

CHALERMSI WISITTEERAGUL : THE RELATIONSHIP BETWEEN
BRAND EQUITY AND FIRMS' MARKET PERFORMANCE IN THE
ENERGY DRINK INDUSTRY. THESIS ADVISOR : MULLIKA
SUNGSANIT, Ph.D. 114 PP, ISBN 974-533-517-7

The purposes of this study were to study level of Customer-based Brand Equity in the Energy Drink industry and the relationship between brand equity and firm's market performance in the Energy Drink industry. Questionnaires were used to collect data from 400 customers of energy drink product in Nakronratchasima province. The results of the study showed that four factors of brand equity got different equity scores. That is, Perceived Quality received high scores, while Brand Association, Brand Loyalty and Brand Awareness received medium scores. In addition, the overall scores of brand equity were significantly different among the energy drink brands. That is, the brand equity scores of M150 brand and Katingdang brand were at high level, while Karabowndang brand, Lippovitandee brand and Looktoong brand received scores at medium level. The results showed no significant correlation between the four factor of brand equity and the firms' market performance. However, the results showed correlation among the four factors of brand equity. It was found that Brand Awareness was significantly, positively correlated with Brand Association, Perceived Quality and Brand Loyalty at low level. Brand Association was significantly and positively correlated to Perceived Quality and Brand Loyalty at medium level. Finally, Perceived Quality was significantly and positively correlated to Brand Loyalty at medium level.

School of Management Technology

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Student's Signature

Advisor's Signature

The image shows two handwritten signatures in black ink. The top signature is written over a horizontal line and appears to be 'Chalermsi Wisitteeragul'. The bottom signature is also written over a horizontal line and appears to be 'Mullika Sungsanit'.