand new season's product information more directly from the advertisement, and the information that the designer will pass to the consumer. Using the celebrity effect in advertisement can give you a more intuitive sense of the details of the brand.

Next to a firm's own efforts to build the brand and affect consumer behavior, it is well-known that messages initiated by consumers influenced other consumers (Rosario, Sotgiu, Valck, & Bijmolt ,2016). Each brand has an independent advertisement platform. First, brand information can be updated any time. Second,

consumers can receive brand information more easily; Third, increase brand awareness.

Advertisement is critical to the brand. Each brand advertisement its brand image through advertisement and brand new product, advertisement is to decide whether consumers will buy products and whether they will pay attention to brand information. Advertisement in addition to reflect the brand image and brand information, at the same time in the advertisement reflects the brand's public relations and brand quality and value is consumer concern about whether advertisement after will continue to pay attention to and continue to buy one of the factors.

Advertising and promotion offer a news function to consumers. Viewers of ads learn about new products and services available to them, much like they learn about events in the news. It provides facts without approval or disapproval from consumers. Customer behavior at this stage encompasses expressions of curiosity (Johnston, 2006). Perfume is one of Chloé's four product categories, alongside bags, ready-to-wear and shoes. Chloé's long-term license with Coty began in 2005. The house's designer has always been involved in the conception of Chloé fragrances, and its latest, Natacha Ramsay-Levi, will be no different(Weil, 2017). The Chloé brand uses the celebrity to advertise the perfume and to promote the development of the brand and attract consumers through the influence of the celebrity effect.



Figure 1: Chloé Advertisement For Bags



Figure 2: Chloé Advertisement For Clothes

Different forms of advertisement can attract consumers' attention. The result show that the different messages are effective in building a brand and enhancing customer acquisition. With respect to building a brand, traditional advertisement is most effective in creating awareness and consideration(Vries, Gensler & Leeflang, 2017).

2.2.1 The Role of TV Advertisement

In the advertising campaign, models from different countries are used to deduce women's freedom, romance, spontaneity, and their own characteristics through advertising and publicity in front of consumers. There are many kinds of advertisements but each of them aims to convey brand information to consumers and promote brand image.

TV advertisement showed the brand image and brand culture to the consumers in a more intuitive way and conveys the brand message in a simple and clear way. Consumers can also intuitively accept brand message. In addition to passing brand information, TV advertisements will take various forms to promote the brand to attract consumers. For example, the Chloé brand is a luxury brand in France, which is famous for attracting consumers with the designer's design style. But on the television advertisement for the Chloé from the beginning of concise, simple mode of advertisement, but now new and unique advertisement model, different products according to the different shots, passing out of television advertisement effect is not the same.

TV advertisement not only delivers brand information and designer ideas to consumers, but also conveys the brand culture. Many luxury goods can still survive not just rely on brand awareness and the designer concept

but also rely on its own cultural brand and brand influence, and behind the brand publicity to television advertisement information is passed to the consumer.

For a brand, constant innovation is a factor that will not be forgotten and eliminated. The same goes for television advertisement.

1. Represent Your Brand Clearly

In order for consumers to remember the brand quickly that the brand must belong to their own name and logo, and display the brand name and logo in a unique way in advertisement. As a brand, the logo and name are all brand images. The purpose of not changing the brand name and logo is to increase consumers' confidence in the brand and their desire to buy. The brand name and logo of Chloé have been in use since its establishment. Different designers have created numerous classic designs for Chloé with their own unique design philosophy. However, the only thing that remains unchanged at Chloé is the brand name and logo. For brands and consumers, the culture and information behind the Chloé brand are the factors that have contributed to the brand's success so far.

2. Create a Storyline

The best commercials don't just sell a product or service; they tell a story. Every designer will have a theme at every season's brand fashion presentation and the theme will be presented through design. Let consumers understand the brand and the story behind the designer and the brand. Chloé's brand theme varies from season to season. And in 2008, designers define the theme of women's freedom, sexuality and their own theme. In the TV advertisement that the

brand uses a woman who is tired of urban life to promote the brand concept of the new season.

3. Develop a Signature Character Or Theme

The role of television advertisement is to let consumers remember brands through advertisements. The image spokesman is one of the keys to the brand. The image spokesperson is the brand image and the brand name. The image spokesperson is the external image of the brand. Consumers understand and know the positioning of the brand through the image of the spokesperson, and know the concept of the brand and designer through the brand image spokesperson, so as to decide whether to buy or not. For the brand, use the advertisement to promote the product to display the designer's design concept through the image spokesperson. Every advertising campaign is not short-term but long-term so choose whose is spokesperson of brand is very important. These characters or themes will fortify the audience's connection with your brand.

4. Keep It Simple

Brands have only 30 to 60 seconds to communicate their message and connect with consumers. Maintain the integrity of the brand's business and the continuity of the story. The time of TV advertisement is short, it wants to let the consumer understand and know the brand in the short time that the advertisement content must be concise and concentrated. The brand establishes the brand image and brand idea and the designer's design style in the short time through the advertisement. The advertisement of Chloé's brand is as simple and simple as the brand concept.

It captures consumers' eyes in a simple and clear advertisement way and promotes the brand image and designer's concept.

5. Don't Cut Corners

Quality is an essential element of an effective TV ad. Quality doesn't necessarily mean you have to empty your pockets on the production of one ad. But do utilize a professional film production team to ensure the quality of your commercial. For a luxury brand, details determine quality. The details are not only reflected in the brand but also in the advertisement. Through TV advertisement that consumers are more aware of the brand's attentions to the product while understanding the brand.

2.3 Concept and Assumptions of Perception and Media Exposure

Affect is often used as an even broader concept than → emotions, generally covering the various forms of emotional phenomena and used to distinguish an affective, feeling state from → cognition and thoughts. However, a strict separation between cognition and affect can hardly be hold from contemporary emotion psychology. The positioning of affect versus cognition dates back to Descartes, who proposed a strict separation of body and soul, which has ever since distinguished rationality and emotionality(Damasio, 1994) and still excites heated debates among current emotion scholars.

Many media entertainment scholars have studied how people experience affects through entertainment products(Bryant et al. 2003; Bryant & Vorderer 2006). Media exposures through the world wide web are another important source for evoking affect in its users. Not only is much traditional media fare exposed on the Internet, but newly invented offerings can also be found, such as online gaming and

interactive TV related response options. Furthermore, the Internet hosts a lot of mediated → interpersonal communication, often accompanied by affect (e.g., online romance or hate speech; → Mediated Social Interaction).

Affect and emotions play an important role on their own in processing the information derived from media exposure. Studies have shown the effects of emotions on → attention and recall of the news (Lang 2000). Others have found → selective attention (Brosius 1993) and → framing effects of emotion (Nabi 2003).

The power of mass media in modern society is based on an asymmetrical relationship between individuals and the media system. Individuals and interpersonal networks do not control those resources, which directly affect the welfare of the media system (Ball-Rokeach, 1998). The media system exerts control over the resources that directly affect the goals of individuals and interpersonal networks as regards understanding or orientation. This asymmetry particularly occurs in periods of social change or dramatic conflicts when there is a growing demand for information (Ball-Rokeach & DeFleur, 1976).

Steinberg (2007) defined perception as information which was taken in by the senses, processed by the brain, stored in memory, and produced some form of physical or mental responses. It is a process whereby we acquired information about our environment through our five senses. We gained information about ourselves and the world we lived in through the interaction of these senses with the environment (Steinberg, 2007). Steinberg (2007) concluded that the process of perception occurred in three principal stages: selection, organization and interpretation. The three stages took place relatively unconsciously and almost simultaneously. Selection is the stage

when we chose only some aspects of information from the environment – those which attracted our attention at a given time. Hence, the more individual was exposed to Chloé advertisement, the more they will remember the contents and perceive the contents according to the intention of the company.

2.4 Impact of Advertising and Brand Equity on Customers' Purchase Decision

Brand image has been studied extensively since the 20th century due to its importance in building brand equity. In the increasingly competitive world marketplace, companies need to have a deeper insight into consumer behavior and educate consumers about the brand in order to develop effective marketing strategies. In the following paragraph, we will discuss the relationship between consumers' cognition of brand image and consumer behavior (Zhang, 2015).

Keller introduced with the concept “customer-based brand equity (CBBE)” in 1993, which referred to the various reactions to the branding campaign from consumers who have knowledge of the brand in varying degrees. In other words, brand image and brand awareness are the basis and sources of brand equity. According to Keller (1993), positive brand image could be established by connecting the unique and strong brand association with consumers' memories about the brand through marketing campaigns. In this regard, the brand knowledge should be built and understood before the consumers could respond positively to the branding campaign. If consumers have knowledge of a brand, the company could spend less on brand extension while achieve higher sales (Smith & Whan, 1992).

Purchase decision is the thinking process that leads to a consumer from identifying a need, generating options, and choosing a specific product and brand.

Some purchase decisions are minor, like buying toothpaste, while other purchases are major, like buying a house. The more major the purchase decision, the more effort is typically put into the process (Jaakkola, 2007). For example, Chloé is a famous luxury brand in France. When consumers decide to buy products, they will purchase them according to their own needs. There are some consumers who buy the brand because of its advertising or a product that likes it. Some consumers buy because they need it; or buy it for a special holiday.

Advertisement is through the form of advertising in a more intuitive and simple way to let the consumer feel brand to pass to the consumer about the brand idea, brand culture, the designers idea, brand products more information about the brand. It is the consumer who watches the advertisement, the first time quickly understands and knows the brand. The advertisement of Chloé brand will design advertisement for every season designer's concept, so that consumers can understand the brand culture and history in the advertisement. Feel the design concept of the designer, the brand would transfer the brand image of the consumers.

In brand equity, brand image, brand awareness, brand concept, customer satisfaction and brand reputation are all brand assets. A brand can be based on the market for a long time, besides brand culture, brand history, designer's design concept, and more importantly, brand equity. Brand equity is the factor that consumers will continue to purchase or be interested in the brand after the first purchase. Brand equity determines whether the brand can be established in the market and accepted by consumers. Chloé brand has been designed to appeal to consumers with different designers' ideas and designers' designs. But in addition to highlighting the brand in advertising, Chloé is constantly improving on brand assets.

The difference between advertisement and brand equality is the outside of the brand, and brand equity is the inside of the brand. The inherent need of the brand is to display the product through advertising, to show the inherent culture and value of the brand, and to let consumers know the brand through advertising. The outside of the brand needs the internal support of the brand, and the development and innovation of a brand cannot be separated from the perfection of the brand. The combination of internal and external, can build brand value. Besides being attracted by advertising, consumers also pay attention to brand value and brand image. Chloe's own positioning and brand value are elegant, sexy and free in luxury. The value of Chloe's brand plays a significant role in brand development. To make consumers buy goods at the same time, not only because they like to still buy goods to reflect their own value and taste.

2.5 Concepts of Brand Equity

Brand equity refers to value premium that a company generates from a product with a recognizable name, when compared to a generic equivalent. Companies can create brand equity for their products by making them memorable, easily recognizable, and superior in quality and reliability (Rikula, 2016).

It is a concept to build a well-known brand, to create a feeling and impression in customer's mind. Brand quality is one of the values of brand loyalty. The reason why consumers choose a brand is not only because of the designer's design, but also the product of the brand-

Brand equity is a key construct in the management not only marketing but also business strategy. It helped create and support the explosive idea that emerged in the late 1980s, that brands are assets that drive business performance over time. That idea

altered perceptions of what marketing does, who does it and what role it plays in business strategy.

Brand equity also altered the perception of brand value by demonstrating that a brand is not only a tactical aid to generate short-term sales but also a strategic support to a business strategy that will add long-term value to the organization (Aaker, 2016).

Brand equity is a set of assets or liabilities in the form of brand visibility, brand associations, and customer loyalty that add or subtract from the value of a current or potential product or service driven by the brand. Brand visibility means that the brand has awareness and credibility with respect to a particular customer need—it is relevant. If a customer is searching for a buying option and the brand does not come to mind, or if there is some reason that the brand is perceived to be unable to deliver adequately, the brand will not be relevant and not be considered (Aaker, 2016).

2.6 Concepts of Customer Satisfaction

The terms customer satisfaction and perception of quality are labels we use to summarize a set of observable actions related to the product or service (Hayes, 2008). The most comprehensive definition of satisfaction has been offered by Kotler and Keller who defined satisfaction as “person’s feeling of pleasure or disappointment which resulted from comparing a product’s perceived performance or outcome against his/ her expectations” (Kotler & Keller, 2006). “Perception is defined as consumer’s belief, concerning the service received or experienced” (Rai, 2008).

2.6.1 The Importance of Customer Satisfaction

Customer satisfaction level can be divided into three categories (Williams & Buswell, 2003): First, negative disconfirmation happens when the level of service turns out to be worse than expected by the customer. Second, positive disconfirmation

is the case where the service is better than expected by the customer. Third, simple disconfirmation happens when the level of service matches the level of service expectations. A range of authors have offered explanations about differences between service quality and customer satisfaction from the viewpoint of customers. The most notable work in that aspect belongs to (Oliver, 1997) as mentioned by Williams & Buswell (2003) presented on the following table:

Table 2.1: Explanations about differences between service quality and customer satisfaction

Service Quality	Customer Satisfaction
Evaluated using specific clues	Evaluation more holistic
Based on perceptions of "excellence"	Based on needs
Cognitive	Emotional

Excellent customer service and high customer satisfaction begins with understanding customer expectations. It has to be noted who your customers are and what they want. Customer satisfaction is generally measured by asking customers whether their product or service has met or exceeded expectations. It is very important to ask this question because asking is a key factor that leads to customer satisfaction. When customers have high expectations, and the reality fall short, they will be disappointed and will likely rate their experience as less than satisfying. Customer

expectations set the bar for customer satisfaction, which also affects repurchase decisions and customer loyalty.

2.7 Purchase Intention

Consumer's interest to purchase a product or service always depends on the willingness to buy and at the same time ability to pay for the product. Though they are willingness and ability to pay then also the consumers change their buying decisions because of the influence of various factors such as psychological factors, personal factors, cultural factors, social factors, the influence of family members, and economic factors and social media, etc.

An individual who purchases products or services for the purpose of using for himself/herself is known as an end user or consumer or the end user of the product or services is termed as a consumer. Consumer buying behavior always reflects why do consumers buy products with an interest? What are the factors influencing them? How do they take purchase decisions? Why should marketers know about status of consumption and impact of external environment on buyer's decision, etc. (Trivikram, 2016).

2.8 The Assumptions of Social Exchange Theory

Every brand can exist in the market and there will be the value of the brand itself. Advertisement is to maximize the social value of the brand. Brand development and brand value not only bring benefits to the brand itself but also generate value and influence in the society.

Self-interest and interdependence are central properties of social exchange. These are the basic forms of interaction when two or more actors have something of value to each other, and they have to decide whether to exchange and in what amounts

(Lawler, Edward & Jeongkoo ,1993). Humans uses the concepts of individualism to explain exchange processes. To him, the meaning of individual self-interest is a combination of economic and psychological needs (Ekeh & Peter, 1974). Customers used more emotional to buy goods than rational consumption. Through the advertisement, the brand hits the heart in a moment that the desire to buy. Some consumers see the brand advertisement to promote the brand idea and designer designed the concept which is very suitable for their own style, then to love the brand and the desire to buy.

The effect of advertisement is generated. Advertisement let consumers know more intuitively and feel the value of the brand and designer's design philosophy. Besides the sensory impact on consumers, there is demand. Information delivered through advertisement can be more direct about what you need. Advertisement not only brings more preconditions and conveniences to consumers and brands but also helps to balance the market.

Social exchange theory views exchange as a social behavior that may result in both economic and social outcomes (Lambe, Jay, Wittmann, Michael, Spekman, & Robert ,2001). Social exchange theory has been generally analyzed by comparing human interactions with the marketplace (Blau Cook, Karen, & Richard,1987).



Figure 3: Social Exchange Theory

Advertisement in the market aims to increase revenue for the market.

Advertisement in brand also increase revenue for brand , with intuitive way to promote products to consumers and brand information pass the advertisement publicity can clearly understand the history of brand along the way. Good brand pays great attention to advertisement that not only to introduce the brand to consumers, but also to promote the brand image to potential customers. Brands also seek potential investors through advertisement and using the brand concept, brand reputation, brand information and brand value to increase revenue. Brands can trade a small share of their investment for a higher fee. Advertisement is the most direct way for consumers and potential investors to understand and know brands. Advertisement can bring new information and new seasonal products to consumers. Through advertisement, investors can understand brand value, brand image, brand positioning and brand association. Consumers can buy goods through advertisements, which can not only meet the needs of consumers but also increase the income of the brand. Through advertisement, investors understand the brand and bring new investment and cooperation opportunities for the brand, so as to expand the brand awareness and explore new markets. Brands, consumers and investors achieve win-win results. Chloé's brand relies on the design concept of different designers, which attracts consumers with excellent quality. In fact, Chloé's brand of advertisement is also distinctive. Each designer will continue the design concept of the brand, and then join the designer's own design style. In advertisement , the brand has a consistent style and characteristics , which is why the development of Chloé brand will attracts consumers and designers to work for it. Since 1952, Chloé 's brand has been a choice between consumers and investors, since the brand itself is a symbol of identity and value.

Chloé brand development process, Stella McCartney and Karl Lagerfeld two designers is the brand brings different design idea. Stella McCartney in Chloé's original contracted style, freedom sex style and English elements, the brand in a free sexy ,contracted in much a British wind spell able; Karl Lagerfeld has added romance to Chloé's brand, making the brand market wider.

2.9 The Assumptions of Social Identity Theory

Social identity theory is described as a theory that predicts certain intergroup behaviors on the basis of perceived group status differences, the perceived legitimacy, and stability of those status differences, and the perceived ability to move from one group to another (Tajfel & Turner, 1979). This contrasts with occasions where the term "social identity theory" is used to refer to general theorizing about human social selves (Haslam, Ellemers, Reicher, Reynolds, & Schmitt, 2010). Moreover, and although some researchers have treated it (Brown & Zagefka, 2006). Social identity theory was never intended to be a general theory of social categorization (Turner & Reynolds,2010). It was awareness of the limited scope of social identity theory that led John Turner and colleagues to develop a cousin theory in the form of self-categorization theory(Haslam, 2001), which built on the insights of social identity theory to produce a more general account of self and group processes. The term social identity approach, or social identity perspective, is suggested for describing the joint contributions of both social identity theory and self-categorization theory(Postmes & Branscombe, 2010). Social identity theory suggests that an organization can change individual behaviors if it can modify their self-

identity or part of their self-concept that derives from the knowledge of, and emotional attachment to the group (Tajfel & Turner, 1979).

Building on the above components, social identity theory details a variety of strategies that may be invoked in order to achieve positive distinctiveness. The individual's choice of behavior is posited to be dictated largely by the perceived intergroup relationship. In particular the choice of strategy is an outcome of the perceived permeability of group boundaries (e.g., whether a group member may pass from a low status group into a high status group), as well as the perceived stability and legitimacy of the intergroup status hierarchy (Tajfel & Turner, 1979). The self-enhancing strategies detailed in social identity theory are detailed below. Importantly, although these are viewed from the perspective of a low status group member, comparable behaviors may also be adopted by high status group members (Haslam, 2001).

A successful brand is itself a sign. Some consumers buy Chloé products not only because of the brand originality, designer's design philosophy and brand style, but also because of the value of the brand itself and the brand's social influence. In many cases, consumers' choice and demand for brands, in addition to the influence and attraction of advertisement which is more important because the brand value is suitable for themselves. Brand value is reflected in consumers through advertising and the choice of consumers reflects their own value.

2.10 Theoretical Framework

Most past studies several investigated the relationship between brand equity and consumer behavior. Brand equity is valuable and the relationship between brand

loyalty and brand value needs to be recognized within the management accounting system, engaging the relationship between effective advertisement on brand equity and brand switching behavior of the customers. However, many papers discussed how brand equity is important for brand and how it is valuable. Very limited study examined the relationship between customers' exposure to the advertisement, brand equity, customer satisfaction and customers' intention to purchase. Brand equity composes of many components. Including brand awareness, brand association, perceived quality and brand loyalty, but many past studies identified relationship between brand equity and advertisement or consumer's attitude.

My study aimed to examine the relationship between customers' frequency of advertisement exposure, brand equity (brand awareness, brand loyalty, brand association and perceived quality), customer satisfaction, and customers' intention to purchase. Brand awareness refers to the extent to which customers are able to recall or recognize a brand. That is very important part for brand because when consumers recognize a brand, they want to know brand culture or concept; brand association refers to a deep seated in customer's mind about the brand. Brand should be associated with something positive so that the customers relate your brand to being positive; perceived quality is the important information for luxury brand because perceived quality determines whether consumers will continue to buy; brand loyalty refers to the consumer's psychological response to brand preference, which reflects the trust and dependence of the brand. Depend on this theoretical framework that we know each hypothesis is related to each other and affects each other. The number of times consumers expose to the brand advertisements determines the degree of consumers' perceived quality of the brand and their satisfaction toward Chloé. On the

other hand, consumers' satisfaction toward Chloé and perceived brand equity also influence consumers' purchases intention.

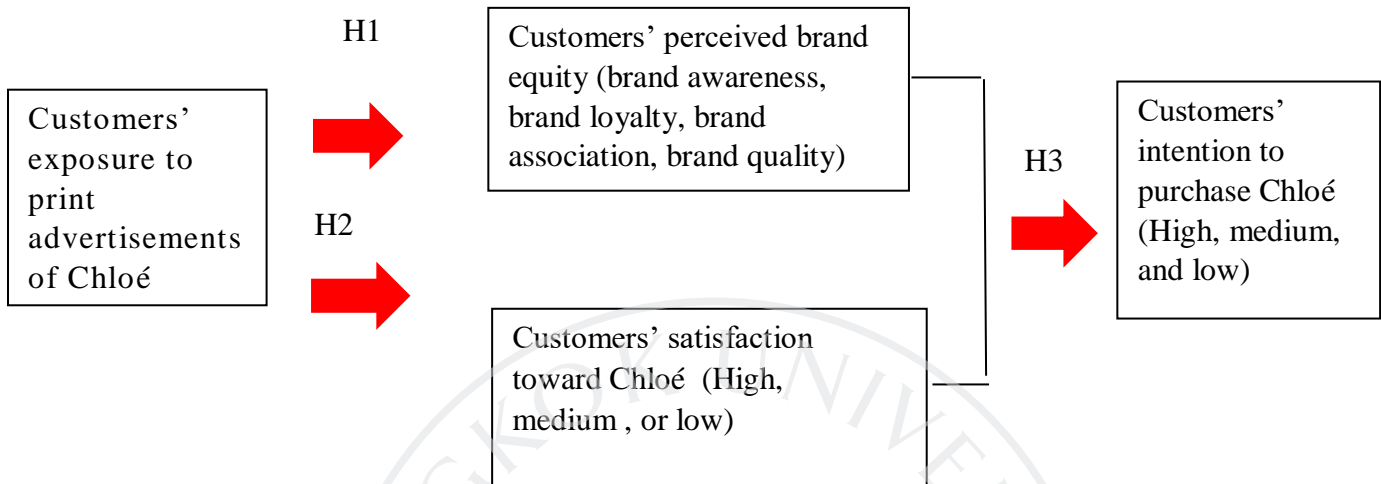


Figure 4: Theoretical Framework

2.11 Research Hypothesis

According to the theoretical framework, there is a connection between brand equity and customer satisfaction. This study examined the relationship between brand equity, customer satisfaction and their intention to purchase. This research propose the following research hypothesis:

H1: Customers' exposure to advertisement of Chloé significantly influence with their perceived brand equity (brand awareness, brand association, quality, and brand loyalty).

H2: Customers' exposure to advertisement of Chloé significantly influence their satisfaction toward the brand Chloé.

H3: Customers' perceived brand equity and customer satisfaction are significant predictors of their intention to purchase the brand Chloé.

CHAPTER 3

METHODOLOGY

The chapter described the research methodology to examine the relationships among the exposure to advertisement of Chloé, perceived brand equity, customer satisfaction and customer decision to purchase its Chloé products. This chapter summarized the following sections:

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

3.1 Research Design

The objective of this study aims to examine the influence of advertisements of Chloé on their customers' perceived equity and customer satisfaction and their intention to purchase the product.

This research is a quantitative research to collect the data information to show the exposure to advertisement engagement on customers' perceived brand equity, customer satisfaction, and their decision to purchase the brand.

3.2 Population and Sampling Method

The population of the research are the customers who were exposed to Chloé advertisement. The primary group of prospect customers age are customers aged 18-25 years old. This group of people is chosen to be the sample of this study that come from different part of the world and have the ability of think independently on brand value and have the ability to purchase luxury product. Chloé product targets the female audience, because they did not have men's collection. Samples are those customers who are females aged 24-25 years old living in the middle class society, and for male usually buy gift for girlfriends or wife, because Chloé are is luxuriant products. Chloé's "See" collection is aimed at young females. Females that would shop in the "See" collection would be aged 18-25 years old (Chloé, 2012).

The survey research was participated by two hundred customers to examine the relationships among exposure to advertisements of Chloé's customers' satisfaction, perceived brand equity, and customer's intention to purchase.

3.3 Research Instrument

The purpose of this questionnaire is to examine the relationship among customers' frequency of advertisement, perceived brand equity, customer satisfaction toward Chloé and their purchase decision. The influence of customers' satisfaction, brand equity and customer decision to purchase.

Section1: Demographic Information of users

This first section of questions asking users to provide their special information which including sex, age, occupation, marriage status, education background, monthly income. There are 6 nominal scales and ordinal scales

Section2: The Frequency of Exposure to Chloé Advertisement

This part examines the uses pay attention to advertisement in a month, ranging from never (0 time per month), rarely (once per month), sometimes (twice per month), frequently (3 time per month), and most frequently(4-5 times per month or more). This question used ordinal scale.

Section 3: Customer's perceived Chloé brand equity.

Five-likert scale was used to examine the dimensions of customer-based brand equity, including brand awareness, brand association, brand quality, and brand loyalty, ranging from (5) strong agree, (4) agree, (3) neutral, (2) disagree and (1) strongly disagree, respectively. The researcher used Brand Equity Scale of Yoo &Donthu (2001) and Lassar et al. (1995), which has Cronbach alpha of 0.679 was used classified brand equity into five components as follows:

1. Brand Awareness (BA) includes the following statements: (1) I don't have difficulty remembering Chloé brand in my mind. (2) I can remember Chloé brand when there are many competing brand. (3) Chloé is the brand that I will recall when I need to make a purchase on the fashionable products. (4) Chloé brand comes up first in my mind when I need to make a purchase decision on the product.

2. Brand Association (BA) include the following statements: (1) I can quickly recall the logo of this Chloé brand. (2) In its status and style, Chloé's brand matches my personality. (3) I am proud to own a product of this Chloé brand. (4) I consider Chloé's company and people who stand behind the brand are very trustworthy. (5) Considering what I pay for Chloé brand, I get much more than my money's worth. (6) The Chloé's country of origin/manufacture is important in choosing this product.

3. Perceived Quality (PQ) includes the following statements: (1) Chloé brand is of good quality. (2) I can expect superior performance from Chloé brand. (3) This brand is very reliable. (4) Chloé's brand is better as compared to other brands of the product in terms of the color/form/appearance. (5) I don't have difficulty in finding the information that I need from the label of the package.

4. Brand Loyalty (BL) includes the following statements: (1) I will not buy other brands when Chloé is available at the store. (2) I will definitely buy Chloé's brand of product although its price is higher than others that offer similar benefits. (3) After using the brand that I grow fond of it. (4) I will definitely buy the brand of product again.

Section 4: Customer's intention to purchase brand Chloé

Five-likert scale was used to examine customers' intention to purchase, ranging from (5) strong agree, (4) agree, (3) neutral, (2) disagree and (1) strongly disagree, respectively. Researcher used Likert scale, having Cronbach's alpha of 0.87 Customer's intention to purchase includes the following statements:

1. I think Chloé has a higher quality than other brands.
2. I will think about buying when Chloé gets a discount.
3. On special days that I will buy Chloé 's products as gifts for myself or my friends(Birthday, wedding).
4. Chloé 's design philosophy fits my personality well.
5. I think advertisement is important when I buy products.

Section 5: Customers' satisfaction toward Chloé brand

Five-likert scale was used to examine customers' satisfaction toward Chloé brand, ranging from (5) strong agree, (4) agree, (3) neutral, (2) disagree and (1) strongly disagree, respectively. Researcher use randomly scale, having Cronbach's alpha of 0.885. Customer satisfaction includes the following statements:

1. I think the Chloé brand is a little bit expensive.
2. I' m satisfied with Chloé quality.
3. I think Chloé is a brand has a good reputation.
4. The professional knowledge and professional quality of the staff of Chloé 's brand counter satisfy my needs as customer.
5. Chloé 's after-sales service is good.
6. Overall, I am satisfied with Chloé 's brand.

3.4 Research Pretest

The survey was conducted through email and face-to-face. When the researcher distributed the survey to respondents, researcher found that many

people only know the brand name but did not know information, so the researcher has edited the questionnaires that make more easy to understand.

For Thai and non-Thai customers, brand Chloé was not famous like other brands .Customers only know brand name but did not know brand awareness, brand and designers' concept and other information. For Thai market , Chloé is the young brand and strangeness for Thai-non Thai customers.

In Section III Brand Awareness adjust that “I have difficulty in imaging Chloé brand in my mind.” to “I don't have difficulty remembering Chloé brand in my mind.”; Second adjust “I can recognize Chloé brand among competing brands.” to “I can remember Chloé brand when there are many competing brand.” ; Third adjust “Chloé is the only brand recalled when I need to make a purchase on the product.” to “Chloé is the brand that I will recall when I need to make a purchase on the fashionable products.”

The Cronbach alpha of the questionnaire can be summarized as follows:

Table 3.1: The Comparison of Cronbach alpha

	Sample 30 respondents	Cronbach's Alpha	Sample 200 respondents	Cronbach's Alpha
Brand Equity	19	.032	19	.045
Brand Awareness(BW)	4	.077	4	-.011
Brand Association(BA)	6	.118	6	.274
Perceived Quality(PQ)	5	.812	5	.095
Brand Loyalty(BL)	4	.705	4	-.032

Customers' satisfaction	6	.817	6	.175
Customers' intention to purchase	5	.810	5	.124

3.5 Data Collection Procedure

For the 200 questionnaires, the survey was conducted in the form of face-to-face communication.

That is original questionnaire items are English, which would be translated into Thai and then translated back to English by a Thai person who is fluent in Thai and English.

The researcher went to the Bangkok University at Rangsit Campus and invited BU students to participate the survey using convenience sampling, then they distributed the questionnaires to their friends. Two hundred respondents completed questionnaires.

3.6 Data Analysis and Interpretation

H1: Customers' exposure to advertisement of Chloé significantly influence with their perceived brand equity (brand awareness, brand association, quality, and brand loyalty).

Independent variables: Exposure to advertisement of Chloé (Ordinal scale)

Dependent variable: perceived brand equity (Likert scale)

Statistical analysis: One-Way ANOVA

H2: Customers' exposure to advertisement of Chloé significantly influence their satisfaction toward the brand Chloé.

Independent variables: Exposure to advertisement of Chloé (Ordinal scale)

Dependent variable: Satisfaction toward the brand Chloé. (Likert scale)

Statistical analysis: One-Way ANOVA

H3. Customers' perceived brand equity and customer satisfaction are significant predictors of their intention to purchase the brand Chloé.

Independent variables: brand equity and customer satisfaction (Likert scale)

Dependent variable: Intention to purchase the brand Chloé. (Likert scale)

Statistical analysis: Simple Regression analysis

The brand equity, customer satisfaction, customer intention to purchase will be measured by examining the mean of brand equity ranging into 3 levels from high, medium, or low by using the following formula:

Sum range = (Highest score - lowest score) / Numbers of levels

Mean range = (Highest likert scale- Lowest likert scale)/ Numbers of levels.

Mean range= (5-1)/3= 1.33

Table 3.2: Criteria for Chloé of frequency of advertisements

Opinion toward the statement	Score	Criteria	Meaning
Most frequently	5	4.21 - 5.00	Most frequently
Frequently	4	3.41 - 4.20	Frequently
Sometimes	3	2.61 - 3.40	Sometimes
Rarely	2	1.81 - 2.60	Rarely
Never	1	1.00 - 1.80	Never

Table 3.3: Criteria for interpreting the opinion of perceived brand equity of Chloé

Opinion toward the statement	Score	Criteria	Meaning
Strongly agree with the statement	5	4.21 - 5.00	Strongly agreeable
Agree with the statement	4	3.41 - 4.00	Agreeable
Neutral statement	3	2.61 - 3.00	Neutral
Disagree with the statement	2	1.81 - 2.00	Disagree
Strongly Disagree with the statement	1	0.80 - 1.00	Disagree

Table 3.4: Criteria for interpreting the level of brand equity and intention to purchase of Chloé

Criteria	Meaning
3.68 – 5.00	High level
2.34 – 3.67	Medium level
1.00 – 2.33	Low level

3.7 Demographic Data of the Samples

The demographic information of 200 customers was analyzed into frequency and percentage of the samples. The demographic data of the sample was summarized in Table 3.5- Table 3.10.

As shown in Table 3.5, descriptive analysis showed that majority of the sample were female (78% ,n= 156) and male (22%,n = 44), respectively.

Table 3.5: Gender of samples

Demographic Information	Frequency	Percent (%)
Gender:		
Male	44	22%
Female	156	78%
Total	200	100%

As shown in Table 3.6, descriptive findings revealed that majority of the sample aged 28-32 years old (25.5%, n = 51), followed by those who were 33 – 37 years old (20.5%, n = 41), 38 – 42 years old (20%, n = 40), 18-22 years old (14%, n = 28), more than 42 years old (14%, n = 28), and 23-27 years old (6%, n = 12), respectively.

Table 3.6: Age of samples

Age	Frequency	Percent(%)
18-22 years old	28	14%
23-27 years old	12	6%
28-32 years old	51	25.5%
33-37 years old	41	20.5%
38-42 years old	40	20%
More than 42 years old	28	14%
Total	200	100%

As shown in Table 3.7, descriptive findings revealed that majority of the sample occupation for employee (51%, n = 102), followed by those students (14%, n = 28), and foreign enterprise (14%, n=28), government officer (11%, n = 22), freelance and entrepreneurs (10%, n = 20) , respectively.

Table 3.7: Occupation of samples

Occupation	Frequency	Percent(%)
Students	28	14%
Government officers	22	11%
Employees	102	51%
Foreign enterprises	28	14%
Freelance and entrepreneurs	20	10%
Total	200	100%

As shown in Table 3.8, descriptive findings revealed that majority of the sample education for bachelor degree (82.5%, n = 165), followed by

those master degree (16%, n = 32), high school (1%, n = 2), doctoral degree (0.5%, n = 1), respectively.

Table 3.8: Education level of samples

Education	Frequency	Percentage(%)
High School	2	1%
Bachelor degree	165	82.5%
Master degree	32	16%
Doctoral degree	1	.5%
Total	200	100%

As shown in Table 3.9, descriptive findings revealed that majority of the sample income for 80,001-110,000 Baht (34.5%, n = 69), followed by those 50,001-80,000 Baht (30.5%, n = 61), less than 20,000 Baht (14%, n = 28), 20,001-50,000 Baht (8.5%, n = 17), and 110,001-130,000 Baht (8.5%, n=17), more than 130,000 Baht (4%, n = 8), respectively.

Table 3.9: Income per month of samples

Income	Frequency	Percentage(%)
Less than 20,000 Baht	28	14%
20,001 - 50,000 Baht	17	8.5%
50,001- 80,000 Baht	61	30.5%
80,001 - 110,000 Baht	69	34.5%
110,001- 130,000 Baht	17	8.5%
More than 130,000 Baht	8	4.0%
Total	200	100%

As shown in Table 3.10, descriptive findings revealed that majority of the sample was involved in a relationship (48%, n = 96), followed by those marriage (32.5%, n = 65), single (15%, n = 30), divorced (4.5%, n = 9), respectively.

Table 3.10: Marriage status of samples

Marriage Status	Frequency	Percentage(%)
Single	30	15%
Involved in a relationship	96	48%
Marriage	65	32.5%
Divorced	9	4.5%
Total	200	100%

CHAPTER 4

FINDINGS

This chapter revealed the results descriptive findings and findings of hypothesis testing using One-Way ANOVA, Spearman correlation, and Linear Regression to testing the hypotheses.

4.1 Summary on Findings of Descriptive Analysis

4.2 Hypotheses Finding and Testing

4.1 Summary on Descriptive Findings

As shown in Table 4.1, the descriptive findings revealed that majority of the respondents were exposed to Chloé frequently per month (40%, n = 80), followed by those who sometimes exposed (25.5%, n = 51) and most frequently exposed to Chloé advertisement per month (20.5%, n = 41), respectively. Only 4% of the respondents claimed that they never exposed to the Chloé advertisement.

Table 4.1: The frequency of exposure to Chloé advertisements per month among respondents

The frequency of consumers' seen or exposed to Chloé brand advertisements per month	Frequency	Percentage%
1.Never (0 time per month)	8	4%
2. Rarely (once per month)	20	10%
3. Sometimes (twice per month)	51	25.5%
4. Frequently (3 times per month)	80	40%
5. Most frequently (4-5 times per month or more)	41	20.5%
Total	200	100%

Table 4.2 is the criteria to interpret the opinion of respondents about each statements in the brand equity and Table 4.3 is the criteria to interpret the level of brand equity and intention to purchase Chloe product.

Table 4.2: Criteria to interpret the opinion of respondents toward each dimension of brand equity and satisfaction

Opinion toward the statement	Score	Criteria	Meaning
Strongly agree with the statement	5	4.21 – 5.00	Strongly agree
Agree with the statement	4	3.41 – 4.20	Agree
Neutral with the statement	3	2.61 – 3.40	Neutral
Disagree with the statement	2	1.81 – 2.60	Disagree
Strongly Disagree with the statement	1	1.00 – 1.80	Strongly disagree

Table 4.3: Analyzing the degree of brand equity and intention to purchase Chloé

Criteria	Meaning
3.68 – 5.00	High level
2.34 – 3.67	Medium level
1.00 – 2.33	Low level

As shown in Table 4.3, the descriptive findings of perceived brand equity showed the mean of the respondents, perceived brand equity is medium ($\bar{X} = 3.55$, $SD = .276$). When examining each construct of brand equity, the respondents perceived brand loyalty with the highest mean ($\bar{X} = 3.75$, $SD = .439$), followed by brand awareness ($\bar{X} = 3.67$, $SD = .467$), perceived quality ($\bar{X} = 3.54$, $SD = .465$), and brand association ($\bar{X} = 3.33$, $SD = .535$), respectively.

When examining the level of brand equity—high, medium, and low level, the descriptive findings found that respondents perceived brand equity at medium level (\bar{X}

= 3.55), classifying into brand loyalty (high level, $\bar{X} = 3.75$), brand awareness (high level, $\bar{X} = 3.67$), perceived quality (medium level, $\bar{X} = 3.54$) and brand association (medium level, $\bar{X} = 3.33$), respectively.

Table 4.4: Descriptive Statistics of perceived brand equity Chloé (n = 200)

Descriptive Statistics				
	N	Minimum	Maximum	Std. Deviation
Brand Equity	200	2.89	4.26	.27675
Brand Awareness	200	2.00	4.50	.46773
Brand Association	200	1.83	4.50	.53571
Perceived Quality	200	2.20	4.40	.46503
Brand Loyalty	200	2.25	4.75	.43911
Customer Satisfaction	200	2.50	4.50	.33946
Purchase decision	200	3.00	4.40	.25476

As shown in Table 4.5, the descriptive analysis of consumer satisfaction toward on Chloé revealed that majority of the respondents agreed with the statements about their satisfaction toward Chloé product ($\bar{X} = 3.80, SD = 0.33$). The samples agreed with the statements “The professional knowledge and professional quality of the staff of Chloé’s brand counter satisfy my needs as customer” ($\bar{X} = 3.96, SD = 0.60$), “I’m satisfied with Chloé quality.” ($\bar{X} = 3.90, SD = 0.64$), “Chloé’s after-sales service is good” ($\bar{X} = 3.88, SD = 0.56$). However, most sample disagree with the statement, “I think the Chloé brand is a little bit expensive,” with lowest mean ($\bar{X} = 3.56, SD = 1.02$). The findings suggested that samples were satisfied with the professional quality of the staff, product quality, and sale after service, respectively; however, we not satisfied

with the price. When examining the level of their satisfaction toward Chloé products, the findings found that majority of the respondent had high satisfaction toward Chloé products ($\bar{X}=3.88, SD= 0.56$).

Table 4.5: Consumer satisfaction towards on Chloé

Consumer Satisfaction towards on Chloé	\bar{X}	SD	Interpretation
1. I think the Chloé brand is a little bit expensive.	3.56	1.02	Agree
2. I' m satisfied with Chloé quality.	3.90	0.64	Agree
3. I think Chloé is a brand has a good reputation.	3.68	0.91	Agree
4. The professional knowledge and professional quality of the staff of Chloé 's brand counter satisfy my needs as customer.	3.96	0.60	Agree
5. Chloé 's after-sales service is good.	3.88	0.56	Agree
6. Overall, I am satisfied with Chloé 's brand.	3.82	0.74	Agree
Total	3.80	0.33	Agree

As shown in Table 4.6, the descriptive analysis of customer's' intention to purchase of Chloé indicated majority of the sample had high intention to purchase Chloé' s brand ($\bar{x}= 3.93, SD= 0.25$). They agreed with the statements, "I think Chloé has higher quality than other brands." ($\bar{X}=4.04, SD=0.26$) and "I think advertisement is important when I buy products" ($\bar{X}=4.01, SD=0. 41$), and "Chloé 's design philosophy fits my personality well." ($\bar{X}= 3.88, SD=0. 70$). The statement that has the

lowest mean was “On special days that I will buy Chloé ‘s products as gifts for myself or my friends.” ($\bar{x}=3.78,SD=0.74$). The findings suggested that samples believed in the high quality, importance of Chloé advertisement and the fact the design matched their personality as the most important reasons for their intention to purchase. However, special occasion is not the most important reason for their intention to purchase.

Table 4.6: Customer's' intention to purchase of Chloé ‘s brand

Customer's' intention to purchase of Chloé ‘s brand	\bar{X}	SD	Interpretation
1. I think Chloé has a higher quality than other brands.	4.04	0.26	Agree
2. I will think about buying when Chloé gets a discount.	3.94	0.40	Agree
3. On special days that I will buy Chloé ‘s products as gifts for myself or my friends. Birthday, wedding)	3.78	0.74	Agree
4. Chloé ‘s design philosophy fits my personality well.	3.88	0.70	Agree
5. I think advertisement is important when I buy products	4.01	0.41	Agree
Total	3.93	0.25	Agree

4.2 Findings on Hypotheses testing

H1: Customers’ exposure to advertisement of Chloé significantly influence with their perceived brand equity (brand awareness, brand association, quality, and brand loyalty).

As shown in Table 4.7, One-Way ANOVA analysis revealed that respondents' exposure to Chloé advertisement did not significantly influence their perceived brand equity, including brand awareness ($F_{(4, 200)} = 0.651, p > .05$), perceived quality ($F_{(4)} = 1.340, p > .05$), and brand loyalty ($F_{(4)} = 1.121, p > .05$) at the statistical significance of 0.05. However, their exposure to Chloé advertisement significantly influenced their brand association ($F_{(4)} = 2.22^{***}, p < 0.001$).

Table 4.7: One-Way ANOVA analysis the influence of media exposure to Chloé advertisement on perceived brand equity of Chloé

	Sum of Squares	df	Mean Square	F	Sig.
Brand Equity	0.243	4	0.061	0.791	.532
Brand Awareness	0.574	4	0.143	0.651	.627
Brand Association	2.492	4	0.623	2.224*	.068
Perceived Quality	1.151	4	0.288	1.340	.257
Brand Loyalty	0.862	4	0.216	1.121	.348

Note: $p^{**} < 0.01$, $p^{***} < 0.001$ (Sig.)

As shown in Table 4.8, that the LSD analysis revealed that how samples' exposure to advertisement influence their perceived brand association as follows: (1) the sample who never exposed to Chloé advertisement had significant different brand association from those who most frequently ($I-J = 0.57215^*, p < 0.05$), sometimes ($I-J = 0.48775^*, p < 0.05$), frequently ($I-J = 0.45417^*, p < 0.05$) and rarely Chloé advertisement ($I-J = 0.35000, p > 0.05$), respectively; (2) the sample who rarely exposed to Chloé advertisement had non-significant different brand association from those who have

most frequently (I-J=0.22215, $p>0.05$), sometimes (I-J=0.13775, $p>0.05$), frequently (I-J=0.10417, $p>0.05$), and never been exposed to Chloé advertisement (I-J=-0.35000, $p>0.05$); (3) the sample who sometimes exposed to Chloé brand advertisement had non-significant different brand association from who most frequently (I-J=0.08441, $p>0.05$), never (I-J=-0.48775*, $p<0.05$), frequently (I-J=-0.03358, $p>0.05$), and rarely (I-J=-0.13775, $p>0.05$)

Table 4.8: The between-subject effects of advertisement engagement difference towards on brand association

Dependent Variable	(I) How often have you seen or exposed to Chlo? brand advertisement per month?	(J) How often have you seen or exposed to Chlo? brand advertisement per month?	Mean Difference (I-J)	Std. Error	Sig.
Brand Association	Never (0 time per month)	Rarely (once per month)	.35000	.22140	.116
		Sometimes (twice per month)	.48775*	.20126	.016
		Frequently (3 times per month)	.45417*	.19625	.022
		Most frequently (4-5 times per month or more)	.57215*	.20456	.006
	Rarely (once per month)	Never (0 time per month)	-.35000	.22140	.116
		Sometimes (twice per month)	.13775	.13963	.325
		Frequently (3 times per month)	.10417	.13231	.432
		Most frequently (4-5 times per month or more)	.22215	.14435	.125
	Sometimes (twice per month)	Never (0 time per month)	-.48775*	.20126	.016
		Rarely (once per month)	-.13775	.13963	.325
		Frequently (3 times per month)	-.03358	.09483	.724
		Most frequently (4-5 times per month or more)	.08441	.11101	.448
	Frequently (3 times per month)	Never (0 time per month)	-.45417*	.19625	.022
		Rarely (once per month)	-.10417	.13231	.432
		Sometimes (twice per month)	.03358	.09483	.724
		Most frequently (4-5 times per month or more)	.11799	.10165	.247
	Most frequently (4-5 times per month or more)	Never (0 time per month)	-.57215*	.20456	.006
		Rarely (once per month)	-.22215	.14435	.125
		Sometimes (twice per month)	-.08441	.11101	.448
		Frequently (3 times per month)	-.11799	.10165	.247

H2: Customers' exposure to advertisement of Chloé significantly influence their satisfaction toward the brand Chloé.

As shown in Table 4.9, One –Way ANOVA analysis revealed that the samples' exposure to Chloé advertisement did not significantly influence customers satisfaction ($F_{(4, 200)} = 1.645, p > 0.05$).

Table 4.9 : One-Way ANOVA analysis on the influence of the advertisement on customers' satisfaction on Chloé

	Sum of Squares	df	Mean Square	F	Sig.
Customers' satisfaction	0.749	4	0.187	1.645	.164

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

H3. Customers' perceived brand equity and customer satisfaction are significant predictors of their intention to purchase the brand Chloé.

To examine the correlations between independent variables and dependent variables, the criteria for interpretation was identified as follows:

Correlation	Interpretation
r is Higher than 0.80	Very high correlation
r is 0.61- 0.80	High correlation
r is 0.41-0.60	Medium correlation
R is 0.20-0.40	1.Low correlation
r is lower than 0.20	2.Very low correlation

According to Table 4.10, Spearman Correlation found that samples' perceived brand equity did not correlated with customer satisfaction ($r^2 = 0.019$., $p > 0.05$).

When examining the impact of each key construct of brand equity, the Linear Regression analysis also revealed that “perceived brand equity” is not a significant predictor of customer satisfaction. (Beta=.119, $p > .05$)

Table 4.10: Correlation between brand equity and customers’ satisfaction

	Brand Equity	Customers’ Satisfaction
Brand Equity	1.000	.109
Customers’ Satisfaction	.109	1.000

Note: * $p < 0.05$

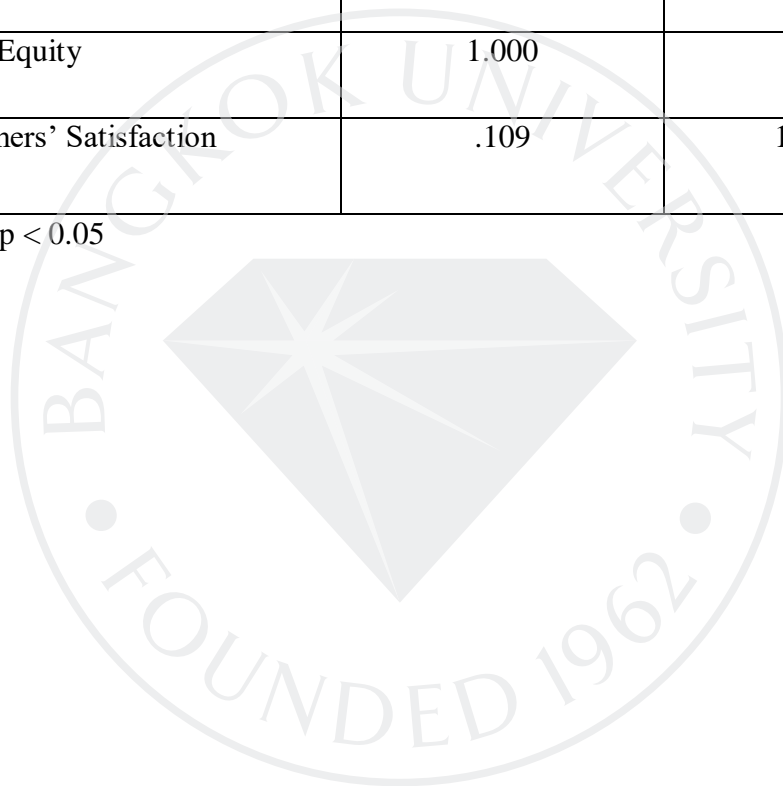


Table 4.11: Linear Regression Analysis of Brand Equity as predictor of customers' satisfaction toward Chloé

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.190	.286		11.137	.000	2.625	3.755
	Brand Equity	.187	.065	.203	2.891	.004	.059	.314
	Customer Satisfaction	.021	.053	.028	.394	.694	-.083	.125
a. Dependent Variable: Customers' Intention to Purchase								

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.559	2	.280	4.456	.013 ^b
	Residual	12.356	197	.063		
	Total	12.915	199			
a. Dependent Variable: Customer intention to purchase						
b. Predictors: (Constant), Customer Satisfaction, Brand Equity						

CHAPTER 5

DISCUSSION

5.1 Introduction

This chapter discusses the summary of hypotheses and discussion on the findings of the study. In addition, this chapter provides the limitations of the study, and recommendations for application and for future research. The summary of the chapter is as follows:

5.1.1 Summary of the Descriptive Findings and Discussion

Descriptive findings revealed that forty percent of customers frequently engaged in advertisement in Chloé per month, followed by those who sometimes exposed and most frequently exposed to Chloé advertisement per month, respectively. They had high brand equity and they had high satisfaction toward Chloé. Customers have high intention to purchase Chloé. Majority of the customers agreed with all key constructs in brand equity, perceived brand loyalty, brand awareness in the high level but they perceived Chloé quality and brand association in the medium level, respectively.

The findings suggested that samples had high satisfaction toward Chloé brand. They were satisfied with the professional quality of the staff, product quality, and sale after service, in the high levels, respectively; however, we not satisfied with the price.

The findings suggested that samples believed in the high quality, importance of Chloé advertisement and the fact the design matched their personality as the most

important reasons for their intention to purchase. However, special occasion is not the most important reason for their intention to purchase.

The study also point that advertisement of Chloé in daily life of Thai consumers did not significantly influence customers satisfaction. Because for Thai consumers that like promotion but for brand Chloé is for world brand and didn't have promotion in store. And have another reason that for brand CHANEL, GUCCI, LOUIS VUITTON and PRADA is the first brand through in their mind, and also the advertisement for CHANEL, GUCCI, LOUIS VUITTON and PRADA is famous than brand Chloé. The brand for CHANEL, GUCCI, LOUIS VUITTON and PRADA's advertisements often appear on social media, billboard or BTS,MRT that have opportunity to let more consumers remember and recognize the brand. But it's not that Chloé advertisement have no impact on consumers. Chloé seemingly low-key publicity style are the joint brand design concept, the design concept of stylist through different bring to Chloé different design style, with the brand advertising propaganda out to attract consumers. And have important reason that consumers cannot see the Chloé 's advertisement billboard in Thailand. That why Chloé is famous in Europe than Thailand.

The effect of advertisement is generated. Advertisement let consumers know more intuitively and feel the value of the brand and designer's design philosophy. Besides the sensory impact on consumers, there is demand. Information delivered through advertisement can be more direct about what you need. Advertisement not only brings more preconditions and conveniences to consumers and brands but also helps to balance the market. Chloé was promoted in Thai market in the last two years,

because brand used advertisement to promote product and building brand awareness. Social exchange theory views exchange as a social behavior that may result in both economic and social outcomes (Lambe, Jay, Wittmann, Michael, Spekman & Robert, 2001). Social exchange theory has been generally analyzed by comparing human interactions with the marketplace (Blau Cook, Karen, & Richard, 1987). Advertisement in the market aims to increase revenue for the market. Other brands used advertisement to promote brand products and information, leading to brand awareness among Thai consumer's mind. However, brand Chloé used different designers' design concept to attract consumer but advertisement alone cannot reach Thai customers to persuade them to make purchase decision.

A successful brand is itself a sign. Some consumers bought Chloé products not only because of the brand originality, designer's design philosophy and brand style, but due to the value of the brand itself and the brand's social influence. In many cases, consumers' choice and demand for brands is shaped by how the customers perceived the brand equity that fit with their own need of cognitions and self-efficacy.

The result shows that the brand equity and satisfaction did not affect the customers' decision to purchase the product. The reason is because customers can afford, match personality and interesting in this season's products which will transfer a good intention that Chloé brand is deserve to buy in their mind, and the result for people who choose "On special days that I will buy Chloé's products as gifts for myself or my friends (Birthday, wedding)" in the survey research.

Since Chloé aims to increase the sale volume in Thailand, Chloé have invested tremendously marketing budget to generate brand equity and customer

satisfaction via advertisement. Chloé recognized the impact of commercial advertisement to create brand equity and customer satisfaction among Thai customers. The company believes that exposure to advertisement will generate higher customer intention to purchase. This study supported that majority of the customer have seen the Chloé advertisement with a considerable at the frequency with “frequently,” “sometimes,” and “most frequently” according their media strategy. However, the findings can be supported as follows:

(1) Thai customers were not very satisfied with promotion of Chloé , because Chloé did not have promotion strategy to stimulate the purchase of the customers. Thai customers expect more promotion to stimulate their intention to purchase. The reason that Chloé that did not have promotion strategy was because the company believes that they were World Brand, competing with CHANEL, GUCCI, LOUIS VUITTON and PRADA, which did not invest in promotion strategy believing it might jeopardize the positioning and brand equity of the reputation of World Brands. Chloé applied the model of AIDA-Attention, Interest, Desire, and Action. The advertisement should create the attention and interest of the Thai customer before leading to desire and action. Hence, promotion might be one of the primary strategy to attract the audience of Thai customers. The promotion did not have to often in the determined date. So people will be waiting for the yearly promotion in a specific month.

(2) The findings also discovered that Thai customers remembered other Global brand’s advertisements more than Chloé advertisement, because other Global brands invested to manage the exposure in advertisement than Chloé in reaching their

target audience. Other brands like CHANEL, GUCCI, LOUIS VUITTON and PRADA used more social media, billboard, or mobile advertisement in BTS and MRT, leading to more high exposures. Hence, Chloé should invest more resources and budget to reach the target audience via social media rather than printed advertisement alone since Thai customers are entering digital society. Most of Thai customers would be exposed to social media than print media. The theory of perception and media exposure posited that the more individual was exposed to the media contents, individual will go through the process of organization, selection, interpretation, and memory.

(3) Thai customers have high satisfaction toward the professional quality of the staff, product quality, and sale after service, respectively; however, price is not the most important reason for buying the product.

(4) Thai customers highlighted factors of high quality, self-identity formation of themselves as the most important reasons for their intention to purchase. However, price of products is not the most important reason shaping their purchase.

Apart from the media exposure, the advertisement should provide according to the expectation of the Thai customers. Thai customers would like to see advertisement that promotes their self-concept or personality, because they will buy product that can represent their self-concept or personality. Thai customers look for service, self-identity formation, and service after purchase from the professional staff more than the price. They emphasized on brand equity which is the value premium that a company generates from a product with a recognizable name, when compared to a generic equivalent. Companies can create brand equity for their products by making

them memorable, easily recognizable, and superior in quality and reliability attract consumer. Quality and reliability of the brand come from the service and professional quality of staff not only from the price. The findings supported the Social Exchange theory which posited that people evaluate the value of the product based upon the cost and reward one gets from investing in that particular social interaction. The theory underscore the exchange as a social behavior that may result in both economic and social outcomes (Lambe, Jay, Michael, & Spekman, 2001). Social exchange theory has been generally analyzed by comparing human interactions with the marketplace (Cook, Karen, & Richard, 1987). Hence, Thai customers expected very high value from Chloé in respect to professional quality of the staff, as a representation of the own identity and personality, service after purchase in an exchange for higher price compared with other World Brand. Hence, Chloé must manage the brand equity strategically according to the positioning and mission of the company yet also don't overlook the importance of promotional strategy to reach the expectation of Thai consumers.

5.1.2 Hypothesis Testing Summary and Discussion

Hypothesis 1: Customers' exposure to advertisement of Chloé significantly influence with their perceived brand equity (brand awareness, brand association, quality, and brand loyalty).

As shown in Table 4.5, One-Way ANOVA analysis revealed that respondents' exposure to Chloé advertisement did not significantly influence their perceived brand equity, including brand awareness, perceived quality, and brand

loyalty at the statistical significance of 0.05. However, their exposure to Chloé advertisement significantly influenced their brand association ($F(4)=2.224^*, p > .10$).

Hypothesis 1 results contradicted with past studies which found that print advertisement cannot influence consumers' brand equity, because the brand Chloé is the world brand and famous in all over the world, and for brand Chloé not only use print advertisement to promote the products but also use designers' concept to attract the consumers. Advertisements played an important role in today's competitive world by which organizations communicate with their customers, both current and potential. Companies allocate a considerable part of their sources to advertising (O'Quinn, Allen & Semenik 2009). The findings confirmed that the more advertisement of brand Chloé engagement trigger to a high brand equity and brand awareness. The brand use advertisement created a great impact on a brand's reputation.

The findings suggested that the Chloé did not manage the advertisement effectively because although Thai customers have seen the advertisement frequently but the contents did not create brand awareness, brand loyalty, and perceived quality. Exposure to the advertisement did not affect Thai customers recall the brand nor create a psychological preference and trust the brand over the other World brand. However, the findings revealed that exposure to advertisement significantly influence their brand association which refers to the deep seated in customer's mind about the brand. The advertisement enables the customer to associate with Chloé with something positive so that the customers relate your brand to being positive. Brand associations are the attributes of brand which come into consumers mind when the

brand is talked about. It is related with the implicit and explicit meanings which a consumer relates/associates with a specific brand name. Brand association can also be defined as the degree to which a specific product/service is recognized within its product/service class/category. Using the AIDA model as suggested by Vakratsas & Ambler (1999 as cited in Priyanka (2013) contents advertisement resonates with the insights and experiences of Thai customers, link World Brand with high quality product, and with positive image deserved to be recognized in as leading fashionable products. Brand association portrayed by Chloé stimulates the desire of Thai customers to create their self-image and personality. Brand association made Thai customers create a sense of pride to purchase the product. The study suggested that exposure to advertisement enable Thai customers to develop pride and self- image, which is the reasons for purchasing the products as revealed by this study in the descriptive findings.

Hypothesis 2. Customers' exposure to advertisement of Chloé significantly influence their satisfaction toward the brand Chloé.

As shown in Table 4.7, One –Way ANOVA analysis revealed that the respondents' exposure to Chloé advertisement did not significantly influence customers satisfaction.

Hypothesis 2 results revealed that the respondents' exposure to Chloé advertisement did not significantly influence customer satisfaction. Customer satisfaction refers to “a marketing term that measures how products or services supplied by a company meet a customer's expectation.

It is important because it provides marketers and business owners with information that they can use to manage and improve their businesses” (Beard, 2014).

This study revealed that Thai customers’ exposure to Chloé advertisement did not significantly influence customers’ satisfaction. Researcher found that brand Chloé was not famous brand in Thai customers’ mind. For Thai customers rank Gucci, Louis Vuitton, and Coach as the top of the mind among Thai customers and many Thais cannot recognize the brand for Chloé. However, Chloé positioned itself as the World’s Brand and thus the company will not give few discounts for World’s Brand, however, for Thai customers like promotion. Chloé did not use the promotional strategy that met the Thai customers’ expectation. Thus, the exposure to advertisement did not affect the customers’ satisfaction. This study coincided with the weakness of Chloé is the price strategy and latest collection. Chloé should use more promotional strategy to reduce the weakness of the company. The researcher found that SWOT were as follows: (1) the strengths of Chloé is their brand equity, financial resources and original Chloé line and new fragrance; (2) the weakness of Chloé is price strategy and latest collection reviews; (3) the opportunities of Chloé are new markets; (4) and the threats are economic turmoil, competitors’ new collections, and counterfeit products.

There are two reasons why Chloé advertisement did not affect customers’ satisfaction. Firstly, Chloé did not do advertisement on social

media, billboard, TV, Youtube, transport advertisement which can reach with Thai customers' life. Hence, Thai customers' awareness cannot be created, leading to low perceived quality and brand loyalty. Secondly, Chloé used designers' concept to attract customers and different designers present different design. However, Chloé designers tend to tailor toward only female market (i.e. female's ready-to-wear and Haute Couture) only not male. Thus, all the advertisement did not tailor toward male product, leading to inequality in gender preference. This might be the reason why exposure to advertisement did not affect customers' satisfaction. Coinciding with the Social Exchange theory, the findings suggested that Thai customers perceived that the contents in the advertisement did not give importance to male customers, therefore, the male customers might feel that the company did not recognize their self-identity. Hence, the men sample was not very satisfied with Chloé advertising strategy, male customers want to be perceived significant and recognized too.

H3. Customers' perceived brand equity and customer satisfaction are significant predictors of their intention to purchase the brand Chloé.

The findings indicated that the customer satisfaction and brand equity were significant predictors of their intention to purchase. The findings suggested that if both customer satisfaction and brand equity increases or decreases, they can significantly predict customers' intention to purchase at the rate of 4.3%. When examining each predictor, the Coefficient table showed that brand equity is a more powerful predictor (Beta = 0.203, $p < 0.05$) than customer satisfaction (Beta = 0.028,

$p > 0.05$) to predict customers' intention to purchase. Coefficient model suggested that brand equity is accountable for 20.3 % of customers' intention to purchase, while customers' satisfaction is accountable for only 2.8% of customers' intention to purchase.

Hypothesis 3 results suggested that consumers' ability to recall the name of a retailer have increased satisfaction levels, which can predict their customers' intention to purchase. Brand equity make the customer perceived the value of the product, by providing contents that has resonance with the customer experience. When consumer watched the print advertisement, it will them remind of the value of Chloé product, which will generate their intention to purchases. If the brand equity could resonance with customers' experience it will make customer form certain expectation toward the brand. However, if the advertisement could not resonate with their experience, it has low satisfaction because customer satisfaction was defined as "how products or services supplied by a company meet a customer's expectation. It is important because it provides marketers and business owners with information that they can use to manage and improve their businesses." Thus, brand equity will not be created effectively if the advertisement was not tailored toward the customers' value and experiences. The findings suggested the print advertisement still not tailored toward the values and expectation of the Thai customers. Thus, the company should put more efforts in the consumer insight in the psychology of Thai customer, produced an advertisement that has resonance with Thai insights.

5.2 Conclusion of the Research

The study through the Chloé's advertisement promoted the brand concept and designer concept. This research aims to examine whether advertisement in Chloé, perceived brand equity, customer satisfaction are significant predictors of customers' decision to purchase Chloé products. Nowadays, traditional media propaganda cannot reach the market, but the advertisement reflects "innovation". Through advertisement, consumers get more information for brand and know which products that consumers were interested. Advertisement is the most convince and direct way for consumers to understand brand information. Each brand has an independent advertisement platform. First, brand information can update any time. Second, consumers can receive brand information more easily. Third, increase brand awareness. Brand Chloé use different designer's concept to publish purchase that want to show behind culture of Chloé. When customers watch the advertisement of Chloé that they can get the brand concept directly from advertisement is freedom, romance and sexy.

Customers brand equity, brand awareness, brand association. From the equity scale that the majority of customers had favorable attitude toward Chloé product and could identify themselves with the product, claiming the statement in questionnaire that "In its status and style, Chloé's brand matches my personality; I am proud to own a product of this Chloé brand; On special days that I will buy Chloé's products as gifts for myself or my friends(Birthday, wedding)." This shown that the brand equity of Chloé can

match customers' inner demand and satisfaction from both of advertisement and themselves. The high equity and use advertisement can motivate customers to pay for the brand in order to gain a sense of superiority in their mind, because customers perceived that luxury brand is a purchase that could reflect their person taste and social value.

5.3 Limitations of the Study

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

5.3.1 This kind of research can be implemented in other social media not only force on advertisement, such like Facebook, Instagram and Snapchat rather than advertisement. The more social media platform means more diversity channel and more accurate result will receive.

5.3.2 This kind of research requires more time in order to collect the customers data properly because need to explain the question face to face with customers, and the respondents are not in the ready condition to fulfill the questionnaire with high number of questions.

5. 4 Future Recommendations for Future Application

5.4.1. Findings for Hypothesis 1 revealed that a variation in customers' exposure to advertisement of Chloé significantly influence with their perceived brand equity (brand awareness, brand association, quality, and brand loyalty). The results in Table 4.5 indicated that respondents' exposure

to Chloé advertisement did not significantly influence their perceived brand equity. Because for consumer the advertisement is the way to know and understand brand information not for decision. Brand Chloé is not like another brands that used advertisement to promote products, that is why advertisement cannot influence brand equity. Brand equity cannot reflected in advertisement so that consumer's cannot get brand equity from advertisement.

The service concept should from passive to active and consumer who accept service will think the service provider in high position, cannot care about them and their need or want. To the contrary, now the Internet times and need to build closer relationship with consumer.

For brand need to establish a consumer's information system and keep following consumer's status and trends, and keep updating the latest news of company.

5.4.2 Findings for Hypothesis 2 revealed that the samples' exposure to Chloé advertisement did not significantly influence customers satisfaction. Consumer's get information from advertisement when they watched advertisement and make purchase decision. If want to know customers satisfaction that make sale – service with consumer, company or brand must building consumer's information system, and remember different consumer's hobbies. Advertisement is the way to show brand and designers' concept to consumers that let consumer know brand and behind culture for brand. We should recommend Chloé to display their product descriptions and pictures, even multimedia information flexible to consumers, not only upload some simple products pictures without description but also publish the

corporate news, products information, promotion information and bidding information, which are beneficial to the brand's image, consumer service and sale volume. And for brand need to communication with consumer that know what consumer's like and want , while, collecting and analyzing consumer's opinions and suggestions.

First way, Chloé need to building strong awareness in Thailand. For Thai consumer brand Chloé is “strange brand” , because they only know brand name but don't know brand concept, designers concept, brand quality so they cannot have brand loyalty with brand. Brand Chloé need to building brand information and brand culture put in the Chloé's website that let consumer know and need to make closer relationship with consumers. For brand need to remember different consumer's birthday or consumer 's suggestion. On the other hand, brand Chloé should increase the training of the training of their sale to became more professional, in other to make consumer feel the service they offer are reliable then will receive a higher satisfaction from consumer.

5.4.4. Findings for Hypothesis 3 revealed that the customer satisfaction and brand equity were significant predictors of their intention to purchase. That brand Chloé get to know what factor to make consumer's intention to purchases and the relative consumption habits in order to find out the most suitable communication strategy with consumer and increase the sale volume in final.

5.5 Recommendations for Future Research

Despite the contributions that the present study provides, that these are some recommendations for the future research and study as follows:

5.5.1 This kind of research can be implemented in other social media not only force on advertisement such like Facebook, Instagram and Snapchat rather than advertisement. The more social media platform means more diversity channel and more accurate result will receive.

5.5.2 Future research should examine other social media such as Line, Snapchat or other social platform and compare with social media platform can influence brand equity and customer satisfaction, customers' intention to purchase the most.

5.5.3 Future research might examine how cultural values might influence the subjective norm and perceived behavioral control and behavioral intention to purchase fashionable products like Chloé or other global brands.

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APPENDIX

QUESTIONNAIRE

This questionnaire is a partial fulfillment for the course Independent Study in the Master's Degree Program in Global Communication, School of Communication Arts, Bangkok University. The survey aims to investigate the influence of Chloé advertisement on the customers' brand equity, satisfaction, and their purchase intention. Please fill in the answers according to your own true opinion and your answers will be confidential. The questionnaire is divided into five parts as follows:

Section I: Demographic Information

Section II: Advertisement Usage

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

Section IV: Customers' satisfaction towards the brand

Section V: Customer's' intention to purchase of Chloé 's brand

Ms. Gao Yang

Date: 12 April 2018

E-mail: wrsf0629@hotmail.com

Section I: Demographic Information

Direction: This part of questionnaire would like to ask about your personal information. Please choose the letter next the appropriate answer that can best represent your demographic profile.

1. Gender of respondent

1. Male 2. Female

2. Age of respondent

1. 18-22 years old 2. 23-27 years old 3. 28-32 years old
 4. 33-37 years old 5. 38-42 years old 6. More than 42 years old

3. Your marriage status

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

4. Level of Education

1. High School 2. Vocational School
 3. Bachelor degree 4. Master degree
 5. Doctoral degree

5. What is your current occupation?

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

6. Monthly income per month

1. Less than 20,000 Baht 2. 20,001 - 50,000 Baht
3. 50,001- 80,000 Baht 4. 80,001 - 110,000 Baht
5. 110,001- 130,000 Baht 6. Higher than 130,000 Baht

Section II: Customers' Exposure to Chloé Print Advertisement

Instruction: Describe your exposure to Chloé Print Advertisement answering the following questions.

7. Have you seen print advertisement of Chloé Brand?

1. Yes, I have seen the print advertisement.
2. No, I have never seen the advertisement. (Please stop answering the survey!)

8. From which channel did you see Chloé advertisement ? (You may answer more than one choice)

1. Newspaper 2. Magazine 3. Youtube
4. Advertisement 5. Facebook 6. Instagram
7. Billboard

9. What are the most eye-catching features of Chloé 's every season of advertisement?

1. Image of Chloé 2. Recognition of designers
3. Brand Concept 4. Advertisement
5. Celebrities 5.Others:Please specify.....

10. What is your preference for receiving information via online and offline purchase by Chloé ?

1. Online 2. Offline 3. Both Online and Offline

11. In brand advertisement, which type of advertising publicity is most eye-catching and attractive for you? (Choose only one)

1. Newspaper& Magazine Advertisement 2.TV Commercial Advertisement

3. Radio Advertisement 4. International Advertisement

5. Out- door Advertisement 6. In-door Advertisement

7. Others: Please specify.....

12. How often have you seen or exposed to Chloé brand advertisement *per month*?

1. Never (0 time per month) 2. Rarely (once per month)

3. Sometimes (twice per month) 4. Frequently (3 times per month)

5. Most frequently (4-5 times per month or more)

Section III: This part of questionnaire would like to ask you about your perceived brand equity of Chloé. The survey will examine your brand awareness, brand association, perceived quality, brand loyalty and brand image toward the Chloé after being exposed to Chloé advertisement.

Instruction: Please a check mark ✓ to describe your opinion on the statements by choosing 5 for strongly disagree, 4 agree, 3 neutral (somewhat agree and somewhat disagree), 2 disagree, and 1 for strongly disagree with the following statements.

	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
Brand Awareness(BA)					
1. I don't have difficulty remembering Chloé brand in my mind.					
2. I can remember Chloé brand when there are many competing brand.					
3. Chloé is the brand that I will recall when I need to make a purchase on the fashionable products.					
4. Chloé brand comes up first in my mind when I need to make a purchase decision on the product.					
Brand Association(BA)					
5. I can quickly recall the logo of this Chloé brand.					
6. In its status and style, Chloé's brand matches my personality.					
7. I am proud to own a product of this Chloé brand.					

8. I consider Chloé's company and people who stand behind the brand are very trustworthy.					
9. Considering what I pay for Chloé brand, I get much more than my money's worth.					
10. The Chloé's country of origin/manufacture is important in choosing this product.					
Perceived Quality(PQ)					
11. Chloé brand is of good quality.					
12. I can expect superior performance from Chloé brand.					
13. This brand is very reliable.					
14. Chloé 's brand is better as compared to other brands of the product in terms of the color/form/appearance.					
15. I don't have difficulty in finding the information that I need from the label of the package.					
Brand Loyalty(BL)					
16. I will not buy other brands when Chloé is available at the store.					
17. I will definitely buy Chloé's brand of product although its price is higher than others that offer similar benefits.					
18. After using the brand that I grow fond of it.					
19. I will definitely buy the brand of product again.					

Section IV: This part of questionnaire would like to ask you about your satisfaction toward Chloé brand.

Instruction: Please a check mark ✓ to describe your opinion on the statements by choosing 5 for strongly disagree, 4 agree, 3 neutral (somewhat agree and somewhat disagree), 2 disagree, and 1 for strongly disagree with the following statements.

	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
1. I think the Chloé brand is a little bit expensive.					
2. I'm satisfied with Chloé quality.					
3. I think Chloé is a brand has a good reputation.					
4. The professional knowledge and professional quality of the staff of Chloé 's brand counter satisfy my needs as customer.					
5. Chloé 's after-sales service is good.					
6. Overall, I am satisfied with Chloé 's brand.					

Section V: Customer's' intention to purchase of Chloé 's brand

Instruction: This part of questionnaire would like to examine your intension to purchase after you saw the Chloé 's advertisement. Please a check mark ✓ to

describe your opinion on the statements by choosing 5 for strongly disagree, 4 agree, 3 neutral (somewhat agree and somewhat disagree), 2 disagree, and 1 for strongly disagree with the following statements.

	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
1. I think Chloé has a higher quality than other brands.					
2. I will think about buying when Chloé gets a discount.					
3. On special days that I will buy Chloé 's products as gifts for myself or my friends(Birthday, wedding)					
4. Chloé 's design philosophy fits my personality well.					
5. I think advertisement is important when I buy products					

Thank you for you genuine cooperation!

แบบสอบถาม

แบบสอบถามนี้เป็นการส่วนหนึ่งของวิชา นศ. 701 การศึกษาค้นคว้าอิสระ (Independent Study) ในหลักสูตรปริญญาโทนานาชาติสาขาวิชาการสื่อสารสากล (Global Communication) ซึ่งสอนโดย คณะนิเทศศาสตร์ มหาวิทยาลัยกรุงเทพ การสำรวจในครั้งนี้มีวัตถุประสงค์เพื่อศึกษาอิทธิพลของโฆษณาสิ่งพิมพ์ของแบรนด์ Chloé ที่มีต่อรับรู้คุณค่าตราของแบรนด์ Chloé ความพึงพอใจลูกค้า และความตั้งใจในการซื้อของลูกค้าโปรดกรอกแบบตอบตามความคิดเห็นตามความเป็นจริง โดยคำตอบของคุณจะเป็นความลับ แบบสอบถามแบ่งออกเป็น 5 ส่วนดังนี้

ส่วนที่ 1: ข้อมูลส่วนตัวของผู้ตอบแบบสอบถาม

ส่วนที่ 2: การเปิดรับสื่อโฆษณาแบรนด์ Chloé ผ่านสื่อต่างๆ

ส่วนที่ 3: การรับรู้ของลูกค้าเกี่ยวกับคุณค่าตราของแบรนด์ Chloé

ส่วนที่ 4: ความพึงพอใจของลูกค้าต่อตราสินค้า

ส่วนที่ 5: ความตั้งใจของลูกค้าในการซื้อสินค้า Chloé

Ms. Gao Yang

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ส่วนที่ 1: ข้อมูลส่วนตัวของผู้ตอบแบบสอบถาม

คำแนะนำ: โปรดเลือกคำตอบที่ตรงกับข้อมูลส่วนบุคคลของท่านมากที่สุด

1. เพศของผู้ตอบแบบสอบถาม

1. ชาย 2. เพศหญิง

2. อายุของผู้ตอบแบบสอบถาม

1. 18-22 ปี 2. 23-27 ปี 3. 28-32 ปี
 4. 33-37 ปี 5. 38-42 ปี 6. มากกว่า 42 ปี

3. สถานภาพการสมรส

1. โสด
 2. กำลังคบหากันอยู่
 3. แต่งงานแล้ว
 4. หย่าร้าง
 5. อื่น ๆ (โปรดระบุ)

4. ระดับการศึกษา

1. ระดับมัธยมศึกษา
 2. โรงเรียนอาชีวศึกษา
 3.ปริญญาตรี
 4.ปริญญาโท
 5.ปริญญาเอก

5. อาชีพปัจจุบันของคุณ

1. นักศึกษา

- 2. เจ้าหน้าที่หน่วยงานราชการ
- 3. พนักงานขององค์กรเอกชน
- 4. เจ้าหน้าที่หน่วยงานต่างประเทศ
- 5. งานอิสระและผู้ประกอบการ
- 6. อื่น ๆ (ระบุ):

6. รายได้ต่อเดือน

- 1. น้อยกว่า 20,000 บาท
- 2. 20,001 - 50,000 บาท
- 3. 50,001-80,000 บาท
- 4. 80,001 - 110,000 บาท
- 5. 110,001- 130,000 บาท
- 6. สูงกว่า 130,000 บาท

ส่วนที่ 2: การเปิดรับสื่อโฆษณาสิ่งพิมพ์ของแบรนด์ Chloé

7. คุณเคยพบเห็นโฆษณาแบรนด์ Chloé หรือไม่?

1. เคยเห็น 2. ไม่เคยเห็นแบรนด์ Chloé (ขอให้ยุติการทำแบบสอบถามนี้)

8. คุณเคยเห็นโฆษณา Chloé ผ่านสื่อใดบ้างในรอบ 1 ปีที่ผ่านมา?

(ตอบได้มากกว่านี้หนึ่งคำตอบ)

- 1. หนังสือพิมพ์
- 2. นิตยสาร
- 3. Youtube
- 4. การโฆษณา
- 5. Facebook

- 6. Instagram
- 7. บิลบอร์ด
- 8. อื่น ๆ โปรดระบุ

9. ในความคิดเห็นของท่าน

ท่านคิดว่าอะไรคือจุดเด่นที่สุดของโฆษณาสิ่งพิมพ์ของแบรนด์ Chloé ในทุกๆ ฤดูกาล?
(เลือกได้เพียง 1 ข้อเท่านั้น)

- 1. รูปภาพของสินค้า Chloé
- 2. การรับรู้ของนักออกแบบ
- 3. แนวคิดแบรนด์สร้างสรรค์
- 4. เนื้อหาโฆษณา
- 5. การเผยแพร่ลูกค้าคนดังที่ใช้สินค้า Chloé
- 6. อื่น ๆ : โปรดระบุ

10. คุณต้องการรับข้อมูลเกี่ยวกับ Chloé ผ่านสื่อออนไลน์และออฟไลน์?

- 1. สื่อออนไลน์
- 2. สื่อออฟไลน์
- 3. ทั้งสื่อออนไลน์และออฟไลน์

11. ท่านเห็นว่าโฆษณาแบรนด์รูปแบบใดที่น่าสนใจที่สุด? (เลือกเพียงข้อเดียว)

- 1. หนังสือพิมพ์
- 2. นิตยสารโฆษณา
- 3. โฆษณาทางทีวี
- 4. โฆษณาทางวิทยุ
- 5. โฆษณาระหว่างประเทศ

6. โฆษณานอกอาคาร
7. โฆษณาภายในร้านค้าหรือ ห้างสรรพสินค้าต่างๆ
8. อื่น ๆ : โปรดระบุ

12. คุณเคยเห็นโฆษณาแบรนด์Chloé บ่อยครั้งเพียงใดต่อเดือน?

1. ไม่เคย (0 ครั้งต่อเดือนต่อเดือน)
2. นานๆ ครั้ง (หนึ่งครั้งต่อเดือน)
3. บางครั้ง (สองครั้งต่อเดือน)
4. บ่อยๆ ครั้ง (3 ครั้งต่อเดือน)
5. บ่อยที่สุด (4-5 ครั้งต่อเดือนหรือมากกว่า)

ส่วนที่ 3: การรับรู้ถึงตราสินค้าของแบรนด์ต่อChloé หลังจากเปิดรับสื่อโฆษณา Chloé

คำแนะนำ:โปรดทำเครื่องหมายกับข้อความที่แสดงการรับรู้ของท่านเกี่ยวกับคุณค่าตราของ Chloé หลังจากเปิดรับสื่อ โฆษณาChloé โดยการเลือก 5 เห็นด้วยอย่างยิ่ง, 4 เห็นด้วย, 3 เป็นกลาง (ค่อนข้างเห็นด้วยและค่อนข้างไม่เห็นด้วย), 2 ไม่เห็นด้วยและ 1 ไม่เห็นด้วยอย่างยิ่ง กับข้อความต่อไปนี้

	เห็นด้วยอย่างยิ่ง (5)	เห็นด้วย (4)	เป็นกลาง (3)	ไม่เห็นด้วย (2)	ไม่เห็นด้วยอย่างยิ่ง (1)
1.ท่านไม่สามารถนึกถึงภาพแบรนด์Chloéในใจของท่าน					
2.ท่านสามารถจดจำแบรนด์Chloéท่ามกลาง					

งแบรนด์คู่แข่ง					
3.Chloéเป็นแบรนด์เดียวที่ท่านจะระลึกถึงเวลาจะซื้อสินค้าประเภทแฟชั่น					
4.Chloéจะเป็นแบรนด์อันดับหนึ่งในใจเมื่อเปรียบเทียบกับแบรนด์อื่นๆ ที่ประสงค์จะซื้อประเภทแฟชั่น					
5.ท่านสามารถระลึกถึงโลโก้แบรนด์Chloéได้อย่างชัดเจน					
6.เอกลักษณ์และรูปแบบแบรนด์Chloéตรงกับฉันทลักษณ์ภาพของท่าน					
7.ท่านรู้สึกภาคภูมิใจที่ได้เป็นเจ้าของผลิตภัณฑ์ของแบรนด์ Chloé					
8. ท่านคิดว่าหน่วยงาน Chloéและพนักงานมีความน่าเชื่อถือ					
9.หากพิจารณาสิ่งที่ท่านได้รับจากการซื้อสินค้า Chloé ท่านเห็นว่าการซื้อแบรนด์Chloéมีความคุ้มค่ามากกว่าเงินของท่านได้จ่ายไป					
10. ประเทศของ Chloé ต้นกำเนิดหรือกระบวนการผลิตคือเป็นปัจจัยที่สำ					

<p>คํัญในการเลือกสินค้า</p> <p>Chloé</p>					
<p>11.ท่านเห็นว่าแบรนด์Chloéมีคุณภาพที่ดี</p>					
<p>12.ท่านมีความเชื่อมั่นในประสิทธิภาพจากแบรนด์ Chloé</p>					
<p>13.ท่านให้ความเชื่อถือแบรนด์ Chloé</p>					
<p>14.ตราสินค้าของChloé ดีกว่าเมื่อเทียบกับยี่ห้ออื่น ๆ ในด้านสี / รูปแบบ / ลักษณะ</p>					
<p>15.ท่านไม่พบปัญหาการหาข้อมูลที่เกี่ยวข้องกับสินค้าของ Chloé</p>					
<p>16.ท่านจะไม่ซื้อแบรนด์อื่นเมื่อมี Chloéอยู่ที่ร้านค้า</p>					
<p>17. ท่านจะซื้อแบรนด์ Chloéอย่างแน่นอนแม้ว่าสินค้า Chloé นั้นมีราคาสูงกว่า หรือมีประโยชน์คล้ายคลึงกัน แบรนด์อื่นๆ</p>					
<p>18.หลังจากใช้แบรนด์นี้ ฉันรู้สึกหลงใหลในตัวสินค้า</p>					
<p>19.ฉันจะซื้อแบรนด์ Chloé อย่างแน่นอนอีกครั้งในอนาคต</p>					

ส่วนที่ 4: ความพึงพอใจของลูกค้าต่อแบรนด์ Chloé

คำแนะนำ: โปรดทำเครื่องหมายกับข้อความที่แสดงความพึงพอใจต่อแบรนด์ Chloé หลังจากเปิดรับสื่อ โฆษณาChloé โดยการเลือก 5 เห็นด้วยอย่างยิ่ง, 4 เห็นด้วย, 3 เป็นกลาง (ค่อนข้างเห็นด้วยและค่อนข้างไม่เห็นด้วย), 2 ไม่เห็นด้วยและ 1 ไม่เห็นด้วยอย่างยิ่ง กับข้อความต่อไปนี้

ข้อความ	เห็นด้วย อย่างยิ่ง (5)	เห็น ด้วย (4)	เป็น กลาง (3)	ไม่เห ็นด้วย (2)	ไม่เห็นด้วย อย่างยิ่ง (1)
1. ท่านเห็นว่า ราคาของ แบรนด์ Chloé มีราคาสูงเกินไป					
2. ท่านรู้สึกพึงพอใจกับคุณภาพ Chloé					
3. ท่านเห็นว่า แบรนด์ Chloé เป็นแบรนด์ที่มีชื่อเสียงที่ดี					
4.ความรู้ทางวิชาชีพและความเป็นมี อาชีพของพนักงานของ Chloé ในร้านค้า สามารถตอบสนองความต้องการขอ ของท่านในฐานะลูกค้าอย่างดี					
5.Chloéมีการบริการหลังการขายที่ ดี					
6.โดยรวมแล้วฉันพอใจกับ แบรนด์ Chloé					

ส่วน V: ความตั้งใจของลูกค้าในการซื้อแบรนด์ Chloé

คำแนะนำ: โปรดทำเครื่องหมายกับข้อความที่แสดงความตั้งใจของลูกค้าในการซื้อแบรนด์ Chloé หลังจากเปิดรับสื่อ โฆษณา Chloé โดยการเลือก 5 เห็นด้วยอย่างยิ่ง, 4 เห็นด้วย, 3 เป็นกลาง (ค่อนข้างเห็นด้วยและค่อนข้างไม่เห็นด้วย), 2 ไม่เห็นด้วยและ 1 ไม่เห็นด้วยอย่างยิ่ง กับข้อความต่อไปนี้

	เห็นด้วย อย่างยิ่ง (5)	เห็น ด้วย (4)	เป็น กล าง (3)	ไม่ เห็น ด้วย (2)	ไม่ เห็น ด้วย ย ัง ย ิ่ง (1)
1. ท่านเห็นว่า Chloé มีคุณภาพสูงกว่าแบรนด์อื่น ๆ					
2. ท่านจะซื้อเมื่อ Chloé เมื่อได้รับส่วนลดพิเศษ					
3. ท่านจะซื้อสินค้า Chloé เป็นของขวัญให้กับตัวเองหรือเพื่อนของท่าน ในวันพิเศษต่างๆ					
4. เอกลักษณ์ของ Chloé ตรงกับบุคลิกของท่านอย่างยิ่ง					
5. ท่านคิดว่าโฆษณาของแบรนด์ Chloé เป็นปัจจัยที่มีอิทธิพลต่อการซื้อผลิตภัณฑ์ Chloé					
6. โดยภาพรวมท่านมีความตั้งใจในการซื้อสินค้าภายใต้แบรนด์ Chloé					

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