

AN INFLUENCE OF BRAND PRESENTER TOWARDS CONSUMER
PERCEPTION OF MOCCONA BRAND IDENTITY: A CASE STUDY
OF AUM PATCHARAPA



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Identity: A Case Study of Aum Patcharapa

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ABSTRACT

This research aims to study the influence of Brand Presenter towards Consumer Perception of Moccona Brand Identity. The study was conducted in qualitative approach by using online interview platforms from 10 respondents who are current target consumer of Moccona brand. The result of the study showed that there was a strong connection between Moccona brand identity and its presenter in terms of brand identity and perception. The brand has quite a successful result after using Aum Patcharapa from 2018 to 2020 to portray its brand identity following the theory of brand identity prism. Consumers perceive Moccona similarly to Aum Patcharapa especially her personality. And that result in stronger brand identity as one of the most prominent coffee brand growth performance

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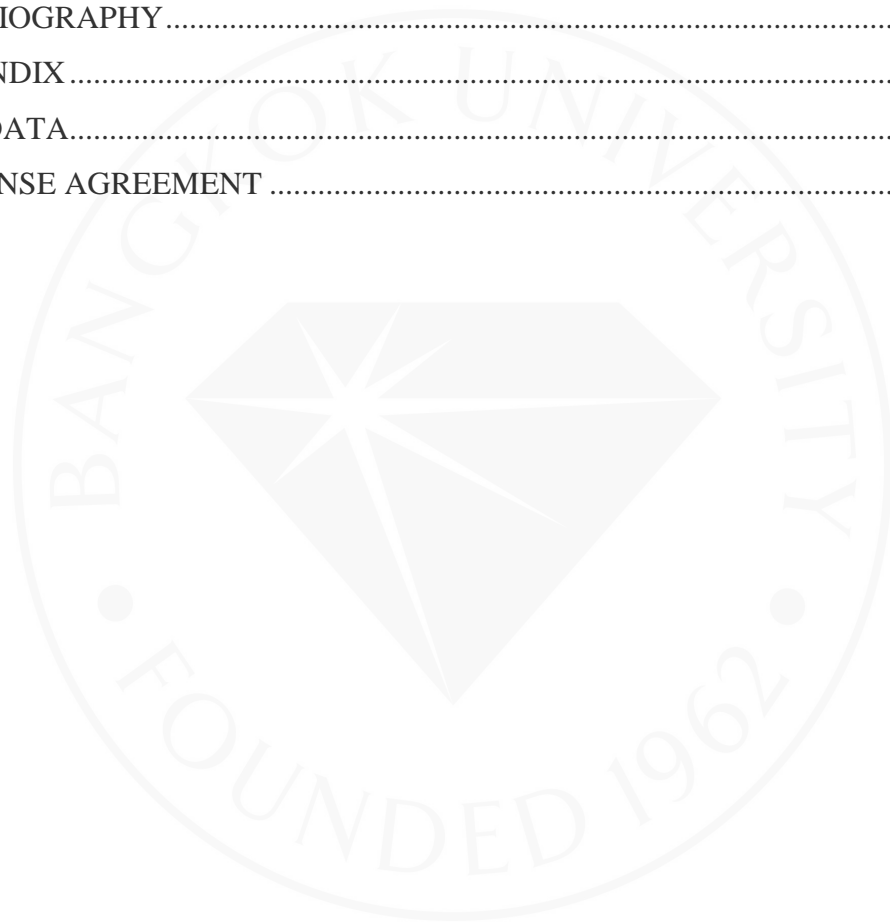
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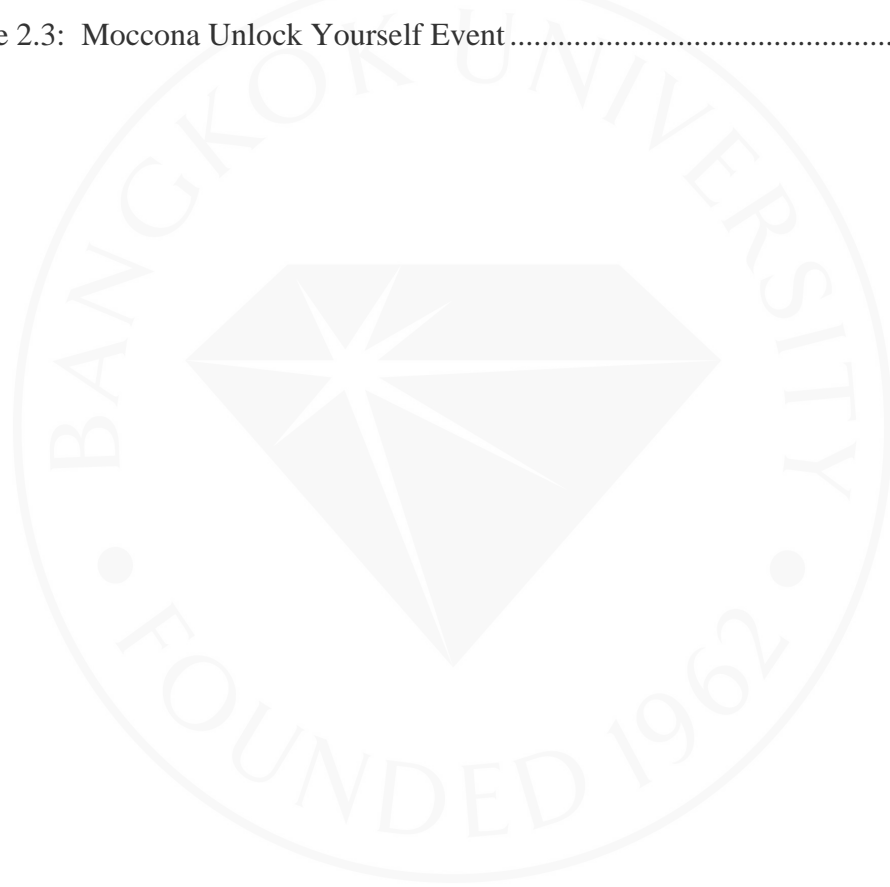
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CHAPTER 1

INTRODUCTION

This chapter introduces readers to an independent study entitled, “An Influence of Brand Presenter towards Consumer Perception of Moccona Brand Identity: A Case Study of Aum Patcharapa” It includes rationale and problem statement, objectives of study, scope of study, significance of study, and definition of terms.

1.1 Rationale

In recent years, products and brands have focused on building a more personal and tangible brand to convey their key message to customers more easily and more closely. Starting from brand concepts such as logos, tagline, brand footprint, and applications, customers can easily identify and associate with the brand. Brands are among the most important intangible assets possessed by firms, contributing to greater values and market success (De Asis, 2001; Shankar, Azar, & Fuller, 2008).

According to Armstrong (2004), brand concept is the core center of the brand directing the journey each brand wants to be. It has to be very comprehensive and be able to tell people what the brand stands for and also what value the brand wants to serve to consumer. Each element of the brand will be gathered and ended up in consumer’s mind. It will also affect in terms of identity to the brand that will last for a longer period of time. These identities will definitely make each brand outstanding from one another.

Brand identity can be explained into a template called brand identity prism by Kapferer in 2008. They are six elements explaining the holistic brand. The first element is Physique or physical characteristics of the brand. It acts as a visual cue that helps consumers identify the brand. It can be seen as logos, color or symbol. The second element is Personality or character—the traits of the brand in the eyes of the consumer. This can be conveyed by mascot, presenter and mood and tone of the brand. The third element is Culture or a set of values that feed into foundation for the brand. The fourth element is Self-image or the way in which customers see themselves in a particular brand. Reflection. The fifth element is how a brand portrays

its target audience. The sixth element is Relationship between the brand and its consumers.

Presenter is one of the most often strategies we have seen in communication of various products, starting from skincare, shampoo, beverage and services business. Brand presenter helps people recognize the brand more easily and make the advertising outstanding and memorable. Famous people will be hired to represent the brand according to their personality. This is a tool for marketers to differentiate its identity on products or services they are offering. Product categories that will use a present will be a competitive market with many market players. This helps communicating the position of the brand in the market as the brand will be associated with that particular presenter for that period of time.

Nowadays, one of the competitive categories is coffee market. It is very competitive as many brands are competing against each other to get new consumers to the brands. Strategies each brands uses are not different from each other starting from above the line communication to below the line communication. Colors and logos of each brand are all in different mood and tone and different positioning.

Using the presenter is one of the most noticeable trends for coffee market. Starting from Nescafe, the market leader for instant coffee market, in 2019, Nescafe launched advertising to their biggest product using two TV stars, Pope Thanawat and James Jirayu, to portray the combination of Robusta and Arabica coffee as the new variant they just launched. According to Nescafe Marketing Manager, Naritha Wibulsak (2019), Nescafe aimed at expanding market by using two famous actors in Thailand to represent the coffee mixes which is the biggest contribution of the brand.

Nescafe have still using a number of TV stars and movie stars to present its product. In the same year, Nescafe used Ananda Everingham to represent its premium coffee range, Nescafe Gold Crema. In addition, in November 2019, Nescafe launched its Nescafe Caramel Biscuit and Mile Tea Latte endorsed by JJ Kritsanapoom and Ice Paris as a symbol for teenagers who are indulged in drinking coffee. Moreover, in early 2020, Nescafe launched its reformulation of its pure soluble coffee using Sunny Suwanmethanont to represent simplicity and enjoyment of drinking coffee every day. For Nescafe RTD, Bank Thiti is representing this product in 2019 to present. According to Naritha Wibulsak (2019), in the past year, Nescafe had used 7 brand

presenters to represent the product in each segment targeting to communicate the brand and create relationship towards consumers.

For Birdy, in 2019, Birdy also used 4 presenters to represent their brand, and they are singers, movie stars, or TV stars. Firstly, its popular product Birdy RTD coffee was endorsed by Toon Bodyslam and Tom Room39, Birdy Black endorsed by Kao Jirayu, and Birdy 3in1 coffee endorsed by Bella Ranee. According to Birdy business director, Disuke Itchiit (2019), Birdy wanted to expand its target by using communication and strategies to penetrate into new target group. For example, Bella Ranee was hired to represent Birdy as a popular brand because Bella is a successful actress who has fans across the countries.

Moccona, another coffee brand, is a market challenger that has the second highest of market shares according to AC Nielsen Retail Index 2020. In 2018, Moccona started to use only one presenter which is Aum Patcharapa and keep using her for 3 consecutive years. According to Moccona general manager, Pisan Taraphat (2018), Aum Patcharapa fully stands for the brand. She is confident and outstanding. She has been working in an entertainment business for 20 years and has the biggest fans base around the country. Aum Patcharapa stands for Moccona in every aspect that the brand can be portrayed. In the past, Moccona brand had been endorsed by many presenters at the same time such as Boy Pakorn with Margie Rasri and Boy Pakorn with Mark Prin. The strategy changed to use only Aum Patcharapa to endorse product for the whole brand

By using multi presenters to create stronger identity in consumer perception, the performance of each brand is still on par with the market. Instant coffee is growing by +2.1%. Nescafe underperformed the market at only +1.2% while Birdy slightly perform better at +3.8%, but Moccona is outperform the market at +7.9% in 2020.

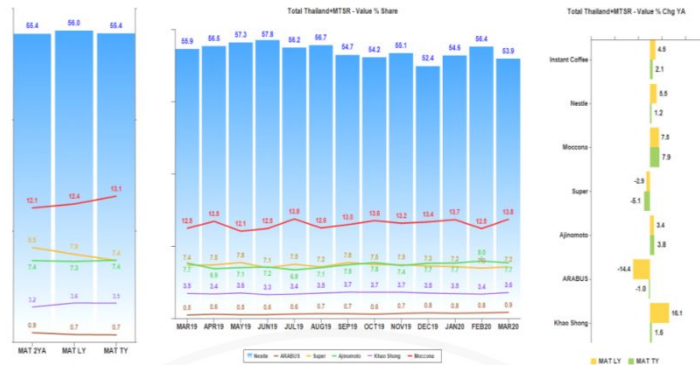


Figure 1.1: AC Nielsen Retail Index 2020

By using the advertising strategy to differentiate the product to target customers, Moccona’s strategy is a good example of the brand using communication and advertising tactics to differentiate, promote, and develop, its brand. If considering the media investment in promoting the brand, Moccona is not the top spender in the category but the brand has the highest sales growth for 2020. Therefore, it is interesting to explore the influence of Moccona’s brand presenter, or Aum Patcharapa, on consumer’s perception about the brand identity.

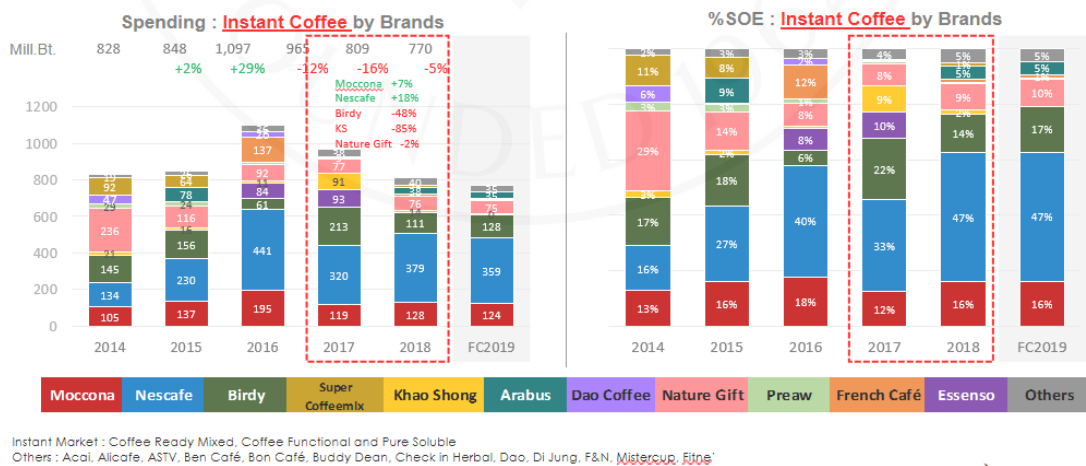


Figure 1.2: research by AC Nielsen 2019

This picture shows the media spending in 2019 by coffee brand in an instant coffee segment. Nescafe is the highest spender for TVC media which is around 400 million baht followed by Birdy and Moccona at around 120 million baht per year. However, as stated above, although Moccona is the second in market shares but has the highest sales growth for 2020, it is hence worth examining how Moccona's brand presenter, or Aum Patcharapa, influences consumer's perception about the brand identity.

1.2 Statement of Problem

Instant Coffee is considered as one of the competitive markets with many players. According to AC Nielsen Retail Index 2020, the market size is over 20,000,000,000 THB. There are strategies used by each brand to differentiate the product, but one of the most noticeable strategies is using brand presenters to portray a clearer image of each product variant under the same brand.

Nescafe, the market leader, has used 7 presenters to portray product in each segment, while Birdy employed 4 brand presenters to represent the product in each category under the same brand. However, Moccona strategy is quite different as they use only one presenter – Aum Patcharapa to represent the holistic brand, although Moccona has many product variants starting from 3in1 coffee, Pure soluble coffee and grounded coffee. Therefore, it is worth exploring whether the one-presenter strategy used by Moccona will be effective in terms of generating favorable brand perception of Moccona identity among the consumers.

The researcher hereby selected to study Moccona because the brand has the highest sales growth rate in coffee market according to AC Nielsen Retail Index. The study, therefore, aimed at studying consumer perception towards Moccona brand identity as resulting from the brand using one presenter, and also at analyzing how the brand try to distinguish their products from its competitors to attract consumers to purchase the product in the market situation where fierce competition among other coffee brands exist.

1.3 Purpose of Study

1.3.1 To study the effect of the use of presenter strategy of Moccona via its communication campaign on brand identity

1.3.2 To explore Aum Patcharapa's effects on consumer's perception of Moccona's brand identity

1.3.3 To identify the target groups that are appealed to the use of brand presenter and tend to get the message the brand want to convey

1.4 Significance of the study

This research studied the aspect of using one presenter in communication strategies and its effects on consumer's perception of Moccona's brand identity.

1.4.1 This research will benefit any brand that is interested in using a brand presenter as their spokesperson. This research would show consumers' perception of brand identity after being exposed to one-presenter brand communication. If the brand chooses the right presenter who matches with the brand or product, the outcome will benefit to the brand in terms of favorable brand perception and sales performance.

1.4.2 This research is also significant for the brand in the market to leverage the fame of presenter to fight back to the market leader. This research would show the association between brand presenter popularity and the consumers' perception towards the brand identity.

1.5 Scope of Study

This research is the qualitative research which studies the effect of using a brand presenter on consumer perception towards Moccona brand identity. This research will cover

1. The current Moccona coffee drinkers living in Bangkok who are 20-60 years old
2. They have to consume Moccona since 2018 and consume at least 3 cups per day.
3. This research will use in-depth interviews with 20 key informants about their perception towards Moccona brand identity by using presenter across communication materials and campaign;

1.6 Definition of Terms

1. “Instant Coffee” refers to a fine powder or a mass of tiny crystal balls produced by dehydration from strong concentrates of brewed coffee and used for the quick preparation of beverage coffee without brewing. In this study, the instant coffee to be study is Moccona brand.

2. “Brand Presenter” refers to a famous person who is paid to promote the products or services of a particular company

3. “Brand Perception” refers to a perception by customers in identifying the brand (Sadeghi & Tabrizi, 2011). By using the celebrity in the advertisement is the strategy for marketers to gain positive effect from audience (Choi, Lee, & Kim, 2005).

4. “Brand Identity” refers to a set of elements that a brand creates to portray the right brand image to its consumers. It can be from product itself and communication tactics

CHAPTER 2

LITERATURE REVIEW

This chapter reviewed previous studies and aimed at providing a synthesis on brand presenter as a brand communication strategy. The concepts, principles, and related theories are investigated to develop the theoretical framework and conceptual framework

2.1 Brand Presenter

According to Anson (2014), brand presenter is the use of well-known celebrities to distinguish products in order to create the attractiveness to grab attention from target groups and can affect to word of mouth effects as well. The use of brand presenter is one of the most used ways to communicate product and brand difference and also its positioning in the market. In other words, testimonial or celebrity is one of the strategies that has been used in the advertisement to gain attention from audience. Many advertisements are using celebrities or famous individuals as a presenter of the brand to help advertising and the product to be more standing out. There are many different levels of celebrity to measure how famous they are, such as, local celebrity, athletes, social media influencer, international celebrity, and role model (Anson, 2014). Each product category will have different types of target group so it is important to select one of the most suitable to portray the product and brand. The will help to make product and brand stand out from competitors. Besides the use of brand presenter is a chance to make audience recall the advertising, product, and brand. When a marketer or brand owner has limited budget on media investment, the use of brand presenter plays the key role as options to them.

By using a brand presenter, the images of presenter will also reflect to the image of product and brand. The presenter is used as a symbol in order to identify to the image of the brand and more as endorsement between brand and presenter. This can associate with the identification and closeness with the target group. Sutherland and Sylvester (1993) also stated that as celebrity associates with the brand when we consume the product, it becomes the expression of our identity as well. A celebrity

associated with the brand is called endorsement. Endorsement is the measure of how celebrity involves with the brand in the advertisement (Anson, 2014).

According to Ranjbarian, Shekarchizade, and Momeni (2010), the use of brand presenter can help brands to gain more impact in terms of creating uniqueness and positive effects on the attitude and purchase intention of consumers towards the product and brand. This consideration process not only benefits to the brand but also benefits the celebrity used in advertising as their reputation is enhanced accordingly. Brand presenter can be a key success factors or a signature for each brand to consumer to remember. Presenter can powerfully create the appeal to the advertising to keep the audience's attention and it also makes the advertising unique and impactful. Brand presenters regularly have the ability to grab attention from viewers and they also help penetrating the cluster of the advertising spots. It will be very powerful in order to create differentiation towards the competitors who share the same product attribute.

2.2 Brand Perception

The research conducted by Um and Lee in 2015 on “perspectives on celebrity endorsement” focused on the perception of advertisers and client toward the celebrity representing product and brand during the specific period of time. Um and Lee (2015) introduced that the advertising campaigns have been associated with celebrities for such a long time. To associate celebrity with product and brand in advertising, advertisers and marketers expect the positive effects from the audience and their target group; for example, the increasing of brand awareness and brand recall during the advertising period, the attitude towards the brand and products wanted to communicate, and the increasing of sales revenue and market share. Um and Lee (2015) also studied about the impact of using celebrity and/or brand presenter in advertisement towards the perception of customers (receivers).

The research conducted by research conducted by Um and Lee in 2015, and the result revealed top three reasons that the agency and client employ the celebrity endorser because (1) celebrity can help increasing product and brand awareness, (2) brand or advertising will get higher attention rate, and (3) the relationship between target consumer and brand can be increasing as well. Other reasons for using celebrity

to represent the brand are that well-known celebrity helps the advertisement stand out, portrays positive product and brand image, and increases sale revenue.

Um and Lee (2015) concluded that using celebrity as brand presenter can help the brand create the positive brand image towards the target consumer, reflect the brand's credibility, and create higher value and status of the brand that brand owners want to build. The most important reason that the advertising agency and marketer decided to choose celebrity endorser in advertisement strategy is that celebrity can build the brand awareness in a short period of time. In addition, there is the potential of building good relationship between brand and target consumer, gaining higher brand attention, and convincing the audience to purchase the product including his or her fans. Selecting the right celebrity strategy for advertising can benefit the brand and it can also impact the customers' attitude and purchase intention towards the brand and product through this strategy (Mishra, Roy, & Bailey, 2015).

2.3 Brand Communication through Identity prism

The conception of brand identity prism was firstly mentioned in by Kapferer (1986). Kapferer's Brand Identity Prism model (2004) serves as a potential branding tool for marketers in order to identify their brand identity. Brand Identity Prism takes various dimensions of branding into groups of characteristics to specify its concept and identity. Branding involves many aspects and a lot of communication to build each identity into a holistic complete brand. Kapferer has introduced the Brand Identity Prism

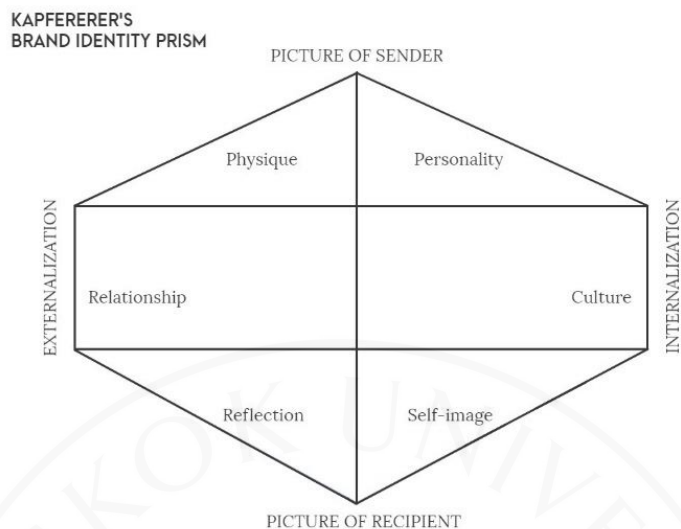


Figure 2.1: Brand Identity Prism

Source: Kapferer, J. N. (2008). *Brand Identity Prism* Source:

Brand identity prism introduced by Kapferer (2008) includes 6 dimensions of brand identities: physique, personality, culture, relationship, reflection and self-image. These six dimensions are often divided into two parts. Left side represents the external elements perceived by outsiders or receivers while the right side represents the internal elements of the branding built by the brand owner. According to Kapferer (2008), successful brands will be able to gather all aspects into a holistic brand with clear-cut positioning, as a way of communicating a concise and powerful brand identity to audience.

The role of brand identity prism in brand communication is the activities that occurs when a brand manager wants to communicate messages of brands or products to their audience. They want to create a strong branding picture of their brand to be perceived by their target group. The objective of brand communication is to get audience to the brand where business performance can be increased by increasing consumer perception of the brand and end up in buying products. According to Kempf and Smith (1998) brand communication has been considered as an important role in creating positive brand attitudes towards brand target. The selection of a clear-cut element from the brand identity prism can help branding activity to be more

successful. The physical identity or emotional attitude of brand can be portrayed by logo, color, symbol, or presenter the brand always uses.

Brand Identity of Moccona in Brand Identity Prism



Figure 2.2: Brand Identity Prism of MOCCONA brand

Source: Mocona Advertising (2018)

2.4 Moccona Brand Presenter

Moccona in Thailand has been using brand presenter for 10 years starting from Boy Pakorn, Magie Rasri, Mark Prin and Aum Patcharapa. Currently, Moccona has been using Aum Patcharapa as brand presenter for 3 years since 2018. Aum Patcharapa, one of the most well-known actresses in Thailand for more than 20 years, has represented the brand for 3 consecutive years communicating the message of Moccona identity as a coffee expert with rich aroma scent coffee from Europe to Thai target consumers



Figure 2.3: Moccona Unlock Yourself Event

Source: Press Release of MOCCONA Brand Event (2018)

2.5 Conceptual Framework

The framework is based on the identification of concepts and the relationships among those variables in the research. In this framework include two main variables which are brand's Identity and brand perception that Moccona has been trying to build while the applied theory of brand identity prism.



Based on this conceptual framework above, this study will lead to answer the following research questions:

RQ1: What is an influence of brand presenter (Aum Patcharapa) on Moccona brand identity?

RQ1.1.1 How does the use of Aum Patcharapa represent Moccona in terms of brand's physique?

RQ1.1.2 How does the use of Aum Patcharapa represent Moccona in terms of brand's personality?

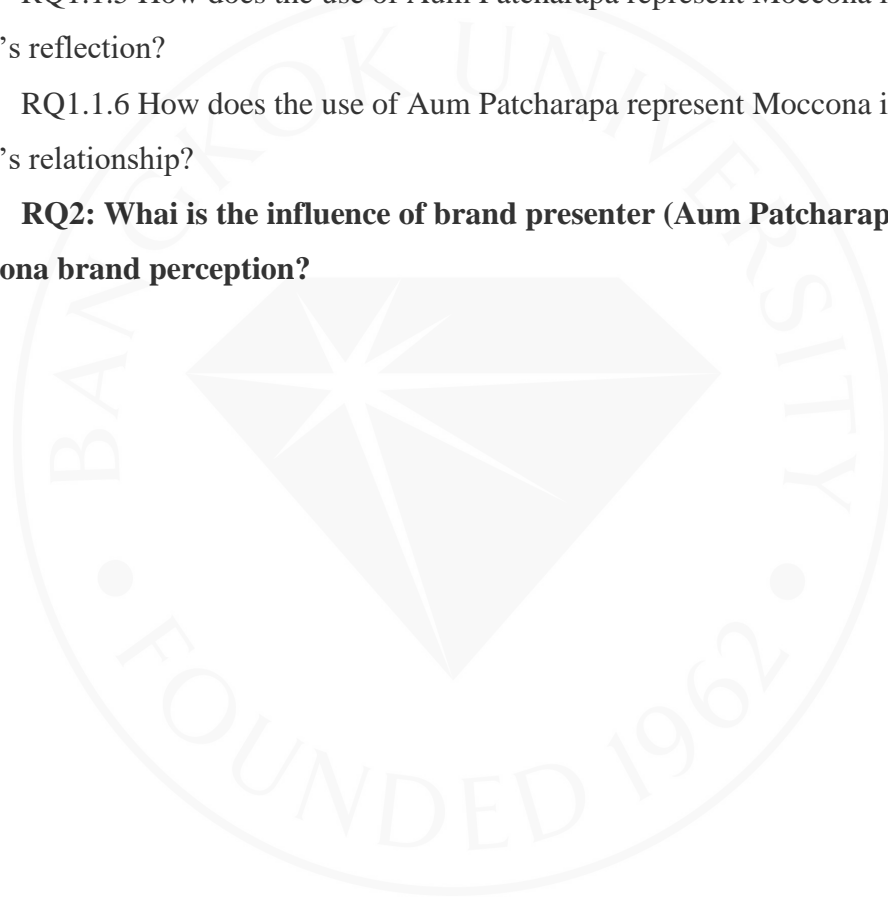
RQ1.1.3 How does the use of Aum Patcharapa represent Moccona in terms of brand's self-image?

RQ1.1.4 How does the use of Aum Patcharapa represent Moccona in terms of brand's culture?

RQ1.1.5 How does the use of Aum Patcharapa represent Moccona in terms of brand's reflection?

RQ1.1.6 How does the use of Aum Patcharapa represent Moccona in terms of brand's relationship?

RQ2: What is the influence of brand presenter (Aum Patcharapa) on Moccona brand perception?



CHAPTER 3

METHODOLOGY

This chapter describes the research methodology to examine an influence of brand presenter towards consumer perception of Moccona brand identity: A case study of Aum Patcharapa. Six elements of Brand Identity Prism were applied as a framework to analyze the use of Aum Patcharapa towards types of media and communication campaign of Moccona to understand the effect of using presenter. This chapter will compose of four parts – research design, key respondents, data collection procedure, and data analysis.

3.1 Research Design

3.2 Key Respondents

3.3 Data Collection Procedure

3.4 Data Analysis

3.1 Research Design

The purpose of this research is to examine an influence of brand presenter towards consumer perception of Moccona brand identity. The research approach of the study is qualitative research. The method for collecting the data is an in-depth interview session in order to understand consumer's perception towards Moccona brand and how its identities are portrayed via the use of presenter. The qualitative approach was chosen because this research approach requires a deep understanding of respondents' thought and insight towards the effectiveness of a presenter in each group of people. This qualitative method will provide Moccona brand and readers with in-depth information on how to use presenter in communication. The TVC of Moccona from 2018-2020 will be used as a discussion material.

3.2 Key Respondents

In this study, the qualitative method will be applied by using in-depth interview conducted with 10 Moccona brand consumers who are 20- 50 years old to study the impact of brand presenter towards Moccona brand in each group whether there are any difference in terms of effectiveness. There are equal mix between men

and women. Target will be a real consumer who consumes Moccona for at least 3 years. Target respondents selection will be open to discuss, expressive articulate, educated and confident.

According to Neale (2006), In-depth interview is a part of qualitative method which includes conducting an in-depth individual interviews with a small number of respondents to explore their in-depth perception on any particular idea or specific issue. In this research, researcher select respondents who are in the following criterias;

- Ages between 20 – 50 years old or above
- Male/ Female
- Income above 30,000 Thai Baht
- Graduate at least bachelor's degree
- Residing in Bangkok
- Consume Moccona coffee for at least 3 years
- Know Moccona brand presenter, Aum Patcharapa

Respondents will be classified into 3 groups which are 20-30 years old, 31-40 years old and 40 years old and above. The interview will be conducted individually to find the real in-depth without any bias from other respondents

3.3 Data Colletion Procedure

This research will be conducting in Bangkok, Thailand on respondents who are residing in Bangkok and have experiences consuming Moccona brand and also have familiarity towards Aum Patcharapa. The in-depth interview was conducted via online platforms by researcher. This research study will be interviewing 10 respondents who were selected by the puepositive sampling. These participants are coffee consumers who select to consume Moccona brand. The type of survey that used to collect the data is interview via online platforms. The questions will be asked through online tools to collect the data because the participants are online network users.

To study an influence of brand presenter towards consumer perception of Moccona brand identity, the interview question will be mainly covering three parts in order to study the respondents' demographic, attitude towards Moccona brand identity and Moccona brand perception.

Part 1: Respondent's demographic

Demographic consists of basic information of respondents that using presenter will affect. in this part age and gender will be used to demonstrate the effectiveness in using presenter to communicate identity of the brand.



Part 2: Attitude towards Moccona brand identity




As mentioned in the chapter 2, the applied theory for this research is based on brand identity prism (2008) that demonstrate six elements which are Physique, Personality, Culture, Self-image, Reflection and Relationship between the brand and its consumers. This aimed at gathering respondent's insight towards the use of Aum Patcharapa to communicate brand identity and portray brand perception.

Part 3: Moccona Brand Perception

This part will be focusing on holistic brand perception of Moccona towards competitors which are Nescafe and Birdy who employs several brands presenter. This in-depth interview will help researcher elaborate more on the effectiveness of using Aum Patcharapa to represent Moccona brand.

The interview will consist of communication material as below table.

1		Moccona unlock yourself teaser TVC in 2018
2		Moccona unlock yourself full version TVC in 2018

3		Moccona Aroma Lock TVC in 2019
4		Moccona Trio Gold TVC in 2019
5		Moccona Trio New Look TVC in 2020

3.4 Data Analysis

The result of data collection in qualitative process will be analyzed to give meaning and contribution to the research. Key elements in analyzing qualitative data is to offer an explanation together with interpretation of the interview data gathered from the collection process. It is essential to identify key themes emerging from the data as well.

In this research, the data will be analyzed in accordance with the theory of the study, to get the insight of the objectives of the study. To simplify the data analysis process, the data would be classified and group to the theme that relates to the objective of study. Theory will be applied in the process of data analyzing

CHAPTER 4

FINDINGS

This chapter presents the findings of the qualitative analysis on in-depth interview regarding an influence of brand presenter towards consumer perception of Moccona brand identity: A case study of Aum Patcharapa. The main objectives are to investigate the effectiveness of using brand presenter to communicate brand identity, focusing specifically on brand identity communication and perception.

The effectiveness of the mentioned presenter will help consumers to perceive the different positioning of the brand that will finally lead to better purchase decision at the end. In order to get insightful answer regarding brand identity perceived by Moccona target group, the list of questions are answered one by one.

4.1 Findings

To apply the six elements of Brand Identity Prism from Kapferer (2008), all the past 3 years of Moccona TVCs have been shown to the respondents again to remind them the content regarding the brand before the interview session.

There were 10 respondents aged range from 20-50 years old participating in the interview. In-depth interview sessions were conducted via online communication platforms during social distancing policy of Covid-19 in Thailand, and all interviews were recorded. The researcher organized the key analyzing contents based on six elements from Brand Identity Prism from Kapferer (2008). The respondents are labeled as A1, A2, A3, A4, B1, B2, B3, C1, C2 and C3.

4.1.1 How does the use of Aum Patcharapa represent Moccona in terms of brand's physique

In terms of brand physique, there were 5 respondents which are A1, A3, A4, B2 and C2 who directly and spontaneously mentioned the name of the presenter, Aum Patcharapa, regarding the identity of Moccona;

A1 said *"I would say it's a coffee brand with premium image in the market comparing to competitor. I would think of something gold as its logo and its presenter Aum Patcharapa. Moccona is one of my frequent brands that I consume since I was in university"*

A3 said *“Aum Patcharapa, coffee and its freeze dry coffee range. I love its coffee aroma. It’s quite the most premium brand in the market”*

A4 said *“Europe brand, enjoy moment, Aum Patcharapa and its 3in1 coffee, Moccona Trio. This is my favorite brand for many years”*

B2 said *“I will think of 3in1 coffee. Aum Patcharapa”*

C2 said *“many kinds of instant coffee, Aum Patcharapa and its aroma which is very unique”*

Apart from its presenter, there were 6 respondents which are A1, A2, A3, B2, C2 and C3 who imagined Moccona in the same way; Moccona is a woman in middle age, beautiful, A-B SES and possesses a good lifestyle

A1 said *“I would think of this brand as a woman. Quite rich and living in luxurious life. She must be one of the successful people. Outstanding appearance. The reason is I would think of Aum representing the product on TV”*

A2 said *“woman with good personality. She must be in middle class with good taste and lifestyle. She graduated from overseas”*

A3 said *“... So I think everything relating to her. Brand name, rich and beautiful”*

B2 said *“I will think of Aum Patcharapa. Aum is very famous and premium. She has good attitude and positive image. This brand is quite similar to Aum”*

C2 said *“a woman with positive attitude. Middle aged. Good personality”*

C3 said *“a woman, quite old but still beautiful. She is very positive. She loves living with animal whether dogs or cats. she is also a very rich person earning more than 100,000 THB a month”*

The main perceptions of respondents are going in the same way towards Moccona as a person. Moreover, A1 and B2 mentioned directly that the perception of Moccona resembles woman as Aum Patcharapa.

Apart from this there are 3 respondents who answered this question differently and they perceived Moccona as unspecified sex but still possess has the same identity as above group; for example, positive image which are beautiful or handsome, superior SES which are rich or earn high income and respondents also

perceived high education and position at workplace of Moccona as a successful person.

B1 said *“the brand can be anyone. Age around 30s. It can be unisex. But the thing is he/she needs to be stylish and smart. It’s a type of person who is working in high level. Drive expensive or use brand name. he/she is very selective in buying anything”*

B3 said *“It can be male. Middle aged but still looks very good. He is handsome and selective . Gentle and calm person. He is very warm and must be a good boyfriend of someone very beautiful and live at the same level”*

C1 said *“I cannot think of much. But if I need to, I would think of someone who is very selective and know what is good for them. This person will only use quality product. it can be any gender whether male or female but they must be very selective”*

4.1.2 How does the use of Aum Patcharapa represent Moccona in terms of brand’s personality

To begin with, there was a question asked to investigate the perception respondents towards Aum Patcharapa in terms of how she is or her personality. All the respondents can perceive Aum in a mutual perception as she is a person with outstanding personality, high class, nice, calm and friendly. This group of respondents reported her positive outside appearance, her success of entertainment business for a very long time and also her activity regarding her pets.

A1 said *“she is nice. She is helping people when they lose their dog. Very good person. I love her”*

A2 said *“Fashionista but not close to Chompoo but she is still a fashionista for me. She has a good taste and good personality”*

A3 said *“confident and gorgeous. she must be nice with her close friends. I saw her lifestyle through her Instagram”*

A4 said *“she is a successful person. She must be serious with her job. I know her since I was in primary school. Her fame has been gradually developed”*

B1 said *“she is nice. She is helping people when they lose their dog. Very good person. I love her”*

B2 said *“a very down-to-earth person with good attitude. She is not so fashionable but she lives in a good style. She is nice to everyone”*

B3 said *“calm and gentle. She loves her fans and love helping others. She loves making merits as well”*

C1 said *“she is very nice to her fans as I saw from news that she always says hi to her fans and talk a lot to her fans. She must be a very good person. She also loves her family as well”*

C2 said *“although she is a superstar in Thailand, she is still calm and humble”*

C3 said *“she is very famous and elegant. She is a good actress who have maintain her fame for almost 20 years or more”*

In the same way as perception towards Moccona brand, there were 2 main directions perceived via the use of brand presenter, Aum Patcharapa. The first personality perceived by A1, A3 and C1 were selective, gorgeous and confident. Which can be interpret Aum Patcharapa as a person with good personality

A1 said *“Gorgeous, confident and outstanding. Because I find this brand as a premium coffee. I drink moccona roast and ground and it tastes good. She must be very confident person”*

A3 said *“...gorgeous she must be gorgeous”*

C1 said *“sophisticated and selective. He/she must be very demanding in a way that he/she wants to find what is the best for them”*

However, another angle perceived was humble, nice and friendly which also portrayed Aum Patcharapa personality. As from her social media, there are many posts featuring her lifestyle towards her activities such as making merit, party with friends or taking care of animal.

A2 said *“...She must be nice and friendly. I would love her”*

B2 said *“Nice, clam and gentle. She will have lots of friends because she is a good person”*

B3 said *“calm and gentle. Must be a good family man in the future”*

C2 said *“she is smart, clam and down-to-earth. She has a lot of money to spend but knows well what to spend”*

C3 said *“she looks smart, calm and humble. She is perfect but still humble. She loves helping each others or making merits”*

4.1.3 How does the use of Aum Patcharapa represent Moccona in terms of brand’s self-image

Brand identity of the ‘self-image’ of Moccona as portrayed are indulgent, selective and sophisticated. This is the last elements elaborated in the Brand Identity Prism theory. ‘Self-image’ is the factor that Moccona wanted to convey and want target consumers to feel and to get when looking at the brand level. Moccona tried to communicate its aroma lock technology for its coffee and use Aum Patcharapa to convey this message by drinking coffee and show the indulgent moment and represent the sophisticated lifestyle that only person who knows best about coffee will feel it. This quality also have been perceived by respondents A2, A3, A4, B1, B3, C1 and C3 as well;

A2 said *“premium and aroma taste. I would think of the moment when making coffee”*

A3 said *“I love its coffee aroma. It’s quite the most premium brand in the market”*

A4 said *“enjoy moment. This is my favorite brand for many years”*

B1 said *“I will think of relaxing moment with coffee. I love its smell and its taste. The superiority taste comparing to compaitors”*

B3 said *“.... Very good smell . it’s more expensive comparing to competitor. International brand”*

C1 said *“I will think of 3 in 1 coffee, aroma and quality”*

C3 said *“coffee products with very good scent for real coffee drinker. I choose this brand as I’m quite disappointed from others. I now know what is good for me”*

4.1.4 How does the use of Aum Patcharapa represent Moccona in terms of brand’s culture

Moccona was originally from Europe. Its brand represent this culture worldwide by its logo featuring English language and its mood and tone of packaging including the word “anno” in front of logo which means year in English. From the communication material shown to audience, there were no linkage between Moccona

and Europe communicated through the commercial as the content will be mainly focusing on emotional benefit in terms of its coffee aroma; however, respondents also perceived “Europe or European culture”

A2 said *“coffee, gold color, Europe, premium and aroma taste. I would think of the moment when making coffee and I can feel its good smell”*

A4 said *“Europe brand, enjoy moment, Aum Patcharapa and its 3in1 coffee, Moccona Trio. This is my favorite brand for many years”*

B3 said *“... We share the same lifestyle. Travelling abroad together. Maybe Europe, once or twice a year. We can go for something fun together”*

4.1.5 How does the use of Aum Patcharapa represent Moccona in terms of brand’s reflection

According to Brand Identity Prism (Kapferer, 2008), the reflection element of the Moccona brand identity is a sophisticated person who is selective and long for a good aroma coffee. It is one of the external elements of the brand reflecting the image of the target audience towards the brands

The use of Aum Patcharapa has portrayed the indulgent moment as every version of advertising featuring Aum Patcharapa enjoy drinking coffee highlighting aroma lock technology.

A3 said *“... Moccona targeting people who are quite sophisticated in terms of coffee or instant coffee”*

B1 said *“...Moccona is not just a coffee for mass people, but for quite an educated people who knows what is a good coffee”*

C1 said *“It’s for People who enjoy the moment of coffee when coffee is more than coffee”*

C3 said *“coffee products with very good scent for real coffee drinker. I choose this brand as I’m quite disappointed from others. I now know what is good for me”*

4.1.6 How does the use of Aum Patcharapa represent Moccona in terms of brand’s relationship

The relationship element of the Moccona brand identity is consumer’s good moment or happiness moment together when drinking Moccona. It is one of the external elements of the brand reflecting the relationship between the target audience

and the brand. There were 5 respondents which as B1, B2, B3, C1 and C2 answer in the same way that Moccona is a friend of them ranging from quite close to close; surprisingly, there was key word detected from the answer as “a friend who can support them”

B1 said *“we might study in the same class. Growing from the same generation. But it is possible to ask for help. And he/she will help because he/she is so nice. She still can support me”*

B2 said *“I want to be friend with her. She must be very elegant but still approachable. She is a type of person that know many people having a lot of friends. I think we live in the same generation”*

B3 said *“yes. He must be one of my close friends, same age as well. We share the same lifestyle. Travelling abroad together. Maybe Europe, once or twice a year. We can go for something fun together”*

C1 said *“It’s not about close or not close but we are still friends. We can hangout together or help each other at work or whatsoever”*

C2 said *“Yes, she is the supporter of mine. When I have problems she will help me out because she is nice.”*

There are other groups of respondents that perceive the relationship of the brand and them “not close” but think of the brand as person in another level and they tend to look up to the brand.

A3 said *“so-so but she tends to help me when I ask. Although we are not that close, but she will like my post if I share something on Facebook”*

A4 said *“she must be my colleague in the same division working for communication field or entertainment business”*

C3 said *“Quite close. But she is in higher level comparing to me. Maybe she is my boss who I look up to. She might be perfect”*

4.1.7 An influence of brand presenter (Aum Patcharapa) in Moccona brand perception

In order to investigate this, researcher needs to identify the insight towards the use of presenter that potentially affects the purchase decision of Moccona brand. there were 7 respondents which are A1, A3, B1, B2, B3, C2 and C3 reported that the use of presenter can give positive image to the brand and will lead to purchase

decision in some ways but quality remains the first priority. Presenter help endorse in terms of quality and brand positioning and it helps them believe the quality of the product. presenter also endorse in terms of credibility as well.

A1 said *“if it is a fashion brand, I would say it is. It helps me memorize and being interested in the brand if they hire one of my favorite actors”*

A3 said *“Yes! Even skin care product. It will make me believe what the brand is trying to say more”*

B1 said *“It make me know the brand faster and remember faster. I will think of something very fashionable. Yes! Maybe model can make me feel that the fashion brand is very interesting”*

B2 said *“I used to try toothpaste because of I saw one advertising using Bella Ranee as a presenter. It’s very Thai tooth paste like Tepthai brand. it’s very ancient but I love to try”*

B3 said *“if presenter is an icon or some character, I love Japanese character. I buy almost every product that has my favorite character on it. I collect the stuff like that. But for general products, maybe once or twice I but product because of the presenter. It’s skincare brand”*

C2 said *“Yes! Selecting right presenter is a good way in building brand. I saw green tea brand love using Korean singers, then a lot of their fans but a lot. I think it affect”*

C3 said *“If I want to buy product like vitamin, I would find brands that are more trustworthy. I think it affect a lot”*

While another group of respondents report differently as they think that only quality is the best way in purchase decision towards the product and brand. Presenter might be unnecessary. However, the use of presenter to communicate brand or promote the product only helps them remember the brand and product easier and faster. Quality is the hero factor for then when coming to the purchase decision.

A2 said *“No! but it will make me remember the product easier and pay attention when I see advertisement on TV”*

A4 said *“not that much. But presenter make me believe that brands I’m using is famous and credible otherwise they will not endorse”*

C1 said *“it will affect only the image of the brand, but for quality, I think not that much. If they want build the brand, then presenter is important but image is as important as quality”*

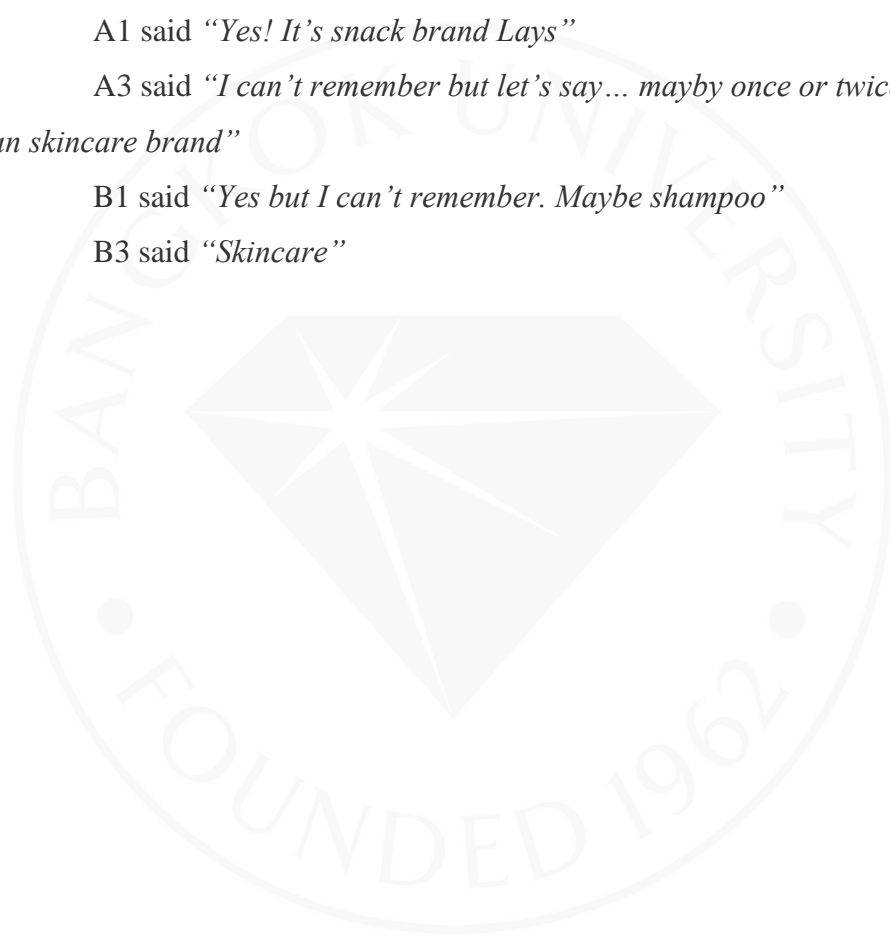
When asking about if all the respondents can purchase any product because of presenter. A1, A3, B1 and B3 admit that they once bought product because of presenter; however, there were mainly on skincare or beauty product.

A1 said *“Yes! It’s snack brand Lays”*

A3 said *“I can’t remember but let’s say... maybe once or twice. It’s Korean skincare brand”*

B1 said *“Yes but I can’t remember. Maybe shampoo”*

B3 said *“Skincare”*



CHAPTER 5

DISCUSSION

This chapter will focus on the discussion and summary of this study including conclusions about the way that Moccona brand portrays its brand identity through the use of Aum Patcharapa as a presenter to build brand with the application of Brand Identity Prism by Kapferer (2008). Moreover, there are also limitations of this research and recommendation for further study at the end of the chapter as well.

5.1 Summary of Findings

This study aims to investigate an influence of brand presenter towards consumer perception of Moccona brand identity by the use of its current presenter, Aum Patcharapa who has been used for 3 consecutive years since 2018. There are also TVC materials shown to the respondents to make sure every one of them can remind of its advertising. In-depth interview was used as a method for this research for 10 key respondents

Based on 3 versions of the advertising campaign since 2018 – 2020, there have been 3 key messages that Moccona used to communicate to audience via the use of its presenter

To begin with, in 2018, Moccona featured its first key message focusing on indulgent moment – *“Unlock Yourself”* when Aum Patcharapa consumed Moccona as an energy booster for her to work or be able to conquer tiredness during the day by the good coffee scent that keep her indulged.

In 2019, Moccona featured its only key message *“Aroma Lock”* to reveal its specialization and sophistication in making coffee by portray Aum Parcharapa as an expert taking audience to tour its coffee factory.

In 2020, Moccona changed its packaging and use Aum Patcharapa as a spokesperson featuring its key message *“Although the change, good things remain”*. The advertising portrayed Aum Patcharapa enjoyed drinking coffee and its signature coffee Moccona aroma coffee scent

The above sets of advertising was served to respondents before the interview to make sure they understand the brand key message and the execution of its presenter. And all the interview will be analyzed by the application of Brand Identity Prism by Kapferer (2008).

5.1.1 Physique

According to Kapferer (2008), physique element is the physical appearance of a brand which includes elements which can be seen; for example, logo, color, icon as well as other publications in the brand identity system. This is the fundamental aspect of a brand identity perception.

According to the in-depth interview, the majority of respondents perceived Moccona the same way as Aum Patcharapa which are women in middle aged, successful and possess positive physical appearance. Apart from this, there are other perception of Moccona in terms of unisex but still possess the same appearance idea as the above group.

5.1.2 Personality

According to Kapferer (2008), personality is the personality of a brand that engage target audience to feel when they think or experience the brand. Brand personality can be portrayed by various techniques; for instance, brand presenter or celebrity who presents the brand through communication materials such as TVC, online content, banner and sign or other forms of advertising

According to the in-depth interview, the use of Aum Patcharapa for personality of the brand can make respondents feel that the personality of Moccona matches Aum Patcharapa. They perceived Moccona as a person who is outstanding and gorgeous, but also nice, calm, and friendly at the same time. This is the mutual perception of the brand itself and perceived personality of Aum Patcharapa.

5.1.3 Self-image

According to Kapferer (2008), It is how one see one's self or can refer to self-concept theory that the brand has a reflection of its target audience. It's when looking at the brand and the customers can perceive themselves in it

Majority of the respondent perceived Moccona's self-image of consumers as indulgent, selective and sophisticated as Moccona aimed at via the use of its presenter. 'Self-image' is the factor that Moccona wanted to convey and want target consumers to feel and to get when looking at the brand level. Moccona tried to communicate its superiority in terms of coffee aroma to show that only sophisticated person can feel it. The target of moccona is not just ordinary people but someone who know what is a good coffee.

5.1.4 Culture

According to Kapferer (2008), the mindset of values, behaviors, principles of character that have the connection with any community or country. This will also be associated with past experiences of content receivers.

Douwe Egberts (1753), a mother brand of Moccona, Moccona was originally from the Netherlands, Europe. Its brand represents this culture worldwide by its logo featuring English language and its mood and tone of packaging including the word “anno” in front of logo which means year in English. Although there is no linkage between Moccona and Europe communicated through the commercial via the use of presenter as the content will be mainly focusing on emotional benefit in terms of its coffee aroma; however, respondents also perceived “Europe or European culture” from the advertising campaign

5.1.5 Reflection

According to Kapferer (2008), this can be described as a set of notions or stereotype of a brand’s target audience that would be applied for promotional purposes, and focused in advertising and commercials.

This is quite similar to self-image but they are more on consumer reflection. Most of the respondents can reflect a sophisticated coffee drinker who is the main target of Moccona brand. Aroma can be seen as one of the first priority criteria when thinking of coffee. The brand portrays its indulgent of aroma coffee via its presenter smell coffee and seem to enjoy and indulged in the moment. Respondents also perceived this message well.

5.1.6 Relationship

According to Kapferer (2008), relationship simply refers to the relationship of a brand with its consumers. This element can be perceived by each communication relating to the brand’s target and reflect particular emotional bonding between the brand and target audience.

According to the in-depth interview, half of the respondents can perceive Moccona as a friend of them who can support them when they are in need. It is from the moment of indulgent and happiness portrayed by the presenter making respondents feel this.

However, another half perceive that Moccona is someone superior to them. It is the person that they look up to or have something positive that people tend to cherish. In the same way that this half feel this to Moccona's presenter.

5.2 An influence of brand presenter (Aum Patcharapa) in Moccona brand perception

Using presenter can enhance branding and also helps audience to remember the brand faster. There are 2 factors contributing to the purchasing decision reported in this interview which are branding and quality. Presenter will help in terms of endorsing credibility and make audience remember faster. Unique or superior branding might lead to trail but quality is the one the will remain when it comes to the second purchase as reported by respondents.

Using presenter will help Moccona more interesting in terms of positioning and branding. Its famous presenter can endorse the brand to be one of the well-accepted brand with superior visibility because of the famous presenter. While quality of the brand is the one that will keep consumer to repurchase which also portrays by advertising featuring superior aroma portrayed by its presenter.

5.3 Discussions

5.3.1 Relating Findings to Theory

According to the study reported in the previous chapter, the elements of Brand Identity Prism by Kapferer (2008) have been successfully executed by Moccona brand via the use of its presenter. The analysis and results from findings of research questions show that the use of presenter mainly established Moccona in terms of physique, personality and relationship. While other elements were portrayed by the action done by presenter in the advertising or key message established by the communication material. Based on the analysis result, outside appearance which are physique and personality can effectively portrayed the most vis the use of presenter. This shows that using presenter can help the brand establish its identity in terms of appearance and personality.

For deeper level elements which are culture, relationship and reflection, they cannot be established much from the used of presenter. However, it might be the

objective of the brand that wants to localize key message to be into Thai context from the use of Thai presenter not international presenter as the brand is international.

In conclusion, from the analysis and results received from the in-depth interview method, the researcher realized that the brand identity applied from brand identity prism was portrayed well through the presenter of Moccona. The presenter can work well in aspects of portray very strong persona as brand identity of the brand and be capable of weaving attention and branding awareness from the target audience.

5.4 Limitations

With the use of in-depth interview, there are some limitations as the sample size is quite small, only 10 people as there is covid situation in Thailand. Secondly, the limitation from online platforms interview will make the session more difficult than in-person interview. Lastly, Moccona uses Aum Patcharapa for only 3 years, there is not that strong image established like brand ambassador for other brands who have been working for many years.

5.5 Recommendation for Further Research

According to the this research, the researcher also has some recommendations for the future study as below;

5.5.1 Recommendations in Directions of Research

In terms of research direction, future researchers can broaden their scope of study by exploring more on other brands and compare the effectiveness in using brand presenters to portray the brand identity. Using brand presenter is a huge investment for the brand, so knowing and analyzing the effectiveness of other competitors in the market would help to investigate and test the stronger assumption

5.5.2 Recommendations in Methodology

In terms of methodology, researchers can think of expanding the methodology of research to quantitative to explore deeper in a large quantity of respondents to deeply study the perception of consumers when identifying brand identity from presenter and factors making them purchase. This can be applied to other types of business as well as right now there are many business using representatives as a spokesperson to portray its brand to attract target audience.

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