The copyright © of this thesis belongs to its rightful author and/or other copyright owner. Copies can be accessed and downloaded for non-commercial or learning purposes without any charge and permission. The thesis cannot be reproduced or quoted as a whole without the permission from its rightful owner. No alteration or changes in format is allowed without permission from its rightful owner.

UUM
Universiti Utara Malaysia

THE DETERMINANTS OF BRAND EQUITY IN HANDICRAFT SMALL AND MEDIUM ENTERPRISE IN THAILAND

WEERAWAN MARANGKUN

Universiti Utara Malaysia

DOCTOR OF PHILOSOPHY
UNIVERSITY UTARA MALAYSIA
September 2017

THE DETERMINANTS OF BRAND EQUITY IN HANDICRAFT SMALL AND MEDIUM ENTERPRISE IN THAILAND

By

WEERAWAN MARANGKUN

Universiti Utara Malaysia

Thesis Submitted to
School of Business Management, Universiti Utara Malaysia,
in Fulfillment of the Requirment for the Degree of Doctor of Philosophy

PERMISSION TO USE

In presenting this thesis in fulfillment of the requirement for a Post Graduate degree from the Universiti Utara Malaysia (UUM), I agree that the library of this university may make it freely available for inspection. I further agree that permission for copying this thesis in any manner, in whole or part, for scholarly purpose may be granted by my supervisor or in their absence, by the Dean of School of Business Management College of Business where I did my thesis. It is understood that any copying or publication or use of this thesis or part of it for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to the Universiti Utara Malaysia (UUM) in any scholarly use which may be made of any material in my thesis.

Request for permission to copy or to make other use of materials in this thesis in whole or in part should be addressed to:

Dean of School of Business Management College of Business
Universiti Utara Malaysia
06010 UUM Sintok
Kedah Darul Aman

Universiti Utara Malaysia

ABSTRAK

Industri kraftangan di Thailand adalah satu kurniaan unik yang melambangkan warisan kebudayaan kebangsaan dan tradisi seni halus yang menakjubkan. Walaubagaimanapun, promosi setempat untuk produk ini tidak dijalankan secara meluas untuk mencerminkan budaya Thailand melalui ekuiti jenama yang terbaik. Hanya 23% daripada industri kecil dan sederhana (IKS) yang mempunyai jenama sendiri sedangkan 77% yang lain tidak. Kesetiaan jenama telah disifatkan sebagai penengah dalam kajian ini kerana peranan penengah masih belum ketahui di dalam industri kraftangan. Oleh itu, tujuan penyelidikan ini adalah untuk mengesahkan secara empirikal penentu ekuiti jenama untuk IKS kraftangan dari perspektif pengguna di Thailand. Objektif spesifik kajian ini adalah tiga: (1) untuk memeriksa peramal ekuiti jenama, (2) untuk menentukan peramal kesetiaan jenama, dan (3) untuk menyelidik kesan penengah kesetiaan jenama. Instrumen kajiselidik terdiri daripada 15 pembolehubah terpendam dan 70 item. Melalui kajiselidik kuantitatif, 500 soalselidik telah diedarkan kepada pelanggan yang datang ke outlet pengeluar di lima daerah di Thailand. Soalselidik dikembalikan adalah 419 mewakili 84 peratus kadar sambutan. Data dianalisis menggunakan kaedah analisis model persamaan struktur yang menghasilkan empat perhubungan signifikan: (1) kesetiaan jenama adalah berhubung positif dengan ekuiti jenama, (2) kepuasan adalah berhubung positif dengan ekuiti jenama, (3) kelebihan daya saing berhubung secara positif dengan kesetiaan jenama dan (4) kesetiaan jenama adalah penengah penuh diantara hubungan kelebihan daya saing dengan ekuiti jenama. Adalah mustahak pelanggan kraftangan menjadi setia kepada satu-satu jenama apabila mereka mengetahui tentang jenama (kesedaran jenama), imej jenama, melihat tawaran sebagai produk berkualiti, ada perkaitan jenama dan akhirnya membangunkan kesetiaan jenama. Kraftangan Thai mesti mewujudkan imej jenama, melaksanakan kempen kesedaran jenama berterusan, supaya pelanggan seluruh dunia akan membina kepercayaan kepada produk kraftangan Thai.

Katakunci: Ekuiti jenama, kesetiaan jenama, kraftangan, kelebihan daya saing, Thailand.

ABSTRACT

The handicraft industry in Thailand is uniquely endowed with fascinating cultural national heritage and fine artistic traditions. However, local promotions of these products are not rigorously conducted to reflect Thailand's culture through proper brand equity. Only 23% of them have their own brand name whereas the other 77% do not. Brand loyalty is treated as a mediator in this study since its mediating role is unknown in the handicraft industry. Hence, this study aims to empirically verify the determinants of brand equity for SME handicrafts and to examine the mediating role of brand loyalty as perceived by customers in Thailand. The specific objectives of the study are three-folds: (1) to examine the predictors of brand equity (2) to determine the predictors of brand loyalty and (3) to investigate the mediating effect of brand loyalty. The survey instrument consists of 15 latent variables and 70 items. Through quantitative survey, 500 questionnaires were distributed to customers of handicraft at producers' outlets in five regions in Thailand. The returned questionnaires were 419 representing 84 percent response rate. The data were analyzed using structural equation modeling analysis method which produces four significant relationships: (1) brand loyalty is positively related to brand equity (H1); (2) satisfaction is positively related to brand equity (H2); (3) competitive advantage is positively related to brand loyalty (H6); and (4) brand loyalty mediates fully the relationship between competitive advantage and brand equity (H9). It is imperative that handicraft consumers are loyal to a brand once they know about the brand (brand awareness), capture brand image, perceived the offering as quality product, have brand association and finally develop brand trust. The Thai handicraft product must establish its brand image, performed continuous brand awareness campaign, so that customers around the world will build their trust in Thai handicraft products.

Keywords: Brand equity, brand loyalty, handicraft, competitive advantage, Thailand.

Universiti Utara Malaysia

ACKNOWLEDGEMENT

First of all, I would like to express my deep thanks to everyone, the One and only one who granted me the perseverance and ability to successful complete my PhD.

I wish to express my deepest appreciation and gratitude to all the people that have contributed to the completion of this dissertation.

First of all, this work would not have been accomplished without the endless support and considerate guidance of my supervisors, Prof. Dr. Nik Kamariah Nik Mat. I am very grateful for her guidance and encouragement. Her profound knowledge provides me with the opportunity to broaden my knowledge and to make significant progress.

I wish here to acknowledge her invaluable advice and ideal supervision through this research and for being supportive, inspiring and continuously motivating. She withheld no effort in devoting her time and energy throughout the preparation of my thesis. I doubt that these words can ever reflect my appreciation and gratitude to them for the constructive comments her provided me on this thesis and the publication associated with it.

Universiti Utara Malaysia

TABLE OF CONTENTS

Title page	ii
Permission to use	iii
Abstrak	iv
Abstract	v
Acknowledgment	vi
Table of contents	vii
List of table	xii
List of figures	xiv
Chapter One: Preface	
1.0 Chapter overview	1
1.1 Background of study	1
1.2 Problem statement	6
1.3 Research questions	13
1.4 Research objectives	13
1.5 Justification of the study	14
1.6 Scope of study	15
1.7 Definition of key terms	16
1.8 Organization of the thesis	18
Chapter Two: Literature Review	20
2.0 Preface	20
2.1 Contribution of Thai Handicraft to the Economy	20
2.2.1 The potential of SME by region	22
2.2.2 SME Contribution to GDP	23
2.2.3 SME Contribution to employment	32
2.2 Type of Thai Handicraft industry	25
2.3 The marketing for handicraft products	26
2.4 Marketing mix of handicraft industries	26
2.4.1 Products	26
2.4.2 Prices	27
2.4.3 Distribution	28
2.4.4 Promotion	33
2.5 Brand Equity	36
2.6 Underpinning theory of brand equity	38
2.6.1 Aaker (1991) Model	38

Universiti Utara Malaysia

2.6.2 Previous models of brand equity 51
2.7 Determinants of brand equity 61
2.8 Pervious study of brand equity 70
2.8.1 Brand loyalty and brand equity 70
2.8.2 Satisfaction and brand equity 71
2.8.3 Competitive advantage and brand equity 73
2.8.4 Marketing mix and brand equity 76
2.9 Brand loyalty 81
2.10 Determinants of brand loyalty 86
2.11 Pervious study of brand loyalty 89
2.11.1 Satisfaction of brand loyalty 90
2.11.2 Competitive advantage and brand loyalty 91
2.11.3 Marketing mix and brand equity 93
2.12 Mediation effects of brand equity 94
2.12.1 Mediation effects of brand loyalty on the relationship between satisfaction and brand equity 94
1.12.2 Mediating effect of brand loyalty on the relationship between competitive advantage and brand equity 96
1.12.3 Mediating effect of brand loyalty on the relationship between marketing mix and brand equity 97
2.13 Research framework 98
2.14 Summary of chapter 100
Chapter Three: Research Methodology 101
3.0 Preface 102
3.1 Research design 101
3.2 Sampling method 101
3.2.1 The study population 101
3.2.2 Sampling frame and sample size 102
3.2.3 Data collection and distribution procedure 103
3.3 Questionnaire design 104
3.4 Reliability 112
3.5 Validity 113
3.6 Content (face) validity 113
3.7 Construct validity 113
3.8 Convergent validity 114
3.9 Pretest and pilot study 114
3.10 Exploratory Factor Analysis (EFA) of actual data 119

Universiti Utara Malaysia

3.10.1 Factor analysis of exogenous variables 119
3.10.2 Factor analysis of endogenous variables 121
3.11 Operational definitions of variables 122
3.12 Screening methods 124
3.12.1 Response bias 124
3.12.2 Missing data 125
3.12.3 Outliers 126
3.12.4 Normality 127
3.12.5 Data transformations 130
3.12.6 Multicllinearity 131
3.12.7 Linearity and homoscedasticity status 131
3.13 Analysis method 132
3.13.1 Justification for using SEM 133
3.13.2 SEM Procedure 135
3.13.3 Goodness of fit index 135
3.13.4 Mediating or indirect effect 137
3.14 Conclusion 138
Chapter Four: Research Finding 140
4.0 Preface 140
4.1 Respondent profile 140
4.2 Descriptive statistics 143
4.3 Reliability of all variables 144
4.4 Multicollinearity 144
4.5 Confirmatory Factor Analysis (CFA) 145
4.6 Goodness of fit indices 148
4.7 Structural models 150
4.8 Generated Model 151
4.9 Squared multiple correlation (SMC)-R2 153
4.10 Direct hypothesis results 154
4.11 Mediating effect 155
4.11.1 The mediating effects of brand loyalty on the relationship between satisfaction and brand equity 156
4.11.2 The mediating effects of brand loyalty on the relationship between competitive advantage and brand equity 156

Universiti Utara Malaysia

4.11.3 The mediating effects of brand loyalty on the relationship between marketing mix and brand equity 157
4.12 Mediating effect results of generated model 158
4.13 Summary of findings 159
Chapter Five: Discussion and Conclusion 160
5.0 Preface 160
5.1 Research 0bjective recapped 160
5.2 Objective one: To examine the direct predictors of brand equity 160
5.2.1 Brand loyalty and brand equity 161
5.2.2 Satisfaction and brand equity 162
5.3 Objective Two: To examine the direct predictors of brand loyalty 163
5.3.1 Competitive advantage and brand loyalty 163
5.3.2 Objective Three: To examine the mediating effect of brand loyalty 164
5.4 Insignificant findings 166
5.4.1 Competitive advantage is not related to brand equity 166
5.4.2 Marketing mix is not related significantly to brand equity 167
5.4.3 Marketing mix is not related significantly to brand loyalty 167
5.4.4 Satisfaction is not related significantly to brand loyalty 168
5.4.5 Brand loyalty does not mediate the relationship between satisfaction and brand equity 168
5.4.6 Brand loyalty does not mediate the relationship between marketing mix and brand equity 169
5.5 New Research Contribution 170
5.5.1 Academic contribution 171
5.5.2 Practitioner's contribution 172
5.5.3 Consumers contribution 172
5.6 Study Limitation 172
5.7 Recommendation for future research 172
5.8 Conclusion of study 173
References 174

Universiti Utara Malaysia

Appendix A: Questionnaire-English 193
Appendix B: Questionnaire-Thai 199
Appendix C: Descriptive Profile 204
Appendix D: Z-scores for all items 206
Appendix E: Factor Analysis 210
Appendix F: Normality 214
Appendix G: Confirmatory Factor Analysis 218
Appendix H:Generated Model Final Output 231
Appendix I: Publication 251

Universiti Utara Malaysia

TABLE OF TABLE

Table 1.1	Definition of key terms	16
Table 2.1	Handicraft manufacturers	22
Table 2.2	Contribution of SME to GDP in Thailand	23
Table 2.3	SME Contribution to Employment	24
Table 2.4	Contribution of SME to Employment by Regions	24
Table 2.5	Handicraft manufacturers	25
Table 2.6	The top ten of Thai handicraft brand	32
Table 2.7	Summary of studies using brand equity underpinning theory	50
Table 2.8	Determinants of brand equity	63
Table 2.9	Summary of relationship between brand loyalty and brand equity	71
Table 2.10	Summary of relationship between satisfaction and brand equity	73
Table 2.11	Summary of relationship between competitive advantage (CA) and brand equity	75
Table 2.12	Summary of relationship between marketing mix and brand equity	79
Table 2.13	determinants of brand loyalty	87
Table 2.14	Summary of relationship between satisfaction and brand loyalty	90
Table 2.15	Summary of relationship between competitive advantage and brand loyalty	92
Table 2.16	Summary of relationship between marketing mix and brand loyalty	94
Table 2.17	The mediating effect of brand loyalty on satisfaction and brand equity relationship	95
Table 2.18	The mediating effect of brand loyalty on competitive advantage and brand equity relationship	97
Table 2.19	The mediating effect of brand loyalty on brand equity relationship	98
Table 3.1	Population of Thailand's domestic tourists (2009-2013)	102
Table 3.2	The number of handicraft producers	103
Table 3.3	Instruments for development of questionnaire	106
Table 3.4	Pilot factor analysis of competitive advantage dimension result	116
Table 3.5	Pilot factor analysis of marketing mix dimension result	117
Table 3.6	Pilot factor analysis of brand dimension result	118
Table 3.7	Factor analysis of exogenous variables	120

UUM Universiti Utara Malaysia

Table 3.8 Factor analysis of exogenous variables (continued) 121
Table 3.9 Factor analysis of endogenous variables 122
Table 3.10 definition of the variables in this study 123
Table 3.11 Independent samples t-test of response bias 125
Table 3.12 Missing value detection 126
Table 3.13 Residuals statistics for the detection of outliers 127
Table 3.14 Z-scores for brand awareness items 129
Table 3.15 Z-scores for brand association items 129
Table 3.16 Z-scores for brand perceived quality items 129
Table 3.17 Z-scores for brand trust items 130
Table 3.18 Z-scores for brand image items 130
Table 3.19 Summary of goodness of fit indicators 137
Table 4.1 Respondent profile 141
Table 4.2 Descriptive statistics of all variables 143
Table 4.3 Reliability result 144
Table 4.4 Correlation (r) between all latent variables/correlation squared 145
Table 4.5 AVE, correlation squared 145
Table 4.6 Factor loading of the construct items analysis (CFA) 146
Table 4.7 Goodness-of-fit of exogenous, endogenous and hypothesized models 149
Table 4.8 Goodness-of-fit results-confirmatory factor analysis (CFA) of all measurements and structure models 150
Table 4.9 Generated model (Goodness-of-fit indices) 153
Table 4.10 Squared multiple correlation for endogenous variables 153
Table 4.11 Direct hypotheses result of generated model 154
Table 4.12 Mediating effect results 158
Table 4.13 Summary of hypothesis testing 159

Universiti Utara Malaysia

TABLE OF FIGURES

Figure 2.1 A conceptual framework for brand equity 39
Figure 2.2 Brand equity model 1 51
Figure 2.3 Brand equity model 2 52
Figure 2.4 Brand equity model 3 53
Figure 2.5 Brand equity model 4 54
Figure 2.6 Brand equity model 5 55
Figure 2.7 Brand equity model 6 56
Figure 2.8 Brand equity model 7 57
Figure 2.9 Brand equity model 8 57
Figure 2.10 Brand equity model 9 58
Figure 2.11 Brand equity model 10 59
Figure 2.12 Brand equity model 11 60
Figure 2.13 Brand equity model 12 61
Figure 2.14 Three-Stage of attitudinal loyalty model (Oliver, 1997, 1999) 83
Figure 2.15 Research framework 99
Figure 3.1 Linearity assumption 132
Figure 3.2 Homoscedasticity result 133
Figure 3.3 A SEM model with direct and indirect effect 138
Figure 4.1 Measurement model 150
Figure 4.2 Generated model 151
Figure 4.3 Mediating effect 154
Figure 4.4 The mediating effect of BL on Sat→BE 155
Figure 4.5 The mediating effect of BL on CA→BE 156
Figure 4.6 The mediating effect of BL on MM→BE 157

Universiti Utara Malaysia

CHAPTER ONE

INTRODUCTION

1.0 Preface

The chapter discusses brand equity issues to provide the background to the study. The chapter then narrows down to the problem statement, research questions, research objectives, justification of research, new contribution, scope of the study and definition of key variables. Finally, this chapter ends with presentation of organization of the chapters.

1.1 Background of Study

Handicraft industry is a lucrative business in Thailand, which generates a total income of USD 1,866, representing 2.7% of the national Gross domestic product-GDP (Sriprasert, 2015). Despite the valuable contribution of handicraft industry to Thailand's economy (GDP), brand equity of handicraft products is still non-existent. Only about 30 percent of handicraft market players such as handicraft producers and resellers have brand equity.

Thailand's handicraft industry has two main players: the producers and the reseller markets. Handicrafts are first produced by the small and medium enterprises (SME) in the suburbs, hereafter is called producers. Produced handicrafts are then sold to resellers or wholesalers or direct to tourists. Based on information from Thailand handicraft producers, there are approximately

The contents of the thesis is for internal user only

REFERENCES

Aaker, D.A. (1991). *Managing Brand Equity: Capitalizing on the value of a Brand Name,* The Free Press, New York, NY.

Aaker, D.A. (1996). Measuring brand equity across products and market, *California Management Review, 38*(3), 102-20.

Aaker, D.A. (1998), *Strategic Market Management,* 5th Edition, John Wiley & Sons Inc.

Aaker, D.A. and Joachimsthaler, E. (2000). *Brand Leadership,* The Free Press, New York, NY.

Ahmad, S., and Mohsin Butt, M. (2012). Can after sale service generate brand equity?. *Marketing Intelligence & Planning*, *30*(3), 307-323.

Ahmad, Z., and Hashim, R. (2010). Customer's brand equity and customer loyalty: a study on hotel's conference market. *World Appl. Sci. J*, *10*, 115-120.

Alba and Hutchinson (1987). Dimensions of Consumer Expertise, *Journal of Consumer Research*, *13*(4), 411-454.

Alhaddad, A. (2014). The effect of brand image and brand loyalty on brand equity, *International Journal of Business and Management Invention, 3*(5), 28-32.

Allaway, A. W., Huddleston, P., Whipple, J., and Ellinger, A. E. (2011). Customer-based brand equity, equity drivers, and customer loyalty in

Universiti Utara Malaysia

the supermarket industry. *Journal of Product & Brand Management*, *20*(3), 190-204.

Amin, M., Isa, Z., and Fontaine, R. (2013). Islamic banks: Contrasting the drivers of customer satisfaction on image, trust, and loyalty of Muslim and non-Muslim customers in Malaysia. *International Journal of Bank Marketing*, *31*(2), 79-97.

Annual Report (2012), Department of Industrial Promotion.

Annual Report (2012), Office Small and Medium Enterprises Promotion.

Annual Report (2013), Department of Industrial Promotion.

Annual Report (2014). Department of International Trade Promotion, Ministry of Commerce, THAILAND.

Annual Report (2013), Office Small and Medium Enterprises Promotion.

Annual Report (2014), National Statistical Office, Ministry of Information and Communication Technology.

Anselmsson, J., Johansson, U., and Persson, N. (2007). Understanding price premium for grocery products: a conceptual model of customer-based brand equity. *Journal of Product & Brand Management*, *16*(6), 401-414.

Apinya Sakdasirorun and Adisara Laouipansakun. (2015). How to Develop Handicraft-Souvenir Business in Context of Tourism. *Journal of Far Eastern University, 9*(1), 30-36.

Armstrong, G., and Kotler, P. (2000). Marketing: an introduction.

Universiti Utara Malaysia

Arnett, D.B., German, S.D, Hunt, S.D., 2003. The identity salience model of relationship marketing success: the case of nonprofit marketing, *Journal of Marketing 67* (2), 89-105.

Azizi, S., Ghytasivand, F., and Fakharmanesh, S. (2012). Impact of brand orientation, internal marketing and job satisfaction on the internal brand equity: The case of Iranian's food and pharmaceutical companies. *International Review of Management and Marketing*, *2*(2), 122.

Ball, D., Simões Coelho, P., and Machás, A. (2004). The role of communication and trust in explaining customer loyalty: An extension to the ECSI model. *European journal of marketing*, *38*(9/10), 1272-1293.

Beerli, A., Martin, J. D., and Quintana, A. (2004). A model of customer loyalty in the retail banking market. *European Journal of Marketing*, *38*(1/2), 253-275.

Biel, A.L. (1992). How brand image creates brand equity, *Journal of Advertising Research, 32*(6), 6-12.

Brucks, M. Zeithaml, V.A. and Naylor, G. (2000). Price and brand name as indicators of quality dimensions for consumer durables, *Journal of the Academy of Marketing Science,* 28(3), 359-74.

Bruhn, Manfred, Verena Schoenmueller and Daniela B. Schäfer (2012). Are social media replacing traditional media in terms of brand equity creation?, *Management Research Review 35,* 770–790.

Universiti Utara Malaysia

Buil, I., De Chernatony, L., and Martínez, E. (2013). Examining the role of advertising and sales promotions in brand equity creation, *Journal of Business Research*, *66*(1), 115-122.

Buil, I., Martínez, E., and Chematony, L. de (2013). 'The influence of brand equity on consumer responses'. *Journal of Consumer Marketing*, *30*(1), 62-74.

Chahal, H., and Bala, M. (2012). Significant components of service brand equity in healthcare sector. *International journal of health care quality assurance*, *25*(4), 343-362.

C. Whan Park, Bernard J. Jaworski and Deborah J. Maclnnis (1986). *Journal of Marketing*, 50(4), 135-145.

Chen, S. (2001). Assessing the impact of the Internet on brands, *Journal of Brand Management, 8*(4), 288-302.

Chen, S. H. (2015). A Study of Relationship among Brands' Image, Products Quality, Service Quality, Perceived Value and Customer Satisfaction of Luxury Cosmetic.

Christodoulides G., de Chernatony, L. (2010). Consumer-Based Brand Equity Conceptualization and Measurement. A Literature Review. *International Journal of Market Research, 52*(1), 43-66.

Cronin, J.J. and Taylor, S.A. (1992). Measuring service quality: a reexamination and extension, *Journal of Marketing,* 56(3), 55-68.

Cuneo, A., Lopez, P., and Jesus Yague, M. (2012). Private label brands: measuring equity across consumer segments. *Journal of Product & Brand Management*, *21*(6), 428-438.

Danziger, W. L., and Botwinick, J. (1980). Age and sex differences in sensitivity and response bias in a weight discrimination task. *Journal of gerontology*, *35*(3), 388-394.

DeChernatony, L. and MeDonald, M. (1992). *Creating Powerful Brands, Butterworth Heinemann oxford.*

Dekimpe, M.G., Steenkamp, J.B.E.M., Mellens, M. and Abeele, P.V. (1997). Decline and variability in brand loyalty, International Journal of Research in Marketing. 14(5), 405- 420.

Delgado-Ballester, E-and Munuera-Aleman, J.L. (2005). Does brand trust matter to band equity?*, The Journal of Product & Brand Management, 14*(2/3), 187.

Deming, W. (1986). *Out of the Crisis,* Massachusetts Institute of Technology, Cambridge, MA.

Design and Development of the Craft Package for Export, (2014), Department of International Trade Promotion, Ministry of Commerce THAILAND.

Dhurup, M., Mafini, C., and Dumasi, T. (2014). The impact of packaging, price and brand awareness on brand loyalty: Evidence from the paint retailing industry. *Acta Commercii*, *14*(1), 9-pages.

Universiti Utara Malaysia

Dick, A.S. and Basu, k. (1994). Customer loyalty; toward an integrated conceptual framework, *Journal of the Academy of Marketing Science, 22*(2), 99-113.

Ehrenberg, A. S., and Scriven, J. (1999). Brand loyalty. *The Elgar companion to consumer research and economic psychology*, 53-63.

Esch, F-R., Langer, T., Schmitt, B. H., and Geus, P. (2006). Are brands forever? How brand knowledge and relationships affect current and future purchases, *Journal of Product & Brand Management, 15*(20), 98-105.

Esmaeili Far, Beham and Rezaei, Leila Sadat (2015). Industry of Iran (Case study: Tosee Saderat Bank). *Research Journal of Management Sciences, 4*(8), 1-5.

Farquhar, P.H. (1989). Managing brand equity, *Marketing Research, 1*(3), 24-33.

Farquhar, P.H. and Herr, P.M. (1993). The dual structure of brand associations, *Brand Equity & Advertising,* 263-77.

Fournier, S. (1998). Consumers and their brands: developing relationship theory in consumer research, *Journal of Consumer Marketing, 24*(4), 343-374.

Frankfort-Nachmias C, Nachmias D (1996). Research methods in the social sciences, 5th edn. St. Martin Press, Inc., London

Ganesh, J., Arnold, M. J., and Reynolds, K. E. (2000). Understanding the customer base of service providers: an examination of the differences between switchers and stayers. *Journal of marketing*, *64*(3), 65-87.

Universiti Utara Malaysia

Gaysornboow, (2015). Strategies to Increase Market Competition Potential for New Entrepreneurs (Baskets Type) in the ASEAN Market. Case Study of Ban Bang Pluang Rice Farmers Communities Enterprises, Tambon Bang Pluang, Ampher Ban Sang, Prachinburi Province, *Journal of Humanities and Social Sciences, 23*(41) (January-April), 225-247.

Gil et al., (2007). Family as a source of consumer-based brand equity, *Journal of Product & Brand Management, 16*(3), 188-199.

Gundlach, G. T., Achrol, R. S., and Mentzer, J. T. (1995). The structure of commitment in exchange. *The Journal of Marketing*, 78-92.

Ha, H. Y., Janda, S., and Park, S. K. (2009). Role of satisfaction in an integrative model of brand loyalty: Evidence from China and South Korea. *International Marketing Review*, *26*(2), 198-220.

Hernández-Espallardo, M., and Ángeles Navarro-Bailón, M. (2009). Accessing retailer equity through integration in retailers' buying groups. *International Journal of Retail & Distribution Management*, *37*(1), 43-62.

Hoeffler, S. and Keller, K.L. (2002). Building Brand Equity through Corporate Societal Marketing, *Journal of Public Policy and Marketing*, *21*(1), 78-89.

Horppu, M., Kuivalainen, O., Tarkiainen, A., and Ellonen, H. K. (2008). Online satisfaction, trust and loyalty, and the impact of the offline parent brand. *Journal of Product & Brand Management*, *17*(6), 403-413.

Inkong. (2014). Silver Jewelry of Wisdom: The Problem of Shape in Creative Economy, *Journal Art Klong Hak,* 1(1), 41-61.

Universiti Utara Malaysia

Isen, Alice M. (1992). *The Influence of Positive Affect on Cognitive Organization: Some Implications for the Influence of Advertising on Decisions About Products and Brands,* in Advertising Exposure, Memory, and Choice, Andrew A. Mitchell, ed. Hillsdale, NJ: Lawrence Erlbaum Associates, in press.

Jacoby, J., and Chestnut, R. W. (1978). Brand loyalty: Measurement and management. Jacoby, J., Olson, J. C., & Haddock, R. A. (1971). Price, brand name, and product composition characteristics as determinants of perceived quality. *Journal of Applied Psychology*, *55*(6), 570.

Jang, H., Olfman, L., Ko, I., Koh, J., and Kim, K. (2008). The influence of on-line brand community characteristics on community commitment and brand loyalty.*International Journal of Electronic Commerce*, *12*(3), 57-80.

Jearakul, (2014). The Problems and the Adaptation of OTOP to AEC, *Executive Journal, 34*(1), 177-191.

Jones, T.O. and Sasser, W.E. (1995). *Why satisfied customer defects,* Harvard Business Review, November-December, 88-99.

Kaenchuwongk and Vongprasert. (2015). A Study of Small and Medium Enterprises Process to Value Creation. *Science journal editors SWU*, 8(2) July-December, 42-55.

Kamolwat Thammaraksa. (2010). Brand Equity and Integrated Marketing Communication (IMC) Effecting on Consumers' Application of Hair

Color Cream Products in Bangkok. http://thesis.swu.ac.th/swuthesis/Man/Kamolwat_T.pdf

Kasikorn Research Center, Thailand, (2012), Consumer behavior in Asia…..the key parameters of SME owners should know before entering the AEC. http://www.ksmecare.com/Article/82/24740/

Kassim, A. W. M., Igau, O. A., Harun, A., and Tahajuddin, S. (2014). Mediating effect of customer satisfaction on perceived product quality, perceived value and their relation to brand loyalty. *International Journal of Research in Management & Business Studies (IJRMBS)*, *1*(2), 13-18.

Kayaman, R., & Arasli, H. (2007). Customer based brand equity: evidence from the hotel industry. *Managing Service Quality: An International Journal*, *17*(1), 92-109.

Keller K.L. (2003). Brand synthesis the multidimensionality of brand knowledge, *Journal of consumer Research, 29*(4), 595-600.

Keller, K.L. (1993). Conceptualizing, measuring, and managing customer-based brand equity, *Journal of Marketing,* 57(1), 1-23.

Keller, K.L. (1998). *Strategic Brand Management: Building, Measuring and Managing Brand Equity,* Prentice-Hall, Englewood Cliffs, NJ.

Keller, K.L. (2000), *The brand report card.* Harvard Business Review (Jan-Feb) 147-157

Keller, K.L. (2003). *Strategic Brand Management–Building, Measuring and Managing Brand Equity,* Pearson Education, Upper Saddle River, NJ.

Kenning, P., Grzeskowiak, S., Brock, C., and Ahlert, M. (2011). The role of wholesale brands for buyer loyalty: a transaction cost perspective. *Journal of Business & Industrial Marketing*, *26*(3), 162-170.

Kerr, A. K., and Gladden, J. M. (2008). Extending the understanding of professional team brand equity to the global marketplace. *International Journal of Sport Management and Marketing*, *3*(1-2), 58-77.

Kim, J. H., and Hyun, Y. J. (2011). A model to investigate the influence of marketing-mix efforts and corporate image on brand equity in the IT software sector. *Industrial Marketing Management*, *40*(3), 424-438.

Kremer, F., and Viot, C. (2012). How store brands build retailer brand image. *International Journal of Retail & Distribution Management*, *40*(7), 528-543.

Krishnan, B.C. and Hartline, M.D. (2001). Brand equity: is it more important in services, *Journal of Services Marketing, 15*(4/5), 328-31.

Kuikka, A., and Laukkanen, T. (2012). Brand loyalty and the role of hedonic value. *Journal of Product & Brand Management*, *21*(7), 529-537.

Kumar, V., Dalla Pozza, I., and Ganesh, J. (2013). Revisiting the satisfaction–loyalty relationship: Empirical generalizations and directions for future research. *Journal of Retailing*, *89*(3), 246-262.

Lassar, W., Mittal B., and Sharma A. (1995*).* Measuring Customer-Based Brand Equity, *Journal of Consumer Marketing 12*(4), 11-19.

Universiti Utara Malaysia

Lee, H. M., Lee, C. C., and Wu, C. C. (2011). Brand image strategy affects brand equity after M&A. *European Journal of Marketing*, *45*(7/8), 1091-1111.

Liu, F., Li, J., Mizerski, D., and Soh, H. (2012). Self-congruity, brand attitude, and brand loyalty: a study on luxury brands. *European Journal of Marketing*, *46*(7/8), 922-937.

Marangkun and Nik Mat. (2011), The measurement of Brand Equity Model of handicraft SME in South Thailand, *International Journal of Arts and Sciences*, 4(6), 84-99

Martenson, R. (2007). Corporate brand image, satisfaction and store loyalty: A study of the store as a brand, store brands and manufacturer brands. *International Journal of Retail & Distribution Management*, *35*(7), 544-555.

McCarthy, Jerome (1964), *Basic Marketing.* Homewood, IL: Richard D. Irwin

Meena Ongbangnoi. (2010). Brand Equity, Trust and Satisfaction affecting Brand Loyalty of cat CDMA. http://thesis.swu.ac.th/swuthesis/Mark/Meena_O.pdf

Mohammadi, H., and Kaviani, H. (2015). Evaluating the Effect of Brand Equity on Consumer Satisfaction and Brand Loyalty in Large Retails of the Mazandaran Province (Case Study: Food Products Industry). *European Online Journal of Natural and Social Sciences*, *4*(1 (s), 1.

Mongkol, K. (2014). Integrated Marketing Communication to Increase Brand Equity: The Case of a Thai Beverage Company. *International Journal of Trade, Economics and Finance*, *5*(5), 445.

Moradi, H., and Zarei, A. (2012). Creating consumer-based brand equity for young Iranian consumers via country of origin sub-components effects. *Asia Pacific Journal of Marketing and Logistics*, *24*(3), 394-413.

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

Motameni, R., Shahrokhi M. (1998). Brand equity valuation: A global perspective. *Journal of Product & Brand Management*, 7(4), 275-290.

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

Navarro, A., Sicilia, M., and Delgado-Ballester, E. (2009). Integrated marketing communications: Effects of advertising-sponsorship strategic consistency. *EuroMed Journal of Business*, *4*(3), 223-236.

Ngoc Phan, K., and Ghantous, N. (2013). Managing brand associations to drive customers' trust and loyalty in Vietnamese banking. *International Journal of Bank Marketing*, *31*(6), 456-480.

Nguyen, T. D., Barrett, N. J., and Miller, K. E. (2011). Brand loyalty in emerging markets. *Marketing Intelligence & Planning*, *29*(3), 222-232.

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

Universiti Utara Malaysia

Oliver, R.L. (1997). Satisfaction: *A behavioral Perspective on the Consumer,* Meraw-Hill, New York, NY.

Osselaer, S. and Alba, J. (2000). Consumer learning and brand equity, *Journal of Consumer Research, 27*(June), 1-16.

Pappu, R. and Quester, P.G. (2008). Does brand equity vary between department stores and clothing stores? Results of an empirical investigation, *Journal of Product and Brand Management, 17*(7), 425-435.

Parasuraman, A. Zeithaml,V.A. and Berry, L.L. (1985). A conceptual model of service quality and its implications for future research, *Journal of Marketing, 49(*4), 41-50.

Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1988). SERVQUAL: a multiple-item scale for measuring consumer perceptions of service quality, *Journal of Retailing, Spring,* 12-40

Park, C.S. and Srinivasan, V. (1994). A survey-based method for measuring and understanding brand equity and its extendibility, *Journal of Marketing Research, 31*(2), 271-288.

Park, C.W., Jaworski, B.J. and MacInnis, D.J. (1986). Strategic brand concept-image management, *Journal of Marketing, 50*(October), 135-45.

Pedersen, P. E., and Nysveen, H. (2001). Shopbot banking: An exploratory study of customer loyalty effects. *International Journal of Bank Marketing*, *19*(4), 146-155.

Phumchai. (2014). Branding: Why is important for the future of Thailand handicraft industry, *Journal of SMEs Today,* 11(97), 3-12.

Pisit Konglun, Krit Willailuk and Kunyakorn Junsaka. (2013). The Research on local Crafts: For Development the Community Products Design. file:///C:/Users/Admin1/Downloads/The%20Research%20on%20local%20Crafts.pdf

Porter M. E., *Competitive Strategy,* The Free Press, New York, 1980, Introduction p.xiii.

Porter, M. E., and Millar, V. E. (1985). How information gives you competitive advantage.

Raggio and Leone, (2005). The theoretical Separation of Brand Equity and Brand Value March 15, 2005 Revised February 14, 2006.

Raggio, R., and Leone P. R. (2007). The theoretical separation of brand equity and brand value: managerial implications for strategic planning. Journal of Brand Management, 14, 380–395. http://dx.doi.org/10.1057/palgrave.bm.2550078

Ratirost Boonyarit, Suebsagul Chuenchom and Montri Lawkittsak. (2014). Research for product design and packaging design to promote SanKampaeng Hot Springs Tourism. *Research and innovation with country development.* 1732-1742.

Rezaee, R., Aghcheli, B., Poortahmasebi, V., Qorbani, M., Alavian, S. M., and Jazayeri, S. M. (2015). Prevalence of national responsiveness to HBV vaccine after 22 years of Iranian Expanded Program on Immunization (EPI): A systematic review and meta-analysis study. *Hepatitis monthly*, *15*(5).

Universiti Utara Malaysia

Rundh, B. (2005). The multi-faceted dimension of packaging: marketing logistic or marketing tool?. *British food journal*, *107*(9), 670-684.

Russell-Bennett, R., McColl-Kennedy, J. R., and Coote, L. V. (2007). Involvement, satisfaction, and brand loyalty in a small business services setting. *Journal of Business Research*, *60*(12), 1253-1260.

S. Davcik, N. (2013). An empirical investigation of brand equity: drivers and their consequences. *British Food Journal*, *115*(9), 1342-1360.

Sasmita, J., and Mohd Suki, N. (2015). Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image. *International Journal of Retail & Distribution Management, 43*(3), 276-292.

Schoenbachler et. al., (2004). Building brand loyalty through individual stock ownership, *Journal of Product & Brand Management, 13*(7), 488-497.

Schuiling I., Kapferer J-N. (2004). Real differences between local and international brands: Strategic implications for international marketers, *Journal of International Marketing*, *12*(4), 97- 112.

Schultz, D.E., Tannenbaum, S. and Lauterborn, R.F. (1994), *The New Marketing Paradigm. Integrated Marketing Communications,* NTC Business Books, Chicago, IL.

Sekaran, U. (2003). Research methods for business: A skill building approach. 4th ed., John Wiley & Sons, Inc., 292-295.

Universiti Utara Malaysia

Severi, E. and Ling, K.C. (2013). The Mediating Effects of Brand Association, Brand Loyalty, Brand Image and Perceived Quality on Brand Equity. *Asian Social Science, 9*(3)*,* 125-136.

Shekhar Kumar, R., Dash, S., and Chandra Purwar, P. (2013). The nature and antecedents of brand equity and its dimensions. *Marketing Intelligence & Planning*, *31*(2), 141-159.

Shekhar Kumar, R., Dash, S., and Chandra Purwar, P. (2013). The nature and antecedents of brand equity and its dimensions. *Marketing Intelligence & Planning*, *31*(2), 141-159.

Smutkupt, P., Krairit, D., and Ba Khang, D. (2012). Mobile marketing and consumer perceptions of brand equity. *Asia Pacific Journal of Marketing and Logistics*, *24*(4), 539-560.

Sriprasert. (2015). Thailand economic perspective, *Journal of Management Sciences,* Vol. 1 (1) 17-38.

Sriram, S., and Kalwani, M. U. (2007). Optimal advertising and promotion budgets in dynamic markets with brand equity as a mediating variable. *Management Science*, *53*(1), 46-60.

Srivastava, R.K. and Shocker, A.D. (1991), *Brand equity: a perspective on its meaning and measurement,* working paper, Marketing Science Institute, Boston, MA, 91-124.

Stahl, F., Heitmann, M., Lehmann, D. R., and Neslin, S. A. (2012). The impact of brand equity on customer acquisition, retention, and profit margin. *Journal of Marketing*, *76*(4), 44-63.

Universiti Utara Malaysia

Supaporn Wichaidit. (2016). Buying product behaviour toward Thai tourist Kohkred, Nonthaburi province. *Dusit Thani College Journal, 10*(1). 166-179.

Taylor, S. A., Celuch, K., and Goodwin, S. (2004). The importance of brand equity to customer loyalty. *Journal of product & brand management*, *13*(4), 217-227.

Taylor, S.A. Hunter, G.L. and Lindberg, D.L., (2007). Understanding (Customer-Based) Brand Equity in Financial Services, *The Journal of Service Marketing, 21*(4), 241-252.

TCDC Resource Center, Thailand Creative & Design Center (2013), http://www.tcdc.or.th/exhibition/8626/

Thanasuta, K., and Metharom, P. (2015). Influencing the willingness to pay for private labels: the role of branding. *Asia-Pacific Journal of Business Administration*, *7*(3), 197-215.

Theng So, J., Grant Parsons, A., and Yap, S. F. (2013). Corporate branding, emotional attachment and brand loyalty: the case of luxury fashion branding. *Journal of Fashion Marketing and Management: An International Journal*, *17*(4), 403-423.

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

Universiti Utara Malaysia

Tinnaluck, Y., (2007). *Knowledge Creation and Sustainable Development: A Collaborative Process between Thai Local Wisdom and Modern Sciences,* (Thesis, Universite de Poitiers).

Torres, A., and Tribó, J. A. (2011). Customer satisfaction and brand equity. *Journal of Business Research*, *64*(10), 1089-1096.

Torres-Moraga, E., Vásquez-Parraga, A. Z., and Zamora-González, J. (2008). Customer satisfaction and loyalty: start with the product, culminate with the brand. *Journal of Consumer Marketing*, *25*(5), 302-313.

Uncles, M. D., Dowling, G. R., and Hammond, K. (2003). Customer loyalty and customer loyalty programs. *Journal of consumer marketing*, *20*(4), 294-316.

Vagias, W. M. (2006). Likert-type Scale Response Anchors. Clemson International Institute for Tourism. & Research Development, Department of Parks, Recreation and Tourism Management, Clemson University.

Valette-Florence, P., Guizani, H., and Merunka, D. (2011). The impact of brand personality and sales promotions on brand equity. *Journal of Business Research*, *64*(1), 24-28.

Villarejo-Ramos, A. F., and Sánchez-Franco, M. J. (2005). The impact of marketing communication and price promotion on brand equity. *The Journal of Brand Management*, *12*(6), 431-444.

Universiti Utara Malaysia

Wang, C. Y., and Wu, L. W. (2012). Customer loyalty and the role of relationship length. *Managing Service Quality: An International Journal*, *22*(1), 58-74.

Wang, H., Wei, Y. & Yu, C. (2008). Global brand equity model: combining customer-based with product-market outcome approaches, *The Journal of Product and Brand Management,* 17(5), 305-316.

Wang, L., and Finn, A. (2013). Heterogeneous sources of customer-based brand equity within a product category, *Marketing Intelligence & Planning*, *31*(6), 674-696.

Weerawan Marangkun. (2014). Route of rural tourism and handicraft shopping in Songkhla province, Thailand: A comparison between domestic and foreign tourists, *International Science Index,* Vol: 2014 No.07 Part VI. 866-874.

Wulf, K., Odekerken Schroder, G., Goedertier, F., and Van Ossell, G., (2005). Consumer perceptions of store brands versus national brands, *Journal of Consumer Marketing, 22*(4), 223-232.

Yoo, B., Donthu, N., and Lee, S. (2000). An examination of selected marketing mix elements and brand equity. *Journal of the academy of marketing science*, *28*(2), 195-211.

Zeithaml, V.A., Berry, L.L. and Parasuraman, A. (1993). The nature and determinants of customer expectations of service, *Journal of the Academy of Marketing Science, 21*(1), 1-12.

Universiti Utara Malaysia

APPENDIX A

QUESTIONNAIRE-English

Universiti Utara Malaysia

Othman Yeop Abdullah
Graduate School of Business
Universiti Utara Malaysia

THE DETERMINANTS OF BRAND EQUITY IN HANDICRAFT SME IN THAILAND

Dear Respondents,

I am a Ph.D student at Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia (UUM), Sintok, Kedah, Malaysia. I am now in the process of collecting the final data for my thesis entitled "The determinants of brand equity in handicraft in SME in Thailand". The purpose of this study is to collect information regarding brand equity perception for handicraft products in Thailand.

I would appreciate if you could spare some time and thought in completing this questionnaire. I hope that you would co-operate in completing the questionnaire with the best of your ability.

Universiti Utara Malaysia

This questionnaire consists of two sections. Section one consists of questions about your demographic profile and part two about your perception towards handicraft product branding. Your response will be treated as confidential and used for research purposes only. There is no right or wrong answer.

Thank you for your willingness to participate in this study.

Yours sincerely,

Weerawan Marangkun
E-mail address: wewiene1958@hotmail.com

Section 1 : Respondent Profiles

(This section intends to get information about the respondents' demographic background). Please tick in box on the best answer according to your information.

1. Gender

❒ Male ❒ Female

2. Age ……..… years

3. Marital status

❒ Single ❒ Married

❒ Separated ❒ Divorce

4. Monthly income

❒ Less than 5,000 Baht ❒ 5,001-10,000 Baht

❒ 10,001-15,000 Baht ❒ 15,001- 20,000 Baht

❒ 20,001-25,000 Baht ❒ 25,001- 30,000 Baht

❒ 30,001-35,000 Baht ❒ More than 35,001 Baht

5. Level of Education

❒ Less than secondary school ❒ Secondary school

❒ Some college/Diploma ❒ Bachelor Degree

❒ Master or Doctoral Degree ❒ Other (please specify)……..

6. Occupations

❒ Housewife ❒ Business owner/Entrepreneur

❒ Government officer ❒ Private company employee

Universiti Utara Malaysia

❒ Student ❒ Others (please specify)……..

7. What are reasons affecting your decision in buying handicrafts? (You can check more that 1 choice.)

❒ To take home decorate ❒ To commemorate

❒ Design ❒ Quality of product

❒ Appearance/image of product ❒ Reasonably priced

❒ Supporting local businesses ❒ Others (please specify)……

Section 2 : Brand equity

(This section intends to get information about brand equity of Thai handicrafts). Please tick in box for the best answer according to your knowledge.

Universiti Utara Malaysia

Code	Statements	Strongly disagree	Disagree	Somewhat disagree	Neutral agree or disagree	Somewhat Agree	Agree	Strongly agree
BAw1	I can recognize the product among competing brand.	1	2	3	4	5	6	7
BAw2	Some characteristics of the product come to my mind quickly.	1	2	3	4	5	6	7
BAw3	I know what the product looks like.	1	2	3	4	5	6	7
BAw4	I can remember this brand in a category.	1	2	3	4	5	6	7
BAw5	I am acquainted with this brand.	1	2	3	4	5	6	7
BAs1	I have no difficulty in imagining this product in my mind.	1	2	3	4	5	6	7
BAs2	I can quickly recall the logo of this product.	1	2	3	4	5	6	7
BAs3	I am proud to buy this product brand.	1	2	3	4	5	6	7
BAs4	I always talk positive about this brand.	1	2	3	4	5	6	7
BAs5	It is appropriate to describe the product offered by this brand “up-market”	1	2	3	4	5	6	7

Code	Statements	Strongly disagree	Disagree	Somewhat disagree	Neutral agree or disagree	Somewhat Agree	Agree	Strongly agree
PQ1	I think this product has a very good quality.	1	2	3	4	5	6	7
PQ2	I think the brand offers products with excellent features.	1	2	3	4	5	6	7
PQ3	This brand offers very durable products.	1	2	3	4	5	6	7
PQ4	This brand is stable and reliable.	1	2	3	4	5	6	7
PQ5	This brand is easy to use and comfortable.	1	2	3	4	5	6	7
BT1	I have empathy with this brand.	1	2	3	4	5	6	7
BT2	I know the product competitors of this brand.	1	2	3	4	5	6	7
BT3	I feel that I completely trust this brand and its products.	1	2	3	4	5	6	7
BT4	When I see a display I believe the product is suitable.	1	2	3	4	5	6	7
BT5	There is no reason for us to be suspicious of the product.	1	2	3	4	5	6	7
BI1	This brand completely satisfies my needs.	1	2	3	4	5	6	7
BI2	This product is outstanding style.	1	2	3	4	5	6	7
BI3	It has a different image from other handicraft brands.	1	2	3	4	5	6	7
BI4	The product has a long history.	1	2	3	4	5	6	7
BI5	The brand has a very clean image.	1	2	3	4	5	6	7
BL1	I regularly buy the same handicraft brand.	1	2	3	4	5	6	7
BL2	I would recommend this handicraft to others.	1	2	3	4	5	6	7
BL3	This handicraft would be my first choice.	1	2	3	4	5	6	7
BL4	I will continue to use this brand because I am satisfied and acquainted with the brand of this handicraft.	1	2	3	4	5	6	7
BL5	I will use this brand in spite of competitors deal.	1	2	3	4	5	6	7
BL6	I would not switch to other luxury handicraft for the next time.	1	2	3	4	5	6	7
BL7	I would not buy other brands, if this handicraft is not available at the store.	1	2	3	4	5	6	7
BL8	I consider myself to be loyal for this product.	1	2	3	4	5	6	7

Universiti Utara Malaysia

Code	Statements	Strongly disagree	Disagree	Somewhat disagree	Neutral agree or disagree	Somewhat Agree	Agree	Strongly agree
Sat1	I am completely satisfied with the product of this firm.	1	2	3	4	5	6	7
Sat2	This product meets my pre-purchase expectation.	1	2	3	4	5	6	7
Sat3	I am happy about the decision to choose this product.	1	2	3	4	5	6	7
Sat4	I believe that it is a right thing to purchase this product.	1	2	3	4	5	6	7
Sat5	I would be choosing from the same set of product options on my next purchase occasion.	1	2	3	4	5	6	7
LC1	I prefer this product because price below competitors.	1	2	3	4	5	6	7
LC2	This product reduces operations costs.	1	2	3	4	5	6	7
LC3	This product reduces the cost of servicing the customer.	1	2	3	4	5	6	7
LC4	It's likely that product is reliable and low cost.	1	2	3	4	5	6	7
LC5	I think this product would be very low functionally.	1	2	3	4	5	6	7
UD4	Its products have one unique feature.	1	2	3	4	5	6	7
UD5	The product has a unique combination of features.	1	2	3	4	5	6	7
Or1	Design benefits from platform sharing.	1	2	3	4	5	6	7
Or2	Design OK, but brand loses meaning with platform sharing.	1	2	3	4	5	6	7
Or3	Design hurt by supplier weakness.	1	2	3	4	5	6	7
Or4	The product is a originality from the place that is good in its designing	1	2	3	4	5	6	7
Or5	The product is originality from the place that is creative in its craftsman.	1	2	3	4	5	6	7

Universiti Utara Malaysia

Code	Statements	Strongly disagree	Disagree	Somewhat disagree	Neutral agree or disagree	Somewhat Agree	Agree	Strongly agree
P1	This product must be of very good quality.	1	2	3	4	5	6	7
P2	This product would be very high function.	1	2	3	4	5	6	7
P3	I like product because one can find the broadest range of product	1	2	3	4	5	6	7
P4	I have a preference for product because it provides the deepest specialized assortments.	1	2	3	4	5	6	7
P5	This product is beautifully designed.	1	2	3	4	5	6	7
DF1	Compared to competing brands, this product is stocked in more stores.	1	2	3	4	5	6	7
DF2	The number of stores selling this product is higher than the number of stores selling competing brands.	1	2	3	4	5	6	7
DF3	This product is distributed through as many stores as possible.	1	2	3	4	5	6	7
DF4	More stores sell product, as compared to its competing brands.	1	2	3	4	5	6	7
DF5	This store offer products with excellent features.	1	2	3	4	5	6	7
PL1	I think good looking packages.	1	2	3	4	5	6	7
PL2	Packaging, it has honest value.	1	2	3	4	5	6	7
PL3	A package is designed specially to products.	1	2	3	4	5	6	7
PL4	This product it has label of detail value.	1	2	3	4	5	6	7
PL5	I think the label has good color and graphics.	1	2	3	4	5	6	7
Dis1	Displays for this product are frequent.	1	2	3	4	5	6	7
Dis2	This brand is intensively displayed.	1	2	3	4	5	6	7
Dis3	Displays for this product are more expensive than displays for competing brands.	1	2	3	4	5	6	7
Dis4	I know this product has attractive in-shop promotion.	1	2	3	4	5	6	7
Dis5	This product has an attractive window display that draws me to shop inside.	1	2	3	4	5	6	7

Thank you for your cooperation

UUM Universiti Utara Malaysia

APPENDIX B

QUESTIONNAIRE-Thai

Universiti Utara Malaysia

Othman Yeop Abdullah
Graduate School of Business

Universiti Utara Malaysia

แบบสอบถาม

ปัจจัยของคุณค่าตราสินค้าสำหรับอุตสาหกรรมหัตถกรรมขนาดย่อมในประเทศไทย

ข้าพเจ้าเป็นนักศึกษาปริญญาเอก มหาวิทยาลัยยูทารา ประเทศมาเลเซีย ได้จัดทำแบบสอบถามเพื่อเป็นการเก็บรวบรวมข้อมูลเกี่ยวกับคุณค่าตราสินค้าของผลิตภัณฑ์หัตถกรรมของไทย โดยมุ่งหวังจะนำข้อมูลที่ได้รับจากการสำรวจมาใช้ประโยชน์ต่อการศึกษาครั้งนี้ จึงขอความกรุณาให้ตอบแบบสอบถามทุกข้อตามข้อเท็จจริง

คำชี้แจง: กรุณาใส่เครื่องหมาย ✓ หน้าข้อความที่ตรงกับข้อเท็จจริงหรือความคิดเห็นของท่านมากที่สุด

<u>ส่วนที่ 1 ข้อมูลทั่วไปเกี่ยวกับผู้ตอบแบบสอบถาม</u>

1. เพศ

❒ ชาย ❒ หญิง

2. อายุ ..... ปี

3. สถานภาพ

❒ โสด ❒ สมรส

❒ แยกกันอยู่ ❒ หย่าร้าง

4. รายได้ต่อเดือน

❒ ต่ำกว่า 5,000 บาท ❒ 5,001-10,000 บาท

❒ 10,001-15,000 บาท ❒ 15,001- 20,000 บาท

❒ 20,001-25,000 บาท ❒ 25,001- 30,000 บาท

❒ 30,001-35,000 บาท ❒ สูงกว่า 35,001 บาท

5. การศึกษา

❒ ต่ำกว่ามัธยมปลาย ❒ มัธยมปลาย/ปวช.

❒ อนุปริญญา/ปวส. ❒ ปริญญาตรี

❒ ปริญญาโทหรือสูงกว่า ❒ อื่นๆ ระบุ .....

UUM Universiti Utara Malaysia

6. อาชีพ

- ❒ แม่บ้าน
- ❒ เจ้าของธุรกิจ/ธุรกิจส่วนตัว
- ❒ ข้าราชการ/พนักงานรัฐวิสาหกิจ
- ❒ พนักงานบริษัท/ลูกจ้าง
- ❒ นักเรียน/นักศึกษา
- ❒ อื่นๆ ระบุ .....

7. สาเหตุที่ท่านตัดสินใจซื้อสินค้าหัตถกรรม เพราะ (เลือกตอบได้มากกว่า 1 ข้อ)

- ❒ เพื่อนำไปตกแต่งบ้าน
- ❒ เพื่อนำไปเป็นที่ระลึก
- ❒ การออกแบบสวยงาม
- ❒ รูปทรง/ภาพลักษณ์ของผลิตภัณฑ์
- ❒ คุณภาพดี/ทนทาน
- ❒ ราคาสมเหตุสมผล
- ❒ สนับสนุนธุรกิจในท้องถิ่น

<u>ส่วนที่ 2 เกี่ยวกับคุณค่าตราสินค้าหัตถกรรม</u>

คำชี้แจง : กรุณาใส่เครื่องหมาย ✓ หน้าข้อความที่ตรงกับข้อเท็จจริงหรือความคิดเห็นของท่านมากที่สุด

เกณฑ์การตอบ : แบบสอบถามนี้เป็นแบบประเมินค่า 7 ระดับ โดยมีเกณฑ์การประเมิน ดังนี้

1 = น้อยที่สุด 2 3 4 5 6 7 = มากที่สุด

รหัส	รายการ	1	2	3	4	5	6	7
BA1	ท่านคิดว่าจะสามารถจดจำสินค้าหัตถกรรมนี้ได้							
BA2	ท่านคิดว่าผลิตภัณฑ์นี้ มีลักษณะพิเศษเฉพาะที่สร้างความประทับใจได้อย่างรวดเร็ว							
BA3	ท่านรู้ถึงลักษณะของสินค้าหัตถกรรม							
BA4	ครั้งแรกที่กล่าวถึงผลิตภัณฑ์นี้ ท่านก็ประทับใจแล้ว							
BA5	ท่านเคยรู้จักผลิตภัณฑ์นี้มาก่อนแล้ว							
Bas1	ท่านไม่คิดมาก ในการตัดสินใจที่เลือกผลิตภัณฑ์นี้							
Bas2	ท่านสามารถจดจำสัญลักษณ์ของสินค้านี้ ได้อย่างรวดเร็ว							
Bas3	ท่านรู้สึกภูมิใจ ที่จะซื้อสินค้า "ตรา/ยี่ห้อ" นี้							
Bas4	ท่านมักจะกล่าวถึงผลิตภัณฑ์นี้ในทางที่ดีเสมอ							
Bas5	ท่านคิดว่าผลิตภัณฑ์นี้สามารถเข้าสู่ตลาดระดับสูงได้							

Universiti Utara Malaysia

รหัส	รายการ	1	2	3	4	5	6	7
PQ1	ท่านคิดว่าผลิตภัณฑ์นี้ มีคุณภาพดีมาก							
PQ2	ท่านเห็นควรว่าผลิตภัณฑ์นี้ สามารถนำเสนอสิ่งที่ดีในอนาคต							
PQ3	ท่านคิดว่าผลิตภัณฑ์นี้ มีความทนทานอย่างสูง							
PQ4	ท่านมีความคิดเห็นว่าผลิตภัณฑ์มีความน่าเชื่อถือ							
PQ5	ผลิตภัณฑ์นี้ใช้งานได้ง่าย และมีความเหมาะสม							
BT1	ท่านสนใจสินค้าหัตถกรรม "ตรา/ยี่ห้อ" นี้							
BT2	ท่านรู้ถึงความสามารถของผลิตภัณฑ์นี้							
BT3	ท่านรู้สึกเชื่อใจผู้ผลิตสินค้าหัตถกรรมรายนี้							
BT4	เมื่อท่านเห็นการจัดแสดงสินค้า ก็เชื่อมั่นในสินค้าทันที							
BT5	ท่านคิดว่าไม่มีเหตุผล ที่จะไม่เชื่อถือในผลิตภัณฑ์นี้							
BI1	สินค้านี้ สามารถตอบสนองความพอใจได้อย่างเหมาะสม							
BI2	สินค้านี้ มีความโดดเด่นในสไตล์ของตัวมันเอง							
BI3	สินค้านี้ มีรูปแบบที่แตกต่างไปจากหัตถกรรมอื่น							
BI4	สินค้านี้ มีประวัติความเป็นมาที่ยาวนาน							
BI5	สินค้านี้ มีภาพลักษณ์ที่ดี							
BL1	ท่านมักจะซื้อสินค้าหัตถกรรม "ตรา/ยี่ห้อ" เดียวกัน							
BL2	ท่านคิดจะแนะนำสินค้าหัตถกรรมนี้ให้แก่ผู้บุคคลอื่น							
BL3	ท่านตัดสินใจเลือกสินค้าหัตถกรรมนี้ เป็นอย่างแรก							
BL4	ท่านจะใช้สินค้านี้ตลอดไป เพราะพอใจและคุ้นเคย							
BL5	ท่านยังคงใช้สินค้านี้ แม้ว่าจะมีคู่แข่งขันมากมาย							
BL6	ถ้ามีโอกาส ท่านคิดจะเปลี่ยนไปใช้สินค้าหัตถกรรมที่หรูหรา/ราคาแพงกว่านี้							
BL7	ท่านไม่คิดจะซื้อสินค้าหัตถกรรม "ตรา/ยี่ห้อ" อื่น							

Universiti Utara Malaysia

รหัส	รายการ	1	2	3	4	5	6	7
BL8	ท่านยังมั่นคงและภักดีต่อผลิตภัณฑ์นี้ตลอดไป							
Sat1	ท่านมีความพึงพอใจอย่างยิ่งกับสินค้าของกิจการนี้							
Sat2	สินค้านี้อยู่ในความคาดหวัง ที่ท่านจะซื้อ							
Sat3	ท่านรู้สึกมีความสุข ที่ได้ตัดสินใจเลือกสินค้านี้							
Sat4	ท่านเชื่อมั่นว่าได้ทำสิ่งถูกต้องในการเลือกซื้อสินค้านี้							
Sat5	ท่านจะเลือกซื้อสินค้าที่เป็นชุดเดียวกันในโอกาสต่อไป							
LC1	ท่านรู้สึกพอใจสินค้า เพราะมีราคาต่ำ							
LC2	ท่านคิดว่าสินค้ามีต้นทุนในการผลิตต่ำ							
LC3	ท่านคิดว่ากิจการนี้ ลดการให้บริการแก่ลูกค้า							
LC4	ท่านมั่นใจว่าสินค้าน่าเชื่อถือและมีราคาถูก							
LC5	สินค้านี้ น่าจะมีส่วนประกอบ (ชิ้นส่วน) น้อยมาก							
UD4	สินค้านี้ได้รวบรวมคุณลักษณะเด่นๆ ไว้ด้วยกัน							
UD5	ท่านคิดว่าสินค้ามีเอกลักษณ์เฉพาะตัว							
Or1	สินค้ามีรูปแบบที่มีคุณค่า ซึ่งได้มาจากการระดมความคิด							
Or2	รูปแบบของสินค้าเป็นที่ยอมรับ แต่ไม่ได้มีการระดมความคิดในการออกแบบ							
Or3	รูปแบบของสินค้าเป็นที่ยอมรับ แต่ราคาเพิ่มสูงขึ้นเพราะหลายฝ่ายเข้ามามีส่วนร่วมในการออกแบบ							
Or4	รูปแบบสินค้าเป็นที่ยอมรับ แต่น่าจะหารูปแบบใหม่ๆ มาจากแหล่งอื่นด้วย							
Or5	สินค้านี้มีวัตถุดิบเป็นข้อจำกัดของรูปแบบ							
P1	ท่านคิดว่าสินค้ารายการนี้ มีคุณภาพดีมาก							
P2	ท่านคิดว่าสินค้ารายการนี้ มีองค์ประกอบมาก							
P3	ท่านชอบสินค้ารายการนี้ เพราะสามารถพบเห็นได้อย่างบ่อย ๆ							

UUM Universiti Utara Malaysia

รหัส	รายการ	1	2	3	4	5	6	7
P4	ท่านชื่นชอบสินค้ารายการนี้ เพราะสามารถเลือกได้อย่างได้ตามที่ต้องการ							
P5	สินค้ารายการนี้ มีการออกแบบที่สวยงาม							
DF1	จำนวนร้านค้าที่ขาย "ตรา/ยี่ห้อ" นี้ มีเป็นจำนวนมาก							
DF2	เมื่อเปรียบเทียบระหว่างสินค้านี้กับสินค้าของคู่แข่งขัน "ตรา/ยี่ห้อ" จะมีอยู่ในสต๊อกมากกว่า "ตรา/ยี่ห้อ" อื่น ๆ							
DF3	สินค้า "ตรา/ยี่ห้อ" นี้ มีการวางจำหน่ายในร้านค้าอย่างกว้างขวาง							
DF4	ร้านค้าส่วนมากจะขายสินค้า"ตรา/ยี่ห้อ" นี้ เมื่อเทียบกับคู่แข่งขัน							
DF5	ร้านค้านี้ จะเสนอขายสินค้าที่มีลักษณะเฉพาะเป็นพิเศษ							
PL1	ท่านคิดว่าบรรจุภัณฑ์ของสินค้าร้านนี้ ดูดีและสวยงาม							
PL2	บรรจุภัณฑ์ของสินค้าร้านนี้ ดูมีคุณค่าอย่างแท้จริง							
PL3	บรรจุภัณฑ์ของสินค้า มีตราและสัญลักษณ์ของผู้ผลิตอยู่ด้วย							
PL4	สินค้านี้ มีฉลากที่แสดงรายละเอียด อย่างมีคุณค่า							
PL5	ท่านคิดว่าสีสันและภาพของฉลากสินค้านี้ ดูสวยงาม							
Dis1	ท่านคิดว่าสินค้านี้ มีการจัดแสดงอย่างสม่ำเสมอ							
Dis1	ท่านคิดว่าสินค้านี้ มีการจัดแสดงอย่างมากมาย							
Dis1	ในการจัดแสดงสินค้านี้ มีค่าใช้จ่ายสูงกว่าคู่แข่งขัน							
Dis1	ท่านคิดว่าสินค้านี้ดึงดูดความสนใจ สำหรับการโฆษณาภายในร้านค้า							
Dis1	สินค้านี้ดึงดูดความสนใจ จากการจัดแสดงหน้าร้าน เพื่อชักนำให้เข้าไปภายในร้าน							

Universiti Utara Malaysia

APPENDIX C

DESCRIPTIVE PROFILE

Universiti Utara Malaysia

Appendix C
Descriptive Profile

Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	158	37.9	37.9	37.9
	female	259	62.1	62.1	100.0
	Total	417	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	14	3.4	3.4	3.4
	2	143	34.3	34.3	37.6
	3	158	37.9	37.9	75.5
	4	75	18.0	18.0	93.5
	5	25	6.0	6.0	99.5
	6	2	.5	.5	100.0
	Total	417	100.0	100.0	

Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	145	34.8	34.8	34.8
	Married	251	60.2	60.2	95.0
	Separated	10	2.4	2.4	97.4
	Divorce	11	2.6	2.6	100.0
	Total	417	100.0	100.0	

Universiti Utara Malaysia

Occ

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Housewife	29	7.0	7.0	7.0
	Business owner/Entrepreneur	121	29.0	29.0	36.0
	Government officer	108	25.9	25.9	61.9
	Private company employee	136	32.6	32.6	94.5
	Student	12	2.9	2.9	97.4
	Others	11	2.6	2.6	100.0
	Total	417	100.0	100.0	

Edu

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than secondary school	6	1.4	1.4	1.4
	Secondary school	28	6.7	6.7	8.2
	Diploma	93	22.3	22.3	30.5
	Bachelor Degree	234	56.1	56.1	86.6
	Master or Doctoral degree	56	13.4	13.4	100.0
	Total	417	100.0	100.0	

Inc

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 5,000 Baht	5	1.2	1.2	1.2
	5,001-10,000 Baht	87	20.9	20.9	22.1
	10,001-15,000 Baht	116	27.8	27.8	49.9
	15,001-20,000 Baht	94	22.5	22.5	72.4
	20,001-25,000 Baht	62	14.9	14.9	87.3
	25,001-30,000 Baht	32	7.7	7.7	95.0
	30,001-35,000 Baht	9	2.2	2.2	97.1
	More than 35,001 Baht	12	2.9	2.9	100.0
	Total	417	100.0	100.0	

Universiti Utara Malaysia

APPENDIX D

Z-SCORES FOR ALL ITEMS

Universiti Utara Malaysia

Appendix D
Z-scores for all items

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Tranformed
Zscore: BL1	417	-1.93959	1.74946	-.0375627	.93369541	bl1
Zscore: BL2	417	-2.24874	1.67834	.0043872	.98025705	tbl2
Zscore: BL3	417	-2.29174	2.52517	-.0045742	.96296699	tbl3
Zscore: BL4	417	-1.39300	2.39433	.0261163	.98065370	tbl4
Zscore: BL5	417	-2.37306	2.44400	.0250705	.95900385	tbl5
Zscore: BL6	417	-2.31382	2.53585	.1005498	1.02237848	tbl6
Zscore: BL7	417	-2.13852	2.69060	.0340070	.99110378	tbl7
Zscore: BL8	417	-1.36643	2.52574	-.0130354	.98384274	tbl8

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Tranformed
Zscore: BAw1	417	-2.62292	2.47506	.0259073	.89078611	tbaw1
Zscore: BAw2	417	-2.67011	2.36669	.0012855	.95123405	tbaw2
Zscore: BAw3	417	-3.39894	2.39347	.0390036	.94747141	tbaw3
Zscore: BAw4	417	-3.14078	2.21983	.0280250	.88841448	tbaw4
Zscore: BAw5	417	-2.69420	2.26694	-.0510370	.96607302	tbaw5

Universiti Utara Malaysia

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Tranformed
Zscore: BAs1	417	-2.30810	2.54593	-.0009817	.90045147	tbas1
Zscore: BAs2	417	-2.52736	2.33846	-.0536100	.97025199	tbas2
Zscore: BAs3	417	-2.99708	2.41287	.1165619	.91813114	tbas3
Zscore: BAs4	417	-3.10650	2.33655	.0936330	.90053546	tbas4
Zscore: BAs5	417	-3.58045	2.26993	.0158233	.94588135	tbas5

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Tranformed
Zscore: PQ1	417	-3.52184	2.22021	.0147284	.89066309	tpq1
Zscore: PQ2	417	-2.69967	2.15739	-.0579855	.90388315	tpq2
Zscore: PQ3	417	-3.84584	2.17268	.0077478	.99771170	tpq3
Zscore: PQ4	417	-3.50558	2.22664	-.0735805	.93996769	tpq4
Zscore: PQ5	417	-2.58756	2.32828	-.0506578	.95628187	tpq5

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Tranformed
Zscore: BT1	417	-3.38232	2.39495	.0258541	.98303290	tbt1
Zscore: BT2	417	-3.45757	2.36611	.0198828	1.01776106	tbt2
Zscore: BT3	417	-2.36196	2.05268	-.0240716	.94956129	tbt3
Zscore: BT4	417	-3.39811	2.51199	-.0155105	.91687759	tbt4
Zscore: BT5	417	-3.23057	2.20873	-.1152557	.92655744	tbt5

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Tranformed
Zscore: BI1	417	-3.09455	2.14724	.0031918	1.02194116	tbi1
Zscore: BI2	417	-3.02860	2.29670	-.0047110	1.00340887	tbi2
Zscore: BI3	417	-3.16464	2.08089	.0118991	.99421010	tbi3
Zscore: BI4	417	-3.03649	2.16992	.0064281	1.00271808	tbi4
Zscore: BI5	417	-3.35319	2.13385	.0078058	.99813729	Tbi5

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Tranformed
Zscore: BI1	417	-3.09455	2.14724	.0031918	1.02194116	tbi1
Zscore: BI2	417	-3.02860	2.29670	-.0047110	1.00340887	tbi2
Zscore: BI3	417	-3.16464	2.08089	.0118991	.99421010	tbi3
Zscore: BI4	417	-3.03649	2.16992	.0064281	1.00271808	tbi4
Zscore: BI5	417	-3.35319	2.13385	.0078058	.99813729	Tbi5

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Tranformed
Zscore: LC1	417	-2.36042	1.98466	.0100499	1.00599244	tlc1
Zscore: LC2	417	-2.09625	2.09289	-.0028115	.99804409	tlc2
Zscore: LC3	417	-2.83400	2.13354	.0001285	1.01290971	tlc3
Zscore: LC4	417	-2.82056	1.94093	-.0109400	1.01336967	tlc4
Zscore: LC5	417	-2.97077	1.98088	.0100086	1.00377831	tlc5

Universiti Utara Malaysia

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Tranformed
Zscore: UD4	417	-1.89348	2.22782	-.0016819	.99618672	tud4
Zscore: UD5	417	-2.72580	2.32048	.0161010	1.01008757	tud5
Zscore: Ori1	417	-2.83382	2.58015	.0069351	1.00853014	tori1
Zscore: Ori2	417	-1.91746	2.51155	.0045643	1.00117950	tori2
Zscore: Ori3	417	-1.88952	2.37990	.0127326	.99714691	tori3
Zscore: Ori4	417	-1.97868	2.40469	.0180594	.99305980	tori4
Zscore: Ori5	417	-2.76494	2.32019	.0049251	1.00387832	tori5

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Tranformed
Zscore: P1	417	-2.45748	2.20372	-.0054270	1.02018852	tp1
Zscore: P2	417	-2.71366	2.37317	.0091453	1.00621640	tp2
Zscore: P3	417	-3.39129	2.31861	-.0066462	1.00299843	tp3
Zscore: P4	417	-3.11303	2.09706	.0092745	.99181832	tp4
Zscore: P5	417	-2.60664	2.16386	-.0135098	1.00557409	tp5

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Tranformed
Zscore: P1	417	-2.45748	2.20372	-.0054270	1.02018852	tp1
Zscore: P2	417	-2.71366	2.37317	.0091453	1.00621640	tp2
Zscore: P3	417	-3.39129	2.31861	-.0066462	1.00299843	tp3
Zscore: P4	417	-3.11303	2.09706	.0092745	.99181832	tp4
Zscore: P5	417	-2.60664	2.16386	-.0135098	1.00557409	tp5

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Tranformed
Zscore: PL1	417	-2.33431	2.27873	.0032958	1.00287628	tpl1
Zscore: PL2	417	-2.32497	2.15890	.0126455	1.00451643	tpl2
Zscore: PL3	417	-2.42925	2.20389	.0215730	1.00796016	tpl3
Zscore: PL4	417	-2.24605	2.10058	-.0034152	1.00644676	tpl4
Zscore: PL5	417	-2.21873	2.12568	.0003135	1.01248633	tpl5

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Tranformed
Zscore: Dis1	417	-2.65513	2.41098	.0065123	1.00116294	tdis1
Zscore: Dis2	417	-2.75455	2.42193	.0080971	1.01503133	tdis2
Zscore: Dis3	417	-2.55670	2.34036	.0040288	1.00609663	tdis3
Zscore: Dis4	417	-2.84495	2.33209	.0133565	.98591152	tdis4
Zscore: Dis5	417	-2.65192	2.26570	.0101379	1.02120695	tdis5

APPENDIX E

FACTOR ANNLYSIS

Universiti Utara Malaysia

Appendix E

Factor Analysis

Rotated Component Matrix[a]			
	Component		
	1	2	3
Ori5	.727		
UD4	.677		
Ori1	.664		
UD5	.584		
Ori4	.532		
Ori3	.490		
Ori2	.399		
LC2		.747	
LC4		.728	
LC3		.622	
LC5		.571	
LC1		.510	.468
Sat2			.652
Sat3			.632
Sat5			.619
Sat1			.611
Sat4			.493
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 4 iterations.			

Universiti Utara Malaysia

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.711
Bartlett's Test of Sphericity	Approx. Chi-Square	186.226
	df	10
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.120	18.353	18.353	3.120	18.353	18.353	2.634	15.496	15.496
2	2.335	13.734	32.087	2.335	13.734	32.087	2.175	12.794	28.291
3	1.518	8.932	41.019	1.518	8.932	41.019	2.164	12.728	41.019
4	.982	5.777	46.796						
5	.970	5.708	52.505						
6	.928	5.459	57.964						
7	.872	5.132	63.095						
8	.843	4.957	68.052						
9	.797	4.689	72.741						
10	.720	4.236	76.977						
11	.687	4.043	81.020						
12	.619	3.644	84.664						
13	.616	3.623	88.287						
14	.568	3.343	91.630						
15	.522	3.072	94.703						
16	.458	2.696	97.398						
17	.442	2.602	100.000						

Extraction Method: Principal Component Analysis.

Universiti Utara Malaysia

Rotated Component Matrix[a]

	Component			
	1	2	3	4
PL1	.767			
PL2	.722			
PL3	.717			
PL4	.697			
Dis2		.732		
Dis3		.695		
Dis4		.690		
Dis1		.669		
P3			.671	
P2			.632	
P1			.531	
P5			.516	
DF4				.661
DF5				.633
DF3				.592

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Universiti Utara Malaysia

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.698
Bartlett's Test of Sphericity	Approx. Chi-Square	744.086
	df	105
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.467	16.445	16.445	2.467	16.445	16.445	2.245	14.964	14.964
2	2.006	13.376	29.821	2.006	13.376	29.821	2.044	13.627	28.591
3	1.450	9.668	39.489	1.450	9.668	39.489	1.496	9.971	38.562
4	1.201	8.009	47.498	1.201	8.009	47.498	1.340	8.936	47.498
5	.977	6.510	54.008						
6	.868	5.785	59.793						
7	.852	5.680	65.474						
8	.811	5.407	70.881						
9	.786	5.240	76.121						
10	.747	4.982	81.103						
11	.690	4.600	85.703						
12	.641	4.270	89.973						
13	.564	3.759	93.732						
14	.492	3.280	97.013						
15	.448	2.987	100.000						

Extraction Method: Principal Component Analysis.

Universiti Utara Malaysia

APPENDIX F

NORMALITY

Universiti Utara Malaysia

Appendix F

Normality

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Tranformed
Zscore: BL1	417	-1.93959	1.74946	-.0375627	.93369541	bl1
Zscore: BL2	417	-2.24874	1.67834	.0043872	.98025705	tbl2
Zscore: BL3	417	-2.29174	2.52517	-.0045742	.96296699	tbl3
Zscore: BL4	417	-1.39300	2.39433	.0261163	.98065370	tbl4
Zscore: BL5	417	-2.37306	2.44400	.0250705	.95900385	tbl5
Zscore: BL6	417	-2.31382	2.53585	.1005498	1.02237848	tbl6
Zscore: BL7	417	-2.13852	2.69060	.0340070	.99110378	tbl7
Zscore: BL8	417	-1.36643	2.52574	-.0130354	.98384274	tbl8

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Tranformed
Zscore: BAw1	417	-2.62292	2.47506	.0259073	.89078611	tbaw1
Zscore: BAw2	417	-2.67011	2.36669	.0012855	.95123405	tbaw2
Zscore: BAw3	417	-3.39894	2.39347	.0390036	.94747141	tbaw3
Zscore: BAw4	417	-3.14078	2.21983	.0280250	.88841448	tbaw4
Zscore: BAw5	417	-2.69420	2.26694	-.0510370	.96607302	tbaw5

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Tranformed
Zscore: BAs1	417	-2.30810	2.54593	-.0009817	.90045147	tbas1
Zscore: BAs2	417	-2.52736	2.33846	-.0536100	.97025199	tbas2
Zscore: BAs3	417	-2.99708	2.41287	.1165619	.91813114	tbas3
Zscore: BAs4	417	-3.10650	2.33655	.0936330	.90053546	tbas4
Zscore: BAs5	417	-3.58045	2.26993	.0158233	.94588135	tbas5

Universiti Utara Malaysia

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Tranformed
Zscore: PQ1	417	-3.52184	2.22021	.0147284	.89066309	tpq1
Zscore: PQ2	417	-2.69967	2.15739	-.0579855	.90388315	tpq2
Zscore: PQ3	417	-3.84584	2.17268	.0077478	.99771170	tpq3
Zscore: PQ4	417	-3.50558	2.22664	-.0735805	.93996769	tpq4
Zscore: PQ5	417	-2.58756	2.32828	-.0506578	.95628187	tpq5

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Tranformed
Zscore: BT1	417	-3.38232	2.39495	.0258541	.98303290	tbt1
Zscore: BT2	417	-3.45757	2.36611	.0198828	1.01776106	tbt2
Zscore: BT3	417	-2.36196	2.05268	-.0240716	.94956129	tbt3
Zscore: BT4	417	-3.39811	2.51199	-.0155105	.91687759	tbt4
Zscore: BT5	417	-3.23057	2.20873	-.1152557	.92655744	tbt5

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Tranformed
Zscore: BI1	417	-3.09455	2.14724	.0031918	1.02194116	tbi1
Zscore: BI2	417	-3.02860	2.29670	-.0047110	1.00340887	tbi2
Zscore: BI3	417	-3.16464	2.08089	.0118991	.99421010	tbi3
Zscore: BI4	417	-3.03649	2.16992	.0064281	1.00271808	tbi4
Zscore: BI5	417	-3.35319	2.13385	.0078058	.99813729	Tbi5

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Tranformed
Zscore: BI1	417	-3.09455	2.14724	.0031918	1.02194116	tbi1
Zscore: BI2	417	-3.02860	2.29670	-.0047110	1.00340887	tbi2
Zscore: BI3	417	-3.16464	2.08089	.0118991	.99421010	tbi3
Zscore: BI4	417	-3.03649	2.16992	.0064281	1.00271808	tbi4
Zscore: BI5	417	-3.35319	2.13385	.0078058	.99813729	Tbi5

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Tranformed
Zscore: LC1	417	-2.36042	1.98466	.0100499	1.00599244	tlc1
Zscore: LC2	417	-2.09625	2.09289	-.0028115	.99804409	tlc2
Zscore: LC3	417	-2.83400	2.13354	.0001285	1.01290971	tlc3
Zscore: LC4	417	-2.82056	1.94093	-.0109400	1.01336967	tlc4
Zscore: LC5	417	-2.97077	1.98088	.0100086	1.00377831	tlc5

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Tranformed
Zscore: UD4	417	-1.89348	2.22782	-.0016819	.99618672	tud4
Zscore: UD5	417	-2.72580	2.32048	.0161010	1.01008757	tud5
Zscore: Ori1	417	-2.83382	2.58015	.0069351	1.00853014	tori1
Zscore: Ori2	417	-1.91746	2.51155	.0045643	1.00117950	tori2
Zscore: Ori3	417	-1.88952	2.37990	.0127326	.99714691	tori3
Zscore: Ori4	417	-1.97868	2.40469	.0180594	.99305980	tori4
Zscore: Ori5	417	-2.76494	2.32019	.0049251	1.00387832	tori5

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Tranformed
Zscore: P1	417	-2.45748	2.20372	-.0054270	1.02018852	tp1
Zscore: P2	417	-2.71366	2.37317	.0091453	1.00621640	tp2
Zscore: P3	417	-3.39129	2.31861	-.0066462	1.00299843	tp3
Zscore: P4	417	-3.11303	2.09706	.0092745	.99181832	tp4
Zscore: P5	417	-2.60664	2.16386	-.0135098	1.00557409	tp5

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Tranformed
Zscore: P1	417	-2.45748	2.20372	-.0054270	1.02018852	tp1
Zscore: P2	417	-2.71366	2.37317	.0091453	1.00621640	tp2
Zscore: P3	417	-3.39129	2.31861	-.0066462	1.00299843	tp3
Zscore: P4	417	-3.11303	2.09706	.0092745	.99181832	tp4
Zscore: P5	417	-2.60664	2.16386	-.0135098	1.00557409	tp5

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Tranformed
Zscore: PL1	417	-2.33431	2.27873	.0032958	1.00287628	tpl1
Zscore: PL2	417	-2.32497	2.15890	.0126455	1.00451643	tpl2
Zscore: PL3	417	-2.42925	2.20389	.0215730	1.00796016	tpl3
Zscore: PL4	417	-2.24605	2.10058	-.0034152	1.00644676	tpl4
Zscore: PL5	417	-2.21873	2.12568	.0003135	1.01248633	tpl5

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Tranformed
Zscore: Dis1	417	-2.65513	2.41098	.0065123	1.00116294	tdis1
Zscore: Dis2	417	-2.75455	2.42193	.0080971	1.01503133	tdis2
Zscore: Dis3	417	-2.55670	2.34036	.0040288	1.00609663	tdis3
Zscore: Dis4	417	-2.84495	2.33209	.0133565	.98591152	tdis4
Zscore: Dis5	417	-2.65192	2.26570	.0101379	1.02120695	tdis5

Universiti Utara Malaysia

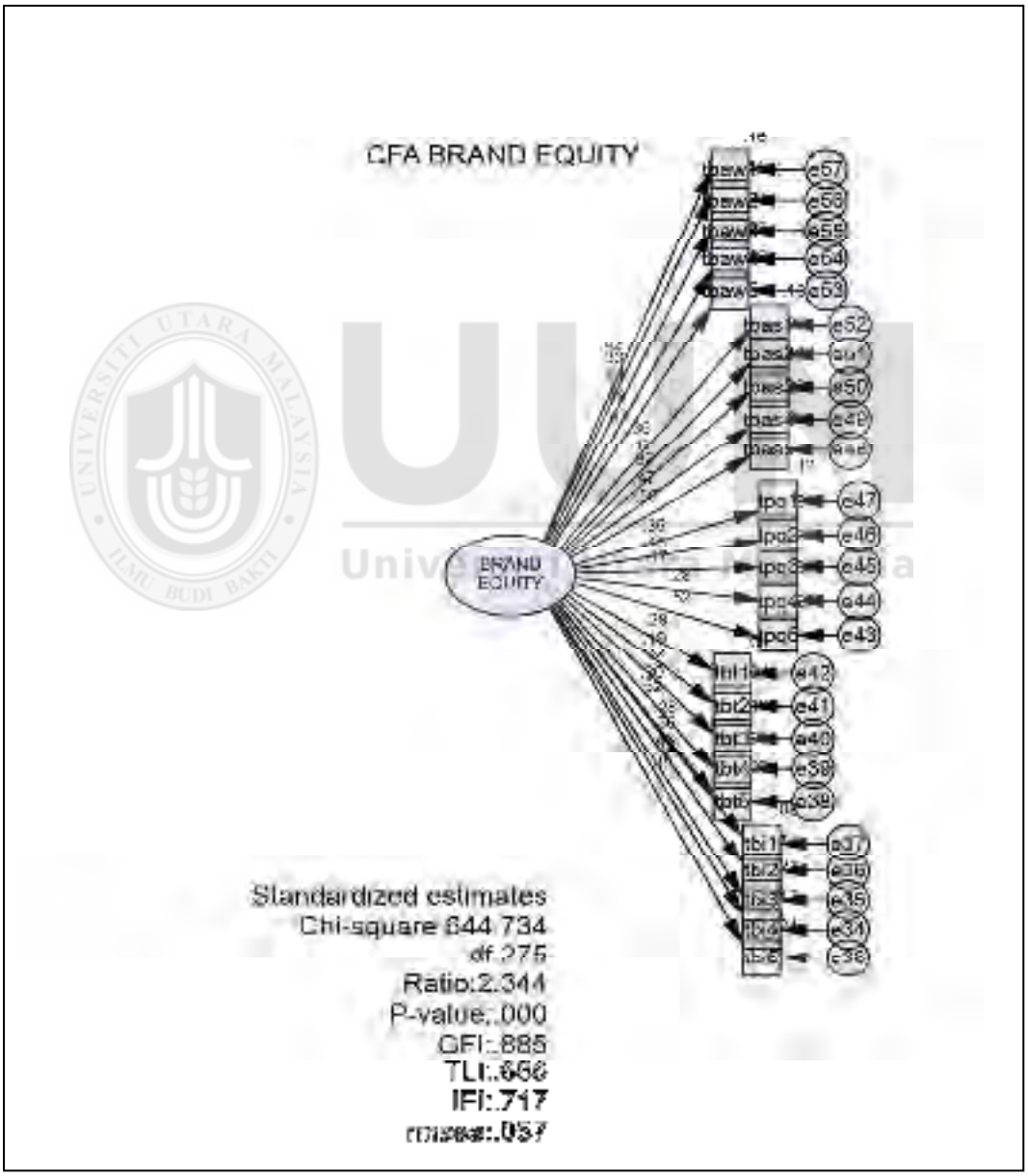
APPENDIX G

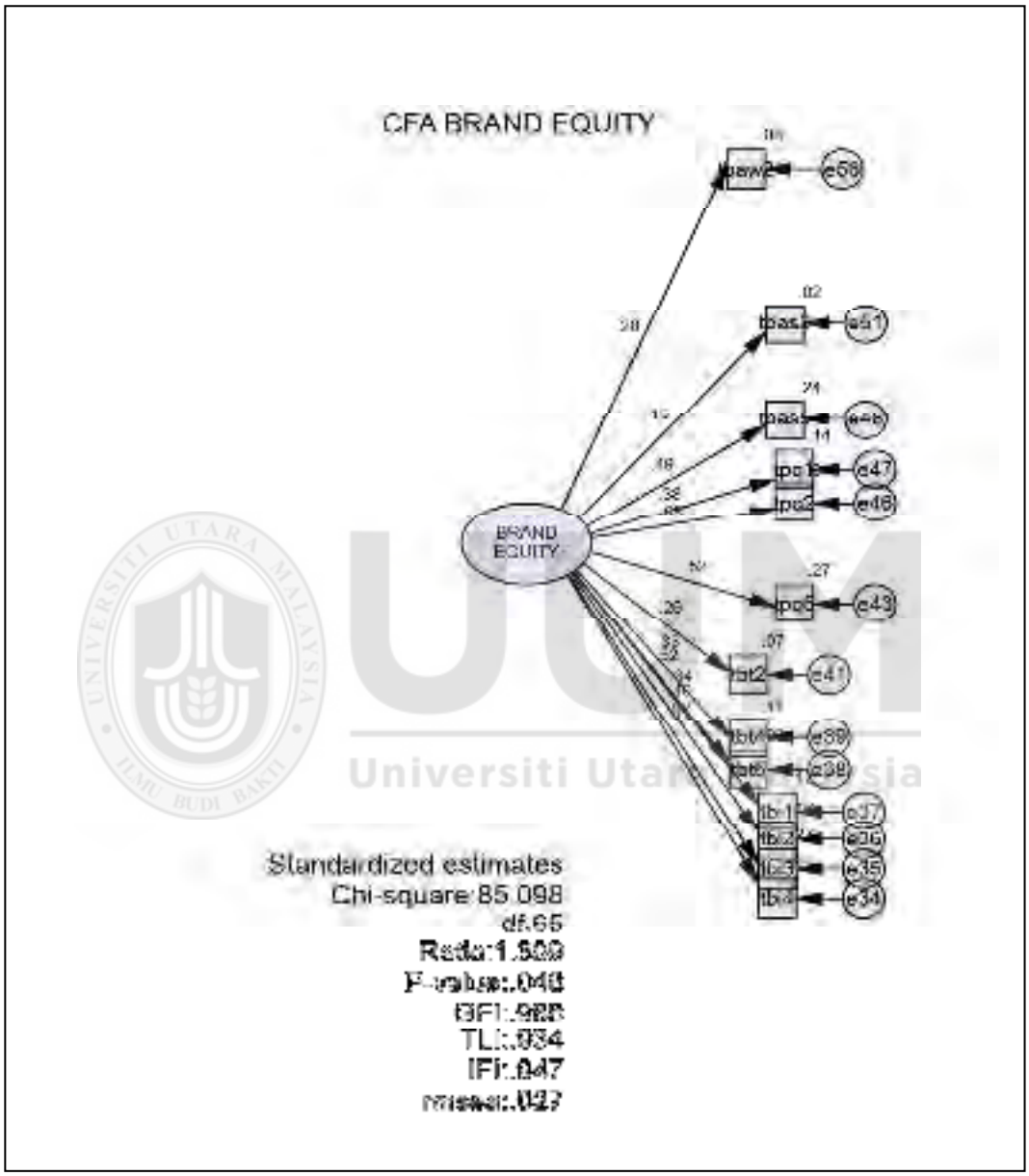
CONFIRMATORY FACTOR ANALYSIS

Universiti Utara Malaysia

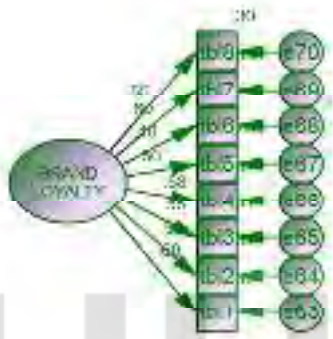
Appendix G

Confirmatory Factor Analysis




CFA BRAND EQUITY
BRAND EQUITY
Standardized estimates
Chi-square 85.098
df.65
TLI:.934
IFI:.947

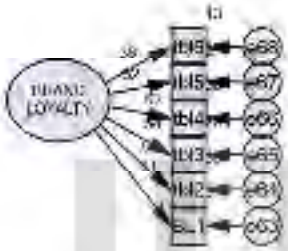
CFA BRAND LOYALTY



Standardized estimates
Chi square:78.327
df.20
Ratio:3.916
P-value:.000
GFI:.955
TLI:.871
IFI:.900
rmsea:.084

Universiti Utara Malaysia

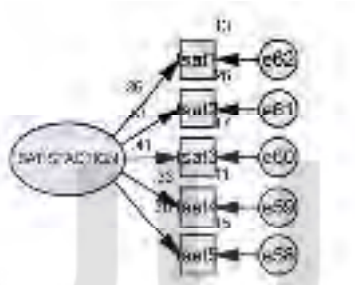
CFA BRAND LOYALTY



Standardized estimates
Chi-square=13.980
df=9
Ratio=1.553
P-value=.123
GFI=.992
TLI=.978
CFI=.997
RMSEA=.049

Universiti Utara Malaysia

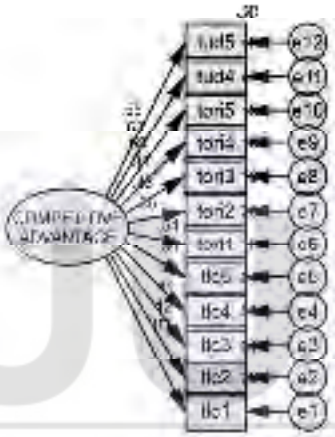
CFA SATISFACTION



Standardized estimates
Chi-square:11.019
df:5
Ratio:2.203
P-value:.051
GFI:.990
TLI:.963
IFI:.935
RMSEA:.054

Universiti Utara Malaysia

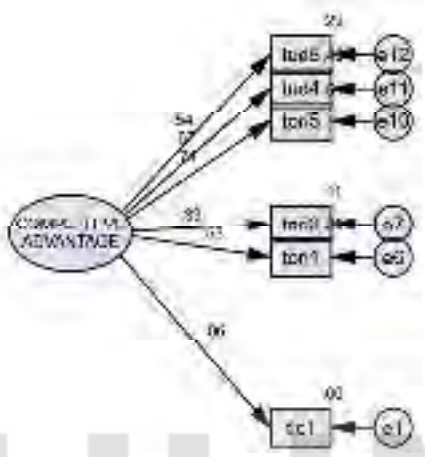
CFA Competitive Advantage



Standardized estimates
Chi-square:312.878
df:54
Ratio:5.794
P-value:.000
GFI:.660
TLI:.555
IFI:.642
rmsea:.107

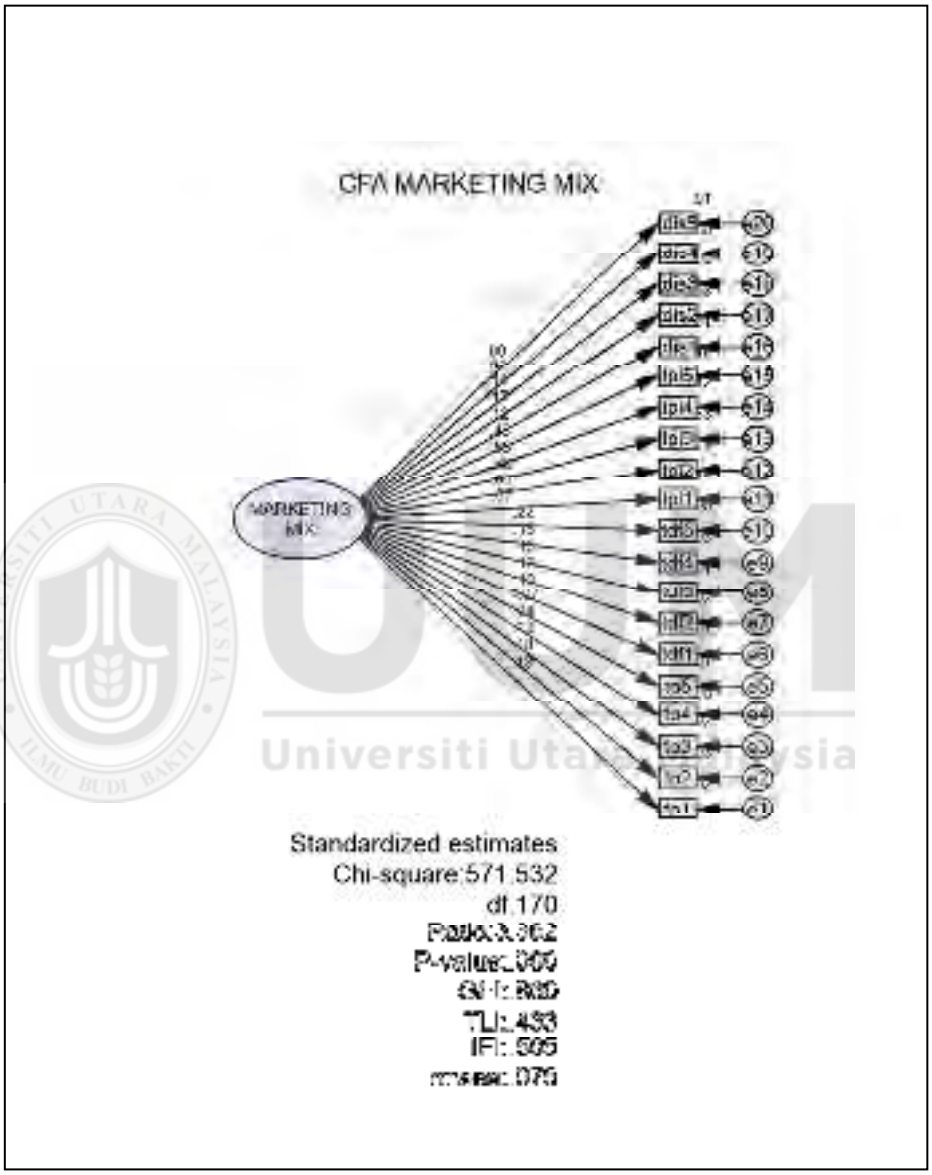
Universiti Utara Malaysia

CFA Competitive Advantage

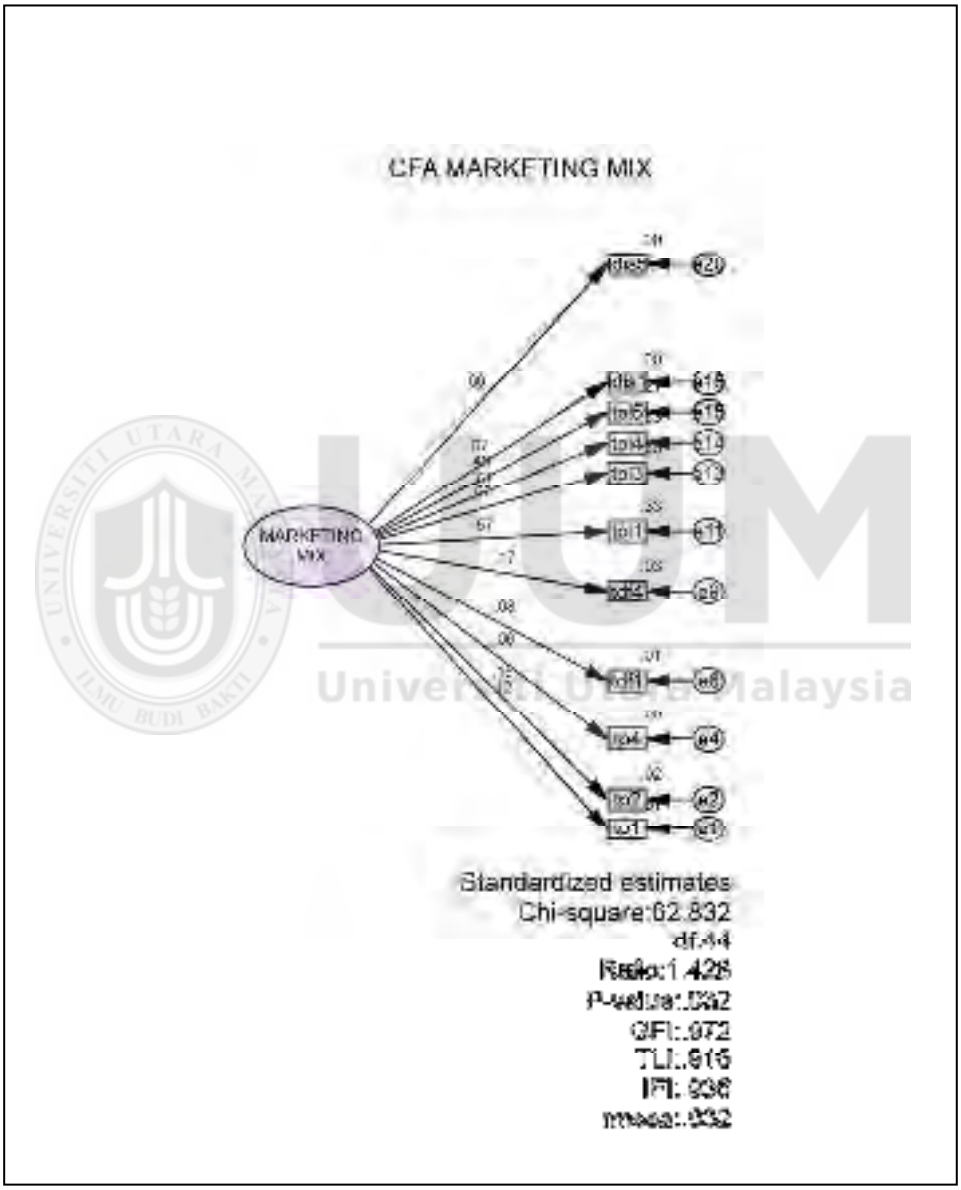


Standardized estimates
Chi-square:15.298
df:9
Ratio:1.700
P-value:.083
GFI:.988
TLI:.967
IFI:.981
rmsea:.041

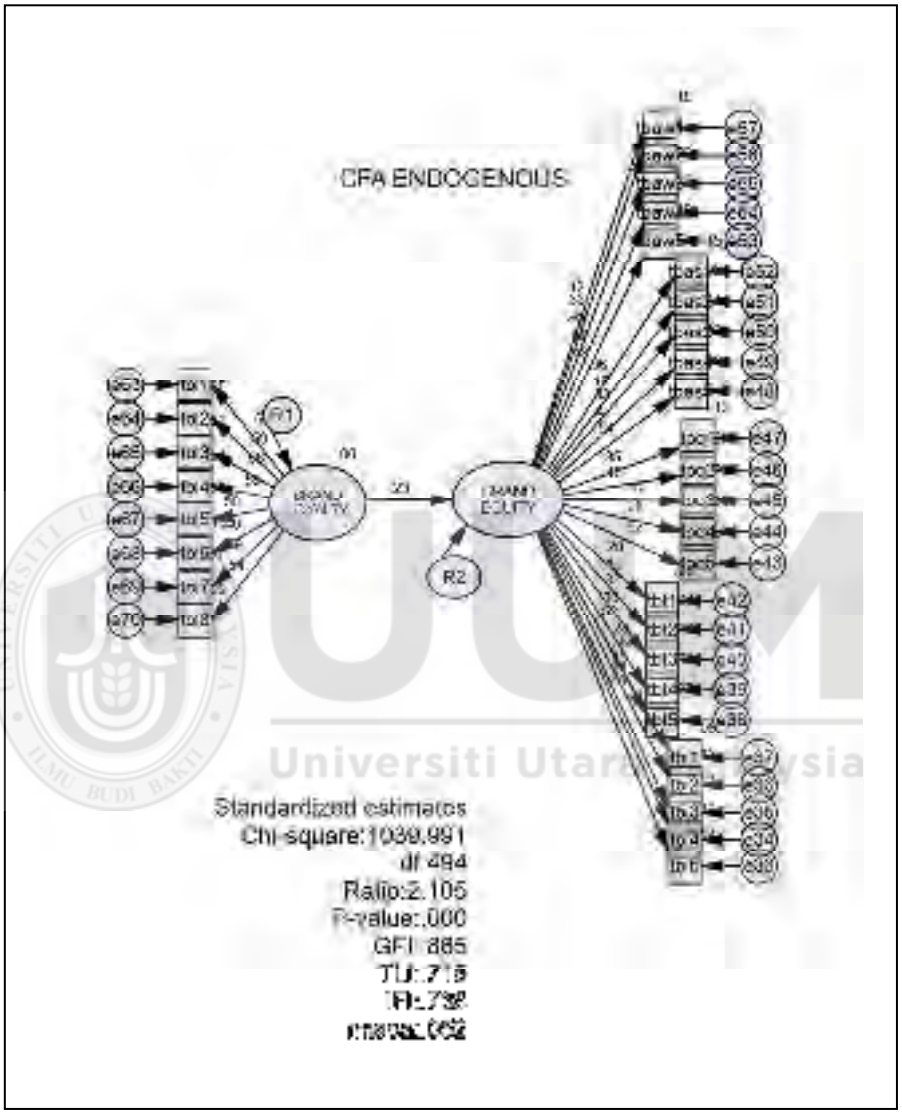
Universiti Utara Malaysia

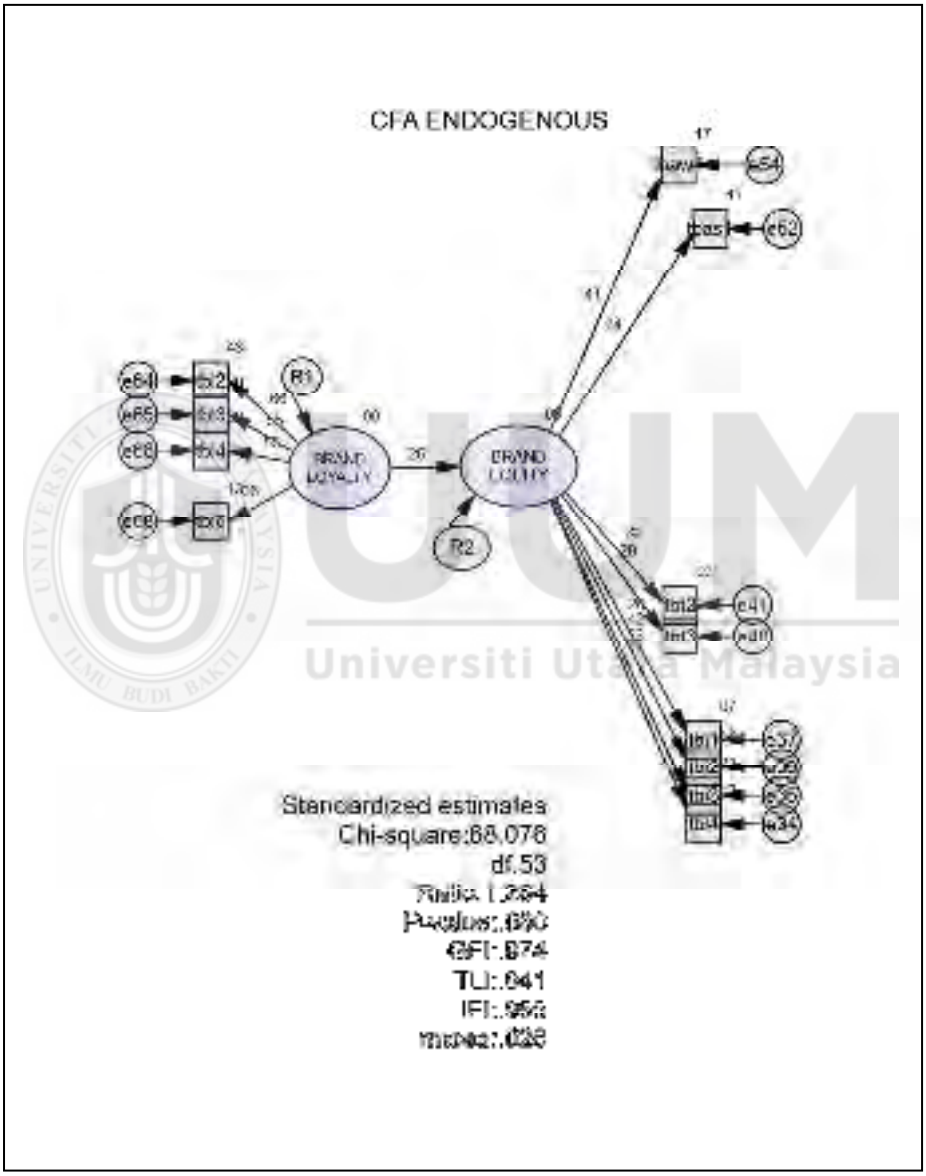


Universiti Utara Malaysia

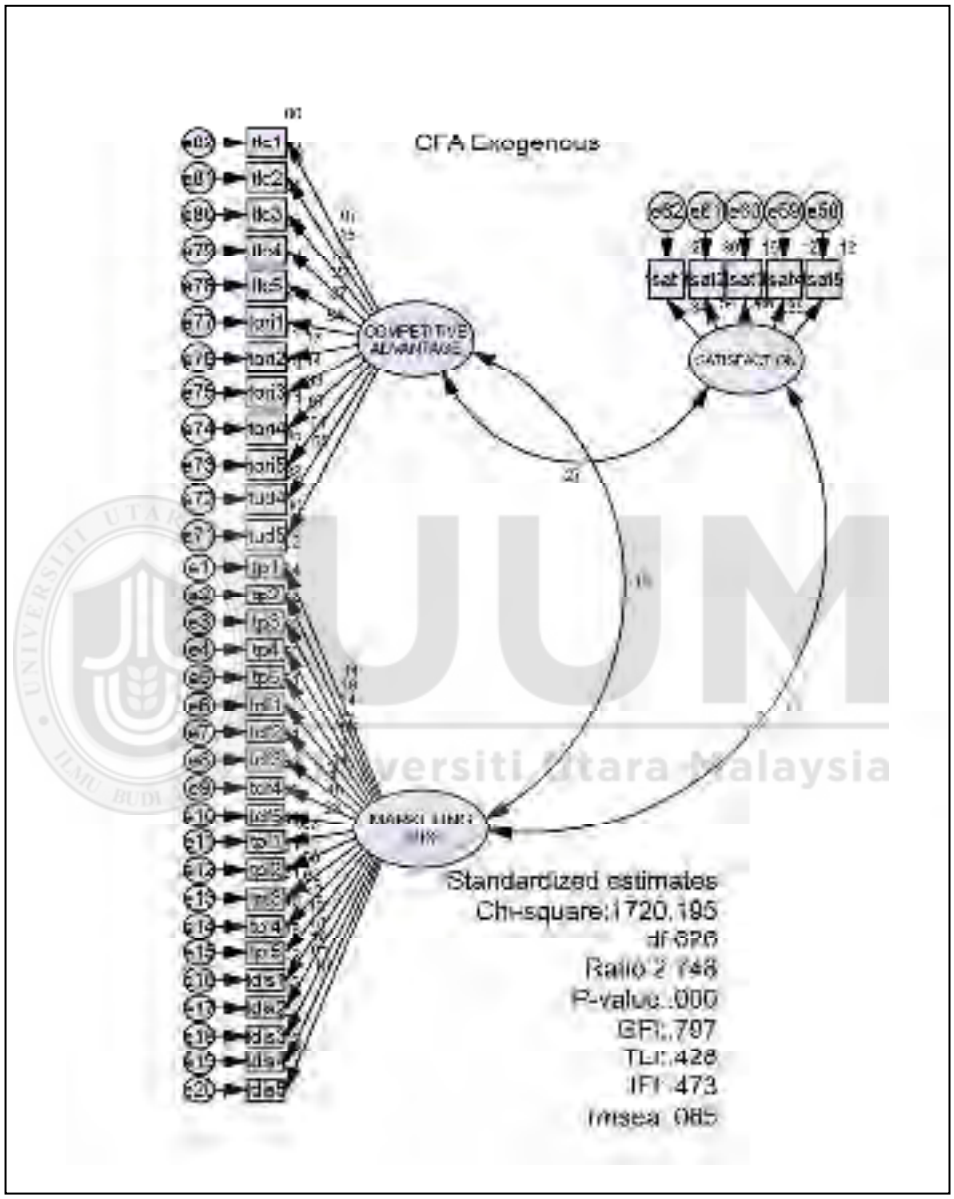


Universiti Utara Malaysia

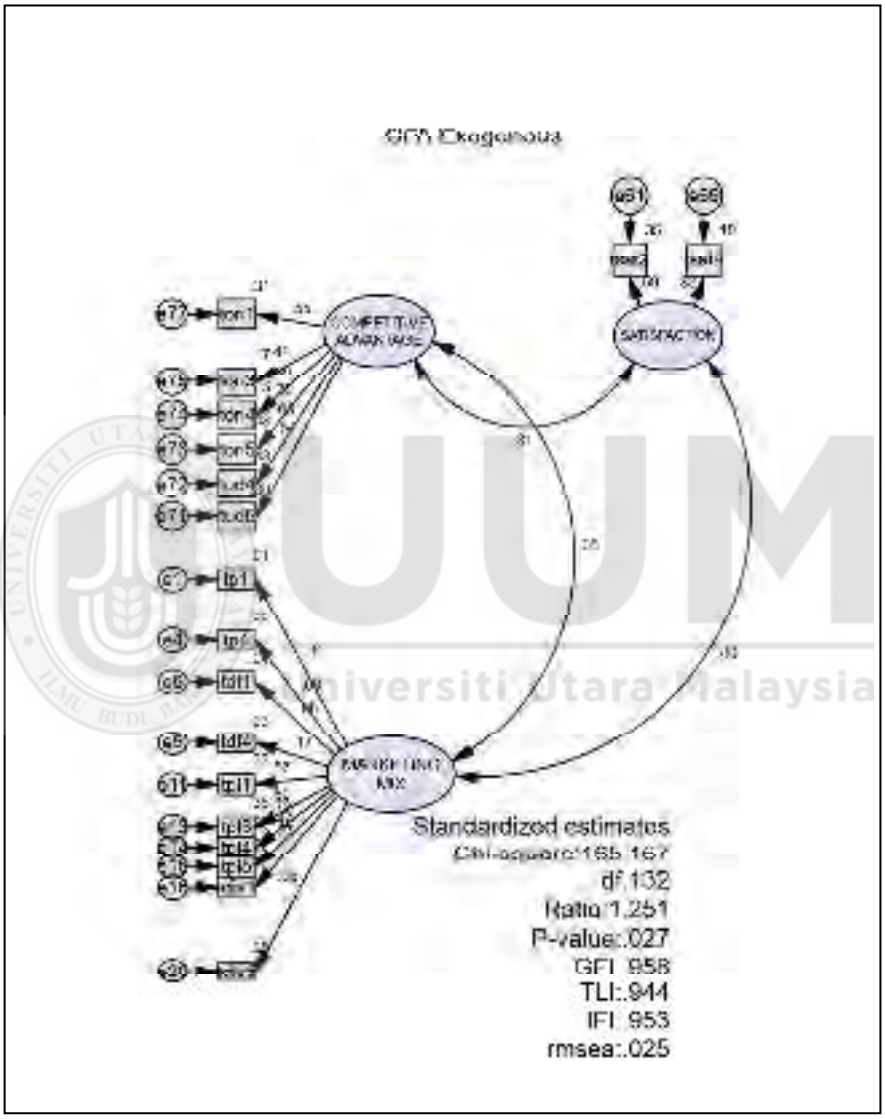

CFA ENDOGENOUS
R1
R2
Standardized estimates
Chi-square:1039.991
df 494
Ratio:2.105
P-value:.000
GFI .885



Universiti Utara Malaysia



Universiti Utara Malaysia



Universiti Utara Malaysia

APPENDIX H

GENERATED MODEL FINAL OUTPUT

Universiti Utara Malaysia

Appendix H

Generated Model Final Output

Analysis Summary

Date and Time

Date: Wednesday, February 17, 2016
Time: 4:58:56 PM

Title

New marketing mix p.069 final use: Wednesday, February 17, 2016 4:58 PM

Notes for Group (Group number 1)

The model is recursive.

Sample size = 417

Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables
tsat1
tsat2
tsat4
tbl6
tbl5
tbl2
tbl1
tbaw4
tbas1
tbas5
tpq5
tbt3
tbt4
tbt5
tbi3
tbi4
tud5
tud4

Universiti Utara Malaysia

tori5
tori4
tori3
tori2
tori1
tpl5
tpl4
tpl3
tpl2
Unobserved, endogenous variables
BRAND_LOYALTY
BRAND_EQUITY
Unobserved, exogenous variables
SATISFACTION
e62
e61
e59
e68
e67
e64
e63
e54
e52
e48
e43
e40
e39
e38
e35
e34
R1
COMPETITIVE_ADVANTAGE
e71
e72
e73
e74
e75
e76
e77
MARKETING_MIX
e15
e14
e13
e12
R2

Variable counts (Group number 1)

Number of variables in your model:	61
Number of observed variables:	27

Universiti Utara Malaysia

Number of unobserved variables: 34
Number of exogenous variables: 32
Number of endogenous variables: 29

Parameter Summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	34	0	0	0	0	34
Labeled	0	0	0	0	0	0
Unlabeled	29	3	32	0	0	64
Total	63	3	32	0	0	98

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
tpl2	.010	.985	.050	.416	-1.075	-4.483
tpl3	.008	.986	.200	1.663	-1.029	-4.289
tpl4	.012	.982	.060	.496	-1.067	-4.446
tpl5	.013	.983	.020	.166	-.992	-4.134
tori1	.002	.953	-.107	-.896	-.870	-3.624
tori2	.028	.994	.078	.648	-.911	-3.796
tori3	.029	.991	.034	.282	-.845	-3.522
tori4	.024	.992	.110	.914	-.990	-4.128
tori5	.003	.990	-.094	-.787	-1.152	-4.803
tud4	.029	.987	.040	.338	-1.346	-5.609
tud5	.003	.990	-.102	-.847	-1.199	-4.998
tbi4	.001	.985	.166	1.383	-1.163	-4.849
tbi3	.001	.981	.185	1.544	-1.176	-4.903
tbt5	.001	.986	.240	1.997	-.994	-4.142
tbt4	.000	.994	.384	3.202	-.882	-3.677
tbt3	.009	.980	-.129	-1.077	-.875	-3.648
tpq5	.005	.990	.056	.466	-1.257	-5.238
tbas5	.000	.988	-.025	-.205	-1.260	-5.252
tbas1	.010	.995	-.030	-.247	-1.235	-5.148
tbaw4	.001	.987	-.054	-.450	-1.090	-4.545
tbl1	.026	.960	-.088	-.731	-1.298	-5.413
tbl2	.012	.953	.052	.431	-1.331	-5.548
tbl5	.009	.993	-.014	-.118	-1.273	-5.308
tbl6	.010	.994	-.083	-.692	-1.318	-5.492
tsat4	.001	.986	.454	3.783	-.645	-2.689
tsat2	.001	.977	.249	2.076	-1.222	-5.095

Universiti Utara Malaysia

Variable	min	max	skew	c.r.	kurtosis	c.r.
tsat1	.077	.984	.456	3.804	-1.058	-4.410
Multivariate					-.937	-.242

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
118	47.621	.008	.971
40	47.235	.009	.901
181	46.673	.011	.826
74	45.029	.016	.905
68	42.676	.028	.992
58	42.523	.029	.983
79	42.406	.030	.968
182	41.965	.033	.968
43	41.932	.033	.939
98	40.710	.044	.988
113	40.502	.046	.985
217	40.486	.046	.972
131	40.318	.048	.963
314	40.280	.048	.941
158	40.127	.050	.927
12	39.986	.051	.911
391	39.986	.051	.865
67	39.734	.054	.868
319	39.352	.059	.899
315	39.338	.059	.857
162	39.312	.059	.809
73	39.248	.060	.765
393	39.134	.062	.736
56	39.104	.062	.675
143	39.037	.063	.625
335	38.879	.065	.615
135	38.608	.069	.654
151	38.578	.069	.592
155	38.439	.071	.579
310	38.362	.072	.539
199	37.809	.081	.714
327	37.780	.081	.662
26	37.639	.084	.658
208	37.593	.085	.612
117	37.494	.086	.591
330	37.207	.091	.661

Universiti Utara Malaysia

Observation number	Mahalanobis d-squared	p1	p2
337	37.133	.093	.632
55	37.132	.093	.567
59	37.124	.093	.503
299	37.082	.094	.458
57	36.996	.095	.437
203	36.980	.095	.381
54	36.958	.096	.330
331	36.821	.098	.338
14	36.786	.099	.297
159	36.784	.099	.245
373	36.633	.102	.259
126	36.520	.104	.258
133	36.307	.109	.304
292	36.086	.113	.361
149	36.023	.115	.337
316	35.973	.116	.308
64	35.889	.118	.298
333	35.731	.121	.325
50	35.671	.123	.304
213	35.459	.128	.363
358	35.423	.128	.329
32	35.283	.132	.352
154	35.246	.133	.320
332	35.209	.134	.290
275	35.119	.136	.287
128	35.007	.139	.297
291	34.990	.139	.259
175	34.984	.139	.219
160	34.968	.140	.187
293	34.941	.140	.163
48	34.933	.141	.134
308	34.725	.146	.178
233	34.662	.148	.169
401	34.452	.153	.222
397	34.319	.157	.246
411	34.319	.157	.206
108	34.259	.159	.196
124	34.252	.159	.165
134	34.182	.161	.160
169	34.178	.161	.132
138	34.143	.162	.118
171	34.001	.166	.139
140	33.899	.169	.147
274	33.710	.175	.193

Universiti Utara Malaysia

Observation number	Mahalanobis d-squared	p1	p2
45	33.596	.178	.211
398	33.585	.178	.181
172	33.343	.186	.264
119	33.188	.191	.311
322	33.079	.194	.333
177	33.010	.197	.332
145	32.958	.198	.320
70	32.845	.202	.346
324	32.747	.206	.364
200	32.730	.206	.331
201	32.649	.209	.338
406	32.555	.212	.355
188	32.555	.212	.312
305	32.517	.213	.293
18	32.474	.215	.279
72	32.469	.215	.244
139	32.445	.216	.221
189	32.419	.217	.200
289	32.263	.222	.248
147	32.219	.224	.236

Universiti Utara Malaysia

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments:	378
Number of distinct parameters to be estimated:	64
Degrees of freedom (378 - 64):	314

Result (Default model)

Minimum was achieved
Chi-square = 352.005
Degrees of freedom = 314
Probability level = .069

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
BRAND_LOYALTY	<---	MARKETING_MIX	.111	.064	1.748	.081	
BRAND_LOYALTY	<---	SATISFACTION	-.045	.133	-.342	.732	
BRAND_LOYALTY	<---	COMPETITIVE_ADVANTAGE	.326	.075	4.345	***	
BRAND_EQUITY	<---	SATISFACTION	1.252	.332	3.769	***	
BRAND_EQUITY	<---	MARKETING_MIX	.121	.082	1.476	.140	
BRAND_EQUITY	<---	BRAND_LOYALTY	.281	.125	2.252	.024	
BRAND_EQUITY	<---	COMPETITIVE_ADVANTAGE	-.125	.086	-1.450	.147	
tsat1	<---	SATISFACTION	1.000				
tsat2	<---	SATISFACTION	1.601	.349	4.588	***	
tsat4	<---	SATISFACTION	1.149	.274	4.189	***	
tbl6	<---	BRAND_LOYALTY	1.000				
tbl5	<---	BRAND_LOYALTY	1.090	.217	5.017	***	
tbl2	<---	BRAND_LOYALTY	1.675	.291	5.761	***	
tbl1	<---	BRAND_LOYALTY	1.727	.298	5.791	***	
tbaw4	<---	BRAND_EQUITY	.945	.157	6.007	***	
tbas1	<---	BRAND_EQUITY	.734	.148	4.955	***	
tbas5	<---	BRAND_EQUITY	1.000				
tpq5	<---	BRAND_EQUITY	1.202	.182	6.589	***	
tbt3	<---	BRAND_EQUITY	.720	.145	4.971	***	
tbt4	<---	BRAND_EQUITY	.783	.142	5.502	***	
tbt5	<---	BRAND_EQUITY	1.082	.167	6.468	***	
tbi3	<---	BRAND_EQUITY	1.159	.176	6.580	***	

Universiti Utara Malaysia

			Estimate	S.E.	C.R.	P	Label
tbi4	<---	BRAND_EQUITY	.747	.150	4.984	***	
tud5	<---	COMPETITIVE_ADVANTAGE	1.000				
tud4	<---	COMPETITIVE_ADVANTAGE	1.221	.140	8.706	***	
tori5	<---	COMPETITIVE_ADVANTAGE	1.246	.138	9.032	***	
tori4	<---	COMPETITIVE_ADVANTAGE	.710	.113	6.275	***	
tori3	<---	COMPETITIVE_ADVANTAGE	.712	.108	6.567	***	
tori2	<---	COMPETITIVE_ADVANTAGE	.608	.106	5.711	***	
tori1	<---	COMPETITIVE_ADVANTAGE	.975	.120	8.146	***	
tpl5	<---	MARKETING_MIX	1.000				
tpl4	<---	MARKETING_MIX	1.401	.199	7.034	***	
tpl3	<---	MARKETING_MIX	1.359	.194	7.011	***	
tpl2	<---	MARKETING_MIX	.993	.162	6.138	***	

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
BRAND_LOYALTY	<---	MARKETING_MIX	.129
BRAND_LOYALTY	<---	SATISFACTION	-.034
BRAND_LOYALTY	<---	COMPETITIVE_ADVANTAGE	.465
BRAND_EQUITY	<---	SATISFACTION	.834
BRAND_EQUITY	<---	MARKETING_MIX	.125
BRAND_EQUITY	<---	BRAND_LOYALTY	.251
BRAND_EQUITY	<---	COMPETITIVE_ADVANTAGE	-.160
tsat1	<---	SATISFACTION	.334
tsat2	<---	SATISFACTION	.506
tsat4	<---	SATISFACTION	.389
tbl6	<---	BRAND_LOYALTY	.377
tbl5	<---	BRAND_LOYALTY	.424
tbl2	<---	BRAND_LOYALTY	.633
tbl1	<---	BRAND_LOYALTY	.679
tbaw4	<---	BRAND_EQUITY	.447
tbas1	<---	BRAND_EQUITY	.334

Universiti Utara Malaysia

			Estimate
tbas5	<---	BRAND_EQUITY	.452
tpq5	<---	BRAND_EQUITY	.531
tbt3	<---	BRAND_EQUITY	.335
tbt4	<---	BRAND_EQUITY	.388
tbt5	<---	BRAND_EQUITY	.511
tbi3	<---	BRAND_EQUITY	.529
tbi4	<---	BRAND_EQUITY	.336
tud5	<---	COMPETITIVE_ADVANTAGE	.554
tud4	<---	COMPETITIVE_ADVANTAGE	.635
tori5	<---	COMPETITIVE_ADVANTAGE	.686
tori4	<---	COMPETITIVE_ADVANTAGE	.394
tori3	<---	COMPETITIVE_ADVANTAGE	.418
tori2	<---	COMPETITIVE_ADVANTAGE	.351
tori1	<---	COMPETITIVE_ADVANTAGE	.566
tpl5	<---	MARKETING_MIX	.487
tpl4	<---	MARKETING_MIX	.682
tpl3	<---	MARKETING_MIX	.637
tpl2	<---	MARKETING_MIX	.468

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
SATISFACTION	<-->	COMPETITIVE_ADVANTAGE	.004	.001	2.672	.008	
SATISFACTION	<-->	MARKETING_MIX	.001	.001	.603	.547	
COMPETITIVE_ADVANTAGE	<-->	MARKETING_MIX	.001	.001	.721	.471	

Correlations: (Group number 1 - Default model)

			Estimate
SATISFACTION	<-->	COMPETITIVE_ADVANTAGE	.280
SATISFACTION	<-->	MARKETING_MIX	.057
COMPETITIVE_ADVANTAGE	<-->	MARKETING_MIX	.050

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
SATISFACTION	.007	.003	2.667	.008	
COMPETITIVE_ADVANTAGE	.026	.005	5.337	***	
MARKETING_MIX	.017	.004	4.279	***	
R1	.010	.003	3.196	.001	

Universiti Utara Malaysia

	Estimate	S.E.	C.R.	P	Label
R2	.004	.002	1.640	.101	
e62	.056	.004	13.203	***	
e61	.053	.005	10.385	***	
e59	.052	.004	12.614	***	
e68	.077	.006	13.301	***	
e67	.068	.005	12.919	***	
e64	.053	.006	9.540	***	
e63	.044	.005	8.297	***	
e54	.057	.004	13.069	***	
e52	.068	.005	13.745	***	
e48	.062	.005	13.030	***	
e43	.059	.005	12.291	***	
e40	.065	.005	13.738	***	
e39	.055	.004	13.462	***	
e38	.053	.004	12.499	***	
e35	.055	.004	12.307	***	
e34	.069	.005	13.733	***	
e71	.058	.005	12.397	***	
e72	.057	.005	11.310	***	
e73	.045	.004	10.331	***	
e74	.071	.005	13.592	***	
e75	.062	.005	13.467	***	
e76	.068	.005	13.788	***	
e77	.052	.004	12.264	***	
e15	.054	.004	12.276	***	
e14	.038	.005	8.220	***	
e13	.046	.005	9.441	***	
e12	.059	.005	12.493	***	

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
BRAND_LOYALTY	.231
BRAND_EQUITY	.750
tpl2	.219
tpl3	.405
tpl4	.464
tpl5	.237
tori1	.321
tori2	.123
tori3	.174
tori4	.155
tori5	.471
tud4	.404

Universiti Utara Malaysia

	Estimate
tud5	.307
tbi4	.113
tbi3	.280
tbt5	.261
tbt4	.151
tbt3	.112
tpq5	.282
tbas5	.204
tbas1	.111
tbaw4	.200
tbl1	.462
tbl2	.400
tbl5	.180
tbl6	.142
tsat4	.151
tsat2	.256
tsat1	.111

Matrices (Group number 1 - Default model)

Total Effects (Group number 1 - Default model)

	MARKETING_MIX	COMPETITIVE_ADVANTAGE	SATISFACTION	BRAND_LOYALTY	BRAND_EQUITY
BRAND_LOYALTY	.111	.326	-.045	.000	.000
BRAND_EQUITY	.152	-.034	1.239	.281	.000
tpl2	.993	.000	.000	.000	.000
tpl3	1.359	.000	.000	.000	.000
tpl4	1.401	.000	.000	.000	.000
tpl5	1.000	.000	.000	.000	.000
tori1	.000	.975	.000	.000	.000
tori2	.000	.608	.000	.000	.000
tori3	.000	.712	.000	.000	.000
tori4	.000	.710	.000	.000	.000
tori5	.000	1.246	.000	.000	.000
tud4	.000	1.221	.000	.000	.000
tud5	.000	1.000	.000	.000	.000
tbi4	.114	-.025	.925	.210	.747
tbi3	.176	-.039	1.436	.326	1.159
tbt5	.165	-.036	1.342	.305	1.082
tbt4	.119	-.026	.970	.220	.783
tbt3	.110	-.024	.892	.203	.720

Universiti Utara Malaysia

	MARKETING_MIX	COMPETITIVE_ADVANTAGE	SATISFACTION	BRAND_LOYALTY	BRAND_EQUITY
tpq5	.183	-.041	1.490	.338	1.202
tbas5	.152	-.034	1.239	.281	1.000
tbas1	.112	-.025	.909	.207	.734
tbaw4	.144	-.032	1.171	.266	.945
tbl1	.192	.563	-.078	1.727	.000
tbl2	.187	.546	-.076	1.675	.000
tbl5	.121	.355	-.049	1.090	.000
tbl6	.111	.326	-.045	1.000	.000
tsat4	.000	.000	1.149	.000	.000
tsat2	.000	.000	1.601	.000	.000
tsat1	.000	.000	1.000	.000	.000

Standardized Total Effects (Group number 1 - Default model)

	MARKETING_MIX	COMPETITIVE_ADVANTAGE	SATISFACTION	BRAND_LOYALTY	BRAND_EQUITY
BRAND_LOYALTY	.129	.465	-.034	.000	.000
BRAND_EQUITY	.157	-.043	.825	.251	.000
tpl2	.468	.000	.000	.000	.000
tpl3	.637	.000	.000	.000	.000
tpl4	.682	.000	.000	.000	.000
tpl5	.487	.000	.000	.000	.000
tori1	.000	.566	.000	.000	.000
tori2	.000	.351	.000	.000	.000
tori3	.000	.418	.000	.000	.000
tori4	.000	.394	.000	.000	.000
tori5	.000	.686	.000	.000	.000
tud4	.000	.635	.000	.000	.000
tud5	.000	.554	.000	.000	.000
tbi4	.053	-.014	.278	.084	.336
tbi3	.083	-.023	.437	.133	.529
tbt5	.080	-.022	.422	.128	.511
tbt4	.061	-.017	.320	.097	.388
tbt3	.053	-.014	.277	.084	.335
tpq5	.083	-.023	.438	.133	.531
tbas5	.071	-.019	.373	.113	.452
tbas1	.052	-.014	.275	.084	.334
tbaw4	.070	-.019	.369	.112	.447
tbl1	.087	.316	-.023	.679	.000
tbl2	.081	.294	-.021	.633	.000
tbl5	.055	.198	-.014	.424	.000

Universiti Utara Malaysia

	MARKETING_MIX	COMPETITIVE_ADVANTAGE	SATISFACTION	BRAND_LOYALTY	BRAND_EQUITY
tbl6	.048	.175	-.013	.377	.000
tsat4	.000	.000	.389	.000	.000
tsat2	.000	.000	.506	.000	.000
tsat1	.000	.000	.334	.000	.000

Direct Effects (Group number 1 - Default model)

	MARKETING_MIX	COMPETITIVE_ADVANTAGE	SATISFACTION	BRAND_LOYALTY	BRAND_EQUITY
BRAND_LOYALTY	.111	.326	-.045	.000	.000
BRAND_EQUITY	.121	-.125	1.252	.281	.000
tpl2	.993	.000	.000	.000	.000
tpl3	1.359	.000	.000	.000	.000
tpl4	1.401	.000	.000	.000	.000
tpl5	1.000	.000	.000	.000	.000
tori1	.000	.975	.000	.000	.000
tori2	.000	.608	.000	.000	.000
tori3	.000	.712	.000	.000	.000
tori4	.000	.710	.000	.000	.000
tori5	.000	1.246	.000	.000	.000
tud4	.000	1.221	.000	.000	.000
tud5	.000	1.000	.000	.000	.000
tbi4	.000	.000	.000	.000	.747
tbi3	.000	.000	.000	.000	1.159
tbt5	.000	.000	.000	.000	1.082
tbt4	.000	.000	.000	.000	.783
tbt3	.000	.000	.000	.000	.720
tpq5	.000	.000	.000	.000	1.202
tbas5	.000	.000	.000	.000	1.000
tbas1	.000	.000	.000	.000	.734
tbaw4	.000	.000	.000	.000	.945
tbl1	.000	.000	.000	1.727	.000
tbl2	.000	.000	.000	1.675	.000
tbl5	.000	.000	.000	1.090	.000
tbl6	.000	.000	.000	1.000	.000
tsat4	.000	.000	1.149	.000	.000
tsat2	.000	.000	1.601	.000	.000
tsat1	.000	.000	1.000	.000	.000

Standardized Direct Effects (Group number 1 - Default model)

Universiti Utara Malaysia

	MARKETING_MIX	COMPETITIVE_ADVANTAGE	SATISFACTION	BRAND_LOYALTY	BRAND_EQUITY
BRAND_LOYALTY	.129	.465	-.034	.000	.000
BRAND_EQUITY	.125	-.160	.834	.251	.000
tpl2	.468	.000	.000	.000	.000
tpl3	.637	.000	.000	.000	.000
tpl4	.682	.000	.000	.000	.000
tpl5	.487	.000	.000	.000	.000
tori1	.000	.566	.000	.000	.000
tori2	.000	.351	.000	.000	.000
tori3	.000	.418	.000	.000	.000
tori4	.000	.394	.000	.000	.000
tori5	.000	.686	.000	.000	.000
tud4	.000	.635	.000	.000	.000
tud5	.000	.554	.000	.000	.000
tbi4	.000	.000	.000	.000	.336
tbi3	.000	.000	.000	.000	.529
tbt5	.000	.000	.000	.000	.511
tbt4	.000	.000	.000	.000	.388
tbt3	.000	.000	.000	.000	.335
tpq5	.000	.000	.000	.000	.531
tbas5	.000	.000	.000	.000	.452
tbas1	.000	.000	.000	.000	.334
tbaw4	.000	.000	.000	.000	.447
tbl1	.000	.000	.000	.679	.000
tbl2	.000	.000	.000	.633	.000
tbl5	.000	.000	.000	.424	.000
tbl6	.000	.000	.000	.377	.000
tsat4	.000	.000	.389	.000	.000
tsat2	.000	.000	.506	.000	.000
tsat1	.000	.000	.334	.000	.000

Indirect Effects (Group number 1 - Default model)

	MARKETING_MIX	COMPETITIVE_ADVANTAGE	SATISFACTION	BRAND_LOYALTY	BRAND_EQUITY
BRAND_LOYALTY	.000	.000	.000	.000	.000
BRAND_EQUITY	.031	.092	-.013	.000	.000
tpl2	.000	.000	.000	.000	.000
tpl3	.000	.000	.000	.000	.000
tpl4	.000	.000	.000	.000	.000
tpl5	.000	.000	.000	.000	.000

Universiti Utara Malaysia

	MARKETING_MIX	COMPETITIVE_ADVANTAGE	SATISFACTION	BRAND_LOYALTY	BRAND_EQUITY
tori1	.000	.000	.000	.000	.000
tori2	.000	.000	.000	.000	.000
tori3	.000	.000	.000	.000	.000
tori4	.000	.000	.000	.000	.000
tori5	.000	.000	.000	.000	.000
tud4	.000	.000	.000	.000	.000
tud5	.000	.000	.000	.000	.000
tbi4	.114	-.025	.925	.210	.000
tbi3	.176	-.039	1.436	.326	.000
tbt5	.165	-.036	1.342	.305	.000
tbt4	.119	-.026	.970	.220	.000
tbt3	.110	-.024	.892	.203	.000
tpq5	.183	-.041	1.490	.338	.000
tbas5	.152	-.034	1.239	.281	.000
tbas1	.112	-.025	.909	.207	.000
tbaw4	.144	-.032	1.171	.266	.000
tbl1	.192	.563	-.078	.000	.000
tbl2	.187	.546	-.076	.000	.000
tbl5	.121	.355	-.049	.000	.000
tbl6	.111	.326	-.045	.000	.000
tsat4	.000	.000	.000	.000	.000
tsat2	.000	.000	.000	.000	.000
tsat1	.000	.000	.000	.000	.000

Universiti Utara Malaysia

Standardized Indirect Effects (Group number 1 - Default model)

	MARKETING_MIX	COMPETITIVE_ADVANTAGE	SATISFACTION	BRAND_LOYALTY	BRAND_EQUITY
BRAND_LOYALTY	.000	.000	.000	.000	.000
BRAND_EQUITY	.032	.117	-.009	.000	.000
tpl2	.000	.000	.000	.000	.000
tpl3	.000	.000	.000	.000	.000
tpl4	.000	.000	.000	.000	.000
tpl5	.000	.000	.000	.000	.000
tori1	.000	.000	.000	.000	.000
tori2	.000	.000	.000	.000	.000
tori3	.000	.000	.000	.000	.000
tori4	.000	.000	.000	.000	.000
tori5	.000	.000	.000	.000	.000
tud4	.000	.000	.000	.000	.000
tud5	.000	.000	.000	.000	.000

	MARKETING_MIX	COMPETITIVE_ADVANTAGE	SATISFACTION	BRAND_LOYALTY	BRAND_EQUITY
tbi4	.053	-.014	.278	.084	.000
tbi3	.083	-.023	.437	.133	.000
tbt5	.080	-.022	.422	.128	.000
tbt4	.061	-.017	.320	.097	.000
tbt3	.053	-.014	.277	.084	.000
tpq5	.083	-.023	.438	.133	.000
tbas5	.071	-.019	.373	.113	.000
tbas1	.052	-.014	.275	.084	.000
tbaw4	.070	-.019	.369	.112	.000
tbl1	.087	.316	-.023	.000	.000
tbl2	.081	.294	-.021	.000	.000
tbl5	.055	.198	-.014	.000	.000
tbl6	.048	.175	-.013	.000	.000
tsat4	.000	.000	.000	.000	.000
tsat2	.000	.000	.000	.000	.000
tsat1	.000	.000	.000	.000	.000

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

			M.I.	Par Change
e12	<-->	COMPETITIVE_ADVANTAGE	4.898	.005
e77	<-->	R2	6.390	.004
e75	<-->	MARKETING_MIX	4.043	.004
e74	<-->	e77	4.005	.006
e72	<-->	e74	4.887	-.008
e72	<-->	e73	6.538	.008
e34	<-->	e12	4.923	.007
e34	<-->	e73	4.015	-.006
e43	<-->	e13	5.486	.007
e48	<-->	COMPETITIVE_ADVANTAGE	4.601	-.005
e48	<-->	R1	6.250	-.004
e48	<-->	e12	5.537	-.008
e52	<-->	e14	4.491	-.006
e54	<-->	COMPETITIVE_ADVANTAGE	8.414	.006
e54	<-->	R1	5.280	.004
e63	<-->	e13	6.099	-.007
e63	<-->	e77	4.338	.006
e59	<-->	e63	4.839	.006
e62	<-->	MARKETING_MIX	4.269	.004

Universiti Utara Malaysia

			M.I.	Par Change
e62	<-->	e14	4.162	.006
e62	<-->	e54	8.743	-.009

Variances: (Group number 1 - Default model)

	M.I.	Par Change

Regression Weights: (Group number 1 - Default model)

			M.I.	Par Change
tpl2	<---	COMPETITIVE_ADVANTAGE	6.373	.225
tpl2	<---	tori1	4.143	.092
tpl2	<---	tud5	4.140	.088
tpl2	<---	tbi4	5.875	.108
tpl2	<---	tbi3	4.787	.099
tpl3	<---	tbt3	4.042	-.088
tpl3	<---	tbl1	5.756	-.099
tpl4	<---	tbas1	4.393	-.085
tori1	<---	tbi4	4.501	.090
tori1	<---	tbi3	4.984	.096
tori1	<---	tbas1	4.199	.088
tori3	<---	MARKETING_MIX	4.235	.239
tori3	<---	tpl4	4.040	.094
tori5	<---	tbi4	4.613	-.090
tbi4	<---	tpl2	4.517	.101
tbi4	<---	tori5	4.947	-.100
tbi4	<---	tbl2	5.245	-.101
tbi3	<---	tpl2	5.796	.106
tbt3	<---	tpl3	4.081	-.093
tpq5	<---	tpl3	4.101	.092
tbas5	<---	BRAND_LOYALTY	9.907	-.428
tbas5	<---	tpl2	6.269	-.115
tbas5	<---	tbl1	6.477	-.113
tbas5	<---	tbl2	6.632	-.109
tbas1	<---	tpl4	5.364	-.113
tbas1	<---	tori1	4.239	.097
tbaw4	<---	COMPETITIVE_ADVANTAGE	6.524	.220
tbaw4	<---	BRAND_LOYALTY	10.112	.414
tbaw4	<---	tori5	5.372	.096
tbaw4	<---	tud5	4.075	.084
tbaw4	<---	tbl1	7.606	.117
tbaw4	<---	tbl2	5.306	.094
tbaw4	<---	tsat1	8.527	-.141
tbl1	<---	tori1	6.513	.111

Universiti Utara Malaysia

			M.I.	Par Change
tbl1	<---	tori5	4.422	.087
tbl1	<---	tsat4	5.440	.113
tbl5	<---	tpl3	4.048	-.096
tsat1	<---	tpl4	5.763	.107
tsat1	<---	tbaw4	5.946	-.109

Minimization History (Default model)

Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e	10		-.277	9999.000	1843.038	0	9999.000
1	e	2		-.026	1.911	955.655	20	.621
2	e	1		-.029	1.393	598.148	5	.800
3	e	0	77.213		1.118	443.621	5	.904
4	e	0	222.641		.859	392.926	2	.000
5	e	0	398.949		.755	359.237	1	1.131
6	e	0	919.771		.518	353.385	1	1.040
7	e	0	1717.952		.233	352.085	1	1.084
8	e	0	2065.516		.101	352.006	1	1.074
9	e	0	2114.330		.015	352.005	1	1.015
10	e	0	2084.995		.000	352.005	1	1.000

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	64	352.005	314	.069	1.121
Saturated model	378	.000	0		
Independence model	27	1679.019	351	.000	4.784

RMR, GFI

Model	RMR	GFI	AGFI	PGFI

Universiti Utara Malaysia

Model	RMR	GFI	AGFI	PGFI
Default model	.003	.944	.932	.784
Saturated model	.000	1.000		
Independence model	.010	.677	.652	.628

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.790	.766	.972	.968	.971
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.895	.707	.869
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	38.005	.000	88.135
Saturated model	.000	.000	.000
Independence model	1328.019	1204.165	1459.366

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.846	.091	.000	.212
Saturated model	.000	.000	.000	.000
Independence model	4.036	3.192	2.895	3.508

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.017	.000	.026	1.000
Independence model	.095	.091	.100	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	480.005	489.242	738.122	802.122

Universiti Utara Malaysia

Model	AIC	BCC	BIC	CAIC
Saturated model	756.000	810.557	2280.507	2658.507
Independence model	1733.019	1736.916	1841.912	1868.912

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	1.154	1.063	1.274	1.176
Saturated model	1.817	1.817	1.817	1.948
Independence model	4.166	3.868	4.482	4.175

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	422	444
Independence model	99	103

Universiti Utara Malaysia

APPENDIX I

Publication

Universiti Utara Malaysia

PUBLICATION

1. Weerawan Marangkun, Nik Kamariah Nik Mat & Nattakarn Eakuru (2011). The measurement of Brand Equity Model of handicraft SME in South Thailand, *International Journal of Arts and Sciences*, 4 (6): 84-99, ISSN: 1944-6934. International Journal.org.

2. Nik Kamariah Nik Mat, Weerawan Marangkun & Nattakarn Eakuru (2011). The determinants of brand equity in handicraft SME in Thailand, International Journal of Arts and Science (IJAS) *Conference Proceedings,* 20-24 June 2011. Prague, Czech Republic, Organized By Cumberland, USA.

3. Weerawan Marangkun, Nik Kamariah Nik Mat & Nattakarn Eakuru (2010). The Validation of Brand Equity Model of handicraft SME in South Thailand, *Proceedings International Journal of Arts & Sciences (IJAS),* Schulstrabe 15, 79288 Gotteinheim, Freiburg, Germany, 28 Nov-3rd Dec 2010. Organized by Central Connecticut State University, USA.

4. Nik Kamariah Nik Mat & Weerawan Marangkun, (2010). Brand Equity of Handicraft SME in Thailand, *Proceedings of the First International Seminar: Entrepreneurship and Societal Development in Asean (ISE-SODA 2010),* organized by Co-operative and Entrepreneurship Development Institute, (CEDI), UUM. Bay View Hotel, Langkawi. 27 February to 1 Mac 2010.

5. Weerawan Marangkun & Nik Kamariah Nik Mat (2009). The Potential of Small and Medium Enterprises (SME) in Handicraft Industry in South Thailand. *Proceeding of 7th Eco-Energy & Materials Science & Engineering Symposium,* Chiang Mai, Thailand. 19-22 Nov. 2009. Holiday Inn Chiang Mai.