

CONSUMER-BASED BRAND EQUITY:
A CASE STUDY OF "ORIENTAL PRINCESS"

A MASTER'S PROJECT
BY
ORNUMPHA NILAVONGSE

Presented in Partial Fulfillment of the Requirements for the
Master of Arts Degree in Business English for International Communication
at Srinakharinwirot University

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AN ABSTRACT

BY

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“Oriental Princess”. Master’s Project, M.A. (Business English for International

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Project Advisor: Ms. Sopin Chantakloi.

This study was aimed to examine brand equity of Oriental Princess and to explore Thai consumers’ attitudes towards Oriental Princess brand. One hundred and ninety-six Oriental Princess customers at Central Ladprao department store were randomly selected to respond to the questionnaire during the period of 19-25 May 2008. The data were analyzed by using frequency, percentage, and mean.

The results of the study showed that major aspects of brand equity enhancing the success of Oriental Princess were its brand name, perceived product quality, and consistent purchase of the customers. Also, influential aspects of Oriental Princess brand associated with natural beauty product, availability of shops, reasonable price, and the “Keep Beautiful” slogan supported the success of Oriental Princess. In addition, it was found that Oriental Princess customers had positive attitudes towards the Oriental Princess brand because of its 4Ps of marketing mix as follows: First, the consumers believed in good characteristics of Oriental Princess products. Second, they considered the Oriental Princess product price to be reasonable. Third, they were satisfied with the availability of shops and the attractiveness of product display. Fourth, the effectiveness of TV commercials and sales promotions influenced consumers’ purchasing decision.

คุณค่าตราสินค้าในสายตาผู้บริโภค:
กรณีศึกษาตราสินค้า “โอเรียนทอล พรีเมียม”

บทคัดย่อ

ของ

อรอัมพา นิลวงศ์

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา

ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต

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สารนิพนธ์ฉบับนี้มีวัตถุประสงค์เพื่อศึกษาคุณค่าตราสินค้าของโอเรียนทอล พรีเมียม และทัศนคติของผู้บริโภคคนไทยที่มีต่อโอเรียนทอล พรีเมียม การวิจัยครั้งนี้ได้ใช้วิธีการสุ่มตัวอย่างจากลูกค้าโอเรียนทอล พรีเมียมในห้างสรรพสินค้าเซ็นทรัลลาดพร้าว จำนวน 196 คน ระหว่างวันที่ 19-25 พฤษภาคม 2551 โดยใช้แบบสอบถามเป็นเครื่องมือในการวิจัย และผู้วิจัยนำข้อมูลที่ได้รับมาวิเคราะห์ผลโดยใช้ค่าความถี่ ค่าร้อยละ และค่าเฉลี่ย

ผลการศึกษาพบว่า องค์ประกอบที่สำคัญของคุณค่าตราสินค้าที่มีผลต่อความสำเร็จของโอเรียนทอล พรีเมียม คือ ชื่อตราสินค้า คุณภาพสินค้าที่ถูกรับรู้ และความต่อเนื่องของลูกค้าในการซื้อผลิตภัณฑ์โอเรียนทอล พรีเมียม และพบว่าองค์ประกอบที่สัมพันธ์กับตราสินค้าโอเรียนทอล พรีเมียม ซึ่งได้แก่ ผลิตภัณฑ์ความงามจากธรรมชาติ ร้านค้าที่มีอยู่ทั่วไป ราคาเหมาะสม และสโลแกน “ผู้หญิง...อย่าหยุดสวย” มีอิทธิพลต่อความสำเร็จของโอเรียนทอล พรีเมียม ผลการศึกษาด้านทัศนคติของลูกค้าต่อตราสินค้าพบว่า ลูกค้าโอเรียนทอล พรีเมียมมีทัศนคติในทางบวกต่อตราสินค้าอันเนื่องมาจากส่วนประสมทางการตลาดของโอเรียนทอล พรีเมียม ดังนี้ 1) ลูกค้าเชื่อมั่นในคุณลักษณะที่ดีของผลิตภัณฑ์ 2) ลูกค้ามีความเห็นว่าราคาของผลิตภัณฑ์มีความเหมาะสม 3) ลูกค้าพึงพอใจในร้านสาขาที่มีอยู่ทั่วไปและการจัดเรียงสินค้าในร้านค้าที่ดึงดูดความสนใจ และ 4) ความมีประสิทธิภาพของโฆษณาทางโทรทัศน์และการส่งเสริมการขายมีผลต่อการตัดสินใจซื้อสินค้าของผู้บริโภค

The Master's Project Advisor, Chair of Business English for International Communication Program, and Oral Defense Committee have approved this Master's Project as partial fulfillment of the requirements of the Master of Arts Degree in Business English for International Communication of Srinakharinwirot University.

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This Master's Project has been approved as partial fulfillment of the requirements for the Master of Arts Degree in Business English for International Communication of Srinakharinwirot University.

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(Associate Professor Chaleosri Pibulchol)

September....., 2008

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Deepest appreciation is given to my parents for their love and understanding. To them, I dedicate this study.

Ornumpha Nilavongse

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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Building a strong brand can create competitive advantages for a company in a highly competitive marketplace. Once built, a strong brand can be leveraged to achieve greater market share and profits. According to Kotler and Armstrong (1989), consumers view a brand as an important part of the product, and branding can add value to the product (p.248). Thus, more and more companies have realized the importance of being able to strengthen their brand images, by responding to both the rational and emotional needs of customers through effective marketing communications. This concept is referred to as brand equity, defined as the accumulated value of the brand image or identity in the minds of consumers.

As businesses' competition becomes more aggressive, the concept of brand equity has received considerable attention from manufacturers and marketers. This is because the strong brand equity affects the consumer's purchase decision and the power of a brand to improve financial performance. More specifically, brand equity reflects greater confidence that customers place in the brand than they do in the competing brands. As such, this confidence then is translated into customer preference for the brand (Sheth & Mittal, 2004, p. 399).

Cosmetics industry is a business related to brand equity since consumers tend to rely more on well-known brands of cosmetics. According to Bailey (1998), Director of U.S FDA's Office of Cosmetics and Colors, image is what the cosmetics industry sells through its products, and it is up to the consumer to believe the claims or not (para. 4). Thus, the cosmetics manufacturers and marketers attempt to create positive brand image or attractive brand identity in consumers' memory. In addition, a brand that is recognized by buyers encourages repeat purchases (Craven, 1991, p.391).

With an increasing number of women striving to take care of their appearance and self-presentation, global markets are active in the cosmetics sectors. Apparently, new brands and products are constantly being introduced into the market and generate considerable revenue. According to Woman's Wear Daily (2006), the world's largest 100 cosmetics companies totally generated \$124,539 million sales in 2004. Firms in the largest five countries (USA, UK, France, Germany, and Japan) made up about 93% of the total sales. Specifically, the United States had the most companies on the list with \$52,761 million sales, amounting to about 42% of the worldwide total. The number and sales of the top 100 cosmetics manufacturers by nationality and home region in 2004 are shown in Table 1.

Table 1 Number and Sales of Top 100 Cosmetics Firms by Nationality and Home Region
in 2004

Region	Home Country	Number of Firms	Total Global Sales	
			US \$ Million	Percentage
America	United States	34	52,761	42.36%
	Brazil	2	1,058	0.85%
	<i>Sub Total</i>	36	53,819	43.21%
Europe	France	16	29,190	23.44%
	Italy	11	2,127	1.71%
	Germany	10	8,134	6.53%
	United Kingdom	6	11,919	9.57%
	Switzerland	3	411	0.33%
	Russia	3	292	0.23%
	Spain	2	1,536	1.23%
	Sweden	1	834	0.67%
	<i>Sub Total</i>	52	54,443	43.72%
	Asia	Japan	9	14,488
South Korea		3	1,789	1.44%
<i>Sub Total</i>		12	16,277	13.07%
Total		100	124,539	100%

Likewise, Kasikorn Research Center (2006) viewed that the cosmetics industry in Thailand has an aggregate market value of more than 20 billion baht, particularly the market for products from herbs and plant extracts (para. 1). Demand for herbal products has continued to show positive growth at least 20-30 percent per year, due to the popularity and widespread use of these products. For these reasons, the consumers believe the herbal and natural products are safe to use and do not have any side effects.

Among Thai-made cosmetics brands, "Oriental Princess" pioneered in manufacturing beauty and health care products from nature. According to Jongjitcharoenporn (2002), O.P. Natural Products Co., Ltd. began to introduce the Oriental Princess products into the local cosmetics market in 1990. Initially, the name "Oriental Princess" was from Old English and the product packaging was designed in classical English style. Additionally, Oriental Princess has a concept under enhancing the public's awareness of environmental friendliness and bringing health and natural beauty to the life of people.

In 1998, Oriental Princess has changed its looks again to modernize and to build up trust in the Oriental Princess products and expand the brand into the international markets. The products consist of hair care, facial skin care, body skin care, make-up, and beauty accessories. Moreover, Oriental Princess declared its stand point as "the Beauty Civilization of the Oriental" with an advertising slogan of "Keep Beautiful". This concept aims to encourage women to become aware of their charming beauty of Asian people that could help bring pride and confidence to themselves (Oriental Princess, 2007). Being a pioneer in the natural beauty market and having a concept of natural beauty, Oriental Princess has an

attractive identity to distinguish its brand to Thai consumers' recognition and continuously lies in the minds of Thai consumers.

In summary, consumers' attitudes towards brands are important because such attitudes influence buying decision. According to Keller (1998), a brand with positive customer-based brand equity results in consumers reacting more favorably to a product and the way it is marketed when the brand is identified as compared to when it is not (p. 82). This means that companies must ensure their customers have the right type of experience with the products and their accompanying marketing programs so that the desired thoughts, feelings, perceptions, and opinions become linked to the brand.

1.2 Statement of the Problem

Encouraged by the growing environmental consciousness on the part of citizens and a growing market for cosmetics, several global and local companies have entered Thai consumer market. Remarkably, "The Body Shop" is an international cosmetics brand that successfully employs green marketing strategy to build its customer base in the Thai market. At the same time, a local brand named "Oriental Princess" is the Thailand-based pioneer of manufacturing and distributing beauty care products extracted from natural floral plants and herbs to Thai consumers.

Under such a highly competitive marketplace, however, Oriental Princess owns a 55% market share in the specialty store for natural based cosmetics, with approximately 200 branches throughout the country. With high growth potential and the marketing campaign of "Oriental Princess Society", Oriental Princess sales are also projected to

increase from 1,350 million baht in 2006 to 1,500 million baht in 2007 (Intrathip, 2007).

Accordingly, it is very interesting to study what major aspects make Oriental Princess superior to its competitors and to explore Thai consumers' attitudes towards the brand.

1.3 Objectives of the Study

The objectives of the study are:

1. To examine how Thai consumers measure Oriental Princess's brand equity.
2. To explore Thai consumers' attitudes towards Oriental Princess brand.

1.4 Research Questions

The research questions are as follows:

1. What major aspects of brand equity enhance the success of Oriental Princess?
2. What are Thai consumers' attitudes towards Oriental Princess brand?

1.5 Significance of the Study

The findings of this study will reveal the importance of brand equity influencing consumers' buying decision in a Thai-made cosmetics brand, Oriental Princess.

Understanding of Thai consumers' attitudes towards the local brand will be beneficial for Thai manufacturers who are managing their brands to be accepted by local markets.

Besides, since Thai cosmetic products are becoming increasingly popular in foreign markets, the findings of this study will also provide useful guidelines for Thai manufacturers who are interested in expanding their brands into the international markets.

1.6 Scope of the Study

This research focuses on measuring brand equity and the attitudes of Thai consumers towards a Thai-made cosmetics brand, Oriental Princess. The conceptual models of Aaker's (1998) brand equity emphasizing brand awareness, perceived quality, brand association, and brand loyalty (see page 9) and Kotler and Armstrong's (2004) 4Ps of marketing mix regarding product, price, place, and promotion (see page 13) were employed in this study.

The research instrument was the questionnaire. During 19 – 25 May 2008, the questionnaires were randomly distributed to 196 Oriental Princess customers at Central Ladprao department store. This area is one of the main shopping centers in Bangkok where the Oriental Princess shop is located and the target group of the study is easily found.

1.7 Definition of Terms

1.7.1 Cosmetics

Cosmetics are products used for the purposes of cleansing, beautifying, promoting attractiveness or alternating one's appearance (Corycosmetics, 2007, para. 103).

1.7.2 Brand Equity

A set of assets or liabilities linked to a brand name and symbols that add or subtract from the value provided by a product or service of a firm and/or that firm's customers (Aaker, 1998, p.173).

CHAPTER 2

REVIEW OF RELATED LITERATURE

To understand the overall concept of this study, this chapter focuses on the related literature and research as follows:

1. Brand
2. Brand Equity
3. Consumers' Attitudes towards Brand
4. Marketing Mix
5. Previous Related Research on Brand Equity

2.1 Brand

Kotler and Armstrong (1989) defined a brand as a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors (p. 248).

Additionally, Keller (2003) explained that the elements of a brand are those trademarkable devices that serve to identify and differentiate the brand. More specifically, the main brand elements include brand names, URLs (Uniform Resource Locators), logos, symbols, characters, slogans, jingles, and packages (p. 219).

The differences in each brand may be functional, rational or tangible related to the product performance of the brand. They may also be symbolic, emotional or intangible involved in what the brand represents in the mind of the consumer (Moore & Pareek, 2006, p. 156).

Furthermore, Temporal (2001) indicated that brands provide consumers with a means of choice. The mere existence of brand names makes it easier to differentiate one product from another (p.29). In addition, brands add customer value in several ways. They can help interpret and process information, provide confidence in the purchase decision, and add meaning and feelings to the product (Aaker, 1998, p. 173).

2.2 Brand Equity

According to Aaker (1998), brand equity is defined as a set of assets and liabilities linked to a brand's name and symbol that add to or subtract from the value provided by a product or service to a firm and/or that firm's customers (p. 173). Besides, Kotler and Keller (2006) mentioned that brand equity is an important intangible asset that adds psychological and financial value to the firm. This value may be reflected in how consumers think, feel, and act with the brand through their past experiences and its marketing program.

As mentioned above, brand equity can be approached from the perspective of the individual consumer. The basic premise with the customer-based brand equity is that the power of a brand lies in the minds of consumers and what they have experienced and learned about the brand over time. Thus, customer-based brand equity can be defined as the value added by a brand to the physical product or service as perceived by customers.

This also means to the differential effect of brand knowledge on consumer response to the marketing of that brand. Customer-based brand equity occurs when the consumer is familiar with the brand and holds some favorable, strong, and unique brand associations in memory. Favorable consumer response, in turn, can lead to enhance revenues, lower costs, and greater profits for the firm (Keller, 1998, p. 595).

Aaker (1998) showed that brand equity can be developed through its four components: brand awareness, perceived quality, brand associations, and brand loyalty. These four components are summarized as follows:

2.2.1 Brand Awareness

Brand awareness relates to the strength of the brand node in memory as reflected by consumers' ability to recall or recognize various brand elements such as brand name, logo, symbol, character, and slogan. Besides, brand awareness relates to the likelihood that a brand will come to mind and the ease with which it does so given different types of cues.

2.2.2 Perceived Quality

Perceived quality is the consumer's perception in the overall quality of the product, both the tangible and intangible characteristics. Additionally, it has various dimensions such as performance, features, reliability, serviceability, and style and design. Thus, perceived quality is an assessment based on customer perceptions of what constitutes a quality product and how well the brand rates on those dimensions. In fact, the perceived quality is different from actual quality of the product that has powerful effect on profit margins, brand power, and market share.

2.2.3 Brand Associations

Brand associations refer to any direct and indirect attributes linked in the consumer's memory to a brand such as product attributes, customer benefits, uses, life-styles, product classes, competitors and countries of origin. These brand associations have obvious relevance because they provide a reason to buy. The strength, favorability, and uniqueness of brand associations provide the foundation for customer-based brand equity. Besides, these associations serve to make the brand interesting, memorable, and appealing to its customers. The company that most successfully creates positive associations via its communication and actions will be the most favorable in the consumer's mind.

2.2.4 Brand Loyalty

Brand loyalty represents a favorable attitude toward a brand resulting in consistent purchase of the brand over time. Additionally, loyal customers can affect prospective customers, helping them feel secure with the brand. The brand loyalty of existing customers represents a strategic asset that has the potential to provide value in several ways. These loyal customers provide enormous sustainable competitive advantages such as reducing marketing costs, making barriers to competitors, providing trade leverage, and supporting a positive image to the brand. The brand loyalty of the customer base is often the core of a brand's equity (Aaker, 1998, pp. 173-179).

2.3 Consumers' Attitudes towards Brand

Attitudes are enduring systems of favorable or unfavorable evaluations about brands. They reflect the buyer's overall liking or preference for a brand. Attitudes can be formed directly through personal experience with the product, and indirectly through interactions with other buyers. Attitudes can also be learned by marketing efforts such as advertising and personal selling (Cravens, 1991, p. 171).

Moreover, Churchill and Peter (1998) indicated that consumers may make a purchase after considering the possible options. This step includes deciding whether to buy and, if so, what, where, and when to buy (p. 147). Thus, marketers attempt to measure consumers' attitudes towards a brand. The attitudinal components are important to marketers because they influence consumers' behavior, enable marketers to define attitudinal segments towards which strategies can be directed, and help marketers evaluate strategies.

According to Assael (1998), brand attitudes consist of three components: brand beliefs, brand evaluations, and intended behavior. These three components are defined as follows:

2.3.1 Brand Beliefs

Brand beliefs refer to the cognitive or thinking component of consumer attitude. Consumers' belief is a psychological association about a brand, outlet, product, or action based on the knowledge or experience of themselves or others, or perception.

2.3.2 Brand Evaluations

Brand evaluations refer to the affective or feeling component of consumer attitude.

Consumer's evaluation is consumer feelings (e.g. likes, dislikes, or neutrality) about a brand, outlet, product, or action, flowing from beliefs.

2.3.3 Intended Behavior

Intended behavior refers to the behavioral intention component of consumer attitude. The intended behavior is consumer's intention to act positively, negatively, or neutrally toward a brand, outlet, product, or action based on his or her affective component stance (Assael, 1998, pp. 283-311).

2.4 Marketing Mix

According to Kotler and Armstrong (2004), the marketing mix is a set of controllable, tactical marketing tools that the firm uses to satisfy customers in the target market. The marketing mix consists of everything the firm can do to influence the demand for its product (p.56). The marketing mix elements can be adjusted on a frequent basis to meet the changing needs of the target group and the other dynamics of the marketing environment. The many possibilities can be collected into four groups of variables known as the "four Ps": product, price, place, and promotion. In Figure 2, some particular marketing tools under each P are presented.

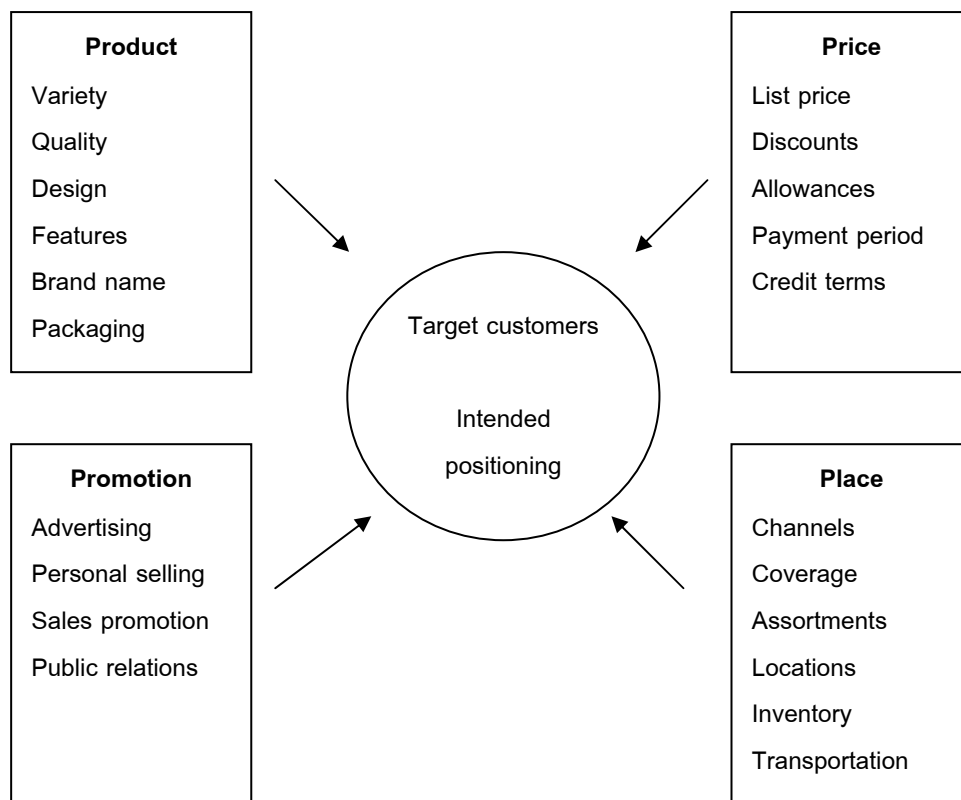


Figure 2: The 4Ps of marketing mix (Kotler & Armstrong, 2004, P.58)

Each variable of 4Ps of marketing mix is summarized as follows:

2.4.1 Product

Reibstein (1985) defined a product as any idea, service, or tangible good that a customer can acquire through a monetary transaction or an exchange. In other words, not only tangible goods are considered products, intangible like services and ideas are also included (p.271).

More specifically, a product can be a tangible good like a pair of shoes, a service like a haircut, and idea like "don't litter," or any combination of these three. Packaging, style, color, options, and size are some typical product features. Moreover, an intangible

product can be its brand name, company image, and the way consumers believe others will view the product (Lamb, Hair, & McDaniel, 2004, p.292).

2.4.2 Price

According to Kotler and Armstrong (2004), price is the amount of money customers have to pay to obtain the product (p.56). In addition, Reibstein (1985) mentioned that price is the means through which the company recovers its costs and makes a profit (p.325).

Price of an item is clearly an important determinant of the value of sales made. In theory, price is really determined by the discovery of what customers perceive through the value of the item on sale. Consumers are interested in obtaining a “reasonable price”. “Reasonable price” really means “perceived reasonable value” at the time of the transaction (Lamb et al., 2004, p.570). Moreover, Reibstein (1985) indicated that a low price for some items and a very high price on others may represent the price that attracts a sufficient number of buyers so that the seller has incentive to provide it (p.325).

2.4.3 Place

Place is associated with channels of distribution that serve as the means of getting the product to the target customers. It also facilitates the change of ownership between buyer and seller in the course of moving the product from the manufacturer into the hands of the final consumer (Lamb et al., 2004, p.376).

Getting the right product to the right place at the right time involves the distribution system. Besides, Lamb et al. (2004) explained that the goal of distribution is to make sure products arrive in usable condition at designated places when needed. The choice of

distribution method will depend on a variety of circumstances. Some examples of distribution decisions include distribution channels, outlet location, inventory management, and market coverage.

2.4.4 Promotion

Kotler and Armstrong (2004) defined promotion as activities that communicate the merits of the product and persuade target customers to buy it (p.58). In other words, it provides information that assists them in making a decision to purchase the product. More specifically, Lamb et al. (2004) categorized promotion into four groups: advertising, public relations, personal selling, and sales promotion (p.466). The details are summarized as follows:

Advertising is any form of paid communication in which the sponsor or company is identified. To increase demand for a product, traditional media such as television, radio, newspapers, magazines, books, direct mail, and billboards are most commonly used to transmit advertisements to the consumer.

Public relations is the marketing function that evaluates public attitudes, identifies areas within the organization the public may be interested in, and executes a program of action to earn public understanding and acceptance. Generally, it is aimed at creating a favorable image and reputation for the company.

Personal selling is direct communication between a sales representative and one or more prospective buyers in an attempt to influence each other in a purchase situation. In a sense, personal selling provides a detailed explanation or demonstration of the product and transforms the message in reaction to customer's responses immediately.

Sales promotion consists of all marketing activities, other than personal selling, advertising, and public relations, which stimulate consumer purchasing and dealer effectiveness. Sales promotions include free samples, price incentives, contests, premiums, coupons, point-of-purchase displays, and other impulses. In addition, a major promotional campaign might use several of these sales promotion tools, to offer the consumer an incentive to buy (Lamb et al., 2004, pp.466-470).

In conclusion, an effective marketing program blends all of the marketing mix elements into a coordinated program designed to achieve the company's marketing objectives by delivering value to consumers. The marketing mix constitutes the company's tactical tool kit for establishing strong positioning in target markets (Kotler & Armstrong, 2004, p.58).

2.5 Previous Related Research on Brand Equity

Several studies have been conducted to measure brand equity in the mind of consumer. Some studies concerning brand equity conducted in Thailand are presented as follows.

Yamsuan (2002) studied the effect of the brand equity and the marketing factors including the difference of demographic on consumers' buying decision. In this study, 400 Bangkok customers in 8 branches of Big C department stores were selected to express their opinions towards the "Hygiene" brand name. The results revealed that Hygiene Fabric Softener had a high level of brand awareness in consumers' memory. Overall, customers were assured by the quality of Hygiene products.

Viboonvachvanich (2003) examined how four main factors of demographic characteristics, personality, Honda's brand equity, and marketing tools influence on customers' buying decision. The researcher conducted a survey of 440 respondents who purchased Honda Civic car. The results of the research revealed that the purchasers agreed with the realization of Honda's brand equity in all aspects. Besides, as regards the marketing tools, customers highly agreed that Honda was the well-known brand name with its modern figures, high safety, fast after-sale service, polite service staff, and available spare parts.

Kolthar (2004) investigated the brand equity of Mercedes Benz. The researcher aimed to investigate how Mercedes Benz employs the brand idea in the marketing communication and to explore customers' reaction to the brand. The primary data of this study was divided into two categories: personal interviews with two managers of Benz VTC Motor and survey research with thirty customers purchased Mercedes Benz cars from Benz VTC Motor. The findings revealed that Mercedes Benz attempted to convey the brand image in terms of success, taste, and status of life style through its costly pricing strategy. However, even with the high price, customers were highly satisfied with performance, features, and brand image of the Mercedes Benz brand. Customers also had a high level of loyalty toward the brand. Thus, these could be concluded that Mercedes Benz had positive customer-based brand equity.

In conclusion, this study differs from other previous research as the researcher aimed to study the brand equity focusing on Thai brand in the industry of cosmetics. Aaker's (1998) brand equity components emphasizing brand awareness, perceived quality, brand associations, and brand loyalty as well as Kotler and Armstrong's (2004) 4Ps of

marketing mix regarding product, price, place, and promotion were employed to measure Thai consumers' attitudes towards the brand name, Oriental Princess. The results of the study will contribute to a better understanding of the importance of brand equity and Thai consumers' views on the local brand. Importantly, it will be useful as a guideline for Thai manufacturers who wish to create successful local brands that can possibly compete in the international market.

CHAPTER 3

METHODOLOGY

This chapter presents the methodology of the research. It contains three sections: the participants, the instrument of the study, and the procedures of the study. The details are as follows:

3.1 Participants

To determine the sample size for this study, an efficient method of determining sample size for research activities developed by Krejcie and Morgan (1970) was employed. To set a proper population size, the researcher interviewed an Oriental Princess salesperson at Central Ladprao branch to find the approximate number of weekly Oriental Princess customers, and it was revealed that the number of the Oriental Princess customers visiting the shop at Central Ladprao was approximately 400 a week. Then the sample size of the study was selected based on Krejcie and Morgan Table. According to the table, for a population size of 400, the required sample size was 196 (see Appendix C).

Thus, the participants of this study were 196 Oriental Princess customers at Central Ladprao department store. All respondents must also be Thai women who had been using the products of Oriental Princess so that they could provide the information concerning Oriental Princess products explored in this study.

3.2 Instrument of the Study

A specially designed questionnaire was employed as an instrument in this study. To serve the objectives of the research in exploring Oriental Princess's brand equity and consumers' attitudes towards the brand, the questionnaire covering Likert-scale questions and multiple-choice questions was developed as follows:

The researcher designed the first draft of the questionnaire by adapting Aaker's (1998) four components of brand equity (see page 9) and Kotler and Armstrong's (2004) 4Ps of marketing mix (see page 13). Also, the 5-point Likert scales were employed to indicate the degree of the agreement with the statements in the questionnaire. Statistically, the respondents' answers to the Likert-scale questions were weighed on the following scales: 5 = Strongly agree, 4 = Agree, 3 = Neutral, 2 = Disagree, and 1 = Strongly disagree.

To standardize the questionnaire, the researcher had an approval from a research expert (see Appendix D). The feedbacks and suggestions from the expert were used to develop a reliable questionnaire.

Then the researcher conducted a trial by randomly distributing the second draft of the questionnaire to 10 customers of Oriental Princess at Central Ladprao shop. Accordingly, any awkward questions and ambiguous wording were clarified and revised. Finally, the final revised draft was used for gathering data.

The questionnaire used in the study was in Thai (see Appendix B) because the target group of the study was Thai customers. However, an English version was included in the appendix to assist the readers who do not read Thai.

The questionnaire (see Appendix A) consisted of three parts as follows:

Part 1: General Information of the Respondents

The first part collected the general information of 196 respondents concerning age, occupation, and type of products used. The data collected would assure that all respondents met the criteria of this study.

Part 2: Oriental Princess's brand equity

The second part was designed to measure Oriental Princess's brand equity. This part of the questionnaire consisted of twelve questions concerning Aaker's (1998) four brand equity components: brand awareness, perceived quality, brand associations, and brand loyalty. The respondents were asked to express their opinions according to the statements regarding each aspect of brand equity components as follows:

1. Brand Awareness

1.1 Brand name

1.2 Slogan

1.3 Logo

1.4 Identity

2. Perceived Quality

2.1 Quality

2.2 Reliability

2.3 Style and design

3. Brand Loyalty

3.1 Consistent purchase

3.2 Prospective customers

4. Brand Associations

4.1 Strength

4.2 Favorability

4.3 Uniqueness

Data collected in the second part of the questionnaire were used to answer the research question 1: "What major aspects of brand equity enhance the success of Oriental Princess?"

Part 3: Attitudes towards the brand "Oriental Princess"

To understand customer behavior as a key to the success of businesses, the third part aimed to measure consumers' attitudes towards Oriental Princess brand, which they perceived through its major marketing factors. This part of the questionnaire consisted of fifteen questions based on Kotler and Armstrong's (2004) 4Ps of marketing mix: product, price, place, and promotion. The respondents were asked to indicate the degree of their agreement with the statements emphasizing the four Ps variables as follows:

1. Product

1.1 Quality

1.2 Popularity

1.3 Categories

1.4 Packaging

2. Price

2.1 Reasonable price

2.2 Attractive price

3. Place

3.1 Shop location

3.2 Product display

4. Promotion

4.1 Advertising

4.2 Personal selling

4.3 Sales promotion

Accordingly, the data gathered from the questionnaire in the third part were used to answer the research question 2: "What are Thai consumers' attitudes towards Oriental Princess brand?"

3.3 Procedures of the Study

3.3.1 Data Collection

Both primary data and secondary data were employed in this study. To benefit from preexisting data relevant to the research objectives, the related literature and research on brand equity were collected as the secondary data. The primary data were collected from 196 Oriental Princess customers at Central Ladprao department store. This area is one of the main shopping centers in Bangkok where the Oriental Princess shop is located and the target group is easily found. To gain diversity in the samples' demographic characteristics, the researcher randomly distributed the questionnaires to the target group in one week, from 19 to 25 May 2008. From Monday to Sunday, twenty-eight respondents

were daily randomly recruited to participate in the study. Accordingly, at the end of the week, the researcher recruited a total number of 196 respondents.

3.3.2 Data Analysis

The data derived from 196 completed questionnaires were analyzed by using Statistical Package for Social Sciences (SPSS). The outcomes were presented through descriptive statistics: frequency, percentage and mean.

The value of mean was interpreted by the following ranges: 1.00 – 1.80 = Lowest, 1.81 – 2.60 = Low, 2.61 – 3.40 = Moderate, 3.41 – 4.20 = High, and 4.21 – 5.00 = Highest (Pisarnbut, 2007).

The findings were presented in tables followed by explanations in Chapter 4. Then discussion and conclusion of the study including limitations and recommendations for further studies were offered in Chapter 5.

CHAPTER 4

FINDINGS

This chapter presents the findings of data analysis. The respondents were asked to respond to the questionnaire developed by the researcher. The data were collected from 196 Oriental Princess customers at Central Ladprao department store. The data gathered were analyzed by using Statistic Package for the Social Science (SPSS) and presented in frequency (F), percentage (%), and mean (\bar{x}), followed by a descriptive analysis.

The findings are divided into three main parts according to the questionnaire:

1. General information of the respondents
2. Oriental Princess's brand equity
3. Attitudes towards the Oriental Princess brand

4.1 General Information of the Respondents

Part I of the questionnaire explored the general information of 196 respondents concerning age, occupation, and type of products used. The results are presented in Table 2.

TABLE 2 General Information of the Respondents

General Information	F	%
Age:		
Not over 20	20	10.2
21 – 30	98	50.0
31 – 40	59	30.1
Over 40	19	9.7
Total	196	100
Occupation:		
Government officer	32	16.3
State enterprise officer	34	17.3
Employee officer	87	44.4
Business owner	12	6.1
Housewife	4	2.0
Student	27	13.8
Total	196	100
Type of products used:		
Hair care	48	24.5
Facial care	23	11.7
Body care	61	31.1
Make-up	55	28.1
Beauty accessories	9	4.6
Total	196	100

Table 2 provides the general information of the respondents as follows:

In terms of age, half of the respondents (50%) were between the ages of 21-30. Meanwhile, 30.1% of the respondents were 31-40 years old, 10.2% of them were not over 20 years old, and 9.7% of them were over 40 years old.

In terms of occupation, most of the respondents (44.4%) were employee officers, followed by state enterprise officers, government officers, students, business owners, and housewives at 17.3%, 16.3%, 13.8%, 6.1%, and 2%, respectively.

Regarding the type of Oriental Princess products the respondents used the most, the findings indicated that most respondents (31.1%) used body care product, followed by make-up, hair care, facial care, and beauty accessories products at 28.1%, 24.5%, 11.7%, and 4.6%, respectively.

To sum up, the majority of the respondents in this study (50%) were between the ages of 21-30. Most of the respondents (44.4%) were employee officers. Body care products of Oriental Princess were used the most (31.1%).


4.2 Oriental Princess's Brand Equity

Part II of the questionnaire explored the respondents' opinions on brand equity of Oriental Princess. This part of the questionnaire consists of twelve questions focusing on Asker's (1998) four brand equity components: brand awareness, perceived quality, brand loyalty, and brand associations.

The first nine items in Part II of the questionnaire were about the statements regarding three components of brand equity: brand awareness, perceived quality, and brand loyalty. Based on the 5-point Likert scale questions, the respondents indicated the degrees of their agreement with the statements concerning the three components.

The respondents' responses to brand awareness, perceived quality, and brand loyalty of Oriental Princess are tabulated in Table 3.

TABLE 3 Opinions on Brand Awareness, Perceived Quality, and Brand Loyalty

Components of Brand Equity	Levels of Opinions										\bar{x}
	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		
	F	%	F	%	F	%	F	%	F	%	
Brand Awareness:											
1.The brand name of Oriental Princess is easy to recall.	63	32.1	103	52.6	20	10.2	6	3.1	4	2.0	4.10
2.You are familiar to “Keep Beautiful”, the slogan of Oriental Princess.	47	24.0	81	41.3	41	20.9	19	9.7	8	4.1	3.71
3.You are familiar to  , the logo of Oriental Princess.	55	28.1	79	40.3	45	23.0	13	6.6	4	2.0	3.86
4.Oriental Princess is the first brand when you think of a Thai-made natural beauty product.	25	12.8	52	26.5	73	37.2	31	15.8	15	7.7	3.21
Perceived Quality:											
5.The brand Oriental Princess is perceived as a quality product.	33	16.8	106	54.1	45	23.0	8	4.1	4	2.0	3.80
6.The brand Oriental Princess is perceived as a reliable product.	23	11.7	98	50.0	61	31.1	10	5.1	4	2.0	3.64
7.The brand Oriental Princess is perceived as a modern-designed product.	31	15.8	87	44.4	68	34.7	8	4.1	2	1.0	3.70
Brand Loyalty:											
8.You will continue using Oriental Princess products.	36	18.4	90	45.9	57	29.1	13	6.6	0	0	3.76
9.You will recommend Oriental Princess to others.	16	8.2	59	30.1	104	53.1	14	7.1	3	1.5	3.36

As shown in Table 3, the findings of the respondents' opinions on brand awareness, perceived quality, and brand loyalty are described as follows:

In terms of brand awareness, the majority of the respondents (52.6%) stated that the brand name of Oriental Princess was easy to recall, and 32.1% of the respondents strongly agreed with this idea. Most of the respondents (41.3%) agreed that they were familiar with the "Keep Beautiful" slogan of Oriental Princess, followed by 24% of the respondents who strongly agreed. Referring to the statement saying that, "you are familiar to the logo of Oriental Princess", most of the respondents (40.3%) agreed with the statement, and 28.1% of the total respondents strongly agreed with this. Concerning the statement saying that, "Oriental Princess is the first brand when you think of a Thai-made natural beauty product", most of the respondents (37.2%) were uncertain about this idea, whereas 26.5% of the respondents agreed with this idea.

Considering the mean scores of the opinion on brand awareness, the findings showed that three aspects were at a high level: the brand name of Oriental Princess (4.10), the logo of Oriental Princess (3.86), and the slogan of Oriental Princess (3.71). Meanwhile, the identity of Oriental Princess was at a moderate level (3.21). Accordingly, it can be inferred that the "brand name" was the most influential aspect in terms of brand awareness of Oriental Princess.

Based on perceived quality, most of the respondents (54.1%) agreed that the Oriental Princess brand was perceived as a quality product, whereas 23% of them were uncertain with this statement. Half of the respondents (50%) claimed that the Oriental Princess brand was perceived as a reliable product, while 31.1% of them seemed unsure with this idea. Referring to the statement saying that, "the brand Oriental Princess is

perceived as a modern-designed product”, most of the respondents (44.4%) agreed with this statement, but 34.7% of them were uncertain.

Regarding the mean scores of the opinion on perceived quality, the results revealed that three aspects were at a high level: the quality of Oriental Princess products (3.80), the style and design of Oriental Princess products (3.70), and the reliability of Oriental Princess products (3.64). It can be inferred from the findings that the “quality” of Oriental Princess products was the most outstanding aspect in terms of perceived quality of Oriental Princess.

In terms of brand loyalty, most of the respondents (45.9%) tended to continue using Oriental Princess products, whereas 29.1% of the respondents felt uncertain about this idea. Referring to the statement saying that, “you will recommend Oriental Princess to others”, the majority of respondents (53.1%) were uncertain if they would do this or not, while 30.1% of them agreed with this statement.

On average, the respondents’ opinion on the statement saying that, “you will continue using Oriental Princess products” was at a high level (3.76), whereas their opinion on the statement saying that, “you will recommend Oriental Princess to others” was at a moderate level (3.36). With regard to the findings, it can be inferred that the customers’ consistency in purchasing Oriental Princess product influenced brand loyalty of Oriental Princess.

To sum up, considering the mean scores of the opinions on brand awareness, perceived quality, and brand associations, it can be concluded from the findings that the “brand name” of Oriental Princess was the most influential aspect in terms of brand awareness (4.10). The “quality” of Oriental Princess products was the most outstanding

aspect in terms of perceived quality (3.80). Also, the customers' consistency in purchasing Oriental Princess product was the influential factor of brand loyalty (3.68).

Part II of the questionnaire also explored brand associations. The respondents were asked to respond to three questions concerning the strength, favorability, and uniqueness of brand associations of Oriental Princess. Based on twelve alternatives, according to their opinions, the respondents were asked to choose the most appropriate answer to each question.

The findings indicating the brand associations of Oriental Princess are tabulated in Table 4.

TABLE 4 Opinion on Brand Associations

Aspects of Oriental Princess	Brand Associations:					
	Strength		Favorability		Uniqueness	
	F	%	F	%	F	%
1. Natural beauty product	61	31.1	34	17.3	46	23.5
2. Foreign brand image	14	7.1	7	3.6	18	9.2
3. "Keep Beautiful" slogan	11	5.6	6	3.1	58	29.6
4. "Oriental Princess Society" campaign	8	4.1	5	2.6	7	3.6
5. Popular brand	8	4.1	2	1.0	7	3.6
6. Quality products	15	7.7	11	5.6	5	2.6
7. Availability of shops	21	10.7	49	25.0	15	7.7
8. Attractive packaging	7	3.6	9	4.6	8	4.1
9. Reasonable price	23	11.7	49	25.0	14	7.1
10. A variety of categories	7	3.6	9	4.6	6	3.1
11. Attractive advertisement	6	3.1	2	1.0	5	2.6
12. Attractive promotion	15	7.7	13	6.6	7	3.6
Total	196	100	196	100	196	100

Table 4 shows the respondents' opinions on brand associations as follows:

In terms of strength of brand association, the respondents were asked what came to their mind when they thought of the brand Oriental Princess. The findings showed that most of the respondents (31.1%) revealed that they thought of Oriental Princess as "natural beauty product".

Regarding favorable brand association, when the respondents were asked what they liked most about the brand Oriental Princess, most of the respondents (25%) claimed that they preferred the "availability of shops", and another 25% of the total respondents favored the "reasonable price".

Concerning the uniqueness of brand associations, when the respondents were asked what Oriental Princess uniqueness was, the findings indicated that most of the respondents (29.6%) associated this with "Keep Beautiful" slogan, while 23.5% of the respondents related Oriental Princess to "natural beauty product".

In summary, the findings regarding the opinion on brand associations showed that most of the respondents in this study associated the aspect of "natural beauty product" with the strength of Oriental Princess brand. The aspects of "availability of shops" and "reasonable price" were the two most preferences for brand favorability. In addition, most of the respondents believed that "Keep Beautiful" slogan signified the uniqueness of Oriental Princess.

4.3 Attitudes towards the brand “Oriental Princess”

Part III of the questionnaire illustrated the consumers' attitudes towards Oriental Princess. According to Kotler and Armstrong (2004), the 4Ps of marketing mix consisting of product, price, place, and promotion were employed to measure the attitudes of consumers. This part of the questionnaire consists of fifteen questions. Regarding the 5-point Likert scale questions, the respondents were asked to indicate the degree of their agreement with the statements emphasizing the 4Ps variables.

The findings concerning the 4Ps of marketing mix of Oriental Princess are shown in Table 5.

TABLE 5 Attitudes towards 4Ps of Marketing Mix of Oriental Princess

4Ps of Marketing Mix	Levels of Attitudes											— X
	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree			
	F	%	F	%	F	%	F	%	F	%		
Product:												
1.It is a high quality product.	50	25.5	108	55.1	31	15.8	4	2.0	3	1.5	4.01	
2.It is a popular product.	40	20.4	88	44.9	59	30.1	7	3.6	2	1.0	3.80	
3.It has a variety of product categories.	42	21.4	98	50.0	50	25.5	4	2.0	2	1.0	3.89	
4.Its package is attractive and trendy.	39	19.9	95	48.5	53	27.0	7	3.6	2	1.0	3.83	
Price:												
5.The product is not expensive when compared with its quality.	43	21.9	105	53.6	39	19.9	7	3.6	2	1.0	3.92	
6.The product price is lower than the other brands'.	18	9.2	59	30.1	104	53.1	11	5.6	4	2.0	3.39	
Place:												
7.It is convenient to purchase products.	56	28.6	113	57.7	24	12.2	3	1.5	0	0	4.13	
8.Products are attractively displayed.	32	16.3	93	47.4	62	31.6	7	3.6	2	1.0	3.74	
Promotion:												
9.Oriental Princess TV commercials influence your purchasing decision.	14	7.1	92	46.9	65	33.2	20	10.2	5	2.6	3.46	
10.Publishing ad of Oriental Princess influences your purchasing decision.	9	4.6	76	38.8	91	46.4	17	8.7	3	1.5	3.36	
11.Oriental Princess salespersons are service-minded and knowledgeable about the products.	10	5.1	72	36.7	102	52.0	9	4.6	3	1.5	3.39	
12."Oriental Princess Society" campaign influences your purchasing decision.	18	9.2	93	47.4	63	32.1	18	9.2	4	2.0	3.53	
13.Special discount influences your purchasing decision.	47	24.0	110	56.1	30	15.3	6	3.1	3	1.5	3.98	
14.Product samplings influence your purchasing decision.	34	17.3	84	42.9	53	27.0	20	10.2	5	2.6	3.62	
15.Free gift sets with a purchase influence your purchasing decision.	42	21.4	97	49.5	39	19.9	13	6.6	5	2.6	3.81	

Table 5 shows the findings of the respondents' attitudes towards the 4Ps of the Marketing Mix of Oriental Princess as follows:

Regarding the product, the findings relating to the aspects of quality and popularity showed that the majority of the respondents (55.1%) agreed that Oriental Princess was a high quality product, whereas most of the respondents (44.9%) claimed that Oriental Princess products were popular. Likewise, the results of the aspects of categories and packaging revealed that half of the respondents (50%) were satisfied with a variety of Oriental Princess product categories while most of the respondents (48.5%) stated that Oriental Princess package was attractive and trendy.

Considering the mean scores of the attitude towards product, the findings showed that four aspects were at a high level: quality (4.01), categories (3.89), packaging (3.83), and popularity (3.80). Therefore, the findings can be possibly inferred that the respondents had a positive attitude towards Oriental Princess product, especially in terms of its quality.

In terms of price, the results of the aspects of reasonable price and attractive price reveal that the majority of the respondents (53.6%) agreed that the Oriental Princess product was not expensive when compared with its quality, whereas most of the respondents (53.1%) were uncertain whether the product price of Oriental Princess was lower than the other brands'.

Regarding the mean scores of the attitude towards price, the results revealed that the reasonable price aspect (3.92) was at a high level, while the attractive price aspect (3.39) was at a moderate level. Thus, the results can be plausibly inferred that the respondents had a positive attitude towards Oriental Princess price in terms of reasonable price.

Concerning the place, the findings based on the aspects of shop location and product display showed that the majority of the respondents (57.7%) stated that it was convenient to purchase Oriental Princess products, whereas 47.4% of them agreed that Oriental Princess products were attractively displayed.

Considering the mean scores of the attitude towards place, the findings showed that the shop location aspect (4.13) and product display aspect (3.74) were at a high level. Consequently, the findings can be concluded that the respondents had a positive attitude towards Oriental Princess place, especially in terms of the shop location.

Regarding the promotion, in terms of advertising and personal selling, it was found that, out of 196 respondents, 92 of them (46.9%) agreed that Oriental Princess TV commercials influenced their purchasing decision. On the contrary, 91 of the total respondents (46.4%) were uncertain whether publishing advertisement of Oriental Princess influenced their purchasing decision, while 102 of the total respondents (52%) were uncertain whether Oriental Princess salespersons were service-minded and knowledgeable about the products.

In terms of sales promotion concerning price incentives, premiums, promotional campaign, and free samples, it was found that the respondents agreed that "special discount" (56.1%), "free gift sets with a purchase" (49.5%), "Oriental Princess Society campaign" (47.4%), and "product samplings" (42.9%) of Oriental Princess influenced their purchasing decision.

Considering the mean scores of the attitude towards promotion, the results indicated that five aspects were at a high level: price incentives (3.98), premiums (3.81), free samples (3.62), promotional campaign (3.53), and TV commercials (3.46). Meanwhile,

two aspects were at moderate level: publishing advertisement (3.36), and salespersons (3.39). Accordingly, it can be inferred that special discount, free gift sets with a purchase, product samplings, Oriental Princess Society campaign, and Oriental Princess TV commercials positively influenced the consumers' attitude towards Oriental Princess promotion.

To sum up, according to the findings of the attitudes towards the 4Ps of Marketing Mix of Oriental Princess, in general it can be concluded that most respondents in this study had a positive attitude towards the product, price, place, and promotion of Oriental Princess. Specifically, quality product, reasonable price, shop location, and special discount of Oriental Princess were the most influential factors creating positive attitudes towards the Oriental Princess brand.

Overall, this chapter presented the results of the study conducted to examine brand equity of Oriental Princess and Thai consumers' attitudes towards Oriental Princess brand. The results included general information of the 196 Oriental Princess customers, opinions on Oriental Princess's brand equity, and attitudes towards the 4Ps of marketing mix of Oriental Princess.

Regarding the general information of the 196 Oriental Princess customers, the results indicated that the majority of the respondents in this study were between the ages of 21-30. Also, most of the respondents were employee officers. Body care product of Oriental Princess was used the most.

Concerning the respondents' opinions on brand equity of Oriental Princess, several notable observations are as follows. The brand name of Oriental Princess was the most influential aspect in terms of brand awareness. The quality of Oriental Princess

products was the most outstanding aspect in terms of perceived quality. The customers' consistency in purchasing Oriental Princess product was the influential factor of brand loyalty. From the respondents' viewpoint on brand associations of Oriental Princess, it can be concluded that natural beauty product was considered as the strength of Oriental Princess. The availability of shops and reasonable price were the favorability of Oriental Princess. Also, the slogan, "Keep Beautiful" was referred as Oriental Princess uniqueness.

Based on the 4Ps of marketing mix of Oriental Princess, it can be concluded that product, price, place, and promotion effectively influenced the consumers' attitude towards the Oriental Princess brand. Notably, quality product, reasonable price, shop location, and special discount promotion of Oriental Princess were the most influential factors affecting the consumers' attitudes towards the brand.

CHAPTER 5

CONCLUSION AND DISCUSSION

This study sought to examine brand equity of Oriental Princess and Thai consumers' attitudes towards the Oriental Princess brand by exploring two research questions. The first examined what major aspects of brand equity enhancing the success of Oriental Princess. The second looked at Thai consumers' attitudes towards Oriental Princess brand. The questionnaire was employed as the instrument in this study. During the period of 19 – 25 May 2008, copies of the questionnaire were randomly distributed to 196 Oriental Princess customers at Central Ladprao department store.

This chapter contains three main parts: discussion of the major findings, conclusion, and limitations and recommendations for further studies. The details are as follows:

5.1 Discussion of the Major Findings

The following presents a discussion of the major findings in accordance with the research questions.

Research Question 1: What major aspects of brand equity enhance the success of Oriental Princess?

Regarding brand equity investigated in this study, the results showed that the components of brand equity focusing on brand awareness, perceived quality, brand loyalty, and brand associations played important roles in enhancing the success of Oriental Princess.

Concerning brand awareness, the aspects of brand name, slogan, logo, and identity were explored, and the findings revealed that the brand name was the most influential aspect. Based on the brand name aspect, the respondents' opinion on Oriental Princess as a brand name easy to recall was at a high level. Therefore, it can be plausibly assumed that the "brand name" of Oriental Princess was a major aspect of brand awareness which enhanced the success of Oriental Princess.

One possible explanation for the findings is that Oriental Princess is a brand name that effectively influences the consumers' long-term memory. This can be well supported by Keller's (2003) assertion that a good brand name can be an extremely effective shorthand means of communication. It is critical to obtain valuable repeated word-of-mouth exposure that helps build strong memory links and to tap into existing knowledge structures. In addition, several research studies indicated that a brand name in English language was more influential in consumers' long-term memory and created a positive image of product

and brand. For instance, Siripattanawate's research (2006) revealed that brand name in English language like Chaps could increase value to Thai women's clothes and created positive attitudes towards the brand. Likewise, Oriental Princess, a Thai-made cosmetic brand in the English language, is likely to create positive attitudes towards its brand as well.

In terms of perceived quality in the three aspects - quality, reliability, and style and design - the results showed that the quality of Oriental Princess products was the most outstanding aspect in consumers' perception. Regarding the quality aspect, the respondents' perception of the Oriental Princess brand as a quality product was at a high level. Thus, it can be plausibly assumed that the "quality" of Oriental Princess products perceived by the consumers was one of the major aspects supporting the success to Oriental Princess.

One observation from the findings can be related to the concept of Oriental Princess's marketing communications. According to Inthamrong's research (2001), a main objective of Oriental Princess marketing communications strategy was to continuously create positive brand image and quality products to the customers' perception. In doing so, the Oriental Princess brand would be positively perceived as a quality product by the customers and then consumers' purchase intention would increase. This can be ascertained by Vantamay (2007) who pointed out that the perceived product quality is a significant factor to business's success because it affects consumers' purchase intention, market share, brand profitability, brand power, and brand equity. To enhance perceived quality, a company must communicate the information about product quality to the customers continuously. Accordingly, it can be plausibly referred that the success of Oriental Princess

results from its key marketing concept of communicating the brand as a quality product to the consumers' perception continuously.

Regarding the brand loyalty arising from consistent purchase and prospective customers, the findings indicated that the customers' consistency and continuity in purchasing Oriental Princess products was an influential factor of brand loyalty. Based on the consistent purchase aspect, the respondents showed a high tendency to continue consuming Oriental Princess products. Therefore, it can plausibly imply that "consistent purchase" of the customers was also one of the major factors enhancing the success of Oriental Princess.

The findings are related to what Srisuk (2007), Marketing Manager of O.P. Natural Products Co., Ltd, has claimed on the current Oriental Princess marketing strategy. She clarified that the company employed the strategy of customer relationship management (CRM) to retain brand loyalty among its customers. With a CRM concept, Oriental Princess brought a system of membership to expand the customer base and to generate the consistent purchases of the customers. In doing so, Oriental Princess Society campaign, which was aimed at offering the exclusive activities such as make-up and painting workshops to the members, was launched to enhance long-term relationships with its customers. Convincingly, Kotler and Armstrong (2004) mentioned that CRM is the overall process of building and maintaining customer relationships by delivering superior customer value and satisfaction. It can be used as an effective marketing tool to retain current customers and maximize customer loyalty. Based on the CRM concept, therefore, it can be plausibly explained that the customers' consistency and continuity in purchasing Oriental

Princess products resulting from the company's membership system and Oriental Princess Society campaign enhance the success of Oriental Princess.

In terms of brand associations, twelve aspects associated the Oriental Princess brand consisting of natural beauty product, foreign brand image, "Keep Beautiful" slogan, "Oriental Princess Society" campaign, popular brand, quality products, availability of shops, attractive packaging, reasonable price, variety of categories, attractive advertisement, and attractive promotion were explored in this study. The findings showed that most of the respondents associated "natural beauty product" with the strength of Oriental Princess; the availability of shops and reasonable price with the favorability of Oriental Princess; and "Keep Beautiful" slogan with the uniqueness of Oriental Princess. Thus, it can be plausibly inferred that "natural beauty product", "availability of shops", "reasonable price", and "Keep Beautiful slogan" were significant aspects supporting the success of Oriental Princess.

One possible explanation for the findings concerning the strength and favorability of brand associations is that Oriental Princess successfully occupied a clear, distinctive, and desired brand position in the minds of target consumers. As Keller (2003) mentioned, brand positioning is an act of designing the company's offer and image so that it occupies a distinct and valued place in the target consumers' minds. Consequently, to succeed in positioning a brand, the company must identify possible competitive advantages, create the differential response, and do a better job than competitors of satisfying target consumers. Linked to the success of Oriental Princess, Nasongkhla's research (2003), focused on studying factors relating to skin care cosmetic purchasing of consumers, revealed that consumers preferred to purchase a cosmetics product made from natural plant extracts, to pay for a cosmetic product at the reasonable price when compared with its quality, and to

choose a particular brand that is easily available to purchase. Accordingly, as consumers associated Oriental Princess with natural beauty product, the availability of shops, and reasonable price, based on the current study, it can be plausibly inferred that Oriental Princess will occupy its brand position to create competitive advantages and satisfy target customers' need.

It can be possibly explained from the findings regarding unique brand association that Oriental Princess successfully offered the "Keep Beautiful" slogan to reinforce consumers' brand perception. This is related to Intrathip's observation (2007); she noted that although the economic crisis has had a negative impact on purchasing power, women always need to take care of their appearance with cosmetics. Such a situation, the advertising campaign on the "Keep Beautiful" slogan has been launched to declare the Oriental Princess's intention in fulfilling the women's needs. Convincingly, Keller (2003) asserted that a good slogan can help consumers grasp the meaning of a brand in terms of what the brand is and what makes it special. The slogan is also an effective means of summarizing and translating the intent of a marketing program in a few words or phrases. Therefore, it can plausibly imply that the slogan of Oriental Princess is a powerful branding device that can help reinforce the consumers' perception of the brand.

In summary, according to the findings to the first research question, it can be concluded that the major aspects of brand equity enhancing the success of Oriental Princess were its brand name, perceived product quality, and consistent purchase of the customers. The influential aspects of Oriental Princess associated with natural beauty product, availability of shops, reasonable price, and the "Keep Beautiful" slogan also supported the success of Oriental Princess.

Interestingly, this study also revealed that a brand name in the English language was likely to influence the Thai consumers' long-term memory and created a positive image of the brand and product. In addition, several observations from the findings are that the success of Oriental Princess resulted from consistent communication emphasizing the quality of Oriental Princess products to its target customers. Employing CRM strategy with the membership system and Oriental Princess Society campaign to retain customer loyalty enhanced Oriental Princess's success as well. Regarding consumer-based brand equity supporting the brand's success, Oriental Princess occupied its brand position as natural beauty product in order to build competitive advantages. Availability of shops and reasonable pricing were brought to fulfill target customers' needs. The slogan of Oriental Princess, "Keep Beautiful", also reinforced the consumers' perception of the brand.

Research Question 2: What are Thai consumers' attitudes towards Oriental Princess brand?

Based on 4Ps of marketing mix, it was found from the study that the factors of product, price, place, and promotion created positive attitudes towards the Oriental Princess brand.

In terms of the product, the aspects of quality, popularity, categories, and packaging were explored and the findings revealed that the respondents' attitudes towards these four aspects of Oriental Princess products were at a high level. Accordingly, it may be possibly interpreted that consumers had a positive attitude towards the Oriental Princess brand because consumers believed in its good product attributes.

The findings are supported by Peter and Olson (1990) who claimed that product attitude is constructed as consumers integrate their knowledge about objects. The product attitude may be evaluated by consumers in terms of their own beliefs, values, and past experiences. Basically, consumers tend to like objects that are associated with good characteristics and dislike objects they believe to have bad attributes. Whenever consumers believed in the characteristics of those products, they will be more likely to favor a particular brand as well. Consequently, it can be probably ascertained that consumers' belief in good characteristics of Oriental Princess products created positive attitude towards the brand.

Concerning the price, the aspects of reasonable and attractive prices were explored and the results showed that the respondents' attitude towards Oriental Princess price in terms of reasonable aspect was at a high level. Consequently, this can be assumed that consumers had a favorable attitude towards the Oriental Princess brand because the price of Oriental Princess products was viewed as reasonable.

Convincingly, Kevin, Hartley, and Rudelius (2004) mentioned that consumers use price as an indicator of value when it is paired with the perceived quality of a good. When the consumers perceive that the purchase offers quality suitable for the costs, they are willing to exchange to receive these benefits. In addition, this can be ascertained by Sithidumrong's research (2004) which revealed that reasonable price with the product quality had a very significant influence on consumer behavior of buying skin-care cosmetics. Accordingly, it can be plausibly concluded that consumers' viewpoint on reasonable price of Oriental Princess products created favorable attitude towards the brand.

Regarding the place, the aspects of shop location and product display were explored and the findings indicated that the respondents' attitudes towards these aspects were at a high level. Thus, it can be plausibly assumed that consumers had a positive attitude towards the Oriental Princess brand because of the availability of shops and attractive product display of Oriental Princess.

The findings are relevant to Peter and Olson's (1990) assertion that good site locations and a large number of outlets are important advantages in the markets for products and services. Attractiveness of in-store stimuli such as product display can offer a relative advantage to products as well. Similarly, this can be ascertained by Svasti's research (1998) which revealed that availability of shops was the most significant factor correlated with decision to buy local brand cosmetics. Accordingly, it can be plausibly interpreted that the availability of shops and attractive product display of Oriental Princess created positive attitude towards the brand.

In terms of the promotion, the aspects of advertising, personal selling, and sales promotion were explored in this study. The results showed that the respondents' attitude towards Oriental Princess TV commercials was at a high level. Their attitude towards Oriental Princess sales promotions concerning price incentives, premiums, promotional campaigns, and free samples was at a high level as well. Therefore, this can be explained that special discounts, free gift sets with a purchase, product samplings, Oriental Princess Society's campaigns, and Oriental Princess TV commercials positively influenced the consumers' attitude towards the brand.

One possible explanation for the findings is that Oriental Princess succeeded in creating positive brand image through TV commercials and stimulating the consumers'

demand for the products through effective sales promotions. This can be supported by Assael (1998) who pointed out that when consumers have a positive attitude towards a TV advertisement, they are more likely to have a positive attitude towards the advertised brand. Furthermore, Assael (1998) also claimed that the role of sales promotion is to create an initial inducement to try the product by offering sales promotion tools such as prices off, premiums, and samples. Effective sales promotions experienced by consumers can influence consumers' affect, cognitions, and behaviors. Consequently, it can be plausibly concluded that consumers had a positive attitude towards the Oriental Princess brand because they were influenced by the effectiveness of its TV commercials and sales promotions.

In summary, according to the findings to the second research question, it can be plausibly concluded that Thai consumers had a positive attitude towards Oriental Princess brand because they were positively influenced by the product, price, place, and promotion of Oriental Princess.

Importantly, the findings also revealed the knowledge of the 4Ps of marketing mix of Oriental Princess. In terms of product, the consumers believed in good characteristics of Oriental Princess products. In terms of price, the Oriental Princess product price was viewed as reasonable. In terms of place, the availability of shops and attractive product display positively influence the consumers' attitude towards the brand. In terms of promotion, effective TV commercials and sales promotions of Oriental Princess influenced consumers' purchasing decision.

5.2 Conclusion

The findings of this study revealed that the majority of the respondents in this study were at the ages of 21-30. Also, most of the respondents were employee officers. Body care products of Oriental Princess were used the most. Accordingly, it can be plausibly assumed that Oriental Princess target customers are working women who need to take care of their appearance and are able to afford the expenses on cosmetics. In addition, body care products of Oriental Princess seem to satisfy the customers' needs. Based on Kevin, Hartley, and Rudelius's (2004) assertion, people have different needs and wants as well as respond differently to a marketing action (p.187). Accordingly, Oriental Princess should be specifically concerned with the difference of needs of buyers among segments so that it can respond more effectively to the needs of groups of potential buyers and thus increase its sales and profits.

Moreover, the findings of this study showed that the major aspects of brand equity enhancing the success of Oriental Princess were its brand name, perceived product quality, and consistent purchase of the customers. In addition, influential aspects of Oriental Princess associated with natural beauty product, availability of shops, reasonable price, and the "Keep Beautiful" slogan affected the success of Oriental Princess. The findings can plausibly imply that Oriental Princess attempted to enhance the brand success by creating differences in consumer response through integrating effective brand aspects with its products. Consequently, the differential response in the consumers' perception might contribute to consumer-based brand equity. According to Keller (2003), brand equity arises from differences in consumer response. The differential response by consumers that makes

up brand equity is reflected in perceptions, preferences, and behavior related to all aspects of the marketing of a brand (p.60). Accordingly, to build strong brand equity, the marketers should understand the needs and the wants of consumers and devise products and programs to satisfy them. Then the marketers should ensure that consumers have the right type of experiences with products and their marketing programs so that the desired thoughts, images, beliefs, perceptions, opinions and so on will be linked to the brand over time.

Finally, the findings also revealed that Oriental Princess customers had positive attitudes towards the Oriental Princess brand because of its 4Ps of marketing mix as follows: First, the consumers believed in good characteristics of Oriental Princess products. Second, they viewed the Oriental Princess product price as reasonable. Third, they were satisfied with the availability of shops and the attractiveness of product display of Oriental Princess. Fourth, the effectiveness of TV commercials and sales promotions of Oriental Princess influenced the consumers' purchasing decision. Consequently, it can be plausibly inferred that 4Ps of marketing mix of Oriental Princess positively influenced the consumers' attitude towards the brand. However, as Assael (1998) has mentioned, consumers' attitudes toward a brand often directly influence whether they will buy it or not. Attitudes are also easier to change when they are based on ambiguous information or negative experiences with the product (p.293). Accordingly, to influence the consumers' positive attitude towards the brand over time, Oriental Princess should continually provide clear information about the brand through TV commercials and publications. Furthermore, warranties and follow ups after the purchase with direct contacts should be provided to meet or exceed the customers' expectation and satisfaction.

5.3 Limitations and Recommendations for Further Studies

The limitations and recommendations for further studies are as follows:

1. This study was limited to only a certain number of Oriental Princess customers at Central Ladprao department store. Hence, it can not represent overall Oriental Princess customers' attitude in general. Accordingly, further studies should be conducted with a larger number of Oriental Princess customers and should be done in other branches so that the findings will yield a thorough understanding of the Oriental Princess customers in general.

2. The current research employed a close-ended questionnaire focusing on brand equity and 4Ps of marketing mix of Oriental Princess; therefore, it may not yield an in-depth result since the informants were not be able to reveal some other factors that might somehow affect their opinions. An in-depth interview with customers, an open-ended questionnaire, and/or an observation are recommended for further studies to effectively capture more customer personal perspectives on the brand.

3. The current research took into consideration Thai consumers' attitudes towards a Thai cosmetics brand, Oriental Princess. Accordingly, further studies should be undertaken to compare the attitudes of consumers between Thai and foreign cosmetics brands in order to discover differences in consumer response with cosmetics brands. This information will provide more insights useful to manufacturers and marketers of cosmetics firms.

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APPENDIX

APPENDIX A

ENGLISH QUESTIONNAIRE

QUESTIONNAIRE

Consumer-Based Brand Equity: A Case Study of “Oriental Princess”

This questionnaire is designed to explore ideas concerning consumers' attitudes towards “Oriental Princess” brand. Your information will be very useful to achieve the objectives of this study. All the information will be used only for this study and will be strictly kept confidential.

Part I: General Information of the Respondent

Directions: Please mark ✓ in the to the answer that is most applicable to you.

1. Age

- | | |
|--------------------------------------|----------------------------------|
| <input type="checkbox"/> Not over 20 | <input type="checkbox"/> 21-30 |
| <input type="checkbox"/> 31-40 | <input type="checkbox"/> Over 40 |

2. Occupation

- | | |
|---|---|
| <input type="checkbox"/> Government Officer | <input type="checkbox"/> State Enterprise Officer |
| <input type="checkbox"/> Employee Officer | <input type="checkbox"/> Business Owner |
| <input type="checkbox"/> Housewife | <input type="checkbox"/> Student |


3. Which Oriental Princess's products do you use the most? (Choose only one)

- Hair Care
- Facial Care
- Body Care
- Make-up
- Beauty Accessories (such as make-up brush sets, perfume)

Part II: Oriental Princess's Brand Equity

Directions: Please rate your opinions by marking (✓) on the statement level which you agree.

5 = Strongly agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly disagree

Brand Equity of "Oriental Princess"	Level of Agreement				
	5	4	3	2	1
Brand Awareness:					
1. The brand name of "Oriental Princess" is easy to recall.					
2. You are familiar to "Keep Beautiful", the slogan of Oriental Princess.					
3. You are familiar to  , the logo of Oriental Princess.					
4. "Oriental Princess" is the first brand when you think of a Thai-made natural beauty product.					
Perceived Quality:					
5. The brand "Oriental Princess" is perceived as a quality product.					
6. The brand "Oriental Princess" is perceived as a reliable product.					
7. The brand "Oriental Princess" is perceived as a modern-designed product.					
Brand Loyalty:					
8. You will continue using Oriental Princess products.					
9. You will recommend "Oriental Princess" to others.					

Brand Associations:

10. What comes to your mind when you think of the brand "Oriental Princess"?

(Choose only one)

- | | |
|---|---|
| <input type="checkbox"/> Natural beauty product | <input type="checkbox"/> Foreign Brand Image |
| <input type="checkbox"/> "Keep Beautiful" slogan | <input type="checkbox"/> "Oriental Princess Society" campaign |
| <input type="checkbox"/> Popular brand | <input type="checkbox"/> Quality products |
| <input type="checkbox"/> Availability of shops | <input type="checkbox"/> Attractive packaging |
| <input type="checkbox"/> Reasonable price | <input type="checkbox"/> A variety of categories |
| <input type="checkbox"/> Attractive advertisement | <input type="checkbox"/> Attractive promotion |

11. What do you like most about the brand "Oriental Princess"? (Choose only one)

- | | |
|---|---|
| <input type="checkbox"/> Natural beauty product | <input type="checkbox"/> Foreign Brand Image |
| <input type="checkbox"/> "Keep Beautiful" slogan | <input type="checkbox"/> "Oriental Princess Society" campaign |
| <input type="checkbox"/> Popular brand | <input type="checkbox"/> Quality products |
| <input type="checkbox"/> Availability of shops | <input type="checkbox"/> Attractive packaging |
| <input type="checkbox"/> Reasonable price | <input type="checkbox"/> A variety of categories |
| <input type="checkbox"/> Attractive advertisement | <input type="checkbox"/> Attractive promotion |

12. What is "Oriental Princess" uniqueness? (Choose only one)

- | | |
|---|---|
| <input type="checkbox"/> Natural beauty product | <input type="checkbox"/> Foreign Brand Image |
| <input type="checkbox"/> "Keep Beautiful" slogan | <input type="checkbox"/> "Oriental Princess Society" campaign |
| <input type="checkbox"/> Popular brand | <input type="checkbox"/> Quality products |
| <input type="checkbox"/> Availability of shops | <input type="checkbox"/> Attractive packaging |
| <input type="checkbox"/> Reasonable price | <input type="checkbox"/> A variety of categories |
| <input type="checkbox"/> Attractive advertisement | <input type="checkbox"/> Attractive promotion |

Part III: Attitudes towards the brand “Oriental Princess”

Directions: Please rate your attitudes by marking (✓) on the statement level which you agree.

5 = Strongly agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly disagree

Attitudes towards “Oriental Princess”	Level of Agreement				
	5	4	3	2	1
Product:					
1. It is a high quality product.					
2. It is a popular product.					
3. It has a variety of product categories.					
4. Its package is attractive and trendy.					
Price:					
5. The product is not expensive when compared with its quality.					
6. The product price is lower than the other brands’.					
Place:					
7. It is convenient to purchase the products.					
8. The products are attractively displayed.					
Promotion:					
9. Oriental Princess TV commercials influence your purchasing decision.					
10. Publishing advertisement of Oriental Princess (such as magazine and brochure) influences your purchasing decision.					
11. “Oriental Princess” salespersons are service-minded and knowledgeable about the products.					
12. “Oriental Princess Society” campaign influences your purchasing decision.					
13. Special discount influences your purchasing decision.					
14. Product samplings influence your purchasing decision.					
15. Free gift sets with a purchase influence your purchasing decision.					

*** Thank you for your cooperation***

APPENDIX B

THAI QUESTIONNAIRE

แบบสอบถามเพื่อการวิจัย

คุณค่าตราสินค้าในสายตาผู้บริโภค: กรณีศึกษาตราสินค้า “โอเรียนทอล พรีเมียม”

แบบสอบถามชุดนี้ได้จัดทำขึ้นเพื่อสำรวจความคิดเห็นเกี่ยวกับตราสินค้า “โอเรียนทอล พรีเมียม” ผู้จัดทำใคร่ขอความร่วมมือจากท่านในการตอบแบบสอบถาม ความคิดเห็นของท่านจะเป็นประโยชน์อย่างยิ่งที่จะทำให้งานวิจัยชิ้นนี้สำเร็จตามวัตถุประสงค์ ผู้วิจัยจะเก็บข้อมูลที่ได้รับเป็นความลับและขอขอบคุณทุกท่านอย่างสูงที่ได้ให้ความร่วมมือเป็นอย่างดี

ส่วนที่ 1 ข้อมูลส่วนบุคคล

คำชี้แจง : กรุณาใส่เครื่องหมาย ลงในช่อง หน้าข้อความที่ตรงกับความเป็นจริงของท่าน

1. อายุ

- | | |
|--|--|
| <input type="checkbox"/> ไม่เกิน 20 ปี | <input type="checkbox"/> 21-30 ปี |
| <input type="checkbox"/> 31-40 ปี | <input type="checkbox"/> มากกว่า 40 ปีขึ้นไป |

2. อาชีพ

- | | |
|---|---|
| <input type="checkbox"/> รับราชการ | <input type="checkbox"/> พนักงานรัฐวิสาหกิจ |
| <input type="checkbox"/> พนักงานบริษัทเอกชน | <input type="checkbox"/> เจ้าของกิจการ |
| <input type="checkbox"/> แม่บ้าน | <input type="checkbox"/> นักศึกษา |


3. ผลิตภัณฑ์ของโอเรียนทอล พรีเมียมที่ท่านใช้มากที่สุด (เลือกเพียง 1 คำตอบ)

- ผลิตภัณฑ์สำหรับผม
- ผลิตภัณฑ์สำหรับผิวหน้า
- ผลิตภัณฑ์สำหรับผิวกาย
- ผลิตภัณฑ์สำหรับแต่งแต้มสีสันทนใบหน้า
- ผลิตภัณฑ์เพื่อความงามอื่นๆ อาทิ อุปกรณ์เพื่อการแต่งหน้า, น้ำหอม

ส่วนที่ 2 คุณค่าของตราสินค้า “โอเรียนทอล พรินเซส”

คำชี้แจง : กรุณาใส่เครื่องหมาย ✓ ให้ตรงกับความคิดเห็นของท่านมากที่สุด

5 = เห็นด้วยอย่างยิ่ง, 4 = เห็นด้วย, 3 = ไม่แน่ใจ, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง

คุณค่าตราสินค้า “โอเรียนทอล พรินเซส”	ระดับความคิดเห็น				
	5	4	3	2	1
ด้านความรู้จักรตราสินค้า: 1. ชื่อตราสินค้า “โอเรียนทอล พรินเซส” ง่ายต่อการจดจำ 2. ท่านคุ้นเคยกับโลโก้ “ผู้หญิง...อย่าหยุดสวย” ของโอเรียนทอล พรินเซส 3. ท่านคุ้นเคยกับโลโก้  ของโอเรียนทอล พรินเซส 4. เมื่อพูดถึงผลิตภัณฑ์เพื่อความงามจากธรรมชาติของคนไทย ท่านนึกถึง “โอเรียนทอล พรินเซส” เป็นยี่ห้อแรก					
ด้านคุณภาพที่เกิดจากการรับรู้ตราสินค้า: 5. ตราสินค้า “โอเรียนทอล พรินเซส” ทำให้ท่านนึกถึงสินค้าที่มีคุณภาพ 6. ตราสินค้า “โอเรียนทอล พรินเซส” ทำให้ท่านนึกถึงสินค้าที่เชื่อถือได้ 7. ตราสินค้า “โอเรียนทอล พรินเซส” ทำให้ท่านนึกถึงสินค้าที่มีดีไซน์ทันสมัย					
ด้านความภักดีต่อตราสินค้า: 8. ท่านจะซื้อสินค้าของ “โอเรียนทอล พรินเซส” ในครั้งต่อไป 9. ท่านจะแนะนำให้ผู้อื่นใช้สินค้าของ “โอเรียนทอล พรินเซส”					

ด้านความสัมพันธ์กับตราสินค้า:

10. เมื่อพูดถึง “โอเรียนทอล พรินเซส” สิ่งแรก ที่ท่านนึกถึงคือ (เลือกเพียง 1 คำตอบ)

- | | |
|--|--|
| <input type="checkbox"/> ผลิตรภัณฑ์ดูแลความงามจากธรรมชาติ | <input type="checkbox"/> ภาพลักษณ์โคล้ายสินค้าจากต่างประเทศ |
| <input type="checkbox"/> สโลแกน “ผู้หญิง...อย่าหยุดสวย” | <input type="checkbox"/> แคมเปญ "โอเรียนทอล พรินเซส โซไซตี้" |
| <input type="checkbox"/> ยี่ห้อของสินค้าที่ได้รับความนิยม | <input type="checkbox"/> สินค้าที่มีคุณภาพ |
| <input type="checkbox"/> สินค้าที่หาซื้อได้ง่าย/สาขามีอยู่ทั่วไป | <input type="checkbox"/> บรรจุภัณฑ์ที่สวยงาม / ทันสมัย |
| <input type="checkbox"/> ราคาที่เหมาะสม | <input type="checkbox"/> ชนิดของสินค้าที่มีให้เลือกหลากหลาย |
| <input type="checkbox"/> โฆษณาของสินค้าที่ดึงดูด | <input type="checkbox"/> โปรโมชันของสินค้าที่ดึงดูด |

11. สิ่งที่ท่าน ชอบมากที่สุด เกี่ยวกับ “โอเรียนทอล พรินเซส” (เลือกเพียง 1 คำตอบ)

- | | |
|--|--|
| <input type="checkbox"/> ผลิตรภัณฑ์ดูแลความงามจากธรรมชาติ | <input type="checkbox"/> ภาพลักษณ์โคล้ายสินค้าจากต่างประเทศ |
| <input type="checkbox"/> สโลแกน “ผู้หญิง...อย่าหยุดสวย” | <input type="checkbox"/> แคมเปญ "โอเรียนทอล พรินเซส โซไซตี้" |
| <input type="checkbox"/> ยี่ห้อของสินค้าที่ได้รับความนิยม | <input type="checkbox"/> สินค้าที่มีคุณภาพ |
| <input type="checkbox"/> สินค้าที่หาซื้อได้ง่าย/สาขามีอยู่ทั่วไป | <input type="checkbox"/> บรรจุภัณฑ์ที่สวยงาม / ทันสมัย |
| <input type="checkbox"/> ราคาที่เหมาะสม | <input type="checkbox"/> ชนิดของสินค้าที่มีให้เลือกหลากหลาย |
| <input type="checkbox"/> โฆษณาของสินค้าที่ดึงดูด | <input type="checkbox"/> โปรโมชันของสินค้าที่ดึงดูด |

12. ท่านคิดว่าอะไรคือ เอกลักษณ์ ของ “โอเรียนทอล พรินเซส” (เลือกเพียง 1 คำตอบ)

- | | |
|--|--|
| <input type="checkbox"/> ผลิตรภัณฑ์ดูแลความงามจากธรรมชาติ | <input type="checkbox"/> ภาพลักษณ์โคล้ายสินค้าจากต่างประเทศ |
| <input type="checkbox"/> สโลแกน “ผู้หญิง...อย่าหยุดสวย” | <input type="checkbox"/> แคมเปญ "โอเรียนทอล พรินเซส โซไซตี้" |
| <input type="checkbox"/> ยี่ห้อของสินค้าที่ได้รับความนิยม | <input type="checkbox"/> สินค้าที่มีคุณภาพ |
| <input type="checkbox"/> สินค้าที่หาซื้อได้ง่าย/สาขามีอยู่ทั่วไป | <input type="checkbox"/> บรรจุภัณฑ์ที่สวยงาม / ทันสมัย |
| <input type="checkbox"/> ราคาที่เหมาะสม | <input type="checkbox"/> ชนิดของสินค้าที่มีให้เลือกหลากหลาย |
| <input type="checkbox"/> โฆษณาของสินค้าที่ดึงดูด | <input type="checkbox"/> โปรโมชันของสินค้าที่ดึงดูด |

ส่วนที่ 3 ทักษะผู้บริโภคต่อโอเรียนทอล พรีเมียม

คำชี้แจง : กรุณาใส่เครื่องหมาย ✓ ให้ตรงกับความคิดเห็นของท่านมากที่สุด

5 = เห็นด้วยอย่างยิ่ง, 4 = เห็นด้วย, 3 = ไม่แน่ใจ, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง

ทัศนคติที่มีต่อ “โอเรียนทอล พรีเมียม”	ระดับความคิดเห็น				
	5	4	3	2	1
ด้านผลิตภัณฑ์					
1. สินค้ามีคุณภาพดี					
2. สินค้าได้รับความนิยมแพร่หลาย					
3. สินค้ามีให้เลือกหลากหลายชนิด					
4. สินค้ามีบรรจุภัณฑ์ที่สวยงาม ทันสมัย					
ด้านราคา					
5. สินค้ามีราคาไม่แพงเมื่อเทียบกับคุณภาพ					
6. สินค้ามีราคาถูกเมื่อเทียบกับยี่ห้ออื่น					
ด้านการจัดจำหน่าย					
7. สินค้าหาซื้อได้ง่าย					
8. สินค้าถูกจัดเรียงไว้สวยงาม ดึงดูดใจ					
ด้านการส่งเสริมการตลาด					
9. สื่อโฆษณาทางโทรทัศน์จูงใจให้เลือกซื้อ					
10. สื่อโฆษณาทางสิ่งพิมพ์ เช่น นิตยสาร, แผ่นพับ จูงใจให้เลือกซื้อ					
11. พนักงานขายเอาใจใส่ลูกค้าและสามารถให้รายละเอียดสินค้าได้ชัดเจน					
12. แคมเปญ "โอเรียนทอล พรีเมียม โช้ โช้ดี" จูงใจให้เลือกซื้อ					
13. การจัดโปรโมชั่นลดราคาพิเศษจูงใจให้เลือกซื้อ					
14. การแจกสินค้าตัวอย่างให้ทดลองใช้จูงใจให้เลือกซื้อ					
15. การแถมสินค้าสมนาคุณพิเศษเมื่อซื้อสินค้าครบตามกำหนด จูงใจให้เลือกซื้อ					

ขอขอบคุณที่ให้ความร่วมมือในการตอบแบบสอบถาม

APPENDIX C**KREJCIE AND MORGAN'S TABLE**

Krejcie, Robert V.; & Morgan, Darlyn M. (1970, Autumn). "Determining Sample Size for Research Activities," *Educational and Psychological Measurement*. 30: 607-610.

DETERMINING SAMPLE SIZE FOR RESEARCH ACTIVITIES

ROBERT V. KREJCIE

University of Minnesota, Duluth

DARLYN W. MORGAN

Texas A & M University

The ever increasing demand for research has created a need for an efficiency method of determining the sample size needed to be representative of a given population. In the article "Small Sample Technique." The research division of the National Education Association has published a formula for determining sample size. Regrettably a table has not been available for ready easy reference which could have been constructed using the following formula.

$$S = \frac{X^2NP(1-P)}{d^2(n-1)} + X^2P(1-P)$$

S = required sample size

X^2 = the table value of chi-square for 1 degree of freedom at the desired confidence level

N = the population size

P = the population proportion (assumed to be .50 since this would provide the maximum sample size).

d = the degree of accuracy expressed as a proportion (.05)

No calculations are needed to use Table 1. For example, one may wish to know the sample size required to be representative of the opinion of 9000 high school teachers relative to merit pay increase. To obtain the required sample size enter Table 1 at N = 9000. The sample size representative of the teachers in this example is 368. Table 1 is applicable to any defined population.

Table 1
Table for Determining Sample Size from a Given Population

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	2500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	132	1000	278	75000	382
210	136	1100	285	100000	384

APPENDIX D

INVITATION LETTER

ที่ ศธ 0519.12/3๙๖๖



บัณฑิตวิทยาลัย
มหาวิทยาลัยศรีนครินทรวิโรฒ
สุขุมวิท 23 กรุงเทพฯ 10110

/ล.พฤษภาคม 2551

เรื่อง ขอเชิญเป็นผู้เชี่ยวชาญ

เรียน อาจารย์กมลพร สอนศรี

เนื่องด้วย นางสาวอรุณมา นิลวงศ์ นิสิตระดับปริญญาโท สาขาวิชาภาษาอังกฤษธุรกิจเพื่อ
การสื่อสารนานาชาติ มหาวิทยาลัยศรีนครินทรวิโรฒ ได้รับอนุมัติให้ทำสารนิพนธ์ เรื่อง “คุณค่าตราสินค้า
ในสายตาผู้บริโภค : กรณีศึกษา ตราสินค้า “โอเรียนทอล ฟรินเซส” โดยมี อาจารย์โสภณ จันทะคล้าย
เป็นอาจารย์ที่ปรึกษาสารนิพนธ์ ในการนี้ บัณฑิตวิทยาลัยขอเรียนเชิญ ท่าน เป็นผู้เชี่ยวชาญตรวจ
แบบสอบถามคุณค่าตราสินค้าในสายตาผู้บริโภค : กรณีศึกษา ตราสินค้า “โอเรียนทอล ฟรินเซส

จึงเรียนมาเพื่อขอความอนุเคราะห์ ได้โปรดพิจารณาเป็นผู้เชี่ยวชาญให้ นางสาวอรุณมา นิลวงศ์
และขอขอบพระคุณเป็นอย่างสูง ณ โอกาสนี้

ขอแสดงความนับถือ .

1๙33 C-

(ผู้ช่วยศาสตราจารย์ เพ็ญศิริ จิระเดชากุล)

คณบดีบัณฑิตวิทยาลัย

สำนักงานคณบดีบัณฑิตวิทยาลัย

โทร. 0-2664-1000 ต่อ 5730

หมายเหตุ : สอบถามข้อมูลเพิ่มเติม กรุณาติดต่อนิติ โกรทท์ 084-1467-280

VITAE

VITAE

Name: Miss Ornumpha Nilavongse
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Place of Birth: Bangkok
Address: 289 Amornchai Village 3, Pinklao-Nakornchaisri Road,
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Educational Background:

1996 Certificate of Secondary School (Math-English)
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Rangsit University, Pathumthanee

2008 Master of Arts (Business English for International Communication)
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