CUSTOMER SATISFACTION, BRAND EQUITY, AND BRAND
COMMITMENT INFLUENCING CUSTOMER LOYALTY FOR SMARTPHONE
BRAND IN BANGKOK

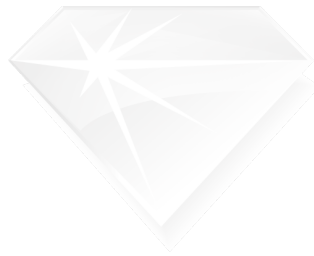CUSTOMER SATISFACTION, BRAND EQUITY, AND BRAND
COMMITMENT INFLUENCING CUSTOMER LOYALTY FOR SMARTPHONE
BRAND IN BANGKOK

Bing Xia

This Independent Study Manuscript Presented to

The Graduate School of Bangkok University

in Partial Fulfillment

of the Requirements for the Degree

Master of Business Administration

Academic Year 2023

This manuscript has been approved by

the Graduate School

Bangkok University

Title: Customer Satisfaction, Brand Equity, and Brand Commitment Influencing

     Customer Loyalty for Smartphone Brand in Bangkok

Author: Bing Xia

Independent Study Committee:

Advisor   Dr. Chutimavadee Thongjeen

Field Specialist   Assoc. Prof. Dr. Suthinan Pomsuwan

Bing Xia. Master of Business Administration, September 2024, Graduate School,
Bangkok University.

Customer Satisfaction, Brand Equity, and Brand Commitment, Influencing Customer
Loyalty for Smartphone Brand in Bangkok (91 pp.)

Advisor: Chutimavadee Thongjeen, Ph.D.

ABSTRACT

The study aims to discuss the relationship between Customer Satisfaction,
Brand Equity, Brand Commitment and Customer Loyalty for smartphone brand in
Bangkok. This quantitative research utilized a sample group of 400 individuals
drawn from the population of Bangkok, gathered through online questionnaires. The
survey incorporated various question formats including multiple-choice, closed-
ended, and 5-point Likert scale questions. Statistical analysis encompassed
frequency, percentage, mean, standard deviation, and multiple regression analysis.

The results showed that customer satisfaction, brand equity and brand
commitment affected to customer loyalty for smartphone brand at the statistical
significant level of 0.05.

*Keywords: Customer Satisfaction, Brand Equity, Brand Commitment, Customer
Loyalty*

ACKNOWLEDGEMENT

TABLE OF CONTENTS

TABLE OF CONTENTS (Continued)

LIST OF TABLES

LIST OF FIGURES

Page

CHAPTER 1

INTRODUCTION

1.1 The Importance and Problem of the Study

Lately, Chinese smartphone brands have emerged as significant players in Thailand's mobile phone market, standing alongside Korean giant Samsung and American tech leader Apple. Brands such as Realme and VIVO have demonstrated noteworthy year-on-year growth in Thailand, rivaling their competitors (Statista, 2023). Additional brands like Huawei, Oppo, and Xiaomi hold significant presence within the smartphone industry as well (Statista, 2023). In 2022, Samsung dominated the mobile vendor market in Thailand with approximately 24.0 percent share. Following closely was OPPO, holding around 17.9 percent market share, while Apple secured the third position with a share of 14.5 percent. VIVO followed Apple with approximately 13.6 percent market share (IDC, 2023). Over the years, the landscape of Thailand's mobile phone industry has evolved, incorporating a diverse array of brands among its major players (Statista, 2023).

Based on the International Data Corporation's (IDC) 2023 Worldwide Quarterly Mobile Phone Tracker, the smartphone market of Thailand experienced a 21 percent decline with 16.6 million shipments at the end of 2022, which is the lowest figure since 2014. IDC predicts stagnant growth for the Thai smartphone market in 2023, attributing it to persistent inflationary pressures, increasing interest rates, and a subdued economic outlook for Thailand. Because of the problem of sale reduction so the author decided to study how to increase sales by using customer loyalty.

Normally, consumers tend to use mobile phones of the same brand, it relates to customer loyalty. Customer loyalty plays a pivotal role in virtually every metric essential for sustaining a business. A business cannot thrive without satisfied customers who consistently purchase its products. Thus, fostering repeat patronage is paramount for achieving lasting success.

Various factors contribute to the enhancement of customer loyalty. Customer loyalty is commonly viewed as a direct consequence of customer satisfaction (Heskett et al., 1997). Furthermore, Wong & Sohal (2003) assert that meeting a

greater number of consumer expectations during service delivery increases the likelihood of repeat purchases for a company. Numerous studies have affirmed that satisfied customers are more inclined to repurchase and advocate positively for an organization (Blodgett & Anderson, 2000; Maxham & Netemeyer, 2002). As the profitability of an organization heavily hinges on the quality of its products, which in turn influences customer satisfaction and fosters repeat purchases, it becomes evident that customer loyalty plays a pivotal role in augmenting sales volume (Sirfaz et al., 2014).

Throughout history, brands have served as invaluable assets for businesses (Ahmed & Mort, 2016). A brand constitutes a potent marketing tool for fostering enduring relationships with audiences (Steenkamp, 2014). The significance of a strong brand is increasingly recognized for establishing a competitive position; its resonance among target demographics often correlates with success (Kylander & Stone, 2012). Brands, as highlighted by Scammell (2007) and Smith & French (2009), provide customers with sociological, psychological, and rational advantages. In the commercial sector, brands allocate substantial resources to bolster market share (Parker, 2012) and influence customer decisions and loyalty (Yan & Cruces, 2012). In today's media landscape, branding emerges as one of the most crucial forms of communication (Woodward & Denton, 2013). Mohammad (2017) highlights that a central theme in branding theory revolves around the relationship between customers and brands, a connection that fosters brand loyalty (p.58). It's crucial to recognize that brand loyalty plays a pivotal role in the advancement of organizations (Huang et al., 2014; Sharma et al., 2013). Consequently, establishing a strong link between customers and brands is imperative from both theoretical and practical perspectives (Al-Dmour et al., 2013; Mohammad, 2017).

According to Keller (1993), companies utilize brands as tools to forge deep connections with their customers. Bendapudi & Berry (1997) define brand commitment as the willingness to maintain a relationship with a specific brand. Ahluwalia et al. (2000) posit that brand commitment involves a psychological link between consumers' emotional and psychological reliance on the brand and their readiness to uphold a long-term interactive association with it. Morgan et al. (1994) and Garbarino & Johnson (1999) suggest that brand commitment encompasses

affective commitment and calculative commitment. Affective commitment denotes an emotional, elevated level of trust and commitment fostered by a consumer's personal involvement or reciprocal experiences with a brand or company. Dwyer, et al. (1987) note that calculative commitment is more rational, representing an economic reliance on the product's value due to limited alternatives or significant switching costs.

Therefore, whether it is for various smart phone brand manufacturers developing in Thailand or for institutions and individuals conducting academic research, crucial and beneficial to investigate the factors influencing customer loyalty within Bangkok smartphone market.

1.2 Research Problems

1.2.1 Does Customer Satisfaction have an influence on Customer Loyalty?

1.2.2 Does Brand Equity have an influence on Customer Loyalty?

1.2.3 Does Brand Commitment have an influence on Customer Loyalty?

1.3 Objectives of the Study

1.3.1 To study the impact of Customer Satisfaction (perceived quality, perceived value, and customer expectation) on Customer Loyalty.

1.3.2 To study the impact Brand Equity (brand loyalty, name awareness, perceived quality, brand associations, and other proprietary brand assets) on Customer Loyalty.

1.3.3 To study the impact of Brand Commitment (brand innovativeness, brand customer orientation, brand self-relevance, and brand social responsibility) on Customer Loyalty.

1.4 Method of Study

Conducting an online survey is deemed the most optimal approach for this study, given its convenience and cost-effectiveness. The primary research method employed will be quantitative, utilizing a survey format. Google Forms will serve as the platform for conducting the online survey. Data gathered through Google Forms will be extracted and entered into statistical software for analysis.

1.5 Tools and Statistics Used

The study will utilize an online survey to gather respondents' opinions regarding customer loyalty towards the variables. The survey will primarily comprise closed-ended questions, suitable for quantitative data collection. Key data to be gathered from respondents include demographics and information on Customer Satisfaction, Brand Equity, Influencer Marketing, and Customer Loyalty. Statistical analysis will utilize standard quantitative methods, including descriptive statistics and inferential statistics like multiple linear regression analysis. Data sets will be analyzed using statistical software.

1.6 Scope of the Study

    1.6.1   Independent Variables:

        1.6.1.1 Customer Satisfaction factor

           - perceived quality

           - perceived value

           - customer expectation

        1.6.1.2 Brand Equity factor

           - brand loyalty

           - name awareness

           - perceived quality

           - brand associations

           - other proprietary brand assets

        1.6.1.3 Brand Commitment factor

           - brand innovativeness

           - brand customer orientation

           - brand self-relevance

           - brand social responsibility

    1.6.2 Dependent Variables: Customer Loyalty

           - behavioural loyalty

           - attitudinal loyalty

    1.6.3 Population and Sample:

The focus of this study is on customers aged between 18 and 50 years old

residing in Bangkok, Thailand**.** Samples will be gathered from the population through purposive sampling. Given the unmeasurable size of the population, the sample size was determined using Yamane's (1967) table as a reference. Based on the table, with a population exceeding 100,000, a sample of 400 is recommended, with a precision level of +-5%. Accordingly, 400 samples will be collected for this study.

Table 1.1: Yamane's Table for Sample Size

Size of Population (N)	Sample Size (n) for Precision (E) of:			
	±3%	±5%	±7%	±10%
500	A	222	145	83
600	A	240	152	86
700	A	255	158	88
800	A	267	163	89
900	A	277	166	90
1,000	A	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
>100,000	1,111	400	204	100

A = Assumption of normal population is poor (Yamane, 1967). The en

Source: Yamane, T. (1967). *Statistics: An introductory analysis*. New York: Harper
and Row.

1.7 Benefits of the Research

The findings of this research hold significant potential benefits for various stakeholders:

1. Smartphone Industry in Thailand: This research provides a valuable opportunity for a comprehensive understanding of consumer behaviors, enabling the

industry to gain insights into customer needs and market dynamics. By leveraging these insights, companies can proactively navigate the competitive landscape and refine their marketing strategies. Analyzing the research results can guide the industry in determining which marketing approaches are most effective and practical for future implementation.

2. Academic Researchers: The research outcomes offer a rich source of data, narratives, and insights that can serve as a foundation for further academic inquiry and similar studies. Focused specifically on the Bangkok market, this study lays the groundwork for future research endeavors that can explore different populations and sample sizes across various locations in Thailand.

3. Companies and Organizations: The research findings provide valuable information for brands and businesses in Thailand, aiding in understanding the factors influencing customer loyalty. Armed with this knowledge, companies can enhance their market share and better fulfill customer needs, ultimately leading to increased customer satisfaction.

1.8 Definitions of Terms

Customer loyalty entails a steadfast commitment and connection formed by a customer towards a service provider, marked by enduring collaboration, resilience, and alignment with service conditions. (Kozlenkova et al., 2017).

Customer satisfaction pertains to the perceived expectations held by both customers and consumers prior to purchasing and experiencing products or services (Shamsudin, M. F. et al., 2018).

Brand equity, the central focus of this study, encompasses the holistic set of values attributed by consumers, generating differential effects that contribute to revenue in the competitive market (Aaker, 1991).

Brand Commitment involves the inclination of customers to maintain a valued relationship with a brand following a previous satisfactory interaction with it (Hsiao et al., 2015; Mathew et al., 2012).

CHAPTER 2
LITERATURE REVIEW

This chapter will provide an overview of the literature pertinent to the research project, identifying existing gaps and showcasing how the research aims to address one or more of these gaps. The research project, titled "Customer Satisfaction, Brand Equity, and Brand Commitment Influencing Customer Loyalty for Smartphone Brands in Bangkok," can be delineated into the following eight elements:

2.1 The Background of Business Industry

2.2 Theories/Academic Concepts and Other Relevant Research Articles of Customer Loyalty

2.3 Theories/ Academic Concepts and Other Relevant Research Articles of Customer Satisfaction

2.4 Theories Academic Concepts and Other Relevant Research Articles of Brand Equity

2.5 Theories Academic Concepts and Other Relevant Research Articles of Brand Commitment

2.6 Previous Researches

2.7 The Conceptual Framework

2.8 Hypotheses

2.1 The Background of Business Industry

This study examines how customer satisfaction, brand equity, and brand commitment influence customer loyalty toward smartphone brands. The study focuses on customers residing in Bangkok, Thailand.

Currently, the global smartphone market has reached a stage of mature development. With the fluctuations caused by the global epidemic and economic growth pressures, coupled with a lack of consumer spending motivation, the average user replacement cycle for smartphones is also extending (Xinhuanet, 2023).

According to data from the market research organization 'Canalys' released on the 19th, Samsung Electronics held the top position in the global smartphone market in 2022, capturing a 22 percent share. Apple followed closely behind with 19

percent, while Xiaomi secured a 13 percent share. OPPO and vivo both held 9 percent each. In the fourth quarter of the previous year, Apple led the market with a 25 percent share, typically bolstered by new product launches in September. Samsung Electronics maintained its second position, with a year-on-year increase of 1 percentage point to reach a 20 percent market share. Xiaomi followed with 11 percent, followed by OPPO with 10 percent, and vivo with 8 percent (CCPIT, 2023).

In Thailand, the mobile phone market dynamic differs slightly. As of June 2023, Apple holds the top position in market share, followed by Samsung. Apple's appeal among Thai users stems from various factors. The stability of Apple's iOS across iPhones and other devices is highly regarded compared to other operating systems. Additionally, its user interface is renowned for its simplicity, catering to users of all age groups. Despite Apple's popularity, the Android operating system has consistently maintained a majority share of the smartphone market in Thailand. This is primarily due to numerous mobile phone brands adopting the Android platform. Moreover, the wide array of Android phones available in varying price ranges makes them accessible to consumers across different income brackets **(**Statista, 2023**)**.

2.2 Theories/ Academic Concepts and Other Relevant Research Articles of Customer Loyalty

2.2.1 Theories/Academic Concepts

Customer loyalty indicates a consumer's allegiance to an organization, only considering switching to a competitor in rare circumstances (Patro & Kamakula, 2018). In service marketing, consumer loyalty is viewed as a steadfast attitude and relationship forged by a customer towards the service provider, characterized by long-term collaboration, resilience, and mutual agreement on service conditions (Kozlenkova et al., 2017). It surpasses mere behavior, encompassing elements such as taste, preference, desire, and the inclination to continue patronizing the company (Worlu et al., 2016).

Defining and measuring loyalty typically involves two main approaches: behavior and attitude (Buttle, 2013). (See Figure 2.1)

Businesses gauge behavioral loyalty by analyzing customer purchasing

patterns, with loyalty demonstrated through ongoing patronage and purchasing activity. Conversely, attitudinal loyalty is evaluated by analyzing different aspects of attitude, encompassing beliefs, emotions, and purchase intent (Geçti & Zengin, 2013). Customers demonstrating greater preferences, involvement, or commitment to a supplier are regarded as more loyal in terms of attitude.

Figure 2.1: Customer Loyalty

Customer loyalty and satisfaction helps measure business performance

Source: Buttle, F. (2013). *Customer Relationship Management Concepts and Technologies*. (2nd ed.). Burlington: Elsevier.

2.2.2 Other Relevant Research Articles

Historically, the construct of customer loyalty was initially defined solely in terms of frequent purchasing behavior. Nevertheless, the literature has expanded to include various dimensions, such as behavioral, attitudinal, and composite aspects (Yoo and Bai, 2013). The attitudinal aspect is defined as a profound commitment to repurchase a particular product, service, or brand (Oliver, 1999), often associated with emotional and psychological attachment (Sirohi et al., 1998; Aksoy et al., 2015). Behavioral loyalty includes metrics such as repeat purchases, share-of-wallet, and purchase frequency and longevity (Yoo & Bai, 2013). More recently, there has been a focus on the composite view of customer loyalty in recent literature (Kumar et al., 2013; Liu-Thompkins & Tam, 2013; Watson et al., 2015; Wolter et al., 2017). There's ongoing discussion regarding the factors influencing customer loyalty,

spanning from customer satisfaction and trust to commitment **(**Pan et al**.,** 2012; Yoo & Bai, 2013; Nyadzayo & Khajehzadeh, 2016**)**, and, more recently, customer engagement **(**So et al**.,** 2016**).**

2**.**3 Theories **/Academic Concepts and Other Relevant Research Articles of Customer Satisfaction**

The Customer Satisfaction Index **(**ACSI**)**, illustrated in Figure 2**.**2, is founded on the SCSB model, enhanced by incorporating perceived quality as a precursor variable**.** This separates quality perception from value perception**.** There are six potential variables**:** perceived quality, perceived value, customer expectations, customer satisfaction, customer complaints, and customer loyalty in the index model**.** Customer satisfaction holds a pivotal role and is jointly affected by customer expectations, perceived quality, and perceived value**.** Additionally, customer satisfaction impacts both customer complaints and customer loyalty **(**Wang, 2022**).**

Figure 2**.**2**:** Customer Satisfaction Index ACSI
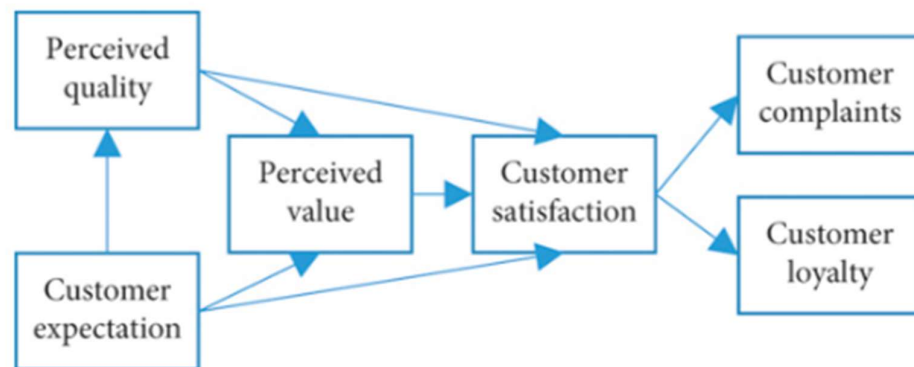
Source**:** Anderson, E**.**W**.** & Fornell, C**.** (2000)**.** Foundations of the American
        Customer Satisfaction Index**.** *Total Quality Management, 11*(7), 869–
        882.

2.3.1 Perceived Quality

2.3.1.1. Theories/Academic Concepts

Perceived quality is consumers**'** assessment of merits of product **(**Zeithaml,

1998**).**

Traditionally, perceived quality has been considered a key factor influencing customer satisfaction **(**Boonlertvanich, 2019**).**

Aaker **(**1991**)** describes perceived brand quality as the extent to which consumers perceive the overall quality of a specific brand's product or service, relative to other brands, for a particular purpose**.**

2.3.1.2 Other Relevant Research Articles

Bei & Chiao (2001) also suggested that perceived service quality, perceived product quality, and perceived price positively influence customer satisfaction in the automobile repair industry. Among these factors, perceived product quality and perceived price directly or indirectly impact customer loyalty through customer satisfaction (in terms of repurchase behavior).

Perceived quality plays a crucial role in enhancing consumers' subjective perception of a brand and highlighting the distinctiveness of products or services across different brands, ultimately influencing consumers' purchase considerations (Aaker, 1991**)**.

Perceived quality has a positive effect on customer satisfaction in both the American Customer Satisfaction Index (ACSI) model and the European Customer Satisfaction Index (ECSI) (Askariazad & Babakhani, 2015; Fornell et al., 1996; Susanti et al., 2019b). Earlier research has also confirmed the favorable correlation between perceived quality and customer satisfaction (Baumgarth & Binckebanck, 2011).

2.3.2 Perceived Value

2.3.2.1 Theories/Academic Concepts

The prevailing notion of perceived value centers on the benefits customers receive (including core solutions and additional services) in relation to the sacrifices they make (such as price and relationship costs) (Grönroos, 1997).

2**.**3**.**2.2 Other Relevant Research Articles

Previous studies have indicated a positive influence of perceived value on satisfaction within the ACSI model (Mackevičiūtė, 2013; Susanti et al., 2019a), as well as the ECSI model (Askariazad & Babakhani, 2015).

Hapsari et al. (2016) explored the interconnectedness of service quality,

perceived value, and customer satisfaction, revealing that perceived value serves as a partial mediator in the connection between service quality and customer satisfaction.

Examining the literature, it becomes evident that perceived value significantly impacts customer satisfaction (Hsu et al., 2013; García-Fernández et al., 2018; Lam et al., 2016; Prebensen and Xie, 2017). Furthermore, the relationship between customer technology readiness and perceived value of self-service operations, along with customer satisfaction, has been studied with the mediating role of perceived value, as observed in the Boon-itt (2015) study.

2.3.3 Customer Expectation

2.3.3.1 Theories/Academic Concepts

Customer expectations is in a specific purchasing decision, the perceived potential of alternative suppliers and brands to fulfill various explicit and implicit objectives (Sheth, 1973).

Additionally, customer expectations are characterized as the desires or wants of consumers, representing what they believe a service provider should offer, rather than what they anticipate they will receive (Parasuraman et al., 1988).

2.3.3.2 Other Relevant Research Articles

Numerous studies underscore the significance of customer expectations in determining customer satisfaction and offer insights into managing and meeting these expectations (Boulding, Kalra, Staelin, & Zeithaml, 1993; Parasuraman, Zeithaml, & Berry, 1985). Kotler (2000) emphasizes that customer expectations are pivotal for achieving customer satisfaction, delight, and loyalty. Managing and meeting customer expectations serve as effective tools to enhance customer satisfaction (Pitt & Jeantrout, 1994). According to Parasuraman, Berry, and Zeithaml (1991), service providers must understand customer needs to fulfill expectations and attain high levels of customer satisfaction during service interactions.

Bell and Zemke (1987) assert that satisfaction is contingent upon meeting customer expectations of service quality. Oliver (1980) posits that customer expectations serve as benchmarks for evaluating satisfaction. Expectations confirmation theory (ECT) underscores the crucial role of customer expectations in determining satisfaction (Koppius et al., 2005). Furthermore, customer expectations serve as antecedents of satisfaction (Anderson and Sullivan, 1993).

2.4 Theories / Academic Concepts and Other Relevant Research Articles of Brand Equity

One of the most comprehensive and widely accepted definitions of brand equity is provided by Aaker **(**1991**)**, who describes it as a collection of assets and liabilities associated with a brand, including its name and symbol, which contribute to or detract from the value delivered to both the company and its customers**.** He illustrates this definition with the following model **(**See Figure 2**.**3**)**.

The model delineates that brand equity is cultivated through five dimensions**:** brand loyalty, name awareness, perceived quality, brand associations, and other proprietary brand assets, like distribution systems**.** Consumer perceptions of the brand's performance across these dimensions contribute to an overall, intangible assessment of brand equity**.** This equity, in turn, delivers value to both consumers and the firm as outlined**.** Aaker's model stands as a seminal work in the realm of brand equity, paving the way for subsequent research in the field **(**Smith, 2007**)**.

Figure 2**.**3**:** Aaker**'**s Brand Equity Model
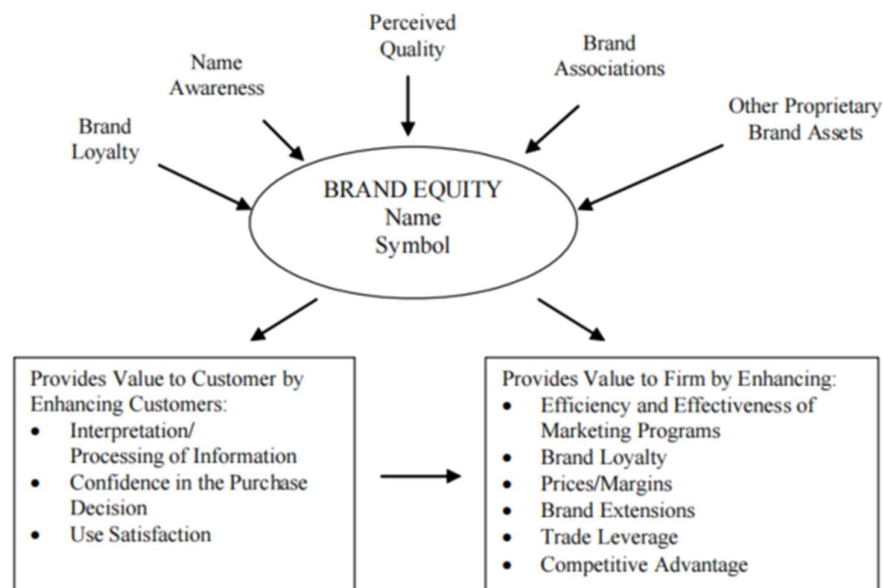
Source**:** Aaker, D**.** A**. (**1991**).** *Managing Brand Equity***.** New York**:** The Free Press**.**

2.4.1 Brand Loyalty

2.4.1.1 Theories/Academic Concepts

Brand loyalty refers to the desire of a customer to repeatedly repurchase a product, even when competing brands are available (Rajagopal, 2010).

2.4.1.2 Other Relevant Research Articles

Strong attachment to a brand is recognized as brand loyalty (Naghibi & Sadeghi, 2011). Tong & Hawley (2009) assert that brand loyalty lies at the core of brand equity. Ling et al. (2014) highlight that loyalty involves customers who may be willing to accept any price offered by the brand and incur lower switching costs to switch to another brand. Thus, enhancing loyalty is crucial for improving brand equity (Mishra & Datta, 2011).

Empirical research has consistently shown that higher brand equity correlates with greater loyalty (Foroudi et al., 2018; Khadim et al., 2018; Juga et al., 2018).

2.4.2 Name (Brand) Awareness

2.4.2.1 Theories/Academic Concepts

Brand awareness, also known as name awareness, denotes the extent to which consumers recognize, accept, and recall a brand in various contexts (Percy & Rossiter, 1992; Perreault et al., 2013). Keller (2009) has described brand (name) awareness as the degree of prominence or presence in consumers' memories, reflecting their ability to remember or recognize a brand under diverse circumstances.

2.4.2.2 Other Relevant Research Articles

Brand awareness directly impacts a brand's equity (Pouromid & Iranzadeh, 2012). Studies indicate that brand awareness is a crucial component to consider when assessing brand equity (Aaker, 1996). It plays a pivotal role in shaping consumers' perceptions and attitudes, thus contributing to the construction of brand equity in their minds (Huang & Sarigollu, 2012).

In the conceptualization of customer-based destination brand equity (CBDBE), researchers have commonly adopted a four-part framework that includes brand awareness, perceived quality, brand image, and brand loyalty (Horng et al., 2012; Hyun & Kim, 2011; Lu et al., 2015). Prior literature consistently highlights the inclusion of brand awareness, perceived quality, brand image, and brand loyalty in

the construct of brand equity (Dioko & So, 2012; Horng et al., 2012; Hsu et al., 2012; Manthiou et al.,2014; Nam et al., 2011; Oh & Hsu, 2014; Šerić, GilSaura, & Ruiz-Molina, 2014).

2.4.3 Perceived Quality

2.4.3.1 Theories/Academic Concepts

The subjective evaluation by consumers of a product's superiority, considering factors such as product superiority, usage context, and specific requirements, which collectively influence their subjective perceptions of quality is the definition of perceived quality (Zeithaml, 1998).

2.4.3.2 Other Relevant Research Articles

A product that receives negative feedback on quality from consumers is unlikely to be favored and may not endure in the market. Conversely, a product garners preference and longevity when it earns support from customers. (Keller & Brexendorf, 2019).

There is a direct correlation between perceived quality and brand equity within the banking sector (Kao & Lin, 2016; Brangsinga & Sukawati, 2019). Similarly, there is a link between quality and the establishment of brand equity among bank clients (Piaralal & Mei, 2015; Shrestha & Lamichhane, 2013). Their discoveries emphasize the substantial correlation, reaffirming the necessity for companies to elevate quality standards to strengthen brand equity. The previous research underscored the role of perceived quality in brand equity formation, emphasizing its indirect impact (Nath Sanyal & Datta, 2011). In the tourism industry, Chow et al. (2017) advocate for companies to prioritize high-quality services to fortify brand equity.

2.4.4 Brand Associations

2.4.4.1 Theories/Academic Concepts

Brand association refers to anything that connects a brand with meaningful associations in a person's memory (Aaker, 1991).

2.4.4.2 Other Relevant Research Articles

Brand Association and Brand Equity are closely intertwined, as the associations linked with a brand contribute to its overall performance (Severi & Ling, 2013). Strong brand equity indicates that consumers have robust connections with

the brand, emphasizing the pivotal role of brand association in building brand equity (Atilgan et al., 2005). Brand association is recognized for its ability to create positive impacts, thus enhancing brand equity efficiently (Severi, Ling, & Nasermoadeli, 2014). In customer-based brand equity, brand association holds significance alongside other marketing strategies (Jayswal & Vora, 2019). Furthermore, brand awareness and brand association are interrelated, with each having a direct impact on the other. Increased brand awareness leads to heightened brand association, and vice versa. Higher brand association indicates elevated brand equity, which is evidenced by consumer commitment and preference (Severi, Ling, & Nasermoadeli, 2014).

2.4.5 Other Proprietary Brand Assets

2.4.5.1 Theories/Academic Concepts

All can confer significant competitive advantages, such as patents, trademarks, and channel relationships, are other proprietary brand assets (Ovidiu, 2005).

2.4.5.2 Other Relevant Research Articles

Aaker (1991) posited that brand equity derives its value from five key assets: brand loyalty, brand awareness, perceived quality, brand associations, and other proprietary brand assets.

The optimal value of these brand assets lies in their ability to safeguard against competitors eroding the customer base and loyalty. These assets can be deployed in various ways; for instance, trademarks shield brand equity from competitors seeking to confuse customers by imitating names, symbols, or packaging. Patents can deter direct competition, particularly if they are pertinent to the purchasing decision-making process. Additionally, a distribution channel can be indirectly influenced by a brand, as customers expect the brand's products to be readily available (Ovidiu, 2005).

From Aaker's perspective (1991), brand equity generates value for both customers and manufacturers, with customer value forming the foundation for manufacturer value. Building on Aaker's work, Keller (1993) contributed significantly to the study of brand equity by introducing customer-based measurement methods and advocating for a strategic approach to brand equity management. According to Keller (1993), customer-based brand equity refers to the

differential effect of brand knowledge on consumer response to a brand's marketing activities. He defines measurement broadly, suggesting that a brand possesses positive (or negative) customer-based brand equity if consumers respond more (or less) favorably to the product, price, promotion, or distribution associated with the brand compared to an unbranded version of the product or service.

2.5 Theories / Academic Concepts and Other Relevant Research Articles of Brand Commitment

Since brand commitment is regarded as a crucial predictor of purchase intentions, its significance is well acknowledged in the research (Ilicic & Webster, 2014).

According to the findings of Eisingerich and Rubera (2010), in cultures characterized by individualism, short-term orientation, and high-power-distance, brand managers should primarily focus on highlighting the innovativeness of their brands and establishing their relevance to consumers. In such cultures, factors like customer orientation and socially responsible actions may have minimal impact on consumer commitment. Conversely, in collectivist cultures with a long-term orientation and high-power-distance, brand commitment is equally influenced by factors such as brand innovativeness, customer orientation, self-relevance, and social responsibility (See Figure 2.4).

Figure 2.4: Cultural Dimensions and Customer Brand Commitment
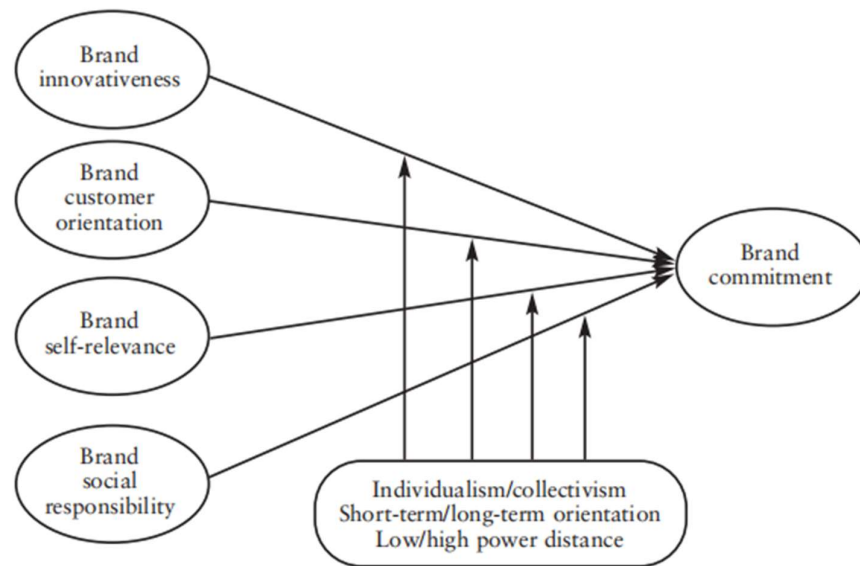
Source: Eisingerich, A. B., & Rubera, G. (2010). Drivers of Brand Commitment: A

    Cross-National Investigation. *Journal of International Marketing,*

    18(2), 64-79.

2.5.1 Brand Innovativeness

    2.5.1.1 Theories/Academic Concepts

Brand innovativeness is characterized by consumers' perception of a brand's

level of innovation (Barone & Jewell, 2013; 2014). According to Eisingerich &

Rubera (2010), brand innovativeness is the measure to which consumers perceive

brands as capable of providing fresh and practical solutions to their requirements.

    2.5.1.2 Other Relevant Research Articles

Previous studies have consistently shown that the concept of brand

innovativeness positively influences various aspects including purchase intention

(Hubert et al., 2017), willingness to pay (Hubert et al., 2017), brand commitment

(Eisingerich & Rubera, 2010), brand loyalty (Pappu & Quester, 2016), emotional

responses (Kaplan, 2009), and attitude toward the brand (Pappu & Quester, 2016;

Sanayei et al., 2013). Eisingerich & Rubera (2010) examined how brand

innovativeness affects brand commitment, considering cultural dimensions as

moderators. Their findings indicated that in countries characterized by individualistic

cultures, short-term orientation, and low power distance, brand innovativeness has a more pronounced impact on commitment.

2.5.2 Brand Customer Orientation

2.5.2.1 Theories/Academic Concepts

Brand Customer Orientation refers to a set of beliefs prioritizing the customer's interests while also considering stakeholders such as owners, managers, and employees to foster the development of a sustainable and profitable enterprise in the long term. (Deshpande et al., 1993).

2.5.2.2 Other Relevant Research Articles

Customer orientation is recognized as a pivotal business strategy that aids in comprehending customers, fostering competitive advantage, and facilitating management in attaining their business objectives (Zhang & Yang, 2018). A customer-oriented firm embodies a shared belief or culture wherein organizational values prioritize customer interests, leading to the design and implementation of strategies that yield favorable customer outcomes (Brady & Cronin, 2001). Moreover, any customer input or feedback is utilized to enhance product and service quality, demonstrating a company's commitment to addressing customer concerns. Consequently, when a company operates as a customer-oriented entity, it underscores the significance of individual customer experiences. This fosters customer satisfaction, which in turn fosters customer loyalty, indicative of brand commitment (Ha & John, 2010; Purba, Budiono & Adirinekso, 2020).

Customer orientations, often regarded as cultural phenomena, encompass five dimensions: the ability to cater to customers' needs, provide exemplary service, understand customer perspectives, foster personal relationships, and keep customers informed. These competencies among employees contribute to nurturing customer commitment to an organization (Kanten, Kanten & Baran, 2016).

2.5.3 Brand Self-Relevance

2.5.3.1 Theories/Academic Concepts

Brand self-relevance occurs when consumers identify themselves with the brand they use (Rahman & Noor, 2014).

2.5.3.2 Other Relevant Research Articles

Brand self-relevance is when consumers associate themselves with products

bearing a particular brand, shaping their self-image (Rahman & Noor, 2014). Brands can serve as markers of personal identity within communities, reflecting the values embodied by the brand itself (Larasati & Hananto, 2013).

Consumers tend to interact more frequently with brands that resonate with their self-concept (Brodie et al., 2011; Gallup, 2011), leading to increased brand salience and memorability (Park et al., 2010). Such brands often enjoy higher levels of customer loyalty, willingness to pay premium prices, and positive word-of-mouth advocacy (Park et al., 2010). Furthermore, when brands align with consumers' aspirations and deeply resonate with their sense of self, emotional connections to these brands are strengthened (Thomson, MacInnis, & Park, 2005).

2.5.4 Brand Social Responsibility

2.5.4.1 Theories/Academic Concepts

Brand social responsibility (BSR) refers to how consumers perceive a brand's commitment to voluntary actions aimed at enhancing societal well-being (Banu & Caner, 2012). This understanding of BSR aligns with contemporary views on consumer perceptions of ethical conduct, which encompass their overall assessment of an entity's morality (Brunk & Blumelhuber, 2011).

2.5.4.2 Other Relevant Research Articles

Several factors impact consumers' perception of the sincerity of social responsibility (SR), such as the prominence of the cause's benefits, the source of information about SR activities, and the proportion of SR contributions relative to advertising spending on SR initiatives (Yoon et al., 2006). Additionally, the timing of corporate social responsibility (CSR) activities is also influential (Ellen et al., 2000).

In corporate settings, research has identified a connection between social responsibility and beneficial outcomes, including more positive corporate evaluations (Brown & Dacin, 1997; Ross et al., 1992; Sen & Bhattacharya, 2001), contributions to non-profits organizations endorsed by corporations (Lichtenstein et al., 2004), firm equity (Simmons & Becker-Olsen, 2006), and consumer decisions (Barone et al., 2000; Pracejus & Olsen, 2004). Given that perceptions of product brand social responsibility are shaped not just by the attributes of the brand's product(s) but also by the marketing efforts of the product brand, it's probable that consumers'

perceptions of a product brand's social responsibility will have a positive impact on brand evaluations. This aligns with research findings linking social responsibility activities of product brands to more favorable brand attitudes (Madrigal & Boush 2008), heightened intentions to purchase, loyalty, and advocacy for the brand (Du et al., 2007). Hence, it is anticipated that product brand (but not corporate) social responsibility will have a positive correlation with various product brand outcomes, such as product brand attitude (Madrigal & Boush, 2008), purchase intentions (Du et al., 2007), and brand equity (Singh et al., 2012).

2.6 Previous Researches

2.6.1 Customer satisfaction and customer loyalty

It examined the effects of customer satisfaction and commitment on customer loyalty within the hotel industry by Rather & Sharma (2017). That study aimed to explore the influence of customer satisfaction and commitment impact customer loyalty toward four and five-star hotels in Jammu and Kashmir, India. Utilizing a questionnaire survey, the researchers gathered data from 120 respondents, resulting in 112 valid responses. The findings indicated statistically significant positive correlation between customer satisfaction and customer loyalty. Building upon the existing literature on the correlation between customer satisfaction and loyalty, the researcher formulated the hypothesis as follow:

Hypothesis 1: Customer satisfaction influences on customer loyalty.

2.6.2 Brand equity and customer loyalty

Nuseir (2021) investigated the influence of brand equity and customer experience on brand loyalty within the hotel industry of the United Arab Emirates (UAE). That study aimed to explore the effects of brand equity and customer experiences on brand loyalty, as well as to assess the relationship between brand equity and the quality of customer experiences among key players in the UAE hotel industry. Employing a questionnaire survey, the researcher collected data from 694 participants. The result revealed a significant positive impact of brand equity on brand loyalty, as well as a significant positive influence of customer experience on brand loyalty within the UAE hotel industry. Additionally, the study identified a

significant positive association between brand equity and customers' experiences with hotel services and facilities. Drawing from the existing literature on brand equity and customer loyalty, the researcher formulated the hypothesis as follow:

Hypothesis 2: Brand equity influences on customer loyalty.

2.6.3 Brand commitment and customer loyalty

Ida, Nuryakin and Farida (2018) examined brand commitment and brand trust concerning brand loyalty in the branded laptop market in Indonesia. The study aimed to explore the impacts of brand experience and brand trust on enhancing brand commitment and brand loyalty within the Indonesian branded laptop industry. Employing a questionnaire survey, the researchers collected data from 200 respondents, yielding 184 valid responses. The findings indicated that brand experience significantly influences brand commitment, while brand trust has an impact on both brand commitment and brand loyalty significantly. Additionally, brand commitment was found to influence brand loyalty significantly. Drawing from the relevant literature on brand commitment and customer loyalty, the researcher formulated the hypothesis as follow:

Hypothesis 3: Brand commitment influences on customer loyalty.

2.7 The Conceptual Framework

Figure 2.5: Conceptual Framework


```
┌──────────────────────────────┐
│      Customer Satisfaction   │
│  1.1 perceived quality       │
│  1.2 perceived value         │
│  1.3 customer expectation    │
└──────────────────────────────┘

┌──────────────────────────────┐          ┌──────────────────────┐
│         Brand Equity         │          │      Customer        │
│  2.1 brand loyalty           │          │      Loyalty         │
│  2.2 name awareness          │          │  4.1 behavioural     │
│  2.3 perceived quality       │          │  loyalty             │
│  2.4 brand associations      │          │  4.2 attitudinal     │
│  2.5 other proprietary brand │          │  loyalty             │
│  assets                      │          └──────────────────────┘
└──────────────────────────────┘

┌──────────────────────────────┐
│       Brand Commitment       │
│  3.1 brand innovativeness    │
│  3.2 brand customer          │
│  orientation                 │
│  3.3 brand self-relevance    │
│  3.4 brand social            │
│  responsibility              │
└──────────────────────────────┘
```

2.8 Hypotheses

H_1: Customer satisfaction influences on customer loyalty.

H_2: Brand Equity influences on customer loyalty.

H_3: Brand Commitment influences on customer loyalty.

CHAPTER 3
METHODOLOGY

This chapter will encompass explanations of the research design and the underlying rationale guiding the study, alongside an exploration of the methodology to be employed.

Furthermore, the study will address potential threats to content validity and reliability testing.

Therefore, this section will be delineated into 8 distinct elements. They are as follows:

3.1 The Type of Research and Tool

3.2 The Research Design

3.3 The Quality of the Research Tool

3.4 The Data Collection

3.5 The Population and Sample

3.6 The Sampling Technique

3.7 The Research Procedure and Timeline

3.8 The Hypotheses Test and Data Analysis

3.1 The Type of Research and Tool

The instrument employed for executing this survey research, aimed at gathering data from the respondents, is a closed-ended questionnaire. The questionnaire is divided into 6 parts: the general questions (10 questions), the factors of customer satisfaction (Independent Variable 1, 8 questions), the factors of brand equity (Independent Variable 2, 14 questions), the factors of brand commitment (Independent Variable 3, 11 questions), customer loyalty (Dependent Variable, 7 questions), and comments & suggestions. The survey consists of 50 questions in total.

Part 1: General Questions (10 questions)

This section comprises inquiries regarding the respondents' general information, including age, gender, and marital status. Additionally, the questionnaire includes queries soliciting personal information about their educational background, employment status, as well as other pertinent questions related to the study.

Part 2: Factors of Customer Satisfaction (8 questions)

This section comprises questions concerning the satisfaction level of the participants regarding the customer satisfaction factor. It encompasses three sub-variables: perceived quality, perceived value and customer expectation. Each sub-variable consists of 2 or 3 questions. The questions are presented in the following table (Table 3.1).

Table 3.1: The questions of Customer Satisfaction.

No.	Sub-Variables	Questions	References
1	Perceived Quality	1. I satisfied with the good safety system of my preferred smart phone brand. 2. I satisfied with the energy saving function of my preferred smart phone brand. 3. I satisfied with the durability of my preferred smart phone brand.	(Wang, 2019)
2	Perceived Value	1. I satisfied with the feature-need match of my preferred smart phone brand. 2. I satisfied with the product user experience of my preferred smart phone brand.	(Aung, 2018)
3	Customer Expectation	1. My preferred smart phone brand meets my expectation of communication needs in daily life. 2. My preferred smart phone brand meets my expectation of light office needs. 3. My preferred smart phone brand meets my expectation of daily entertainment needs.	(Mao, 2019)

Part 3: Factors of Brand Equity (14 questions)

This section comprises questions concerning the brand equity factor. There are five sub-variables in this part: brand loyalty, name awareness, perceived quality, brand associations and other proprietary brand assets. Each sub-variable consists of 2 or 3 questions. The questions are presented in the following table (Table 3.2).

Table 3.2: The questions of Brand Equity

No.	Sub-Variables	Questions	References
1	Brand Loyalty	1. I will suggest my friends to buy the smart phone of my preferred smart phone brand. 2. I always use the same brand. 3. This brand would be my first choice.	(Thanasrichatthon, 2022)
2	Name Awareness	1. I'm going to buy smart phone which has a famous brand name. 2. I think that smart phone which has a famous brand name always has good quality. 3. I'm familiar with the specific brand of smart phone which I have good experiment with it.	(Su, 2018)

(Continued)

Table 3.2 (Continued): The questions of Brand Equity

No.	Sub-Variables	Questions	References
3	Perceived Quality	1. The brand's smart phone that I chose uses less energy than other brands. 2. The brand's smart phone that I chose is really designed for the lifestyles of different people.	(Wang, 2019)
4	Brand Associations	1. I am proud to own a product of the smart phone brand that I chose. 2. In its status and style, this smart phone brand that I chose matches my personality. 3. I can quickly recall the logo of this smart phone brand that I chose.	(Gao, 2018)
5	Other Proprietary Brand Assets	1. I can use the trademark of the smart phone brand that I chose to differentiate this brand from other smart phone brands. 2. I know the smart phone brand that I chose is highly innovative and has unique patented technology. 3. I often see specialty stores of the smart phone brand that I chose.	(Ovidiu, 2005)

Part 4: Factors of Brand Commitment (11 questions)

This section comprises questions concerning the brand commitment factor. There are four sub-variables in this part: brand innovativeness, brand customer orientation, brand self-relevance and brand social responsibility. Each sub-variable consists of 2 or 3 questions. The questions are presented in the following table (Table 3.3).

Table 3.3: The questions of Brand Commitment.

No.	Sub-Variables	Questions	References
1	Brand Innovativeness	1. The brand's smart phone that I chose provides effective solutions to customer needs. 2. Customers can rely on the smart phone brand that I chose to offer novel solutions to their needs. 3. The brand's smart phone that I chose has stronger and more unique innovation capabilities than other smart phone brands to attract more customers.	(Eisingerich & Rubera, 2010)
2	Brand Customer Orientation	1. The smart phone brand that I chose pays attention to the problems encountered by every customer. 2. The smart phone brand that I chose is famous for its attentiveness to customer needs.	(Eisingerich & Rubera, 2010)

(Continued)

Table 3.3 (Continued): The questions of Brand Commitment.

No.	Sub-Variables	Questions	References
3	Brand Self-Relevance	1. The smart phone brand that I chose means a great deal to me. 2. I cannot imagine life without the smart phone brand that I chose. 3. The smart phone brand that I chose is one of the best things in my life.	(Eisingerich & Rubera, 2010)
4	Brand Social Responsibility	1. I consider the smart phone brand that I chose as a socially responsible brand. 2. This smart phone brand that I chose is more beneficial to society's welfare than other smart phone brands. 3. The smart phone brand that I chose often sponsors or organizes social welfare activities.	(Eisingerich & Rubera, 2010)

Part 5: Customer Loyalty (7 questions)

This section encompasses the overall level of customer loyalty among respondents. There are two sub-variables in this part: behavioural loyalty and attitudinal loyalty. Each sub-variable consists of 3 or 4 questions. The questions are presented in the following table (Table 3.4).

Table 3.4: The questions of Customer Loyalty

No.	Sub-Variables	Questions	References
1	Behavioural Loyalty	1. Even if other smart phone brands have similar characteristics, I would prefer the smart phone brand that I chose.	

(Continued)

Table 3.4 (Continued): The questions of Customer Loyalty

No.	Sub-Variables	Questions	References
		2. Even if other smart phone brands have benefits that were similar to the smart phone brand that I chose, I would prefer my chosen brand instead. 3. I keep using the same smart phone brand for a long time. 4. I would like to recommend my friends and family to use this brand's products.	(Huang, 2017)
2	Attitudinal Loyalty	1. I consider to keep using the smart phone brand I've been using in the future. 2. If I need to buy a new smart phone, the smart phone brand I've been using would be my first choice. 3. I'm always satisfied with the product and service of the smart phone brand I've been using.	(Huang, 2017)

3.2 The Research Design

The online questionnaire will be measured as the following:

3.2.1   Part 1: the fact: nominal and ordinal scales

3.2.2   Part 2-4: the attitude of <u>independent variables</u>: interval scale - the least (1) to the completely (5)

3.2.3   Part 5: the attitude of <u>dependent variable</u>: interval scale - the least (1) to the completely (5)

Scale 5 – Completely Agree

Scale 4 – Strongly Agree

Scale 3 – Moderate Agree

Scale 2 – Slightly Agree

Scale 1 – Least Agree

For part 2-5 of the questionnaire, which consists of Likert's 5-point scale, the statistical mean range for the interpretation of the mean are calculated below:

Range = (Maximum - Minimum) / Scale Level

Range = (5 - 1) / 5 = 0.8

Source: Best, John W. (1983). Research in Education. New Jersey: Prentice Hall.

The class interval scale was used to analyzed the mean score from five to one (Showed as Table 3.5).

3.2.4 Part 6: Comments & Suggestions

Table 3.5: The Range of Mean Interpretation

Range	Interpretation
1.00 - 1.80	Least Agree
1.81 - 2.60	Slightly Agree
2.61 - 3.40	Moderate Agree
3.41 - 4.20	Strongly Agree
4.21 - 5.00	Completely Agree

Source: Best, John W. (1983). *Research in Education*. New Jersey: Prentice Hall.

3.3 The Quality of the Research Tool

The online questionnaire was validated and approved, followed by a reliability test with a volunteer sample group of 40 respondents. Data analysis was conducted using Cronbach's Alpha within statistical software. To ensure questionnaire approval, the alpha value needed to fall between 0.70 and 1.00, as per Cronbach's (1951) recommendation. Thus, the required value had to be 0.70 or higher. After analysis using Cronbach's Alpha, the reliability values were as follows: Customer Satisfaction factor: 0.844, Brand Equity factor: 0.850, Brand Commitment factor: 0.886, Customer Loyalty factor: 0.847, with a total reliability of 0.949. Based on these results, the questionnaires met the benchmark and were deemed acceptable. (Range Interpretation is as shown in Table 3.5.)

Table 3.6: The Total Reliability Test Results

Variable	N (number) of Items	Cronbach's Alpha
Customer Satisfaction	8	.844
Brand Equity	14	.850
Brand Commitment	11	.886
Customers Loyalty	7	.847
Total	40	.949

3.4 The Data Collection

As mentioned earlier, data was gathered via an online questionnaire from smartphone consumers residing in Bangkok. The decision to utilize an online questionnaire was driven by cost-effectiveness, efficiency, and the absence of time constraints for respondents in completing the survey.

3.5 The Population and Sample

This study targets individuals aged between 18 and 50 residing in Bangkok, Thailand. Samples will be selected through purposive sampling due to the unmeasurable population size. To determine the sample size, Yamane's (1967) table was consulted. With a population exceeding 100,000, a sample size of 400 will be collected, ensuring a precision level of ±5%. Thus, the study aims to gather 400 samples for its research purposes.

3.6 The Sampling Technique

Data collection for this study utilized convenience sampling, as it is the most suitable method for obtaining responses from smartphone customers. Data will be collected via Google Forms to facilitate the process.

3.7 The Research Procedure and Timeline

The study commenced by gathering secondary data from reports, internet sources, and previous research studies relevant to the topic. Following the compilation and review of information, a research questionnaire was formulated. This

questionnaire encompasses three key influencing factors—Customer Satisfaction, Brand Equity, and Brand Commitment—that impact Customer Loyalty. Cronbach's Alpha coefficient was employed to assess the internal consistency and stability of the questionnaire structure. After conducting a reliability test with a sample group comprising 40 individuals, the obtained Alpha coefficient was found to be .949. The official distribution of the questionnaire to 400 respondents commenced in April 2024.

3.8 The Hypotheses Test and Data Analysis Hypotheses:

H_1: Customer satisfaction influences on customer loyalty.

H_2: Brand equity influences on customer loyalty.

H_3: Brand commitment influences on customer loyalty.

Below are the statistical methods employed for data analysis:

3.8.1 Descriptive Statistics: These statistical measures were employed to examine the overall demographic profile of the respondents. The data encompassed various details such as age, gender, educational background, and other pertinent information. Descriptive statistics were utilized to assess and condense the features and observations of the data, presenting them in the form of percentages.

Part 1: Demographic Data such as age, gender, marital status, educational background, occupation, income level, frequency of changing smartphone, preferred smartphone brand. This demographic information will be analyzed by using percentage and frequency counting.

Part 2: The questionnaire is about customer satisfaction factor which affects customer loyalty of smartphone brand. The mean and standard deviation were measured using the interval scale.

Part 3: The questionnaire is about brand equity factor which affects customer loyalty of smartphone brand. The mean and standard deviation were measured using the interval scale.

Part 4: The questionnaire is about brand commitment factor which affects customer loyalty of smartphone brand. The mean and standard deviation were measured using the interval scale.

Part 5: The questionnaire is about customer loyalty factor of smartphone brand. The mean and standard deviation were measured using the interval scale.

3.8.2 Inferential Statistics: This analytical approach is employed to extrapolate the significance of the data and explore the relationships between variables. Multiple Regression Analysis was utilized in this study to examine the hypotheses and investigate the associations between the independent variables (customer satisfaction, brand equity and brand commitment) and the dependent variable (customer loyalty).

CHAPTER 4
ANALYSIS AND FINDINGS

This chapter outlines the findings obtained from analyzing the data with statistical software. A total of 400 responses were gathered and scrutinized to assess the hypotheses. The analyzed data are organized and presented across seven key sections as follows:

4.1: Analysis of General information

4.2: Analysis of Customer Satisfaction factors

4.3: Analysis of Brand Equity factors

4.4: Analysis of Brand Commitment factors

4.5: Analysis of Customer Loyalty factors

4.6: Analysis of the relationship among customer satisfaction, brand equity, brand commitment and customer loyalty.

4.7: Results of the Hypothesis testing

4.1 Analysis of General information

The below table represents the 400 participants' general information such as living area, gender, age, marital status, educational background, monthly income, total working years, occupation, how often do you change your phone and which brand of mobile phone do you prefer management level. These data were assessed and illustrated through frequency and percentage analysis.

Table 4.1: General information of 400 respondents

General information	Frequency	Percentage (%)
1. Living area:		
Bangkok	400	100.0
Other cities in Thailand	0	0.0
Total	**400**	**100.0**

(Continued)

Table 4.1 (Continued): General information of 400 respondents

General information	Frequency	Percentage (%)
2. Gender:		
Male	154	38.5
Female	246	61.5
Other	0	0
Total	**400**	**100.0**
3. Age:		
18-30 years old	179	44.8
31-40 years old	140	35.0
41-50 years old	44	11.0
Above 50 years old	37	9.2
Total	**400**	**100.0**
4. Marital Status:		
Married	188	47.0
Unmarried	100	25.0
Widowed	41	10.3
Divorced	32	8.0
Separated	37	9.3
Other	2	0.5
Total	**400**	**100.0**
5. Education Background:		
Less than high school degree	72	18.0
High school diploma	185	46.3
Bachelor's degree	103	25.8
Master's degree or above	40	10.0
Total	**400**	**100.0**

(Continued)

Table 4.1 (Continued): General information of 400 respondents

General information	Frequency	Percentage (%)
6. Monthly Income:		
No income	4	1.0
Under 20,000 Baht	80	20.0
20,000-40,000 Baht	129	32.3
40,001-80,000 Baht	128	32.0
Above 80,000 Baht	59	14.8
Total	**400**	**100.0**
7. Total working years:		
No working experience	81	20.3
Under 1 year	3	0.8
1-5 years	54	13.5
6-10 years	121	30.3
11-15 years	52	13.0
Above 15 years	89	22.3
Total	**400**	**100.0**
8. Occupation:		
Student	85	21.3
Government employee	57	14.2
Private employee	87	21.8
Business owner/ Entrepreneur	83	20.8
Unemployed	82	20.5
Other	6	1.5
Total	**400**	**100.0**
9. How often do you change your phone:		
Within half a year	29	7.2
Within one year	47	11.8

(Continued)

Table 4.1 (Continued): General information of 400 respondents

General information	Frequency	Percentage (%)
One to two years	111	27.8
More than two years	156	39.0
Other	57	14.2
Total	**400**	**100.0**
10. Which brand of mobile phone do you prefer:		
Apple	134	33.5
Samsung	111	27.8
Xiaomi	86	21.5
VIVO, OPPO & Realme	63	15.8
Other brands (Such as Sony, LG, Motorola or Nokia etc.)	6	1.5
Total	**400**	**100.0**

According to table 4.1, the results are as follows:

For the living area, all 400 respondents are from Bangkok.

Regarding gender, 154 respondents are male, representing 38.5%, and 246 are female, representing 61.5%.

The age distribution of respondents is as follows: 44.8% (N=179) are aged 18-30, 35.0% (N=140) are aged 31-40, 11.0% (N=44) are aged 41-50, and 9.2% (N=37) are above 50 years old, with the highest proportion being between 18-30 years old.

Regarding marital status, most respondents are married (47.0%, N=188), followed by unmarried (25.0%, N=100), widowed (10.3%, N=41), divorced (8.0%, N=32), separated (9.3%, N=37), and other (0.5%, N=2).

Regarding educational background, 18.0% (N=72) have less than a high school degree, 46.3% (N=185) have a high school diploma, 25.8% (N=103) have a bachelor's degree, and 10.0% (N=40) have a master's degree or above.

For monthly income, the respondents who have no income are 4 which is 1.0%. Under 20,000 Baht of income are 80 respondents which is 20.0%, 20,000-

40,000 Baht of income are 129 respondents which is 32.3%, 40,001-80,000 Baht of income are 128 respondents which is 32.0% and the respondents who have income above 80,000 Baht are 59 which is 14.8%.

In terms of total working years, 81 respondents, constituting 20.3%, reported having no working experience. Under 1 year are 3 respondents which is 0.8%, 1-5 years are 54 respondents which is 13.5%, 6-10 years are 121 respondents which is 30.3%, 11-15 years are 52 respondents which is 13.0%, and the respondents who worked above 15 years are 89 which is 22.3%.

For occupation, 85 respondents are students, accounting for 21.3%. 57 respondents are government employees, accounting for 14.2%. 87 respondents are private employees, accounting for 21.8%. 83 respondents are business owners, accounting for 20.8%. There are 82 respondents who have no job, accounting for 20.5%, the other option for 6 respondents is 1.5%.

For the question that how often do you change your phone, 29 respondents change phone within half a year, accounting for 7.2%. 47 respondents change phone within one year, accounting for 11.8%. 111 respondents change phone every one to two years, accounting for 27.8%. 156 respondents change phone more than two years one time, accounting for 39.0%. 57 respondents choose other option which is 14.2%.

For the question that which brand of mobile phone do you prefer, 134 respondents prefer Apple which is 33.5%, 111 respondents prefer Samsung which is 27.8%, 86 respondents prefer Xiaomi which is 21.5%, 63 respondents prefer VIVO, OPPO & Realme which is 15.8%, only 6 respondents which is 1.5% of the total of the respondents prefer other brands.

4.2 Analysis of Customer Satisfaction factors

The subsequent table illustrates the analysis of customer satisfaction factors. It showcases the mean, standard deviation, and their respective interpretations, as presented in Table 4.2 below.

Table 4.2: Mean and Standard Deviation of Customer Satisfaction factors.

Customer Satisfaction factors	Mean	Std. Deviation	Interpretation
1. I satisfied with the good safety system of my preferred smart phone brand.	3.68	1.051	Strongly Agree
2. I satisfied with the energy saving function of my preferred smart phone brand.	3.59	1.093	Strongly Agree
3. I satisfied with the durability of my preferred smart phone brand.	3.73	1.084	Strongly Agree
4. I satisfied with the feature-need match of my preferred smart phone brand.	3.96	0.994	Strongly Agree
5. I satisfied with the product user experience of my preferred smart phone brand.	2.90	1.318	Moderate Agree
6. My preferred smart phone brand meets my expectation of communication needs in daily life.	**3.98**	**1.002**	Strongly Agree
7. My preferred smart phone brand meets my expectation of light office needs.	3.96	1.005	Strongly Agree
8. My preferred smart phone brand meets my expectation of daily entertainment needs.	3.97	0.995	Strongly Agree
Total	3.72	1.068	Strongly Agree

As per Table 4.2, the comprehensive mean of Customer Satisfaction factors stands at 3.72, with a standard deviation of 1.068. The attribute with the highest mean value is "My preferred smartphone brand meets my expectation of communication needs in daily life" (Mean = 3.98, SD = 1.002). It is also found that I satisfied with the good safety system of my preferred smart phone brand (Mean = 3.68, SD = 1.051), I satisfied with the energy saving function of my preferred smart phone brand

(Mean = 3.59, SD = 1.093), I satisfied with the durability of my preferred smart phone brand (Mean = 3.73, SD = 1.084), I satisfied with the feature-need match of my preferred smart phone brand (Mean = 3.96, SD = 0.994), I satisfied with the product user experience of my preferred smart phone brand (Mean = 2.90, SD = 1.318), My preferred smart phone brand meets my expectation of light office needs (Mean = 3.96, SD = 1.005), My preferred smart phone brand meets my expectation of daily entertainment needs (Mean = 3.97, SD = 0.995).

4.3 Analysis of Brand Equity factors

The subsequent table illustrates the analysis of brand equity factors. It provides the mean, standard deviation, and their interpretation in Table 4.3 below.

Table 4.3: Mean and Standard Deviation of Brand Equity factors.

Brand Equity factors	Mean	Std. Deviation	Interpretation
1. I will suggest my friends to buy the smart phone of my preferred smart phone brand.	3.89	0.940	Strongly Agree
2. I always use the same brand.	3.86	1.035	Strongly Agree
3. This brand would be my first choice.	3.87	1.029	Strongly Agree
4. I'm going to buy smart phone which has a famous brand name.	3.83	1.032	Strongly Agree
5. I think that smart phone which has a famous brand name always has good quality.	3.74	1.105	Strongly Agree
6. I'm familiar with the specific brand of smart phone which I have good experiment with it.	3.97	0.999	Strongly Agree

(Continued)

Table 4.3 (Continued): Mean and Standard Deviation of Brand Equity factors.

Brand Equity factors	Mean	Std. Deviation	Interpretation
7. The brand's smart phone that I chose uses less energy than other brands.	3.90	1.035	Strongly Agree
8. The brand's smart phone that I chose is really designed for the lifestyles of different people.	3.96	1.005	Strongly Agree
9. I am proud to own a product of the smart phone brand that I chose.	3.95	1.010	Strongly Agree
10. In its status and style, this smart phone brand that I chose matches my personality.	3.95	1.010	Strongly Agree
11. I can quickly recall the logo of this smart phone brand that I chose.	**4.00**	**1.007**	Strongly Agree
12. I can use the trademark of the smart phone brand that I chose to differentiate this brand from other smart phone brands.	3.99	1.015	Strongly Agree
13. I know the smart phone brand that I chose is highly innovative and has unique patented technology.	3.98	1.000	Strongly Agree
14. I often see specialty stores of the smart phone brand that I chose.	3.98	1.023	Strongly Agree
Total	3.64	0.944	Strongly Agree

As per Table 4.3, the average score for Brand Equity factors is 3.64, with a standard deviation of 0.944. The attribute with the highest mean value is "I can quickly recall the logo of this smart phone brand that I chose" (Mean = 4.00, SD = 1.007). It can be observed that I will suggest my friends to buy the smart phone of my preferred smart phone brand (Mean = 3.89, SD = 0.940), I always use the same brand (Mean = 3.86, SD = 1.035), This brand would be my first choice (Mean = 3.87, SD = 1.029), I'm going to buy smart phone which has a famous brand name (Mean = 3.83,

SD = 1.032), I think that smart phone which has a famous brand name always has good quality (Mean = 3.74, SD = 1.105), I'm familiar with the specific brand of smart phone which I have good experiment with it (Mean = 3.97, SD = 0.999), The brand's smart phone that I chose uses less natural energy than other brands (Mean = 3.90, SD = 1.035), The brand's smart phone that I chose is really designed for the lifestyles of different people (Mean = 3.96, SD = 1.005), I am proud to own a product of the smart phone brand that I chose (Mean = 3.95, SD = 1.010), In its status and style, this smart phone brand that I chose matches my personality (Mean = 3.95, SD = 1.010), I can use the trademark of the smart phone brand that I chose to differentiate this brand from other smart phone brands (Mean = 3.99, SD = 1.015), I know the smart phone brand that I chose is highly innovative and has unique patented technology (Mean = 3.98, SD = 1.000), I often see specialty stores of the smart phone brand that I chose (Mean = 3.98, SD = 1.023).

4.4 Analysis of Brand Commitment factors

The subsequent table illustrates the analysis of Brand Commitment factors. Mean values, standard deviations, and their interpretations are provided in Table 4.4 below.

Table 4.4: Mean and Standard Deviation of Brand Commitment factors.

Brand Commitment factors	Mean	Std. Deviation	Interpretation
1. The brand's smart phone that I chose provides effective solutions to customer needs.	3.93	0.952	Strongly Agree
2. Customers can rely on the smart phone brand that I chose to offer novel solutions to their needs.	4.04	0.905	Strongly Agree

(Continued)

Table 4.4 (Continued): Mean and Standard Deviation of Brand Commitment factors.

Brand Commitment factors	Mean	Std. Deviation	Interpretation
3. The brand's smart phone that I chose has stronger and more unique innovation capabilities than other smart phone brands to attract more customers.	4.01	0.933	Strongly Agree
4. The smart phone brand that I chose pays attention to the problems encountered by every customer.	**4.07**	**0.884**	Strongly Agree
5. The smart phone brand that I chose is famous for its attentiveness to customer needs.	3.95	1.000	Strongly Agree
6. The smart phone brand that I chose means a great deal to me.	3.96	1.012	Strongly Agree
7. I cannot imagine life without the smart phone brand that I chose.	2.73	1.389	Moderate Agree
8. The smart phone brand that I chose is one of the best things in my life.	3.90	1.053	Strongly Agree
9. I consider the smart phone brand that I chose as a socially responsible brand.	3.92	1.040	Strongly Agree
10. This smart phone brand that I chose is more beneficial to society's welfare than other smart phone brands.	3.92	1.023	Strongly Agree
11. The smart phone brand that I chose often sponsors or organizes social welfare activities.	3.90	1.041	Strongly Agree
Total	3.85	1.021	Strongly Agree

Based on Table 4.4, the comprehensive mean of Brand Commitment factors stands at 3.85, with a standard deviation of 1.021. The highest mean value

corresponds to the statement "The smartphone brand that I chose pays attention to the problems encountered by every customer" (Mean = 4.07, SD = 0.884). The brand's smart phone that I chose provides effective solutions to customer needs (Mean = 3.93, SD = 0.952), Customers can rely on the smart phone brand that I chose to offer novel solutions to their needs (Mean = 4.04, SD = 0.905), The brand's smart phone that I chose has stronger and more unique innovation capabilities than other smart phone brands to attract more customers (Mean = 4.01, SD = 0.933), The smart phone brand that I chose is famous for its attentiveness to customer needs (Mean = 3.95, SD = 1.000), The smart phone brand that I chose means a great deal to me (Mean = 3.96, SD = 1.012), I cannot imagine life without the smart phone brand that I chose (Mean = 2.73, SD = 1.389), The smart phone brand that I chose is one of the best things in my life (Mean = 3.90, SD = 1.053), I consider the smart phone brand that I chose as a socially responsible brand (Mean = 3.92, SD = 1.040), This smart phone brand that I chose is more beneficial to society's welfare than other smart phone brands (Mean = 3.92, SD = 1.023), The smart phone brand that I chose often sponsors or organizes social welfare activities (Mean = 3.90, SD = 1.041).

4.5 Analysis of Customer Loyalty factors

The subsequent table displays the analysis of customer loyalty factors. It provides the mean, standard deviation, and their interpretations in Table 4.5 below.

Table 4.5: Mean and Standard Deviation of Customer Loyalty factors.

Customer Loyalty factors	Mean	Std. Deviation	Interpretation
1. Even if other smart phone brands have similar characteristics, I would prefer the smart phone brand that I chose.	3.68	1.046	Strongly Agree

(Continued)

Table 4.5 (Continued): Mean and Standard Deviation of Customer Loyalty factors.

Customer Loyalty factors	Mean	Std. Deviation	Interpretation
2. Even if other smart phone brands have benefits that were similar to the smart phone brand that I chose, I would prefer my chosen brand instead.	3.52	1.090	Strongly Agree
3. I keep using the same smart phone brand for a long time.	3.96	1.019	Strongly Agree
4. I would like to recommend my friends and family to use this brand's products.	3.95	1.010	Strongly Agree
5. I consider to keep using the smart phone brand I've been using in the future.	**3.98**	**1.006**	Strongly Agree
6. If I need to buy a new smart phone, the smart phone brand I've been using would be my first choice.	3.97	1.010	Strongly Agree
7. I'm always satisfied with the product and service of the smart phone brand I've been using.	3.97	1.006	Strongly Agree
Total	3.86	1.027	Strongly Agree

As per Table 4.5, the collective mean of Customer Loyalty factors stands at 3.86 with a standard deviation of 1.027. Notably, the highest mean value is attributed to the statement "I consider to keep using the smart phone brand I've been using in the future" (Mean = 3.98, SD = 1.006). Even if other smart phone brands have similar characteristics, I would prefer the smart phone brand that I chose (Mean = 3.68, SD = 1.046), Even if other smart phone brands have benefits that were similar to the smart phone brand that I chose, I would prefer my chosen brand instead (Mean = 3.52, SD = 1.090), I keep using the same smart phone brand for a long time (Mean = 3.96, SD = 1.019), I would like to recommend my friends and family to use this brand's products (Mean = 3.95, SD = 1.010), If I need to buy a new smart phone, the smart

phone brand I've been using would be my first choice (Mean = 3.97, SD = 1.010), I'm always satisfied with the product and service of the smart phone brand I've been using (Mean = 3.97, SD = 1.006).

4.6 Analysis of impact of customer satisfaction, brand equity, brand commitment on customer loyalty

This section of the study delves into the examination of the relationship among the independent variables: customer satisfaction, brand equity, and brand commitment, alongside the dependent variable, customer loyalty. Employing inferential statistics, specifically Multiple Linear Regression, the statistical analysis was conducted to decipher the data. The findings are detailed as follows:

Table 4.6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.658	.433	.429	.42376

a. Predictors: (Constant), Brand Commitment, Customer Satisfaction, Brand Equity

b. Dependent Variable: Customer Loyalty

Table 4.7: ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Regression	54.312	3	18.104	100.817	<.001[b]
Residual	71.111	396	.180		
Total	125.423	399			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Brand Commitment, Customer Satisfaction, Brand Equity

Table 4.8: Correlation

		Customer Loyalty
Customer Satisfaction	Pearson Correlation	.496
	Sig. (1- tailed)	<.001
Brand Equity	Pearson Correlation	.570
	Sig. (1- tailed)	<.001
Brand Commitment	Pearson Correlation	.502
	Sig. (1- tailed)	<.001

Table 4.9: Coefficients

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	.358	.206		1.742	.082
Customer Satisfaction	.267	.044	.264	6.114	<.001
Brand Equity	.407	.052	.358	7.783	<.001
Brand Commitment	.237	.057	.195	4.182	<.001

a. Dependent Variable: Customer Loyalty

Table 4.6 revealed an R square value of 0.433, indicating that the three independent variables can account for 43.3% of the variability in the dependent variable.

Following this, the results of the ANOVA test in Table 4.7 exhibit an F value of 100.817, with a significance level of <0.001, which is less than 0.05. This suggests a statistically significant association between the independent and dependent variables.

In Table 4.8, the correlation coefficients between customer satisfaction, brand equity, brand commitment, and customer loyalty are presented. The correlation between customer satisfaction and customer loyalty (r=0.496; p<0.05) indicates a significant and positively moderate relationship between these variables. Similarly, the correlation between brand equity and customer loyalty (r=0.570; p<0.05) signifies a positive and moderately significant relationship. Lastly, the correlation between brand commitment and customer loyalty (r=0.502; p<0.05) illustrates a significant and moderate positive relationship.

The coefficient analysis, as depicted in Table 4.9, delves into the relationship between independent and dependent variables.

First, the significance value of <0.001, which is less than 0.05, indicates acceptance of H1. The coefficient between the independent variable Customer Satisfaction and the dependent variable Customer Loyalty is 0.264. This suggests that higher levels of Customer Satisfaction correspond to higher levels of Customer Loyalty. Therefore, Hypothesis 1 is supported: Customer satisfaction influences customer loyalty.

Subsequently, with a significance value of <0.001 (less than 0.05), H2 is accepted. The coefficient between the independent variable Brand Equity and the dependent variable Customer Loyalty is 0.358. This indicates that higher Brand Equity leads to higher Customer Loyalty. Thus, Hypothesis 2 is validated: Brand Equity influences customer loyalty.

Lastly, with a significance value of <0.001 (less than 0.05), H3 is accepted. The coefficient between the independent variable Brand Commitment and the dependent variable Customer Loyalty is 0.195. This implies that higher Brand Commitment corresponds to higher Customer Loyalty. Therefore, Hypothesis 3 is confirmed: Brand Commitment influences customer loyalty.

The results of the preceding analysis are summarized using the regression equation model as follows:

$y = a + b_1x_1 + b_2x_2 + b_3x_3$

Where: y = Customer Loyalty

a = Constant

b = Coefficients

x_1 = Customer Satisfaction

x_2 = Brand Equity

x_3 = Brand Commitment

Customer Loyalty = .358 + .267 Customer Satisfaction + .407 Brand Equity + .237 Brand Commitment

In summary, when analyzing customer loyalty in relation to customer satisfaction, brand equity, and brand commitment, all the explanatory variables positively influence it. Notably, brand equity emerges as the most influential factor among the other variables.

4.7 Results of the Hypothesis testing

The summary of hypothesis testing is as follows:

Table 4.10: Summary of the Hypothesis Testing

Hypothesis	Result
H_1: Customer Satisfaction influences on Customer Loyalty.	Accepted
H_2: Brand Equity influences on Customer Loyalty.	Accepted
H_3: Brand Commitment influences on Customer Loyalty.	Accepted

Table 4.10 provides a summary of the hypotheses results. As indicated in the table, all hypotheses regarding the influence of customer satisfaction on customer loyalty, brand equity on customer loyalty, and brand commitment on customer loyalty are accepted.

CHAPTER 5
SUMMARY, CONCLUSION AND DISSCUSION

This part is the final chapter of the paper. The research has been through all stages to present a picture of the market of smartphone brands in Bangkok by analyzing the interrelationship among customer satisfaction, brand equity, brand commitment and customer loyalty. The paper will present the findings following as the structure of four elements:

5.1 Summary and Conclusion

5.2 Discussion

5.3 Recommendations for Further Application

5.4 Recommendations for Future Research

5.1 Summary and Conclusion

5.1.1 General Information

The majority of survey participants are female, aged between 18 and 30 years old, and married. Additionally, most respondents have a high school diploma as their educational background. And most have a monthly income of 20,000-40,000 Baht, 6-10 years working experience. The highest proportion of occupation is private employee. Most respondents changed their smartphones only once in more than two years, the smartphone brand that they prefer is Apple.

5.1.2 Customer Satisfaction

The results indicated that respondents strongly agreed with the Customer Satisfaction variable.

5.1.3 Brand Equity

Overall, the respondents strongly agreed with the Brand Equity variable based on the results.

5.1.4 Brand Commitment

According to the results, most of the respondents strongly agreed with the Brand Commitment variable.

5.1.5 Brand Loyalty

Based on the results, most of the respondents strongly agreed with the Brand

Loyalty variable.

5.1.6 Hypotheses Results

There were three hypotheses proposed in this study:

Hypothesis 1: Customer Satisfaction influences on Customer Loyalty.

The data analysis reveals that Customer Satisfaction significantly influences Customer Loyalty towards smartphone brands. Factors such as Perceived Quality, Perceived Value, and Customer Expectation play crucial roles in determining consumers' choice of a particular smartphone brand. Consequently, Customer Satisfaction emerges as a key driver of Customer Loyalty for smartphone brands.

Hypothesis 2: Brand Equity influences on Customer Loyalty.

Brand Equity also demonstrates a substantial impact on Customer Loyalty for smartphone brands. Aspects like Brand Loyalty, Name Awareness, Perceived Quality, Perceived Associations, and Other Proprietary Brand Assets are pivotal in shaping consumers' preference for a specific smartphone brand. Hence, Brand Equity significantly influences Customer Loyalty in the smartphone market.

Hypothesis 3: Brand Commitment influences on Customer Loyalty.

Brand Commitment proves to be a significant determinant of Customer Loyalty for smartphone brands. Factors such as Brand Innovativeness, Brand Customer Orientation, Brand Self-Relevance, and Brand Social Responsibility contribute to consumers' decision-making process when choosing a smartphone brand. Consequently, Brand Commitment plays a crucial role in influencing Customer Loyalty in the smartphone industry.

5.2 Discussion

The primary aim of this research is to identify the factors that influence Customer Loyalty for smartphone brands. The researcher has summarized the analyzed results to align them with relevant concepts and theories, as well as incorporating related research for discussion. The findings are as follows:

(1) To study factors of Customer Satisfaction influencing to Customer Loyalty for smartphone brand.

In line with the findings of this study, the Customer Satisfaction variable demonstrates a positive impact on Customer Loyalty for smartphone brands.

(2) To study factors of Brand Equity influencing Customer Loyalty for smartphone brand.

In line with the findings of this study, the Brand Equity variable demonstrates a positive impact on Customer Loyalty for smartphone brand.

(3) To study factors of Brand Commitment influencing Customer Loyalty for smartphone brand.

In line with the findings of this study, the Brand Commitment variable demonstrates a positive impact on Customer Loyalty for smartphone brand.

Following the results of the hypothesis test, the subsequent findings are compared with those of previous studies.

Hypothesis 1: Customer Satisfaction influences on Customer Loyalty was accepted. Hence, this outcome closely mirrors the findings of the Customer Satisfaction Index (ACSI) by Anderson & Fornell (2000). They found that satisfied customers are more likely to exhibit behaviors such as repeat purchasing, positive word-of-mouth recommendations, and resistance to competitors' offerings. In other words, when customers are satisfied with a product or service, they are more inclined to continue doing business with the company and may even become advocates for the brand. This paper followed the theoretical framework of the ACSI and designed a questionnaire survey on Perceived Quality, Perceived Value, and Customer Expectation, aiming to understand the impact of these three factors on the local smartphone market in Bangkok, Thailand. The results indicated that these three factors influence customer satisfaction. From Chapter Four of this paper, we learned that the correlation coefficient between customer satisfaction and customer loyalty is 0.267, meaning that every unit change in customer satisfaction leads to a 26.7% increase in customer loyalty. And Wang's study in 2022 further suggests that customer satisfaction, influenced by customer expectations, perceived quality, and perceived value, is pivotal. Additionally, customer satisfaction plays a key role in determining customer complaints and eventual customer loyalty.

Hypothesis 2: Brand Equity influences on Customer Loyalty was accepted. This finding aligns closely with Aaker's (1991) Brand Equity model. Regarding the relationship between brand equity and customer loyalty, Aaker's research highlights that strong brand equity can lead to greater customer loyalty. When customers

perceive a brand positively and develop strong associations with it, they are more likely to exhibit behaviors such as repeat purchasing, brand advocacy, and resistance to switching to competing brands. This loyalty contributes to the long-term success and profitability of the brand. This paper followed Aaker's brand equity theory framework and designed a questionnaire survey on five dimensions: Brand Loyalty, Name Awareness, Perceived Quality, Brand Associations, and Other Proprietary Brand Assets, aiming to understand the impact of these factors on the local smartphone market in Bangkok, Thailand. The results indicated that these five factors influence brand equity. From Chapter Four of this paper, we learned that the correlation coefficient between brand equity and customer loyalty is 0.407, meaning that every unit change in brand equity leads to a 40.7% increase in customer loyalty.

Hypothesis 3: Brand Commitment influences on Customer Loyalty was accepted. This outcome aligns with Eisingerich & Rubera (2010)'s research on Brand Commitment structure comprising four elements: Brand Innovativeness, Brand Customer Orientation, Brand Self-relevance, and Brand Social Responsibility. One of the findings of their research is that brand commitment positively influences customer loyalty. When consumers are committed to a brand, they are more likely to exhibit behaviors such as repeat purchasing, positive word-of-mouth recommendations, and resistance to switching to competing brands. This paper followed Eisingerich and Rubera's brand commitment structure and designed a questionnaire survey on four dimensions: Brand Innovativeness, Brand Customer Orientation, Brand Self-relevance, and Brand Social Responsibility, aiming to understand the impact of these factors on the local smartphone market in Bangkok, Thailand. The results indicated that these four factors influence brand commitment. From Chapter Four of this paper, we learned that the correlation coefficient between brand commitment and customer loyalty is 0.237, meaning that every unit change in brand commitment leads to a 23.7% increase in customer loyalty. Additionally, Ilicic & Webster (2014) emphasized the significance of brand commitment in the literature, acknowledging its role as a significant predictor of purchase intentions.

5.3 Recommendations for Further Application

The research provides businesses and relevant individuals in smartphone

industry and market with the following suggestions based on the findings. The findings emphasizing how different kinds of factors affect customers' choice and loyalty to smartphone in today's era, and businesses must keep up with them to survive in a high competition market.

Regarding the customer satisfaction, according to Customer Satisfaction Index ACSI theory, customers tend to have better satisfaction when the perceived quality, perceived value and customer expectation for a smartphone product have been met by the smartphone brand. Hence, smartphone manufacturers should prioritize enhancing perceived quality, perceived value, and meeting customer expectations to encourage customers to choose their products.

Regarding brand equity, according to Aaker's model, it encompasses five dimensions: brand loyalty, name awareness, perceived quality, brand associations, and other proprietary brand assets. The study's findings indicate that brand equity is the most influential factor among all three hypotheses. This suggests that consumers place significant importance on smartphone brands. Consumers possess a certain level of knowledge about global smartphone brands, including logos, images, and quality. Therefore, businesses should develop strategies focused on enhancing loyalty levels, such as offering competitive prices or exclusive benefits tied to engagement levels.

In terms of brand commitment, customers' purchase intentions are influenced by four elements: brand innovativeness, brand customer orientation, brand self-relevance, and brand social responsibility. Consequently, businesses should prioritize brand development, influence, and adaptability based on their customers' needs and desires. To succeed in the long term, companies must not only focus on their business operations but also conduct extensive research on customer preferences, complaints, and inquiries.
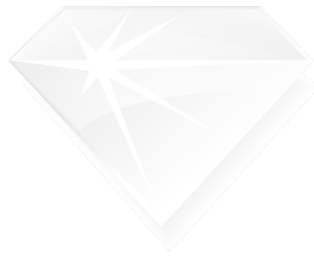
By improving the aforementioned factors, the smartphone industry can enhance customer loyalty towards its products.

5.4 Recommendations for Future Research

(1) This study concentrates on the Bangkok market. Thus, future research could broaden its scope by including other populations and varying sample sizes in different locations across Thailand or in additional countries.

(2) While this study employed a quantitative approach, potential researchers may opt for a qualitative approach in the future to gain a deeper understanding of participants' actions and explore open-ended processes.

(3) Future research can examine customer loyalty toward smartphone brands in Thailand by different variables or other models, such as examining the impact of independent variables via a mediator factor on customer loyalty.

BIBLIOGRAPHY

Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*.

Aaker, D. A. (1996). Measuring brand equity across products and markets. *California Management Review, 38* (3), 102-120.

Ahluwalia, R., Burnkrant, R. E., & Unnava, H. R. (2000). Consumer Response to Negative Publicity: The Moderating Role of Commitment. *Journal of Marketing Research, 37* (2), 203–214.

Ahmed, T., & Mort, G. S. (2016). Countering Counterfeit Branding: An Understanding Incorporating Mimesis and Cultural Appropriation for Emerging Markets. *In Looking Forward, Looking Back: Drawing on the Past to Shape the Future of Marketing* (pp. 245-245). Springer International Publishing.

Aksoy, L., Keiningham, T.L., Buoye, A., Lariviere, B., Williams, L., & Wilson, I. (2015). Does loyalty span domains? Examining the relationship between consumer loyalty, other loyalties and happiness. *Journal of Business Research, 68* (12), 2464-2476.

Al-Dmour, H., Zu'bi, M. F., & Kakeesh, D. (2013). The effect of services marketing mix elements on customer-based brand equity: An empirical study on mobile telecom service recipients in Jordan. *International Journal of Business and Management, 8* (11), 13-26.

Anderson, E.W. & Fornell, C. (2000). Foundations of the American Customer Satisfaction Index. *Total Quality Management, 11* (7), 869-882.

Anderson, E.W., & Sullivan, M.W. (1993). The antecedents and consequences of customer satisfaction for firms. *Marketing Science, 12* (2), 125-143.

Askariazad, M. H., & Babakhani, N. (2015). An application of European Customer Satisfaction Index (ECSI) in Business to Business (B2B) context. *Journal of Business and Industrial Marketing, 30* (1), 17–31.

Atilgan, E., Aksoy, Ş., & Akinci, S. (2005). Determinants of the brand equity: A verification approach in the beverage industry in Turkey. *Marketing Intelligence and Planning, 23*, 237-248.

Aung, H.K. (2018). The Relationships between Perceived Service Quality, Perceived Value, Perceived Expectation and Customer Satisfaction and Myanmar People is satisfaction on the public transportation in Yangon. Retrieved April 6, 2024, from Graduate School, Bangkok University, http://dspace.bu.ac.th/bitstream/123456789/3296/3/AHK_IS.pdf

Banu, D., & Caner, D. (2012). Measuring brand social responsibility: a new scale. *Social Responsibility Journal, 8* (4), 484-494.

Barone, M.J., & Jewell, R.D. (2013). The innovator's license: a latitude to deviate from category norms. *Journal of Marketing, 77* (1), 120-134.

Barone, M.J., & Jewell, R.D. (2014). How brand innovativeness creates advertising flexibility. *Journal of the Academy of Marketing Science, 42* (3), 309-321.

Barone, M. J., Miyazaki, A. D., & Taylor, K. A. (2000). The influence of cause-related marketing on consumer choice: Does one good turn deserve another? *Journal of the Academy of Marketing Science, 28* (Spring), 248–262.

Baumgarth, C., & Binckebanck, L. (2011). Sales force impact on B-to-B brand equity: Conceptual framework and empirical test. *Journal of Product and Brand Management, 20* (6), 487–498.

Bei, Lien-Ti., & Chiao, Yu-Ching. (2001). An integrated model for the effects of perceived product, perceived service quality, and perceived price fairness on consumer satisfaction and loyalty. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior Provo, 14*, 125-140.

Bell, C.R., & Zemke, R.E. (1987). Service breakdown: the road to recovery. *Management Review, 75* (10), 32-38.

Bendapudi, N., & Berry, L.L. (1997) Customers' Motivations for Maintaining Relationships with Service Providers. *Journal of Retailing, 73*, 15-37. http://dx.doi.org/10.1016/S0022-4359(97)90013-0

Best, John W. (1983). *Research in Education.* New Jersey: Prentice Hall.

Blodgett, J.G., & Anderson, R.D. (2000). A Bayesian network model of the consumer complaint process. *Journal of Service Research, 2* (4), 321-38.

Boon-Itt, S. (2015). Managing self-service technology service quality to enhance e-satisfaction. *International Journal of Quality and Service Sciences, 7* (4), 373-391.

Boonlertvanich, K. (2019). Service quality, satisfaction, trust, and loyalty: the moderating role of main bank and wealth status. *International Journal of Bank Marketing, 37* (1), 278-302.

Boulding, W., Kalra, A., Staelin, R., & Zeithaml, V. A. (1993). A dynamic process model of service quality: from expectations to behavioral intentions. *Journal of marketing research, 30* (1), 7-27.

Brady, M. K., & Cronin Jr, J. J. (2001). Some new thoughts on conceptualizing perceived service quality: A hierarchical approach. *Journal of Marketing, 65* (3), 34-49.

Brangsinga, G. B. Y., & Sukawati, T. G. R. (2019). Pengaruh Perceived Quality Dan Brand Image Terhadap Brand Loyalty Dan Brand Equity. *E-Jurnal Manajemen Universitas Udayana, 8* (4), 21-25. https://doi.org/10.24843/ejmunud.2019.v08.i04.p09

Brodie, R. J., Hollebeek, L. D., Juric, B., & Llic, A. (2011). Customer Engagement: Conceptual Domain, Fundamental Propositions, and Implications for Research. *Journal of Service Research, 14* (8), 252–271.

Brown, T. J., & Dacin, P. A. (1997). The company and the product: Corporate associations and consumer product responses. *Journal of Marketing, 61* (1), 68–84.

Brunk, K. H., & Blumelhuber, C. (2011). One strike and you're out: Qualitative insights into the formation of consumers' ethical company or brand perceptions. *Journal of Business Research, 64*, 134–141.

Buttle, F. (2013). *Customer Relationship Management Concepts and Technologies.* 2nd edn. Burlington: Elsevier. doi: 10.1017/CBO9781107415324.004.

CCPIT, (2023, January 20). Samsung Electronics' smartphones secured first place in global market share in 2022. Retrieved from CCPIT: https://www.ccpit.org/korea/a/20230120/2023012027nu.html

Chow, H. wen, Ling, G. J., Yen, I. yin, & Hwang, K. P. (2017). Building brand equity through industrial tourism. *Asia Pacific Management Review, 22* (2), 70–79. https://doi.org/10.1016/j.apmrv.2016.09.001

Cronbach, L. J. (1951). Coefficient alpha and the internal structure of tests. *Psychometrika, 16*, 297-334.

Deshpandé, R., Farley, J. U., & Webster Jr, F. E. (1993). Corporate culture, customer orientation, and innovativeness in Japanese firms: a quadrad analysis. *The Journal of Marketing, 57* (1), 23-37.

Dioko, L. D. A., & So, S. I. A. (2012). Branding destinations versus branding hotels in a gaming destination: Examining the nature and significance of co-branding effects in the case study of Macao. *International Journal of Hospitality Management, 31* (2), 554–563.

Du, S., Bhattacharya, C. B., & Sen, S. (2007). Reaping relational rewards from corporate social responsibility: The role of competitive positioning. *International Journal of Research in Marketing, 24* (9), 224–241.

Dwyer, F., Robert, P. H., & Schurr, S. O. (1987). Developing Buyer-Seller Relationships. *Journal of Marketing, 51* (4), 11–27.

Eisingerich, A. B., & Rubera, G. (2010). Drivers of Brand Commitment: A Cross-National Investigation. *Journal of International Marketing, 18* (2), 64-79.

Ellen, P.S., Mohr, L.A., & Webb, D.J. (2000). Charitable programs and the retailer: do they mix? *Journal of Retailing, 76* (3), 393-406.

Fornell, C., Johnson, M. D., Anderson, E. W., Cha, J., & Bryant, B. E. (1996). The American Customer Satisfaction Index: nature, purpose, and findings. *Journal of Marketing, 60* (4), 7–18.

Foroudi, P., Jin, Z., Gupta, S., Foroudi, M.M., & Kitchen, P.J. (2018). Perceptional components of brand equity: Configuring the Symmetrical and Asymmetrical Paths to brand loyalty and brand purchase intention. *Journal of Business Research, 89*, 462–474.

Gallup. (2011). Brand Engagement. Retrieved from: http://gallup.com/consulting/18061/brand-management.aspx.

Gao, Y. (2018). The Relationships among Exposure to Chloé Commercial Advertisement, Brand Equity, Customers Satisfaction, and Intention to Purchase as Perceived by Thai Customers. Retrieved April 6, 2024, from Graduate School, Bangkok University, http://dspace.bu.ac.th/bitstream/123456789/3686/5/Gao%20Yang.pdf

Garbarino, E., & Johnson, M.S. (1999). The different roles of satisfaction, trust, and commitment in customer relationships. *Journal of Marketing, 63*, 70-87.

García-Fernández, J., Gálvez-Ruíz, P., Fernández-Gavira, J., Vélez-Colon, L., Pitts, B., & Bernal-García, A. (2018). The effects of service convenience and perceived quality on perceived value, satisfaction and loyalty in low-cost fitness centers. *Sport Management Review, 21* (3), 250-262.

Geçti, F., & Zengin, H., (2013). The relationship between brand trust, brand affect, attitudinal loyalty and behavioral loyalty: A field study towards sports shoe consumers in Turkey. *International Journal of Marketing Studies, 5* (2), p.111.

Grönroos, C. (1997). Keynote paper: From marketing mix to relationship marketing towards a paradigm shift in marketing. *Management Decision, 35* (4), 322–339.

Ha, H. Y., & John, J. (2010). Role of customer orientation in an integrative model of brand loyalty in services. *The Service Industries Journal, 30* (7), 1025-1046. https://doi.org/10.1080/02642060802311252

Hapsari, R., Clemes, M., & Dean, D. (2016). The mediating role of perceived value on the relationship between service quality and customer satisfaction: evidence from Indonesian airline passengers. *Procedia Economics and Finance, 35*, 388-395.

Heskett, J. L., Sasser, W. E., & Schlesinger, L. A. (1997). *Service profit chain.* Retrieved from: https://SimonandSchuster. com.

Horng, J., Liu, C., Chou, H., & Tsai, C. (2012). Understanding the impact of culinary brand equity and destination familiarity on travel intentions. *Tourism Management, 33*, 815–824.

Hsiao, C., Shen, G. C., & Chao, P. (2015). How does brand misconduct affect the brand–customer relationship? *Journal of Business Research, 68* (4), 862–866.

Hsu, C. H., Oh, H., & Assaf, A. G. (2012). A customer-based brand equity model for upscale hotels. *Journal of Travel Research, 51* (1), 81–93.

Hsu, M. H., Chuang, L.W., & Chiu, S.P. (2013). Perceived quality, perceived value and repurchase decision in online shopping context. *Applied Mechanics and Materials, 311*, 43-48.

Huang, C.-C., Fang, S.-C., Huang, S.-M., Chang, S.-C., & Fang, S.-R. (2014). The impact of relational bonds on brand loyalty: the mediating effect of brand relationship quality. *Managing Service Quality, 24* (2), 184-204.

Huang, R., & Sarigollu, E. (2012) How brand awareness relates to market outcome, brand equity, and the marketing mix. *Journal of Business Research, 65*, 92–99.

Huang, G. (2017). The Impact of Store Image on Brand Loyalty Among Thai Customers to Use the Service of Japanese Restaurant in Bangkok District. Retrieved April 6, 2024, from Graduate School, Bangkok University, http://dspace.bu.ac.th/bitstream/123456789/2560/3/guanhao.huang.pdf

Hubert, M., Florack, A., Gattringer, R., Eberhardt, T., Enkel, E., & Kenning, P. (2017). Flag up! — Flagship products as important drivers of perceived brand innovativeness. *Journal of Business Research, 71*, 154-163. https://doi.org/10.1016/j.jbusres.2016.09.001

Hyun, S. S., & Kim, W. (2011). Dimensions of brand equity in the chain restaurant industry. *Cornell Hospitality Quarterly, 52* (4), 429–437.

Ida, H., Nuryakin, & Farida, N. (2018). A study on brand commitment and brand trust towards brand loyalty of branded laptop in Indonesia. *Journal of Business and Retail Management Research, 12* (3), 270-278.

Ilicic, J., & Webster, C. M. (2014). Investigating consumer-brand relational authenticity. *Journal of Brand Management, 21* (4), 342–363.

International Data Corporation's **(**IDC**)**, (2023, March 20). Thailand's Smartphone Market Declined by 21% in 2022 to 16.6 Million Units, Says IDC. Retrieved from IDC: https://www.idc.com/getdoc.jsp?containerId=prAP50508323

Jayswal, M., & Vora, P. (2019). Impact of brand association on brand equity with specific focus on advergames in India. *Journal of Creative Communications,14* (3), 271-284.

John, W. E. (1983). *Research in Education.* New Jersey: Prentice Hall.

Juga, J., Juntunen, J., & Paananen, M. (2018). Impact of value-adding services on quality, loyalty and brand equity in the brewing industry. *International Journal of Quality and Service Sciences, 10*, 61–71.

Kanten, P., Kanten, S., & Baran, M. (2016). The Effect of Organizational Virtuousness on Front Line Employees' Customer Orientation: Role of Perspectionism. *In 10th International Congress on Social Sciences Conference Proceedings, 2* (1), 857-874.

Kao, T. W., & Lin, W. T. (2016). The relationship between perceived e-service quality and brand equity: A simultaneous equations system approach. *Computers in Human Behavior, 57*, 208–218. https://doi.org/10.1016/j.chb.2015.12.00

Kaplan, M. D. (2009). The relationship between perceived innovativeness and emotional product responses: a brand-oriented approach. *Innovative Marketing, 5* (1), 39-47.

Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing, 57* (1), 1–22.

Keller, K. L. (2009). Building strong brands in a modern marketing communications environment. *Journal of Marketing Communications, 15* (2/3), 139-155.

Keller K. L., & Brexendorf, T. O. (2019). *Measuring Brand Equity, In Handbuch Markenführung.* Springer: Berlin/Heidelberg, Germany, 1409–1439.

Khadim, R. A., Hanan, M. A., Arshad, A., & Saleem, N. (2018). Revisiting antecedents of brand loyalty: Impact of perceived social media communication with brand trust and brand equity as mediators. *Academy of Strategic Management Journal, 17* (1), 1-13.

Koppius, O., Speelman, W., Stulp, O., Verhoef, B., & Van Heck, E. (2005). Why are customers coming back to buy their airline tickets online? Theoretical explanations and empirical evidence. Paper Presented at the 7th International Conference on Electronic Commerce, Xi'an, China.

Kotler, P. (2000). *Marketing Management: Analysis, Planning, Implementation and Control.* (Millennium edition): New Jersey: Prentice-Hall, Inc.

Kozlenkova, I. V., Palmatier, R.W., Fang, E., Xiao, B., & Huang, M. (2017). Online relationship formation. *Journal of Marketing, 81* (3), 21-40. Retrieved from: https://dx.doi.org/10.1509/jm.15.0430

Kumar, V., Sharma, A., Shah, R., & Rajan, B. (2013). Establishing profitable customer loyalty for multinational companies in the emerging economies: a conceptual framework. *Journal of International Marketing, 21* (1), 57-80.

Kylander, M., Sabir, H. M., & Naz, H. N. (2014). How attitude influences the Customers' buying. *International Journal of Management & Organizational Studies, 3* (2), 11-17.

Kylander, N., & Stone, C. (2012). The role of brand in the nonprofit sector. *Stanford Social Innovation Review, 10* (2), 35-41.

Lai, I. K. W. (2014). The Role of Service Quality, Perceived Value, and Relationship Quality in Enhancing Customer Loyalty in the Travel Agency Sector. *Journal of Travel & Tourism Marketing, 31* (3), 417-442.

Lam, A.Y., Lau, M.M., & Cheung, R. (2016). Modelling the relationship among green perceived value, green trust, satisfaction, and repurchase intention of green products. *Contemporary Management Research, 12* (1), 47-60.

Larasati, Y., & Hananto, A. (2013). The role of value congruity and consumer brand identification toward development of brand commitment and positive word of mouth. *SSRN Electronic Journal,* 1-28. https://doi.org/10.2139/ssrn.2200313

Lichtenstein, D. R., Drumwright, M. E., & Braig, B. M. (2004). The effect of corporate social responsibility on customer donations to corporate-supported nonprofits. *Journal of Marketing, 68* (10), 16–32.

Ling, Y. J., Arifff, M. S. B., Zakuan, N., & Tajudin, M. N. (2014). Brand personality, brand loyalty and brand quality rating in the contact lens perspective. *Review of Integrative Business & Economics Research, 3* (2), 433–448. http://buscompress.com/uploads/3/4/9/8/34980536/riber_b14-180__433-448_.pdf

Liu-Thompkins, Y., & Tam, L. (2013). Not all repeat customers are the same: designing effective cross-selling promotion on the basis of attitudinal loyalty and habit. *Journal of Marketing, 77* (5), 21-36.

Lu, A. C. C., Gursoy, D., & Lu, C. Y. (2015). Authenticity perceptions, brand equity and brand choice intention: The case of ethnic restaurants. *International Journal of Hospitality Management, 50*, 36–45.

Mackevičiūtė, E. (2013). Customer perceived value impact on customer satisfaction and loyalty: case of bakery and confectionery B2B market in Lithuania [tesis]. Kaunas [LTU]: ISM University of Management and Economics. https://vb.ism.lt/object/elaba:20061897/MAIN

Madrigal, R., & Boush, D. M. (2008). Social responsibility as a unique dimension of brand personality and consumers' willing-ness to reward. *Psychology & Marketing, 25* (6), 538–564.

Manthiou, A., Kang, J., & Schrier, T. (2014). A visitor-based brand equity perspective: The case of a public festival. *Tourism Review, 69* (4), 264–283.

Mao, M. L. (2019). The Factors Influencing Customer Satisfaction on May's Garden House Restaurant in Bangkok. Retrieved April 6, 2024, from Graduate School, Bangkok University, http://dspace.bu.ac.th/bitstream/123456789/4341/3/mao_mulo.pdf

Mathew, V., Thomas, S., & Injodey, J. I. (2012). Direct and Indirect Effect of Brand Credibility, Brand Commitment and Loyalty Intentions on Brand Equity. *Journal of Economics and Business, 10* (2), 73–82.

Maxham, J.G., & Netemeyer, R.G. (2002). Modeling customer perceptions of complaint handling over time: the effects of perceived justice on satisfaction and intent. *Journal of Retailing, 78* (4), 239-252.

Mishra, P., & Datta, B. (2011). Brand name: The impact factor. *Research Journal of Business Management, 5* (3), 109-116.

Mohammad, A. A. S. (2017). The Impact of Brand Experiences, Brand Equity and Corporate Branding on Brand Loyalty: Evidence from Jordan. *International Journal of Academic Research in Accounting, Finance and Management Sciences, 7* (3), 58-69.

Morgan, R. M., & Hunt, S. D. (1994). The commitment- trust theory of relationship marketing. *Journal of Marketing, 58*, 20-38.

Naghibi, S., & Sadeghi, T. (2011). Factors of Customer Satisfaction and Loyalty in Industrial Marketing (B2B). *Middle-East Journal of Scientific Research, 8*

(5), 902-907.

Nam, J., Ekinci, Y., & Whyatt, G. (2011). Brand equity, brand loyalty and consumer satisfaction. *Annals of Tourism Research, 38* (3), 1009-1030.

Nath Sanyal, S., & Datta, S. K. (2011). The effect of perceived quality on brand equity: an empirical study on generic drugs. *Asia Pacific Journal of Marketing and Logistics, 23* (5), 604-625. https://doi.org/10.1108/13555851111183057

Nuseir, M. N. (2021). Assessing the impact of brand equity and customer experience on brand loyalty in the United Arab Emirates' hotel industry. *International Journal of Business Excellence, 25* (4), 459-473.

Nyadzayo, M.W., & Khajehzadeh, S. (2016). The antecedents of customer loyalty: a moderated mediation model of customer relationship management quality and brand image. *Journal of Retailing and Consumer Services, 30*, 262-270.

Oh, H., & Hsu, C. H. C. (2014). Assessing equivalence of hotel brand equity measures in cross-cultural contexts. *International Journal of Hospitality Management, 36*, 156–166.

Oliver, R.L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research, 17*, 460-469.

Oliver, R.L. (1999). Whence consumer loyalty? *Journal of Marketing, 63*, Special Issue, 33-44.

Ovidiu, I. M. (2005). The concept of brand equity - A comparative approach. *MPRA Paper No.32013*, 212-220. Retrieved October 10, 2023, from https://mpra.ub.uni-muenchen.de/32013/

Pan, Y., Sheng, S., & Xie, F.T. (2012). Antecedents of customer loyalty: an empirical synthesis and re-examination. *Journal of Retailing and Consumer Services, 19* (1), 150-158.

Pappu, R., & Quester, P. (2016). How does Brand Innovativeness affect Brand Loyalty? *European Journal of Marketing,* 1-44.

Parasuraman, A., Berry, L. L., & Zeithaml, V. A. (1991). Refinement and reassessment of the SERVQUAL scale. *Journal of retailing, 67* (4), 420.

Parasuraman, A., Berry, L. L., & Zeithaml, V.A., (1988). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing, 64* (1), 12-40.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *The Journal of Marketing*, 41-50.

Park, C. Whan, Deborah J. MacInnis, Joseph Priester, Andreas B. Eisingerich, & Dawn Iacobucci. (2010). Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Equity Drivers. *Journal of Marketing, 74* (6), 1–17.

Parker, B. T. (2012). Candidate brand equity valuation: A comparison of US presidential candidates during the 2008 primary election campaign. *Journal of Political Marketing, 11* (3), 208-230.

Patro, C. S., & Kamakula, M. K. R. (2018). Emotional branding as a strategy in promoting customer loyalty. *Driving customer appeal through the use of emotional branding*, 225-246. IGI Global. http://dx.doi. org/10.4018/978-1-5225-2921-7. ch013

Percy, L., & Rossiter, J. R. (1992). A model of brand awareness and brand attitude advertising strategies. *Psychology and Marketing, 9* (4), 263-274.

Perreault, W., Cannon, J., & McCarthy, E. J. (2013). *Basic Marketing: A Marketing Strategy Planning Approach.* New York: McGraw-Hill.

Piaralal, S., & Mei, T. M. (2015). Determinants of Brand Equity in Private Healthcare Facilities in Klang Valley, Malaysia. *American Journal of Economics, 5* (2), 177–182. https://doi.org/10.5923/c.economics.201501.21

Pitt, L. F., & Jeantrout, B. (1994). Management of customer expectations in service firms: a study and a checklist. *Service Industries Journal, 14* (2), 170-189.

Pouromid, B., & Iranzadeh, S. (2012). The evaluation of the factors effects on the brand equity of Pars Khazar household appliances based on the vision of female consumers. *Middle-East Journal of Scientific Research,12* (8), 1050-1055.

Pracejus, J. W., & Olsen, G. D. (2004). The role of brand/cause fit in the effectiveness of cause-related marketing campaigns. *Journal of Business Research, 57* (6), 635–640.

Prebensen, N. K., & Xie, J. (2017). Efficacy of co-creation and mastering on perceived value and satisfaction in tourists' consumption. *Tourism Management, 60*, 166-176.

Purba, J.T., Budiono, S., & Adirinekso. G.P. (2020). The Nation Readiness in Facing Industry 4.0 viewed from Clean Water and High School Teacher Availability toward GDRP without Oil. Proceedings of the International Conference on Industrial Engineering and Operations Management Harare, Zimbabwe. Harare, Zimbabwe: IEOM Society International.

Rahman, N. A. A., & Noor, S. M. (2014). The role of brand self-relevance in developing brand loyalty: A study on the brand loyalty for honda. *Jurnal Komunikasi: Malaysian Journal of Communication, 30* (2), 91-116. https://doi.org/10.17576/jkmjc-2014-3002-06

Rajagopal (2010). Conational drivers influencing brand preference among consumers. *Journal of Transnational Management, 15* (2), 186-211.

Rather, R. A., & Sharma, J. (2017). The effects of customer satisfaction and commitment on customer loyalty: Evidence from the hotel industry. *Journal of Hospitality Application and Research, 12* (2), 41.

Ross, J. K., Patterson, L. T., & Stutts, M. A. (1992). Consumer perceptions of organizations that use cause-related marketing. *Journal of the Academy of Marketing Science, 20* (Winter), 93–97.

Sanayei, A., Shahin, A., & Taherfar, A. (2013). Analyzing the effects of brand innovativeness on attitudes towards the brand considering the moderating role of consumer innovativeness with a case study in students of university of Isfahan. *International Journal of Academic Research in Accounting, Finance and Management Sciences, 3* (3), 290-297. https://doi.org/10.6007/IJARAFMS/v3-i3/187

Sanyal Nath, S., & Datta, S. K. (2011). The effect of perceived quality on brand equity: an empirical study on generic drugs. *Asia Pacific Journal of Marketing and Logistics, 23* (5), 604–625. https://doi.org/10.1108/13555851111183057

Scammell, M. (2007). Political brands and consumer citizens: The rebranding of Tony Blair. *The Annals of the American Academy of Political and Social Science, 611* (1), 176-192.

Sen, S., & Bhattacharya, C. B. (2001). Does doing good always lead to doing better? Consumer reactions to corporate social responsibility. *Journal of Marketing Research, 38* (5), 225–243.

Šerić, M., Gil-Saura, I., & Ruiz-Molina, M. E. (2014). How can integrated marketing communications and advanced technology influence the creation of customer-based brand equity? Evidence from the hospitality industry. *International Journal of Hospitality Management, 39*, 144–156.

Severi, E., & Ling, K. C. (2013). The mediating effects of brand association, brand loyalty, brand image and perceived quality on brand equity. *Asian Social Science, 9* (3), 125.

Severi, E., Ling, KC, & Nasermoadeli, A. (2014). The impacts of electronic word of mouth on brand equity in the context of social media. *International Journal of Business and Management, 9* (8), 84-96.

Shamsudin, M. F., Nurana, N., Aesya, A., & Nabi, M. A. (2018). Role of university reputation towards student choice to private universities. *Opcion, 34* (16), 285–294.

Sharma, A., Bhola, S., Malyan, S., & Patni, N. (2013). Impact of Brand Loyalty on Buying Behavior of Women Consumers for Beauty Care Products-Delhi Region. *Global Journal of Management and Business Studies, 3* (7), 817-824.

Sheth, J. N. (1973). A model of industrial buyer behavior. *The Journal of Marketing, 37* (4), 50-56.

Shrestha, S. K., & Lamichhane, R. (2013). Impact of Service Quality on Brand Quality of Commercial Banks in Nepal. *National Seminar on Operations Research,* 101–111. https://bit.ly/3HANf8q

Simmons, C. J., & Becker-Olsen, K. L. (2006). Achieving marketing objectives
through social sponsorships. *Journal of Marketing, 70* (10), 154–169.

Singh, J. J., Iglesias, O., & Batista-Foguet, J. M. (2012). Does having an ethical
brand matter? The influence of consumer perceived ethicality on trust, affect,
and loyalty. *Journal of Business Ethics, 111*, 541–549.

Sirfaz, M., Sabir, H. M., & Naz, H. N. (2014). How Attitude Influences the
Customers' Buying Intentions for Counterfeit Tablet Pc: A Study of a
Computer Market in Central Punjab, Pakistan. *International journal of
management & organizational studies, 3* (2), 12–17.

Sirohi, N., McLaughlin, E.W., & Wittink, D.R. (1998). A model of consumer
perceptions and store loyalty intentions for a supermarket retailer. *Journal of
Retailing, 74* (2), 223-245.

Smith, D. J. (2007). An analysis of brand equity determinants: gross profit,
advertising, research, and development. *Journal of Business & Economics
Research, 5* (11), 103-116.

Smith, G., & French, A. (2009). The political brand: A consumer perspective.
Marketing theory, 9 (2), 209-226.

So, K., King, C., Sparks, B., & Wang, Y. (2016). Enhancing customer relationships
with retail service brands: the role of customer engagement. *Journal of
Service Management, 27* (2), 170-193.

Statista, (2023, September 26). Mobile vendors market share Thailand 2023.
Retrieved from Statista - The Statistics Portal:
https://www.statista.com/statistics/814490/market-share-mobile-vendors-
thailand/

Steenkamp, J.-B. (2014). How global brands create firm value: the 4V model.
International Marketing Review, 31 (1), 5-29.

Su, X. (2018). Price Awareness, Social Influence, Sales Promotion and Brand
Awareness Affecting Purchase Intention of Cosmetic in Bangkok. Retrieved
April 6, 2024, from Graduate School, Bangkok University,
http://dspace.bu.ac.th/bitstream/123456789/3752/3/su_xinh.pdf

Susanti, V., Sumarwan, U., Simanjuntak, M., & Yusuf, E. Z. (2019a). How to manage customer satisfaction through brand association and perceived value strategy. *Journal of Management and Marketing Review, 4* (3), 184–193.

Susanti, V., Sumarwan, U., Simanjuntak, M., & Yusuf, E. Z. (2019b). Pengaruh perceived brand quality, perceived value, dan switching cost terhadap customer satisfaction dan brand loyalty: studi pasar industri kimia di Indonesia. *MIX: Jurnal Ilmiah Manajemen, 9* (2), 282–297.

Thanasrichatthon, T. (2022). Factors Affecting Brand Loyalty for Cosmetics in Thailand. Retrieved April 6, 2024, from Graduate School, Bangkok University, http://dspace.bu.ac.th/bitstream/123456789/5396/3/Tharanhathai-than.pdf

Thomson, Matthew, Deborah J. MacInnis, and C. Whan Park (2005). The Ties That Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands. *Journal of Consumer Psychology, 15* (1), 77–91.

Tong, X., & Hawley, J. M. (2009). Measuring customer-based brand equity: empirical evidence from the sportswear market in China. *Journal of Product & Brand Management, 18* (4), 262-271.

Wang, Y. P. (2019). The Impact of Brand Trust, Perceived Product Quality and Perceived Value on Chinese Consumers' Buying Intention of Chinese Brand Automobiles. Retrieved April 6, 2024, from Graduate School, Bangkok University, http://dspace.bu.ac.th/bitstream/123456789/3913/3/wang_yope.pdf

Wang, Y. (2022). Research on the Influence of Service Quality of Hotel Intelligent System on Customer Satisfaction Based on Artificial Intelligence Evaluation. *Mathematical Problems in Engineering, 2022* (3), 1-9. https://doi.org/10.1155/2022/3832935

Watson, G.F., Beck, J.T., Henderson, C.M., & Palmatier, R.W. (2015). Building, measuring, and profiting from customer loyalty. *Journal of the Academy of Marketing Science, 43* (6), 790-825.

Wolter, J.S., Bock, D., Smith, J.S., & Cronin, J.J. (2017). Creating ultimate customer loyalty through loyalty conviction and customer-company identification. *Journal of Retailing, 93* (4), 458-476.

Wong, A., & Sohal, A. (2003). A Critical Incident Approach to the Examination of Customer Relationship Management in a Retail Chain: An Exploratory Study, Qualitative Market Research. *An International Journal, 6* (4), 248-262.

Woodward, G. C., & Denton Jr, R. E. (2013). *Persuasion and influence in American life*. Waveland Press.

Worlu, R., Kehinde, O. J., & Borishade, T. T. (2016). Effective customer experience management in health-care sector of Nigeria: A conceptual model. *International Journal of Pharmaceutical and Healthcare Marketing, 10* (4), 449-466. https://doi.org/10.1108/IJPHM-12-2015-0059

Xinhuanet, (2023, January 30). What does the mobile phone market rely on to achieve new growth? Retrieved from Xinhuanet: https://www.xinhuanet.com/tech/20230130/4a5f83365a4b4c59999bbf5380c6b5f8/c.html

Yamane, T. (1967). *Statistics: An introductory analysis.* New York: Harper and Row.

Yan, T., & Cruces, L. (2012). Branding with political theories: an interdisciplinary approach. *Marketing in the Socially-Networked World: Challenges of Emerging, Stagnant, and Resurgent Markets,* 158.

Yoo, M., & Bai, B. (2013). Customer loyalty marketing research: a comparative approach between hospitality and business journals. *International Journal of Hospitality Management, 33*, 166-177.

Yoon, Y., Gurhan-Canlı, A., & Schwarz, N. (2006). The effect of corporate social responsibility (CSR) activities on companies with bad reputations. *Journal of Consumer Psychology, 16* (4), 377-90.

Zeithaml, V. A. (1998). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of Marketing, 52* (3), 2–22.

Zhang, H., & Yang, F. (2018). The impact of customer orientation on new product development performance: the role of top management support. *International Journal of Productivity and Performance Management, 67* (3), 590-607.

APPENDIX
Online Questionnaire

Title: Customer Satisfaction, Brand Equity and Brand Commitment Influencing Customer Loyalty for Smartphone Brand in Bangkok.

      This survey research was aimed to comprehend the impact of Customer Satisfaction, Brand Equity, and Brand Commitment Factors Towards Customers Loyalty. This study is a part BA715: Independent Study, Graduate School at Bangkok University. The information provided will be treated highly confidential and will be used solely for the purpose of academic resources.

Thank you very much for your kind cooperation.

Part 1: General Questions

Directions: Please choose (✔) the answer that matches your information.

1. Living area:
   - ❏ Bangkok
   - ❏ Other cities in Thailand

2. Gender:
   - ❏ Male
   - ❏ Female
   - ❏ Other

3. Age:
   - ❏ 18-30 years old
   - ❏ 31-40 years old
   - ❏ 41-50 years old
   - ❏ Above 50 years old

4. Marital Status:

    ❏ Married

    ❏ Unmarried

    ❏ Widowed

    ❏ Divorced

    ❏ Separated

    ❏ Other

5. Education Background:

    ❏ Less than high school degree

    ❏ High school diploma

    ❏ Bachelor's degree

    ❏ Master's degree or above

6. Monthly Income:

    ❏ No income

    ❏ Under 20,000 Baht

    ❏ 20,000-40,000 Baht

    ❏ 40,001-80,000 Baht

    ❏ Above 80,000 Baht

7. Total working years:

    ❏ No working experience

    ❏ Under 1 year

    ❏ 1-5 years

    ❏ 6-10 years

    ❏ 11-15 years

    ❏ Above 15 years

8. Occupation:

❏ Student

❏ Government employee

❏ Private employee

❏ Business owner/ Entrepreneur

❏ Unemployed

❏ Other (Please specify……)

9. How often do you change your phone:

❏ Within half a year

❏ Within one year

❏ One to two years

❏ More than two years

❏ Other

10. Which brand of mobile phone do you prefer:

❏ Apple

❏ Samsung

❏ Xiaomi

❏ VIVO, OPPO & Realme

❏ Other brands (Such as Sony, LG, Motorola or Nokia etc.)

Part 2: Measurements of Customer Satisfaction Factor

Direction: Please rate the following statements by inserting number 1-5 to represent your opinion.

(1 = Least Agree, 2 = Slightly Agree, 3 = Moderate Agree, 4 = Strongly Agree, 5 = Completely Agree)

Customer Satisfaction					
Perceived Quality	**1**	**2**	**3**	**4**	**5**
1. I satisfied with the good safety system of my preferred smart phone brand.					
2. I satisfied with the energy saving function of my preferred smart phone brand.					
3. I satisfied with the durability of my preferred smart phone brand.					
Perceived Value	**1**	**2**	**3**	**4**	**5**
4. I satisfied with the feature-need match of my preferred smart phone brand.					
5. I satisfied with the product user experience of my preferred smart phone brand.					
Customer Expectation	**1**	**2**	**3**	**4**	**5**
6. My preferred smart phone brand meets my expectation of communication needs in daily life.					
7. My preferred smart phone brand meets my expectation of light office needs.					
8. My preferred smart phone brand meets my expectation of daily entertainment needs.					

Part 3: Measurements of Brand Equity Factor

Direction: Please rate the following statements by inserting number 1-5 to represent your opinion.

(1 = Least Agree, 2 = Slightly Agree, 3 = Moderate Agree, 4 = Strongly Agree, 5 = Completely Agree)

Brand Equity					
Brand Loyalty	**1**	**2**	**3**	**4**	**5**
1. I will suggest my friends to buy the smart phone of my preferred smart phone brand.					

Brand Equity					
2. I always use the same brand.					
3. This brand would be my first choice.					
Name Awareness	**1**	**2**	**3**	**4**	**5**
4. I'm going to buy smart phone which has a famous brand name.					
5. I think that smart phone which has a famous brand name always has good quality.					
6. I'm familiar with the specific brand of smart phone which I have good experiment with it.					
Perceived Quality	**1**	**2**	**3**	**4**	**5**
7. The brand's smart phone that I chose uses less energy than other brands.					
8. The brand's smart phone that I chose is really designed for the lifestyles of different people.					
Brand Associations	**1**	**2**	**3**	**4**	**5**
9. I am proud to own a product of the smart phone brand that I chose.					
10. In its status and style, this smart phone brand that I chose matches my personality.					
11. I can quickly recall the logo of this smart phone brand that I chose.					
Other Proprietary Brand Assets	**1**	**2**	**3**	**4**	**5**
12. I can use the trademark of the smart phone brand that I chose to differentiate this brand from other smart phone brands.					
13. I know the smart phone brand that I chose is highly innovative and has unique patented technology.					
14. I often see specialty stores of the smart phone brand that I chose.					

Part 4: Measurements of Brand Commitment Factors

Direction: Please rate the following statements by inserting number 1-5 to represent your opinion.

(1 = Least Agree, 2 = Slightly Agree, 3 = Moderate Agree, 4 = Strongly Agree, 5 = Completely Agree)

Brand Commitment					
Brand Innovativeness	**1**	**2**	**3**	**4**	**5**
1. The brand's smart phone that I chose provides effective solutions to customer needs.					
2. Customers can rely on the smart phone brand that I chose to offer novel solutions to their needs.					
3. The brand's smart phone that I chose has stronger and more unique innovation capabilities than other smart phone brands to attract more customers.					
Brand Customer Orientation	**1**	**2**	**3**	**4**	**5**
4. The smart phone brand that I chose pays attention to the problems encountered by every customer.					
5. The smart phone brand that I chose is famous for its attentiveness to customer needs.					
Brand Self-Relevance	**1**	**2**	**3**	**4**	**5**
6. The smart phone brand that I chose means a great deal to me.					
7. I cannot imagine life without the smart phone brand that I chose.					
8. The smart phone brand that I chose is one of the best things in my life.					
Brand Social Responsibility	**1**	**2**	**3**	**4**	**5**
9. I consider the smart phone brand that I chose as a socially responsible brand.					

Brand Commitment					
10. This smart phone brand that I chose is more beneficial to society's welfare than other smart phone brands.					
11. The smart phone brand that I chose often sponsors or organizes social welfare activities.					

Part 5: Measurements of Customer Loyalty

Direction: Please rate the following statements by inserting number 1-5 to represent your opinion.

(1 = Least Agree, 2 = Slightly Agree, 3 = Moderate Agree, 4 = Strongly Agree, 5 = Completely Agree)

Customer Loyalty					
Behavioural Loyalty	**1**	**2**	**3**	**4**	**5**
1. Even if other smart phone brands have similar characteristics, I would prefer the smart phone brand that I chose.					
2. Even if other smart phone brands have benefits that were similar to the smart phone brand that I chose, I would prefer my chosen brand instead.					
3. I keep using the same smart phone brand for a long time.					
4. I would like to recommend my friends and family to use this brand's products.					
Attitudinal Loyalty	**1**	**2**	**3**	**4**	**5**
5. I consider to keep using the smart phone brand I've been using in the future.					
6. If I need to buy a new smart phone, the smart phone brand I've been using would be my first choice.					
7. I'm always satisfied with the product and service of the smart phone brand I've been using.					

Part 6: Comments & suggestions

End of Questionnaire. Thank you for your time!

แบบสอบถามออนไลน์

เรื่อง:ความพึงพอใจของลูกค้าคุณค่าของแบรนด์และความมุ่งมั่นต่อแบรนด์ที่มีผลต่อความภักดีของลูกค้าสำหรับแบรนด์สมาร์ทโฟนในกรุงเทพมหานคร

การวิจัยครั้งนี้มีจุดมุ่งหมายเพื่อทำความเข้าใจถึงผลกระทบของความพึงพอใจของลูกค้าคุณค่าของแบรนด์และความมุ่งมั่นต่อแบรนด์ที่มีต่อความภักดีของลูกค้าการศึกษานี้เป็นส่วนหนึ่งของวิชา BA715: Independent Study บัณฑิตวิทยาลัยมหาวิทยาลัยกรุงเทพข้อมูลที่ให้จะถูกเก็บรักษาอย่างเป็นความลับและจะใช้เพื่อวัตถุประสงค์ทางการศึกษาเท่านั้น

ขอขอบพระคุณเป็นอย่างสูงสำหรับความร่วมมือของท่าน

ส่วนที่ 1: คำถามทั่วไป

คำแนะนำ: โปรดเลือก (✔️) คำตอบที่ตรงกับข้อมูลของท่าน

1. ที่อยู่อาศัย:
   - ❏ กรุงเทพมหานคร
   - ❏ จังหวัดอื่นในประเทศไทย

2. เพศ:
   - ❏ ชาย
   - ❏ หญิง
   - ❏ อื่นๆ

3. อายุ:
   - ❏ 18-30 ปี
   - ❏ 31-40 ปี
   - ❏ 41-50 ปี
   - ❏ มากกว่า 50 ปี

4. สถานภาพสมรส:
   - ❏ สมรส
   - ❏ โสด
   - ❏ หม้าย
   - ❏ หย่าร้าง
   - ❏ แยกกันอยู่
   - ❏ อื่นๆ

5. ระดับการศึกษา:
   - ❏ ต่ำกว่าระดับมัธยมศึกษา
   - ❏ มัธยมศึกษาตอนปลาย
   - ❏ ปริญญาตรี
   - ❏ ปริญญาโทขึ้นไป

6. รายได้ต่อเดือน:
   - ❏ ไม่มีรายได้
   - ❏ ต่ำกว่า 20,000 บาท
   - ❏ 20,000-40,000 บาท
   - ❏ 40,001-80,000 บาท
   - ❏ มากกว่า 80,000 บาท

7. ประสบการณ์การทำงานทั้งหมด:
   - ❏ ไม่มีประสบการณ์ทำงาน
   - ❏ ต่ำกว่า 1 ปี
   - ❏ 1-5 ปี
   - ❏ 6-10 ปี
   - ❏ 11-15 ปี
   - ❏ มากกว่า 15 ปี

8. อาชีพ:
    - ❏ นักเรียน/นักศึกษา
    - ❏ ข้าราชการ
    - ❏ พนักงานเอกชน
    - ❏ เจ้าของธุรกิจ/ผู้ประกอบการ
    - ❏ ว่างงาน
    - ❏ อื่นๆ (โปรดระบุ......)

9. ความถี่ในการเปลี่ยนโทรศัพท์:
    - ❏ ภายในครึ่งปี
    - ❏ ภายในหนึ่งปี
    - ❏ หนึ่งถึงสองปี
    - ❏ มากกว่าสองปี
    - ❏ อื่นๆ

10. ยี่ห้อโทรศัพท์มือถือที่ท่านชื่นชอบ:
    - ❏ Apple
    - ❏ Samsung
    - ❏ Xiaomi
    - ❏ VIVO, OPPO & Realme
    - ❏ ยี่ห้ออื่นๆ (เช่น Sony, LG, Motorola หรือ Nokia เป็น ต้น)

ส่วนที่ 2: ปัจจัยความพึงพอใจของลูกค้า

คำแนะนำ: โปรดให้คะแนนสำหรับข้อความต่อไปนี้โดยใส่ตัวเลข 1-5 เพื่อแสดงความคิดเห็น ของท่าน

(1 = เห็นด้วยน้อยที่สุด, 2 = เห็นด้วยน้อย, 3 = เห็นด้วยปานกลาง, 4 = เห็น ด้วยอย่างมาก, 5 = เห็นด้วยมากที่สุด)

ความพึงพอใจของลูกค้า					
คุณภาพที่รับรู้	1	2	3	4	5
1.ฉันพึงพอใจกับระบบความปลอดภัยที่ดีของแบรนด์สมาร์ทโฟนที่ฉันชื่นชอบ					
2.ฉันพึงพอใจกับฟังก์ชั่นประหยัดพลังงานของแบรนด์สมาร์ทโฟนที่ฉันชื่นชอบ					
3.ฉันพึงพอใจกับความทนทานของแบรนด์สมาร์ทโฟนที่ฉันชื่นชอบ					
คุณค่าที่รับรู้	1	2	3	4	5
4.ฉันพึงพอใจกับคุณสมบัติที่ตรงกับความต้องการของแบรนด์สมาร์ทโฟนที่ฉันชื่นชอบ					
5.ฉันพึงพอใจกับประสบการณ์การใช้งานผลิตภัณฑ์ของแบรนด์สมาร์ทโฟนที่ฉันชื่นชอบ					
ความคาดหวังของลูกค้า	1	2	3	4	5
6.แบรนด์สมาร์ทโฟนที่ฉันชื่นชอบตอบสนองความคาดหวังในการสื่อสารในชีวิตประจำวันของฉัน					
7.แบรนด์สมาร์ทโฟนที่ฉันชื่นชอบตอบสนองความคาดหวังในการใช้งานง่ายๆ ในที่ทำงานของฉัน					
8.แบรนด์สมาร์ทโฟนที่ฉันชื่นชอบตอบสนองความคาดหวังในการใช้งานเพื่อความบันเทิงในชีวิตประจำวันของฉัน					

ส่วนที่ 3: ปัจจัยคุณค่าของแบรนด์

คำแนะนำ: โปรดให้คะแนนสำหรับข้อความต่อไปนี้โดยใส่ตัวเลข 1-5 เพื่อแสดงความคิดเห็นของท่าน

(1 = เห็นด้วยน้อยที่สุด, 2 = เห็นด้วยน้อย, 3 = เห็นด้วยปานกลาง, 4 = เห็นด้วยอย่างมาก, 5 = เห็นด้วยมากที่สุด)

คุณค่าของแบรนด์					
ความภักดีต่อแบรนด์	1	2	3	4	5
1.ฉันจะแนะนำให้เพื่อนๆ ซื้อสมาร์ทโฟนแบรนด์ที่ฉันชื่นชอบ					

คุณค่าของแบรนด์					
2. ฉันใช้แบรนด์เดิมเสมอ					
3. แบรนด์นี้จะเป็นตัวเลือกแรกของฉัน					
การรับรู้ชื่อแบรนด์	1	2	3	4	5
4. ฉันจะซื้อสมาร์ทโฟนแบรนด์ที่มีชื่อเสียง					
5.ฉันคิดว่าสมาร์ทโฟนแบรนด์ที่มีชื่อเสียงมักมีคุณภาพดีเสมอ					
6.ฉันคุ้นเคยกับแบรนด์สมาร์ทโฟนที่ฉันมีประสบการณ์ที่ดีด้วย					
คุณภาพที่รับรู้	1	2	3	4	5
7.สมาร์ทโฟนของแบรนด์ที่ฉันเลือกใช้พลังงานน้อยกว่าแบรนด์อื่น					
8.สมาร์ทโฟนของแบรนด์ที่ฉันเลือกได้รับการออกแบบให้เข้ากับวิถีชีวิตของคนที่แตกต่างกันจริงๆ					
การเชื่อมโยงกับแบรนด์	1	2	3	4	5
9.ฉันภูมิใจที่ได้เป็นเจ้าของผลิตภัณฑ์ของแบรนด์สมาร์ทโฟนที่ฉันเลือก					
10.ในด้านระดับและสไตล์สมาร์ทโฟนแบรนด์นี้ที่ฉันเลือกเข้ากับบุคลิกภาพของฉัน					
11.ฉันสามารถจำโลโก้ของแบรนด์สมาร์ทโฟนที่ฉันเลือกนี้ได้อย่างรวดเร็ว					
ทรัพย์สินแบรนด์ที่มีลิขสิทธิ์อื่นๆ	1	2	3	4	5
12.ฉันสามารถใช้เครื่องหมายการค้าของแบรนด์สมาร์ทโฟนที่ฉันเลือกเพื่อแยกความแตกต่างของแบรนด์นี้จากแบรนด์สมาร์ทโฟนอื่นๆ					
13.ฉันรู้ว่าแบรนด์สมาร์ทโฟนที่ฉันเลือกมีนวัตกรรมสูงและมีเทคโนโลยีที่จดสิทธิบัตรเฉพาะ					
14.ฉันมักเห็นร้านค้าที่เชี่ยวชาญเฉพาะทางของแบรนด์สมาร์ทโฟนที่ฉันเลือก					

ส่วนที่ 4: การวัดปัจจัยความมุ่งมั่นต่อแบรนด์

คำแนะนำ: โปรดให้คะแนนสำหรับข้อความต่อไปนี้โดยใส่ตัวเลข 1-5 เพื่อแสดงความคิดเห็นของท่าน

(1 = เห็นด้วยน้อยที่สุด, 2 = เห็นด้วยน้อย, 3 = เห็นด้วยปานกลาง, 4 = เห็นด้วยอย่างมาก, 5 = เห็นด้วยมากที่สุด)

ความมุ่งมั่นต่อแบรนด์					
นวัตกรรมของแบรนด์	1	2	3	4	5
1. สมาร์ทโฟนของแบรนด์ที่ฉันเลือกตอบโจทย์ความต้องการของลูกค้าอย่างมีประสิทธิภาพ					
2. ลูกค้าสามารถพึ่งพาแบรนด์สมาร์ทโฟนที่ฉันเลือกเพื่อตอบโจทย์ใหม่ๆ ที่ตอบสนองความต้องการของพวกเขา					
3. สมาร์ทโฟนของแบรนด์ที่ฉันเลือกมีความสามารถด้านนวัตกรรมที่แข็งแกร่งและเป็นเอกลักษณ์มากกว่าแบรนด์สมาร์ทโฟนอื่นๆ เพื่อดึงดูดลูกค้าได้มากขึ้น					
การมุ่งเน้นลูกค้าของแบรนด์	1	2	3	4	5
4. แบรนด์สมาร์ทโฟนที่ฉันเลือกให้ความสำคัญกับปัญหาที่ลูกค้าแต่ละคนพบ					
5. แบรนด์สมาร์ทโฟนที่ฉันเลือกมีชื่อเสียงในด้านการเอาใจใส่ต่อความต้องการของลูกค้า					
ความเกี่ยวข้องกับตัวเองของแบรนด์	1	2	3	4	5
6. แบรนด์สมาร์ทโฟนที่ฉันเลือกมีความหมายมากสำหรับฉัน					
7. ฉันไม่สามารถจินตนาการถึงชีวิตโดยไม่มีแบรนด์สมาร์ทโฟนที่ฉันเลือกได้					
8. แบรนด์สมาร์ทโฟนที่ฉันเลือกเป็นหนึ่งในสิ่งที่ดีที่สุดในชีวิตของฉัน					
ความรับผิดชอบต่อสังคมของแบรนด์	1	2	3	4	5
9. ฉันถือว่าแบรนด์สมาร์ทโฟนที่ฉันเลือกเป็นแบรนด์ที่มีความรับผิดชอบต่อสังคม					

ความมุ่งมั่นต่อแบรนด์					
10.แบรนด์สมาร์ทโฟนนี้ที่ฉันเลือกมีประโยชน์ต่อสวัสดิการของสังคมมากกว่าแบรนด์สมาร์ทโฟนอื่นๆ					
11.แบรนด์สมาร์ทโฟนที่ฉันเลือกมักสนับสนุนหรือจัดกิจกรรมเพื่อสวัสดิการสังคมบ่อยๆ					

ส่วนที่ 5: ความภักดีของลูกค้า

คำแนะนำ: โปรดให้คะแนนสำหรับข้อความต่อไปนี้โดยใส่ตัวเลข 1-5 เพื่อแสดงความคิดเห็นของท่าน

(1 = เห็นด้วยน้อยที่สุด, 2 = เห็นด้วยน้อย, 3 = เห็นด้วยปานกลาง, 4 = เห็นด้วยอย่างมาก, 5 = เห็นด้วยมากที่สุด)

ความภักดีของลูกค้า					
พฤติกรรมด้านความภักดี	**1**	**2**	**3**	**4**	**5**
1.แม้แบรนด์สมาร์ทโฟนอื่นๆจะมีลักษณะเดียวกันกับแบรนด์สมาร์ทโฟนที่ฉันเลือก ฉันก็ยังจะเลือกใช้แบรนด์ที่ฉันเลือก					
2.แม้แบรนด์สมาร์ทโฟนอื่นๆจะมีประโยชน์ที่คล้ายกันกับแบรนด์สมาร์ทโฟนที่ฉันเลือกฉันก็ยังจะเลือกใช้แบรนด์ที่ฉันเลือกแทน					
3. ฉันใช้แบรนด์สมาร์ทโฟนเดิมมาเป็นเวลานาน					
4. ฉันอยากแนะนำผลิตภัณฑ์ของแบรนด์นี้ให้เพื่อนและครอบครัวใช้					
ทัศนคติด้านความภักดี	**1**	**2**	**3**	**4**	**5**
5. ฉันตั้งใจที่จะยังคงใช้แบรนด์สมาร์ทโฟนที่ฉันใช้อยู่ในอนาคต					
6. ถ้าฉันต้องซื้อสมาร์ทโฟนใหม่แบรนด์สมาร์ทโฟนที่ฉันใช้อยู่จะเป็นตัวเลือกแรกของฉัน					
7. ฉันพอใจเสมอกับผลิตภัณฑ์และบริการของแบรนด์สมาร์ทโฟนที่ฉันใช้อยู่					

ส่วนที่ 6: ความคิดเห็นและข้อเสนอแนะ

จบแบบสอบถาม ขอบคุณสำหรับเวลาของท่าน!

APPENDIX

STATISTICAL OUTPUT

Regression

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.658[a]	.433	.429	.42376	.433	100.817	3

Model Summary[b]

Model	Change Statistics	
	df2	Sig. F Change
1	396	<.001

a. Predictors: (Constant), BrandCommitment, CustomerSatisfaction, BrandEquity

b. Dependent Variable: CustomerLoyalty

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.312	3	18.104	100.817	<.001[b]
	Residual	71.111	396	.180		
	Total	125.423	399			

a. Dependent Variable: CustomerLoyalty

b. Predictors: (Constant), BrandCommitment, CustomerSatisfaction, BrandEquity

Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.358	.206		1.742	.082
	CustomerSatisfaction	.267	.044	.264	6.114	<.001
	BrandEquity	.407	.052	.358	7.783	<.001
	BrandCommitment	.237	.057	.195	4.182	<.001

a. Dependent Variable: CustomerLoyalty

Correlations

Correlations

		CustomerSatisfaction	BrandEquity	BrandCommitment
CustomerSatisfaction	Pearson Correlation	1	.408**	.437**
	Sig. (1-tailed)		<.001	<.001
	N	400	400	400
BrandEquity	Pearson Correlation	.408**	1	.534**
	Sig. (1-tailed)	<.001		<.001
	N	400	400	400
BrandCommitment	Pearson Correlation	.437**	.534**	1
	Sig. (1-tailed)	<.001	<.001	
	N	400	400	400
CustomerLoyalty	Pearson Correlation	.496**	.570**	.502**
	Sig. (1-tailed)	<.001	<.001	<.001
	N	400	400	400

Correlations

		CustomerLoyalty
CustomerSatisfaction	Pearson Correlation	.496**
	Sig. (1-tailed)	<.001
	N	400
BrandEquity	Pearson Correlation	.570**
	Sig. (1-tailed)	<.001
	N	400
BrandCommitment	Pearson Correlation	.502**
	Sig. (1-tailed)	<.001
	N	400
CustomerLoyalty	Pearson Correlation	1
	Sig. (1-tailed)	
	N	400

**. Correlation is significant at the 0.01 level (1-tailed).

BIODATA

First Name - Last Name:	Bing Xia
Email:	bing.xia@bumail.net
Educational Background:	No. 12 High School of Kunming (in China)
Bachelor's Degree:	Business Administration, Yunnan University of Finance and Economics (in China)
Master Degree:	Business Administration, Bangkok University
Working Experience:	Experience in Accounting and Banking field