

The effects of Marketing Mix Factors and Brand Equity Factors
on Huawei Brand's Consumer Purchasing Decision Process in
Bangkok



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ปัจจัยด้านส่วนประสมการตลาดและคุณค่าตราสินค้าที่ส่งผลต่อกระบวนการตัดสินใจซื้อตราสินค้า
หัวข้อของผู้บริโภคในเขตกรุงเทพมหานคร



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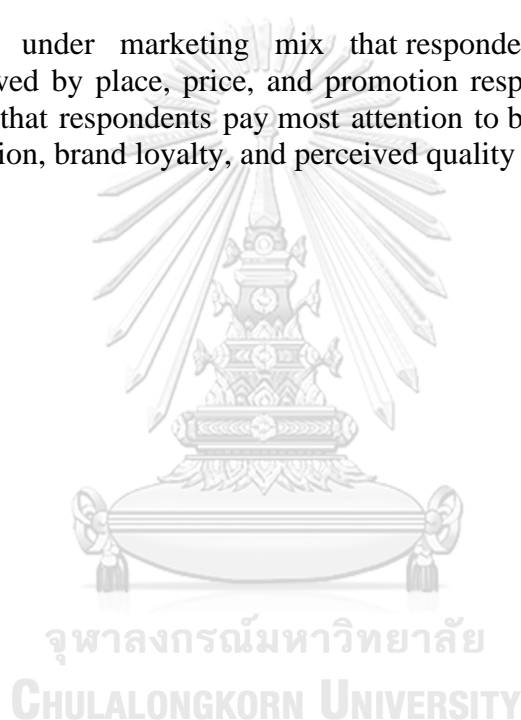
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Pakapol Uksornsuwan : The effects of Marketing Mix Factors and Brand Equity Factors on Huawei Brand's Consumer Purchasing Decision Process in Bangkok. Advisor: Asst. Prof. NIPIT WONGPUNYA, Ph.D.

This study aims to evaluate the effects of Marketing Mix factors and Brand Equity factors on Huawei Brand's Consumer Purchasing Decision Process in Bangkok. It uses questionnaires to collect data from a sample group of 400 people using Huawei products in Bangkok from 2019 to 2022 via the Google form platform. and use statistical methods to analyze and test the hypothesis.

It finds under marketing mix that respondents pay most attention to product, followed by place, price, and promotion respectively. However, under the brand equity that respondents pay most attention to brand awareness, followed by brand association, brand loyalty, and perceived quality respectively.



Field of Study:	Business and Managerial Economics	Student's Signature
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1.Introduction

In the present world, the Mobile phone industry is considered one of the largest industries in Thailand and one of the largest industries in the world and continues to grow every year, but in 2020 due to the Covid-19 pandemic, the Information and Communication Technology (ICT: Information and communication technology) including mobile phones, network equipment, and Wired and wireless communication devices. There was a contraction from the year 2019 -5% or a total value of 250 billion baht, in which the mobile phone industry contracted -by 8% or a total value of 9,000 million baht and it is expected that in 2021-22, the overview of ICT equipment will increase 3-5%, supported by the government in accordance with the Thailand5.0 policy to support the digital economy which service providers will start to invest in 5G technology, importing various types of network systems and communication devices to support the increasing use in the next 2-3 years, resulting in the import of mobile phones that can support the use of technology in the 5G system has increased. However, the mobile phone industry is expected to grow slowly. Because of the market conditions. thus, making it more competitive (Mgrounline. 2021)

When there are many competitors, businesses have to adjust their brand value. to make their brand different from other brands and has the potential to compete better than competitors which businesses must compete in creating brand equity (Brand Equity), which is brand equity (Brand Equity) occurs in the eyes and perceptions of consumers. which arises from the experience of being in touch with that brand Even today, there are many brands that we use in our daily life. To show the characteristics that are different from competitors (Prudi Nukulompratana. 2016)

One of those brands that are different from their competitors is Huawei, a brand from China. Founded in 1987 it is a leading global information and communications technology infrastructure, provider. Huawei's business activities are primarily based on providing communication-related products and services and are one of China's most recognized global brands. A large-scale provider of communication networks, telecom equipment, and smart devices supports the stable operation of more than 1,500 networks, in 170 countries, and regions. by brand products, Huawei offers a range of telecommunication networks and hardware and software systems services. Until mobile phones and tablet computers.



Figure 1 The example of Huawei brand products

The marketing strategy that the Huawei brand uses in their business consists of creating Lifestyle Marketing, expressed through the operating system in mobile phones. Huawei has produced its own processor chips and It is the largest chip in china, HiSilicon, has produced Kirin, a chip that can be processed quickly and smoothly, allowing Huawei to create smartphones with high performance at an affordable price. And indispensable is the subject of the camera of Huawei, as shown in Figure 2, Huawei has collaborated with Leica, which is the world's top camera lens manufacturer. They have worked together to create a camera that attaches to your phone. It gave birth to the Huawei Mate 40 Pro, a mobile phone with the best camera in the world, voted globally through DxOMark, a website tested and rated by world-class experts. which can create value and differentiate, the phone is suitable for people who like photography (DxOMark. 2020)



Figure 2 Rating and ranking of Huawei Mate40 Pro

In May 2019, United States President Donald Trump announced that Huawei and along with several other Chinese companies are unable to do business with any organization that operates in the United States. with Huawei suddenly unable to work with companies such as Google, Qualcomm, and Intel, among many others. In the case of Google, this means new Huawei smartphones are no longer able to ship with Google-owned applications such as Google Map, Google Search App, Google Wallet, and Google Voice. Huawei has many problems, as shown in Figure 3, Huawei's market share has dropped from 13% in 2020 to 6% in 2021, which has dropped by more than half in one year demonstrating declining brand confidence (Counterpoint 2021). but why are many people still using Huawei products in 2022? And What are the effects of the marketing mix and brand equity on Huawei Brand's Consumer Purchasing Decision Process in Bangkok in 2022? This study aims to analyze The Effects of Marketing Mix Factors and Brand Equity Factors on Huawei Brand's Consumer Purchasing Decision Process in Bangkok.

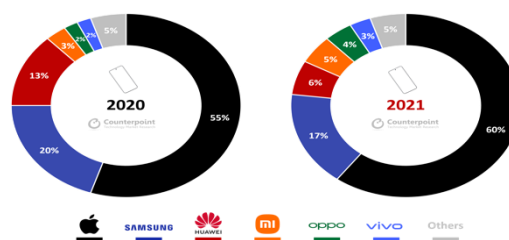


Figure 3 Shows the market share and the growth rate of smartphone brands around the world

2. Literature Review

As the independent study empathizes on the effects of Marketing mix factors and Brand equity factors on Huawei brand's consumer purchasing decision process in Bangkok, some interrelated articles are found in reviewing that can be classified according to the type of marketing mix which is 4Ps and brand equity

2.1 Marketing mix

The Marketing mix is used by companies to identify some key factors for their business, including what consumers want from them, how their product or service meets or fails to meet those needs, how their product or service is perceived in the world, how they stand out from their competitors, and how they interact with their customers. (Alexandra twin. 2022) The four Ps of marketing is the key factors involved in marketing a good or service. They are the product, price, place, and promotion of a good or service. Often referred to as the marketing mix are constrained by internal and external factors in the overall business environment, and they interact significantly with one another. In addition, Marketing is a set of steps that bring value that customers could remember and can create a relationship with customers as well as provide benefits to the organization (Armstrong & Kotler, 2011), it's confirmed that when organizations apply a marketing mix in their business, it will help to increase sales and profits of their organization, hence, achieving their marketing target. Elements in the marketing mix: product, price, place, and promotion (4P's) are the controllable tools that will contribute to customers' satisfaction. (Bay, Petrizzi, and Gill. 2008)

Businesses have technically always used marketing tools to promote and sell their work, but the term "marketing mix" was coined in the mid-20th century. One of its first uses was in a 1953 address to the American Marketing Association (Laura Lake.2021) in which Harvard professor and marketing expert Neil Bordon outlined how marketers develop and execute a successful marketing plan (Bay, Petrizzi, and Gill. 2008). Since the 1960s, the marketing mix has been associated with the four Ps: price, product, promotion, and place. The marketing mix, also known as the four P's of marketing, refers to the four key elements of a marketing strategy: product, price, place and promotion. (Kinzar Yazar.2015) By paying attention to the following four components of the marketing mix, a business can maximize its chances of a product being recognized and bought by customers The four P's are linked and work together. While various marketing concepts have been developed over time, the four P's are the basis for every successful marketing strategy. The following is a breakdown of each P with examples.

Price. The cost to purchase a product. The price depends on the customer's perceived value of the product, and it can dramatically change your marketing strategy. A lower price makes a product accessible to more customers, while a higher price appeals to customers seeking exclusivity. Either way, the price must be greater than the cost of production so your business can make a profit.

Product. What is being sold? Marketers must consider the life cycle of the product to address any challenges that may arise once it's in the hands of the consumer. For example, the earliest version of the iPod had a battery life problem that was only noticeable after a certain amount of time, and Apple needed to develop ways to combat that problem.

Promotion. Advertising, direct marketing, and sales promotion. TV commercials, Internet ads, catalogs, trade fairs, billboards, and even ads on the top of taxi cabs are all types of promotion. This category also includes public relations, such as the distribution of press releases or ongoing relationships with the media. Promotion encompasses what is communicated, whom it is communicated to, how that audience is reached, and how often promotion happens.

Place. Any physical location where the customer can use, access, or purchase a product. This includes distribution centers, transport, warehousing, inventory decisions, and franchises.

2.2 Brand equity

Brand equity is a term used to describe the value of having a recognized brand, based on the idea that firmly established and reputable brands are more successful. Moreover, it's a set of brand assets and liabilities linked to a brand name and symbol, which add to or subtract from the value provided by a product or service, which is composed of four major dimensions including brand loyalty, brand association, brand awareness, and perceived quality, each providing value to a firm in numerous ways. (Aaker.1996) Once a brand identifies the value of brand equity, it can follow this roadmap to build and manage that potential value. More specifically (Adam Hayes. 2021) Brand equity has a direct effect on sales volume because consumers gravitate toward products with great reputations. For example, when Apple releases a new product, customers line up around the block to buy it even though it is usually priced higher than similar products from competitors. One of the primary reasons why Apple's products sell in such large numbers is that the company has amassed a staggering amount of positive brand equity. Because a certain percentage of a company's costs to sell products are fixed, higher sales volumes translate to greater profit margins. (Abigail.2021)A brand's overall culture (including its beliefs, values, and USPs) should remain consistent, such that consumers are not left confused or in doubt about what the brand stands for. This is not to say that managers cannot make tactical strategic changes, such as introducing new packaging or rewriting their slogans, if this is necessary to re-align with changing consumer needs, or external economic and social factors.

Brand equity is a multi-dimensional and complex concept, but its understanding remains central to a brand fulfilling its competitive potential. Its complexity is demonstrated by a wide range of perceived interpretations and attempted definitions by both academics and professionals. David Packer has derived a simple framework, which features the key components comprising brand equity: brand awareness, brand association, perceived quality, and brand loyalty.

Brand Loyalty. Brand loyalty dictates that a consumer who truly believes in the value of a brand's offerings will often make frequent and repeat purchases from it instead of switching between brands. High brand loyalty ensures that business is stable and consistent, and enables the organization to capture a larger market share.

Brand Awareness. Brand awareness concerns the extent to which a brand is known or recognizable to a consumer. A brand with high brand equity will spring to mind when a customer searches for a particular product. This is also termed brand salience; the brand occupies a prominent position in consumers' minds.

Perceived Quality. This element centers on the brand's reputation for high-quality products and customer experience. Good quality is favored more highly than particular product features, with consumers often willing to pay premiums for high-quality products relative to other brands.

Brand Association. The brand association involves anything related to the brand, which evokes positive or negative sentiments, for example, a product's functional, social, or emotional benefits. More broadly, this relates to the brand's overall image, and what consumers associate with that image – if consumers associate predominantly positive attributes with the brand, then the brand possesses high brand equity. (Abigail. 2021)

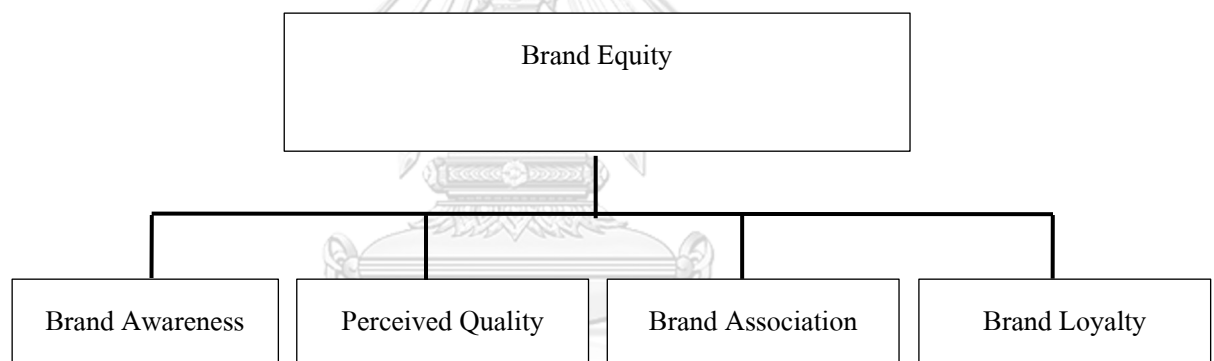


Figure 4: Shows the brand equity model

Source: Aaker and Joachimsthaler. (2000)

2.3 Consumer Purchasing Decision Process

Assael (1987) Once the process is started, a potential buyer can withdraw at any stage of making the actual purchase. The tendency for a person to go through all six stages is likely only in certain buying situations—first time purchase of a product, for instance, or when buying high-priced, long-lasting, infrequently purchased articles. This is referred to as complex decision-making. For many products, the purchasing behavior is a routine affair in which the aroused need is satisfied in a habitual manner by repurchasing the same brand. (Assael.1987) The consumer decision-making process is the process by which consumers become aware of and identify their needs; collect information on how to best solve these needs; evaluate alternative available options; make a purchasing decision and evaluate their purchase. The 5 Stages of the Consumer Decision Making Process — And How to Optimize (Aimee Millwood 2021)

Need recognition (awareness): The first and most important stage of the buying process, is because every sale begins when a customer becomes aware that they have a need for a product or service.

Search for information (research): During this stage, customers want to find out their options.

Evaluation of alternatives (consideration): This is the stage when a customer is comparing options to make the best choice.

Purchasing decision (conversion): During this stage, buying behavior turns into action – it's time for the consumer to buy!

Post-purchase evaluation (re-purchase): After making a purchase, consumers consider whether it was worth it, whether they will recommend the product/service/brand to others, whether they would buy again, and what feedback they would give.

The 5 Stages of the Consumer Decision-Making Process

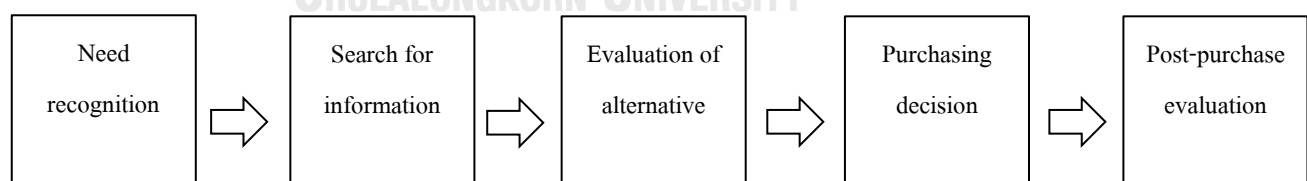


Figure 5: Shows the 5 Stages of the Consumer Decision Making Process
Source: Kotler and Keller. (2006)

3. Research Methodology

This quantitative and qualitative research consists of the 2 factors: marketing mix and Brand equity to study the Huawei brand's consumer purchasing decision process in Bangkok. To reach sufficient and valuable information, this study collected primary data by using a survey method from people who use Huawei brand products from 2019 to 2022 via the google form platform using a pattern based on The Likert Scale and analyzed the data by statistical measures using descriptive data. Describe the sample data as a frequency distribution by finding the percentage and arithmetic means, measuring the distribution of the data by determining the standard deviation (S.D.), and measuring the relationship between the two variables (Marketing mix and Huawei Brand's Consumer Purchasing Decision Process in Bangkok, and Brand equity and Huawei Brand's Consumer Purchasing Decision Process in Bangkok) using the correlation coefficient (r.).

3.1 Population

The population used in this study focused on specific studies. Group of people living in Bangkok The sample group used in the study was Consumers who have purchased Huawei brand products (Huawei) during the year 2019 – 2022 and must live in Bangkok, using questionnaires and surveys as a tool to collect the data.

The sample group used in the study was Consumers who have purchased Huawei brand products (Huawei) during the year 2019 – 2022 and live in Bangkok calculated from the formula of Taro Yamane with a 95% confidence level, the population is unknown. and the proportion of the population is unknown using the following formula:

$$n = \frac{N}{1 + Ne^2}$$

$$\frac{15000}{1 + ((15000)(0.05^2))} = 390$$

n = sample size

N = population sizes

e = allow error determined 5%

From the calculations with the Taro Yamane's formula, it was found that The number of samples must not be less than 390 people, and to collect the actual data, the study has increased the number of samples to 400 people to facilitate data assessment and analysis.

3.2 Research tool

The research method that used in this study is a questionnaire prepared by studying documents, theory and Results of relevant studies that have been studied from academic articles that cover the content and study objectives The students have used it as a guideline for designing the questions divided into 4 parts as follows:

Part 1 Questionnaire for selecting target groups who have purchased Huawei brand products during 2019 -2022 and must live in Bangkok It is a closed-ended questionnaire. You can choose only one answer.

Part 2 Questionnaire on marketing mix, consisting of 10 items, The questions consist of four main sections: Huawei's brand marketing mix opinions (Product, Price, Place, and Promotion). It is a closed-ended questionnaire, using a scale based on the Likert Scale in which only one answer can be selected. The scoring criteria are as follows:

Rating scale	Meaning
5	Strongly agree
4	Agree
3	Neutral
2	Disagree
1	Strongly disagree

Part 3 Questionnaire on brand equity, consisting of 10 items, The question consists of four main sections: brand awareness, brand association, perceived quality, and brand loyalty. It is a closed-ended questionnaire. using a scale based on the Likert Scale in which only one answer can be selected. The scoring criteria are as follows:

Rating scale	Meaning
5	Strongly agree
4	Agree
3	Neutral
2	Disagree
1	Strongly disagree

Part 4: Question on the Consumer decision-making process, consisting of 12 Items, consisting of 5 main questions: need recognition, search for information, evaluation of alternatives, purchasing decision, Post-purchase evaluation. It is a closed-ended questionnaire. using a scale based on the Likert Scale, which can select only one answer. The scoring criteria are as follows:

Rating scale	Meaning
5	Strongly agree
4	Agree
3	Neutral
2	Disagree
1	Strongly disagree

3.3 Data Collection

The researcher collected the data sequentially by dividing the data into 2 sources primary data and Secondary data with details are as follows:

1. Primary Data: The student submitted an online questionnaire to the Huawei Club Thailand on the Facebook platform with 68,000 members and the Huawei fans Thailand group on the Facebook platform with 15,000 members uses the method of collecting 400 samples by using non-probability sampling.

2. Secondary Data The researcher researches the information gathered from the concepts, and theories. Information about the decision to use and related study results from books, thesis, independent research and the internet to be used as a guideline for the conceptual framework of the study and to create a questionnaire for this study.

3.4 Data analysis

3.4.1 Data Validation (Editing) The study examined the completeness and correctness of the data in all 400 questionnaires before being analyzed.

3.4.2 Coding: The correct information is already entered into a code and then put down as a score according to the specified criteria to process the data.

3.4.3 Processing of encrypted data The scores were analyzed statistically with a computer. by using a packaged program as an analytical tool as well as other statistics involved in hypothesis testing.

3.4.4 4. Interpret the meaning by using the A Scale to Measure the Priority Criteria

Relative Important of Choice Criteria using averages (James E. Nelson. 1982:18) as follows:

An average score between 4.21 - 5.00	Refers to the level of opinion on the individual factor. Marketing mix or brand value factors The relationship to the purchasing decision process was at the highest level.
An average score between 3.41 - 4.20	Refers to the level of opinion on the marketing mix factor or brand value factor. The relationship to the purchasing decision process is at a high level.
An average score between 2.61 - 3.40	Refers to the level of opinion on the marketing mix factor or brand value factor. The relationship to the purchasing decision process was moderate.
An average score between 1.81 - 2.60	refers to the level of opinion on the marketing mix factor or brand value factor. The relationship to the purchasing decision process was at a low level.
An average score between 1.00 - 1.80	refers to the level of opinion on the marketing mix factor or brand value factor. The correlation to the purchase decision process was at the lowest level.

Correlation coefficient It is a criterion for analyzing data on factors related to the Huawei brand purchase decision process at each stage by using the correlation coefficient. A correlation value approaching 1 indicates a high level of correlation. But if it is closer to 0, it indicates a very low or no correlation. Use the following criteria (Hinkle D. E .: 1998, 118).

r value	Level of correlation
0.90 – 1.00	very high correlation.
0.70 – 0.90	high correlation
0.50 – 0.70	moderate correlation.
0.30 – 0.50	low correlation
0.00 – 0.30	very low correlation

3.5 Empirical approach

In this analysis, the data were analyzed using descriptive data analysis statistics by describing the sample data as a frequency distribution (Frequency) by finding the percentage (Percentage) to measure the tendency to the mean value, such as finding the mean or arithmetic mean (Average or Arithmetic Mean) and the measurement of the distribution of the data, including the determination of the standard deviation (Standard Deviation: S.D.), which uses the following formula:

3.6.1 Percentage to observe the distribution of the data and to describe the general data, using the following formula:

$$\text{Percentage} = \frac{\text{number of answer} \times 100}{\text{number of respondents}}$$

3.6.2 Mean or Arithmetic mean is the value used as a Data representative or value that represents what the data is most likely worth. Applies to variables that have spatial measures and the ratio is calculated by taking the sum of all the data values collected and dividing by the total number of data. using the following formula:

$$\bar{x} = \frac{\sum x_i}{n}$$

\bar{x} = Mean

$\sum x$ = Sum of each value

n = Total number of sample

3.6.3 the standard deviation is a measure of the amount of variation or dispersion of a set of values. A low standard deviation indicates that the values tend to be close to the mean (also called the expected value) of the set, while a high standard deviation indicates that the values are spread out over a wider range, using the following formula:

$$S.D. = \sqrt{\frac{n \sum x^2 - (\sum x)^2}{n(n-1)}}$$

S.D. = Standard Deviation

x = Each value in the data set (1,2,3,...n)

$\sum x$ = Sum of each value

n = Total number of sample

3.6.4 The correlation coefficient is a statistical measure of the strength of the relationship between the relative movements of two variables, using the following formula:

$$r = \frac{\sum xy - n\bar{x}\bar{y}}{\sqrt{\sum(xi^2 - n\bar{x}^2)} \sqrt{\sum(yi^2 - n\bar{y}^2)}}$$

r = The correlation coefficient

\bar{x} = Variable mean of x

\bar{y} = Variable mean of y

3.6 Conceptual framework

In a study on the factors of the marketing mix and brand equity that affect the purchasing behavior of the Huawei brand among consumers in Bangkok. The researcher has defined the conceptual framework in the study as follows:

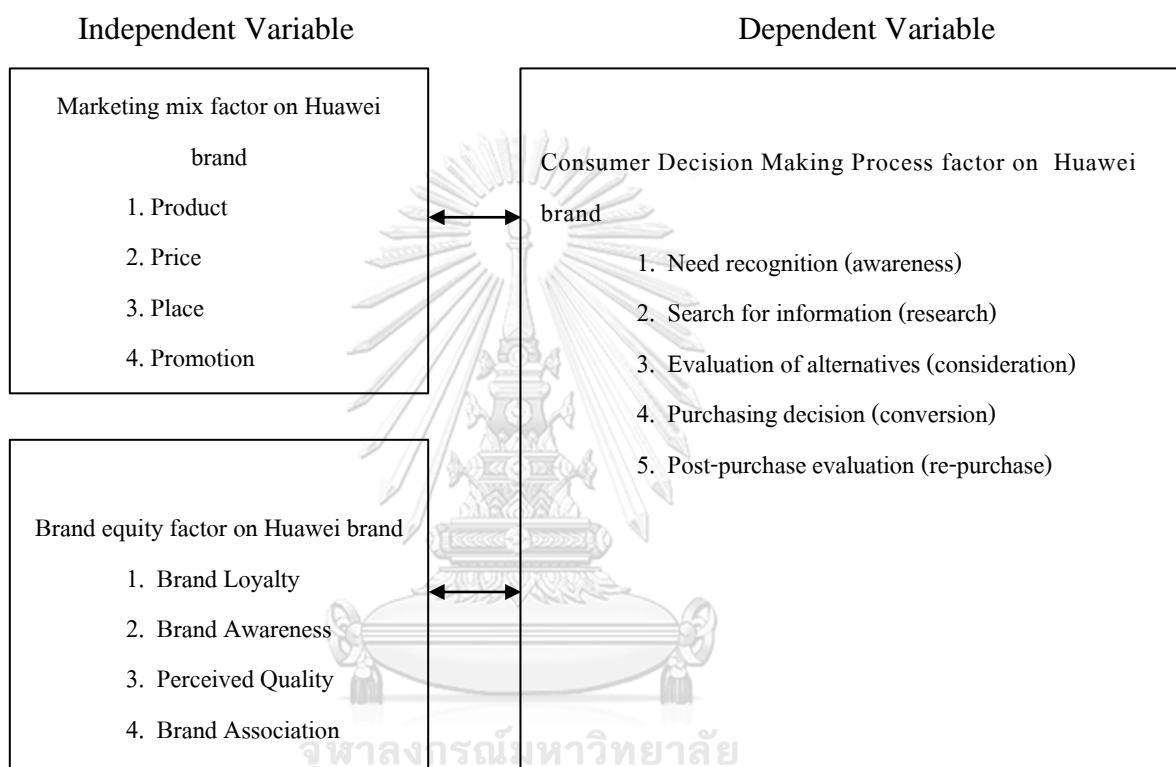


Figure 6 Shows the conceptual framework

Hypothesis testing process ;

1. Hypothesis: The hypothesis was presented as follow:

- In term of Marketing Mix

H_0 = Marketing mix factor does not have effect on Consumer Decision Making process factor on Huawei brand

H_1 = Marketing mix factor have effect on Consumer Decision Making process factor on Huawei brand

- In term of Brand equity

H_0 = Brand equity factor does not have effect on Consumer Decision Making process factor on Huawei brand

H_1 = Brand equity factor have effect on Consumer Decision Making process factor on Huawei brand

2. Determine significant level = 0.05

3. Calculate statistical values using SPSS program

4.Data description

In a study on the factors of the marketing mix and brand equity that affect Huawei Brand's Consumer Purchasing Decision Process in Bangkok This research used questionnaires to collect data from a sample group of 400 people using Huawei products in Bangkok, the results of the data analysis can be divided into 4 parts as follows:

Part 1 Information on the marketing mix that affects the Huawei Brand's Consumer Purchasing Decision Process in Bangkok

Part 2 Information on brand equity that affects the Huawei Brand's Consumer Purchasing Decision Process in Bangkok

Part 3 Information on the Huawei Brand's Consumer Purchasing Decision Process in Bangkok

Part 4 Hypothesis testing consists of

4.1 Information on the relationship between marketing mix factors and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok

4.2 Information on the relationship between brand equity and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok

1. Information on the marketing mix that affects the Huawei Brand's Consumer Purchasing Decision Process in Bangkok

Table 1 The frequency, percentage, and standard deviation of product from marketing mix factors that affect Huawei brand's Consumer Purchasing Decision Process in Bangkok

List	Frequency (percent)					Average	S.D.	Level of influence
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree			
1. Huawei brand has a wide variety of product.	152 (38%)	140 (35%)	100 (25%)	8 (2%)	0 (0%)	4.09	0.84	Agree
2. Huawei brand products are more outstanding than other brands	216 (54%)	144 (36%)	32 (8%)	4 (1%)	4 (1%)	4.41	0.77	Strongly agree
3. Huawei products have beautiful appearance	284 (71%)	112 (28%)	4 (1%)	0 (0%)	0 (0%)	4.7	0.48	Strongly agree
Total						4.40	0.75	Strongly agree

From Table 4.1, most of the respondents gave the product from marketing mix factors affect Huawei brand's Consumer Purchasing Decision Process in Bangkok is strongly agree on an average level equal to 4.40. Looking at each item, it was found that the item with the highest average is the Huawei brand has a wide variety of products. with an average value of 4.7, while the list with the lowest average is the Huawei brand products are more outstanding than other brands with an average value of 4.09.

Table 2 The frequency, percentage, and standard deviation of price from marketing mix factors that affect Huawei brand's Consumer Purchasing Decision Process in Bangkok

Frequency (percent)								
List	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Average	S.D.	Level of influence
4. The price of Huawei products is suitable for the quality received	48 (12%)	180 (45%)	128 (32%)	36 (9%)	8 (2%)	3.56	0.89	Agree
5. The price of Huawei brand is more cost-effective than other brands	44 (11%)	136 (34%)	152 (38%)	60 (15%)	8 (2%)	3.37	0.94	Neutral
Total						3.47	0.92	Agree

From Table 4.2, most of the respondents gave the product from marketing mix factors affecting affect Huawei brand's Consumer Purchasing Decision Process in Bangkok is agree on an average level equal to 3.47. Looking at each list, it was found that the list with the highest average is the price of Huawei products is suitable for the quality received. with an average value of 3.56, while the list with the lowest average is the price of the Huawei brand is more cost-effective than other brands with an average value of 3.37.

Table 3 The frequency, percentage, and standard deviation of place from marketing mix factors that affect Huawei brand's Consumer Purchasing Decision Process in Bangkok

List	Frequency (percent)					Average	S.D.	Level of influence
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree			
6. Huawei distribution Locations in Bangkok are easily accessible	116 (29%)	148 (37%)	100 (25%)	36 (9%)	0 (0%)	3.86	0.94	Agree
7. You are interested in purchasing Huawei products from the brand's storefront	116 (29%)	120 (30%)	92 (23%)	60 (15%)	12 (3%)	3.67	1.14	Agree
8. You are interested in purchasing Huawei product online	180 (45%)	156 (39%)	44 (11%)	16 (4%)	4 (1%)	4.23	0.87	Strongly agree
Total						3.92	1.02	Agree

From Table 4.3, most of the respondents gave the place marketing mix factors affect Huawei brand's Consumer Purchasing Decision Process in Bangkok is agree on an average level equal to 3.92. Looking at each list, it was found that the list with the highest average is you are interested in purchasing Huawei products online. with an average value of 4.23, while the list with the lowest average is you are interested in purchasing Huawei products from the brand's storefront with an average value of 3.67.

Table 4 The frequency, percentage, and standard deviation of promotion from marketing mix factors that affect Huawei brand's Consumer Purchasing Decision Process in Bangkok

Frequency (percent)								
List	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Average	S.D.	Level of influence
9. Huawei brand has a price reduction that can attract you to buy.	80 (20%)	96 (24%)	148 (37%)	60 (15%)	16 (4%)	3.41	1.09	Agree
10. Huawei brand is widely advertised	40 (10%)	108 (27%)	124 (31%)	100 (25%)	28 (7%)	3.08	1.10	Neutral
Total						3.25	1.11	Neutral

From Table 4.4, most of the respondents gave the place marketing mix factors affect Huawei brand's Consumer Purchasing Decision Process in Bangkok is neutral on an average level equal to 3.25. Looking at each list, it was found that the list with the highest average is The Huawei brand has a price reduction that can attract you to buy it. with an average value of 3.41, while the list with the lowest average is The Huawei brand is widely advertised with an average value of 3.08.

Table 5 summarizes the average and level of influence of marketing mix factors.

Marketing mix factors	Average	Level of influence
Product	4.40	Strongly agree
Price	3.47	Agree
Place	3.92	Agree
Promotion	3.25	Neutral

From Table 4.5 summarizes the results of the study of data on marketing mix factors affecting the consumer purchasing decision process in Bangkok. It was found that the majority of respondents thought that product factors had the greatest effect on the purchasing decision process. with an average of 4.40

2. Information on brand equity that affects the Huawei Brand's Consumer Purchasing Decision Process in Bangkok

Table 6 The frequency, percentage, and standard deviation of brand awareness from brand equity factors that affect Huawei brand's Consumer Purchasing Decision Process in Bangkok

List	Frequency (percent)					Average	S.D.	Level of influence
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree			
1. You can remember the logo of Huawei brand	316 (79%)	60 (15%)	24 (6%)	0 (0%)	0 (0%)	4.7	0.57	Strongly agree
2. You know the different models of products of Huawei brand	332 (83%)	52 (13%)	16 (4%)	0 (0%)	0 (0%)	4.79	0.50	Strongly agree
Total						4.76	0.53	Strongly agree

From Table 4.6, most of the respondents gave the brand awareness of brand equity factors affecting Huawei brand's Consumer Purchasing Decision Process in Bangkok is strongly agree on an average level equal to 4.76. Looking at each list, it was found that the list with the highest average is you know the different models of products of Huawei brand. with an average value of 4.79, while the list with the lowest average is you can remember the logo of the Huawei brand with an average value of 4.7.

Table 7 The frequency, percentage, and standard deviation of perceived quality from brand equity factors that affect Huawei brand's Consumer Purchasing Decision Process in Bangkok

Frequency (percent)								
List	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Average	S.D.	Level of influence
3. You are aware of type of raw materials used in Huawei's products	104 (26%)	140 (35%)	112 (28%)	36 (9%)	8 (2%)	3.74	1.01	Agree
4. Huawei products are higher quality than other brands.	96 (24%)	160 (40%)	116 (29%)	28 (7%)	0 (0%)	3.81	0.88	Agree
5. You believe in the quality of Huawei brand	160 (40%)	164 (41%)	64 (16%)	12 (3%)	0 (0%)	4.18	0.81	Agree
Total						3.91	0.92	Agree

From Table 4.7, most of the respondents gave the perceived quality of brand equity factors affecting Huawei brand's Consumer Purchasing Decision Process in Bangkok is agree on an average level equal to 3.91. Looking at each list, it was found that the list with the highest average is you believe in the quality of the Huawei brand with an average value of 4.18, while the list with the lowest average is you are aware of the types of raw materials used in Huawei's products. with an average value of 3.74.

Table 8 The frequency, percentage, and standard deviation of the brand association from brand equity factors that affect Huawei brand's Consumer Purchasing Decision Process in Bangkok

Frequency (percent)								
List	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Average	S.D.	Level of influence
6. When it comes to modern technology, Huawei brand comes first	172 (43%)	168 (42%)	48 (12%)	8 (2%)	4 (1%)	4.24	0.82	Strongly agree
7. When you see an electronic product, you will think of Huawei brand	336 (84%)	44 (11%)	20 (5%)	0 (0%)	0 (0%)	4.79	0.52	Strongly agree
Total						4.52	0.74	Strongly agree

From Table 4.8, most of the respondents gave the brand association of brand equity factors affecting Huawei brand's Consumer Purchasing Decision Process in Bangkok is strongly agree on an average level equal to 4.52. Looking at each list, it was found that the list with the highest average is When you see an electronic product, you will think of the Huawei brand with an average value of 4.79, while the list with the lowest average is When it comes to modern technology, the Huawei brand comes first with an average value of 4.24.

Table 9 The frequency, percentage, and standard deviation of The brand royalty from brand equity factors that affect Huawei brand's Consumer Purchasing Decision Process in Bangkok

Frequency (percent)								
List	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Average	S.D.	Level of influence
8. You will repeat purchase of Huawei products	172 (43%)	152 (38%)	56 (14%)	20 (5%)	0 (0%)	4.19	0.86	Agree
9. Even if there are better offers from other brand, you will still buy Huawei products.	116 (29%)	132 (33%)	116 (29%)	28 (7%)	8 (2%)	3.80	1.01	Agree
10. You will recommend Huawei product to others	176 (44%)	128 (32%)	72 (18%)	16 (4%)	8 (2%)	4.12	0.98	Agree
Total						4.04	0.96	Agree

From Table 4.9, most of the respondents gave the brand royalty of brand equity factors affecting Huawei brand's Consumer Purchasing Decision Process in Bangkok is agree on an average level equal to 4.04. Looking at each list, it was found that the list with the highest average is you will repeat purchase of Huawei products. with an average value of 4.19, while the list with the lowest average is Even if there are better offers from other brands, you will still buy Huawei products with an average value of 3.80.

Table 10 summarizes the average and level of influence of brand equity.

Brand equity factors	Average	Level of influence
Brand awareness	4.76	Strongly agree
Perceived quality	3.91	Agree
Brand association	4.52	Strongly agree
Brand royalty	4.04	Agree

From table 4.10 summarizes the results of the study of data on Brand equity factors affecting the consumer purchasing decision process in Bangkok. It was found that the majority of respondents thought that brand awareness factors had the greatest effect on the purchasing decision process. with an average of 4.76 followed by brand association with an average of 4.52, brand royalty with an average of 4.04, respectively. Perceived quality factors had the lowest effect with an average of 3.91.



3. Information on the Huawei Brand's Consumer Purchasing Decision Process in Bangkok

Table 11 The frequency, percentage, and standard deviation of need recognition from the Huawei Brand's Consumer Purchasing Decision Process in Bangkok

Frequency (percent)								
List	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Average	S.D.	Level of influence
1. You would like to buy Huawei product from seeing Others use them	140 (35%)	152 (38%)	80 (20%)	12 (3%)	16 (4%)	3.97	1.02	Agree
2. You would like to buy Huawei products because you want to take advantage on its	124 (31%)	180 (45%)	60 (15%)	28 (7%)	8 (2%)	3.96	0.96	Agree
3. You would like to buy Huawei product to create self-image	124 (31%)	196 (49%)	64 (16%)	12 (3%)	4 (1%)	4.06	0.83	Agree
Total						4.00	0.94	Agree

From Table 4.11, most of the respondents gave the need for recognition from the Huawei Brand's Consumer Purchasing Decision Process in Bangkok is agree on an average level equal to 4.00. Looking at each item, it was found that the item with the highest average is you would like to buy Huawei product to create self-image. with an average value of 4.06, while the list with the lowest average is you would like to buy Huawei product because you want to take advantage on its with an average value of 3.96.

Table 12 The frequency, percentage, and standard deviation of search for information from the Huawei Brand's Consumer Purchasing Decision Process in Bangkok

Frequency (percent)								
List	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Average	S.D.	Level of influence
4. Before deciding to buy Huawei product, you ask for opinions from acquaintances.	72 (18%)	116 (29%)	120 (30%)	44 (11%)	48 (12%)	3.30	1.24	Neutral
5. Before deciding to buy Huawei products, you search information from internet and social media.	132 (33%)	96 (24%)	108 (27%)	52 (13%)	12 (3%)	3.71	1.15	Agree
6. Before deciding to buy Huawei product, you use your knowledge and experience to make decision.	124 (31%)	128 (32%)	120 (30%)	16 (4%)	12 (3%)	3.84	1.01	Agree
Total						3.62	1.16	Agree

From Table 4.12, most of the respondents gave the search for information from the Huawei Brand's Consumer Purchasing Decision Process in Bangkok is agree on an average level equal to 3.62. Looking at each item, it was found that the item with the highest average is Before deciding to purchase the Huawei brand, you use your knowledge and experience to make a decision. with an average value of 3.84, while the list with the lowest average is Before deciding to buy the Huawei brand, you ask for opinions from acquaintances. with an average value of 3.30.

Table 13 The frequency, percentage, and standard deviation of evaluation of alternatives from the Huawei Brand's Consumer Purchasing Decision Process in Bangkok

Frequency (percent)								
List	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Average	S.D.	Level of influence
7. Your purchasing process on Huawei product based on quality compared to other brands	172 (24%)	168 (35%)	48 (26%)	8 (10%)	4 (5%)	3.63	1.11	Agree
8. Your purchasing process on Huawei product based on price compared to other brands	112 (28%)	128 (32%)	96 (24%)	44 (11%)	20 (5%)	3.67	1.15	Agree
Total						3.65	1.12	Agree

From Table 4.13, most of the respondents gave the evaluate the alternatives from the Huawei Brand's Consumer Purchasing Decision Process in Bangkok is agree on an average level equal to 3.65. Looking at each item, it was found that the item with the highest average is your purchasing process on Huawei product based on price compared to others brands. with an average value of 3.67, while the list with the lowest average is your purchasing process on Huawei product based on quality compared to others brands. with an average value of 3.63.

Table 14 The frequency, percentage, and standard deviation of purchasing decision from the Huawei Brand's Consumer Purchasing Decision Process in Bangkok

Frequency (percent)								
List	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Average	S.D.	Level of influence
9. You purchase Huawei product from a variety of payment methods	84 (21%)	148 (37%)	92 (23%)	32 (8%)	44 (11%)	3.49	1.23	Agree
10. You use the opinions of your acquaintances to make a decision	84 (21%)	152 (38%)	72 (18%)	40 (10%)	52 (13%)	3.44	1.29	Agree
Total						3.47	1.26	Agree

From Table 4.14, most of the respondents gave the purchasing decision from the Huawei Brand's Consumer Purchasing Decision Process in Bangkok is agree on an average level equal to 3.47. Looking at each item, it was found that the item with the highest average is you purchase Huawei product from variety of payment methods with an average value of 3.49, while the list with the lowest average is you use the opinions of your acquaintances to make a decision with an average value of 3.44.

Table 15 The frequency, percentage, and standard deviation of post purchasing evaluation from the Huawei Brand's Consumer Purchasing Decision Process in Bangkok

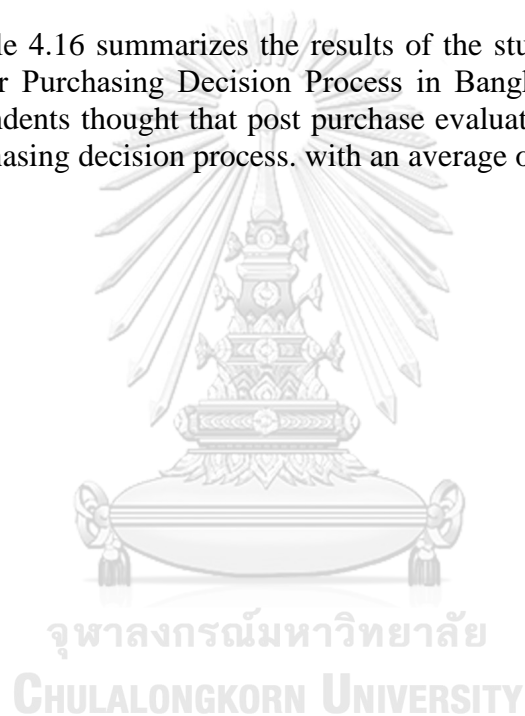
Frequency (percent)								
List	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Average	S.D.	Level of influence
11. You have been satisfied with the Huawei product purchased	196 (49%)	124 (31%)	72 (18%)	8 (2%)	0 (0%)	4.27	0.83	Strongly agree
12. When you find Huawei's new product, you are interested in it	156 (39%)	172 (43%)	64 (16%)	4 (1%)	4 (1%)	4.18	0.81	Agree
Total						4.23	0.82	Strongly Agree

From Table 4.15, most of the respondents gave the post purchasing from the Huawei Brand's Consumer Purchasing Decision Process in Bangkok is agree on an average level equal to 4.23. Looking at each item, it was found that the item with the highest average is you have been satisfied with the Huawei products purchased with an average value of 4.27, while the list with the lowest average is when you find Huawei's new product, you are interested in it with an average value of 4.18.

Table 16 Summarizes the average and level of influence of the Huawei Brand's Consumer Purchasing Decision Process in Bangkok

Purchasing decision process	Average	Level of influence
Need recognition	4.00	Agree
Search for information	3.62	Agree
Evaluate of alternatives.	3.65	Agree
Purchasing decision	3.47	Agree
Post Purchase evaluation	4.23	Strongly Agree

From Table 4.16 summarizes the results of the study of data on the Huawei Brand's Consumer Purchasing Decision Process in Bangkok It was found that the majority of respondents thought that post purchase evaluation factor had the greatest effect on the purchasing decision process. with an average of 4.23



5. Research results

5.1 Information on the relationship between marketing mix factors and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok

Table 17 Relationship between product marketing mix factors with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok

	Need recognition. (Sig.2-tailed)	Search for Information (Sig.2-tailed)	Evaluate of alternatives. (Sig.2-tailed)	Purchasing. decision (Sig.2-tailed)	Post-purchase evaluation (Sig.2-tailed)
Product	0.461* (0.000)	0.279* (0.005)	0.308* (0.002)	0.178 (0.076)	0.557* (0.000)

* Statistically significant($P < 0.01$)

From Table 4.17, it was found that the factors of product marketing mix and the purchasing decision process. There is a positive correlation in need recognition, search for information, evaluate of alternatives and post-purchase evaluation. The product factor that is the highest related to the purchasing decision process is post-purchase evaluation, the level of correlation was moderate correlation ($r=0.557$) with statistical significance at 0.01 level.

Assumption 1.1, the assumptions are as follows:

H0 : Product Marketing Mix Factor does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the need recognition stage.

H1 : Product Marketing Mix Factor correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the need recognition stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between the product marketing mix factor variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the need recognition stage. It was found that there was a statistically low correlation ($r=0.416$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Assumption 1.2, the assumptions are as follows:

H0 : Product Marketing Mix Factor does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the search for information stage.

H1 : Product Marketing Mix Factor correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the search for information stage

The Pearson Correlation Coefficient was calculated to determine the relationship between the product marketing mix factor variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the search for information stage, It was found that there was a statistically very low correlation ($r=0.279$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Assumption 1.3, the assumptions are as follows:

H0 : Product Marketing Mix Factor does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the evaluation of alternatives stage.

H1 : Product Marketing Mix Factor correlated the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the evaluation of alternatives stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between the product marketing mix factor variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the evaluation of alternatives stage, It was found that there was a statistically low correlation ($r=0.308$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Assumption 1.4, the assumptions are as follows:

H0 : Product Marketing Mix Factor does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the purchasing decision stage.

H1 : Product Marketing Mix Factor correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the purchasing decision stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between the product marketing mix factor variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the purchasing decision stage, It was found no relationship, thus accepting the main hypothesis (H0) and rejecting the secondary hypothesis (H1).

Assumption 1.5, the assumptions are as follows:

H0 : Product Marketing Mix Factor does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the post-purchase evaluation stage.

H1 : Product Marketing Mix Factor correlated the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the post-purchase evaluation stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between the product marketing mix factor variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the post-purchase evaluation stage, It was found that there was a statistically moderate correlation ($r=0.557$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Table 18 Relationship between price marketing mix factors with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok

	Need recognition. (Sig.2-tailed)	Search for Information (Sig.2-tailed)	Evaluate of alternatives. (Sig.2-tailed)	Purchasing. decision (Sig.2-tailed)	Post-purchase evaluation (Sig.2-tailed)
Price	0.368* (0.000)	0.281* (0.005)	0.290* (0.003)	0.292* (0.003)	0.433* (0.000)

* Statistically significant($P < 0.01$)

From Table 4.18, it was found that the factors of price marketing mix and the purchasing decision process There is a positive correlation in need recognition, search for information, evaluate of alternatives, purchasing decision and post-purchase evaluation. The product factor that is the highest related to the purchasing decision process is post-purchase evaluation, the level of correlation was moderate correlation ($r=0.433$) with statistical significance at 0.01 level.

Assumption 1.6, the assumptions are as follows:

H0 : Price Marketing Mix Factor does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the need recognition stage

H1 : Price Marketing Mix Factor correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the need recognition stage

The Pearson Correlation Coefficient was calculated to determine the relationship between the price marketing mix factor variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the need recognition stage, It was found that there was a statistically low correlation ($r=0.368$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Assumption 1.7, the assumptions are as follows:

H0 : Price Marketing Mix Factor does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the search for information stage.

H1 : Price Marketing Mix Factor correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the search for information stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between the price marketing mix factor variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the search for information stage, It was found that there was a statistically very low correlation ($r=0.281$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Assumption 1.8, the assumptions are as follows:

H0 : Price Marketing Mix Factor does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the evaluation of alternatives stage.

H1 : Price Marketing Mix Factor correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the evaluation of alternatives stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between the price marketing mix factor variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the evaluation of alternatives stage, It was found that there was a statistically very low correlation ($r=0.290$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Assumption 1.9, the assumptions are as follows:

H0 : Price Marketing Mix Factor does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the purchasing decision stage.

H1 : Price Marketing Mix Factor correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the purchasing decision stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between the price marketing mix factor variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok the purchasing decision stage, It was found that there was a statistically very low correlation ($r=0.292$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Assumption 1.10, the assumptions are as follows:

H0 : Price Marketing Mix Factor does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok the post-purchase evaluation stage.

H1 : Price Marketing Mix Factor correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the post-purchase evaluation stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between the price marketing mix factor variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the post-purchase evaluation stage, It was found that there was a statistically moderate correlation ($r=0.433$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Table 19 Relationship between place marketing mix factors with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok

	Need recognition. (Sig.2-tailed)	Search for Information (Sig.2-tailed)	Evaluate of alternatives. (Sig.2-tailed)	Purchasing. decision (Sig.2-tailed)	Post-purchase evaluation (Sig.2-tailed)
Place	0.365* (0.000)	0.254* (0.005)	0.338* (0.001)	0.423* (0.000)	0.478* (0.000)

* Statistically significant($P < 0.01$)

From Table 4.19, it was found that the factors of place marketing mix and the purchasing decision process There is a positive correlation in need recognition, search for information, evaluate of alternatives, purchasing decision and post-purchase evaluation. The product factor that is the highest related to the purchasing decision process is post-purchase evaluation, the level of correlation was low correlation ($r=0.478$) with statistical significance at 0.01 level.

Assumption 1.11, the assumptions are as follows:

H0 : Place Marketing Mix Factor does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the need recognition stage

H1 : Place Marketing Mix Factor correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the need recognition stage

The Pearson Correlation Coefficient was calculated to determine the relationship between the place marketing mix factor variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the need recognition stage, It was found that there was a statistically low correlation ($r=0.365$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Assumption 1.12, the assumptions are as follows:

H0 : Place Marketing Mix Factor does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the search for information stage.

H1 : Place Marketing Mix Factor correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the search for information stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between the place marketing mix factor variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the search for information stage, It was found that there was a statistically very low correlation ($r=0.254$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Assumption 1.13, the assumptions are as follows:

H0 : Place Marketing Mix Factor does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the evaluation of alternatives stage.

H1 : Place Marketing Mix Factor correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the evaluation of alternatives stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between the place marketing mix factor variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the evaluation of alternatives stage, It was found that there was a statistically low correlation ($r=0.338$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Assumption 1.14, the assumptions are as follows:

H0 : Place Marketing Mix Factor does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the purchasing decision stage.

H1 : Place Marketing Mix Factor correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the purchasing decision stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between the place marketing mix factor variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok the purchasing decision stage, It was found that there was a statistically low correlation ($r=0.423$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Assumption 1.15, the assumptions are as follows:

H0 : Place Marketing Mix Factor does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok the post-purchase evaluation stage.

H1 : Place Marketing Mix Factor correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the post-purchase evaluation stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between the place marketing mix factor variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the post-purchase evaluation stage, It was found that there was a statistically moderate correlation ($r=0.478$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Table 20 Relationship between promotion marketing mix factors with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok

	Need recognition. (Sig.2-tailed)	Search for Information (Sig.2-tailed)	Evaluate of alternatives. (Sig.2-tailed)	Purchasing. decision (Sig.2-tailed)	Post-purchase evaluation (Sig.2-tailed)
Promotion	0.405* (0.000)	0.436* (0.005)	0.347* (0.001)	0.296* (0.000)	0.452* (0.000)

* Statistically significant($P < 0.01$)

From Table 4.20, it was found that the factors of promotion marketing mix and the purchasing decision process. There is a positive correlation in need recognition, search for information, evaluate of alternatives, purchasing decision and post-purchase evaluation. The product factor that is the highest related to the purchasing decision process is search for information stage, the level of correlation was moderate correlation ($r=0.456$) with statistical significance at 0.01 level.

Assumption 1.16, the assumptions are as follows:

H0 : Promotion Marketing Mix Factor does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the need recognition stage

H1 : Promotion Marketing Mix Factor correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the need recognition stage

The Pearson Correlation Coefficient was calculated to determine the relationship between the promotion marketing mix factor variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the need recognition stage, It was found that there was a statistically low correlation ($r=0.405$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Assumption 1.17, the assumptions are as follows:

H0 : Promotion Marketing Mix Factor does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the search for information stage.

H1 : Promotion Marketing Mix Factor correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the search for information stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between the promotion marketing mix factor variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the search for information stage, It was found that there was a statistically low correlation ($r=0.436$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Assumption 1.18, the assumptions are as follows:

H0 : Promotion Marketing Mix Factor does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the evaluation of alternatives stage.

H1 : Promotion Marketing Mix Factor correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the evaluation of alternatives stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between the promotion marketing mix factor variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the evaluation of alternatives stage, It was found that there was a statistically low correlation ($r=0.347$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Assumption 1.19, the assumptions are as follows:

H0 : Promotion Marketing Mix Factor does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the purchasing decision stage.

H1 : Promotion Marketing Mix Factor correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the purchasing decision stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between the promotion marketing mix factor variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok the purchasing decision stage, It was found that there was a statistically very low correlation ($r=0.296$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Assumption 1.20, the assumptions are as follows:

H0 : Promotion Marketing Mix Factor does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok the post-purchase evaluation stage.

H1 : Promotion Marketing Mix Factor correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the post-purchase evaluation stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between the promotion marketing mix factor variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the post-purchase evaluation stage, It was found that there was a statistically low correlation ($r=0.452$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

5.2 Information on the relationship between brand equity factors and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok

Table 21 Relationship between brand royalty from brand royalty factors with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok

	Need recognition. (Sig.2-tailed)	Search for Information (Sig.2-tailed)	Evaluate of alternatives. (Sig.2-tailed)	Purchasing. decision (Sig.2-tailed)	Post-purchase evaluation (Sig.2-tailed)
Brand royalty	0.507* (0.000)	0.282* (0.004)	0.396* (0.000)	0.423* (0.000)	0.379* (0.000)

* Statistically significant($P < 0.01$)

From Table 4.21, it was found that the factors of brand royalty from brand equity and the purchasing decision process There is a positive correlation in need recognition, search for information, evaluate of alternatives, purchasing decision and post-purchase evaluation. The brand equity factor that is the highest related to the purchasing decision process is post-purchase evaluation, the level of correlation was high correlation ($r=0.741$) with statistical significance at 0.01 level.

Assumption 2.1, the assumptions are as follows:

H0 : Brand royalty from brand equity factors does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the need recognition stage.

H1 : Brand royalty from brand equity factors correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the need recognition stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between the brand royalty from brand equity factors variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the need recognition stage, It was found that there was a statistically moderate correlation ($r=0.507$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Assumption 2.2, the assumptions are as follows:

H0 : Brand royalty from brand equity factors does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the search for information stage.

H1 : Brand royalty from brand equity factors correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the search for information stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between brand royalty from brand equity variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the search for information stage, It was found that there was a statistically very low correlation ($r=0.282$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Assumption 2.3, the assumptions are as follows:

H0 : Brand royalty from brand equity factors does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the evaluation of alternatives stage.

H1 : Brand royalty from brand equity factors correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the evaluation of alternatives stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between brand royalty from brand equity factors variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the evaluation of alternatives stage, It was found that there was a statistically low correlation ($r=0.396$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Assumption 2.4, the assumptions are as follows:

H0 : Brand royalty from brand equity Factor does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the purchasing decision stage.

H1 : Brand royalty from brand equity Factor correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the purchasing decision stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between brand royalty from brand equity factor variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok the purchasing decision stage, It was found that there was a statistically low correlation ($r=0.423$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Assumption 2.5, the assumptions are as follows:

H0 : Brand royalty from brand equity Factor does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok the post-purchase evaluation stage.

H1 : Brand royalty from brand equity Factor correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the post-purchase evaluation stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between brand royalty from brand equity factor variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the post-purchase evaluation stage, It was found that there was a statistically high correlation ($r=0.741$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Table 22 Relationship between brand awareness from brand equity factors with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok

	Need recognition. (Sig.2-tailed)	Search for Information (Sig.2-tailed)	Evaluate of alternatives. (Sig.2-tailed)	Purchasing. decision (Sig.2-tailed)	Post-purchase evaluation (Sig.2-tailed)
Brand awareness	0.328* (0.000)	0.087 (0.389)	0.150 (0.137)	0.013 (0.894)	0.379* (0.000)

* Statistically significant($P < 0.01$)

From Table 4.22, it was found that the factors of brand awareness from brand equity and the purchasing decision process. There is a positive correlation in need recognition and post-purchase evaluation. The brand equity factor that is the highest related to the purchasing decision process is post-purchase evaluation, the level of correlation was low correlation ($r=0.379$) with statistical significance at 0.01 level.

Assumption 2.6, the assumptions are as follows:

H0 : Brand awareness from brand equity factors does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the need recognition stage.

H1 : Brand awareness from brand equity factors correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the need recognition stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between the brand awareness from brand equity factors variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the need recognition stage, It was found that there was a statistically low correlation ($r=0.328$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Assumption 2.7, the assumptions are as follows:

H0 : Brand awareness from brand equity factors does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the search for information stage.

H1 : Brand awareness from brand equity factors correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the search for information stage.

The Pearson Correlation Coefficient was calculated to determine the relationship brand awareness from brand equity variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the search for information stage, It was found no relationship , thus accepting the main hypothesis (H0) and rejecting the secondary hypothesis (H1).

Assumption 2.8, the assumptions are as follows:

H0 : Brand awareness from brand equity factors does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the evaluation of alternatives stage.

H1 : Brand awareness from brand equity factors correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the evaluation of alternatives stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between brand awareness from brand equity factors variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the evaluation of alternatives stage, It was found no relationship , thus accepting the main hypothesis (H0) and rejecting the secondary hypothesis (H1).

.Assumption 2.9, the assumptions are as follows:

H0 : Brand awareness from brand equity Factor does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the purchasing decision stage.

H1 : Brand awareness from brand equity Factor correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the purchasing decision stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between brand awareness from brand equity factor variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok the purchasing decision stage, It was found no relationship , thus accepting the main hypothesis (H0) and rejecting the secondary hypothesis (H1).

Assumption 2.10, the assumptions are as follows:

H0 : Brand awareness from brand equity Factor does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok the post-purchase evaluation stage.

H1 : Brand awareness from brand equity Factor correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the post-purchase evaluation stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between brand awareness from brand equity factor variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the post-purchase evaluation stage, It was found that there was a statistically low correlation ($r=0.379$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Table 23 Relationship between perceived quality from brand royalty factors with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok

	Need recognition. (Sig.2-tailed)	Search for Information (Sig.2-tailed)	Evaluate of alternatives. (Sig.2-tailed)	Purchasing. decision (Sig.2-tailed)	Post-purchase evaluation (Sig.2-tailed)
Perceived quality	0.452* (0.000)	0.240* (0.004)	0.447* (0.000)	0.343* (0.000)	0.659* (0.000)

* Statistically significant($P < 0.01$)

From Table 4.23, it was found that the factors of perceived quality from brand equity and the purchasing decision process. There is a positive correlation in need recognition, search for information, evaluate of alternatives, purchasing decision and post-purchase evaluation. The brand equity factor that is the highest related to the purchasing decision process is post-purchase evaluation, the level of correlation was high correlation ($r=0.659$) with statistical significance at 0.01 level.

Assumption 2.11, the assumptions are as follows:

H0 : Perceived quality from brand equity factors does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the need recognition stage.

H1 : Perceived quality from brand equity factors correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the need recognition stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between the perceived quality from brand equity factors variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the need recognition stage, It was found that there was a statistically low correlation ($r=0.452$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Assumption 2.12, the assumptions are as follows:

H0 : Perceived quality from brand equity factors does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the search for information stage.

H1 : Perceived quality from brand equity factors correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the search for information stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between perceived quality from brand equity variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the search for information stage, It was found that there was a statistically very low correlation ($r=0.240$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Assumption 2.13, the assumptions are as follows:

H0 : Perceived quality from brand equity factors does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the evaluation of alternatives stage.

H1 : Perceived quality from brand equity factors correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the evaluation of alternatives stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between perceived quality from brand equity factors variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the evaluation of alternatives stage, It was found that there was a statistically low correlation ($r=0.447$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Assumption 2.14, the assumptions are as follows:

H0 : Perceived quality from brand equity Factor does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the purchasing decision stage.

H1 : Perceived quality from brand equity Factor correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the purchasing decision stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between perceived quality from brand equity factor variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok the purchasing decision stage, It was found that there was a statistically low correlation ($r=0.343$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Assumption 2.15, the assumptions are as follows:

H0 : perceived quality from brand equity Factor does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok the post-purchase evaluation stage.

H1 : perceived quality from brand equity Factor correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the post-purchase evaluation stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between perceived quality from brand equity factor variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the post-purchase evaluation stage, It was found that there was a statistically moderate correlation ($r=0.659$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Table 24 Relationship between brand association from brand royalty factors with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok

	Need recognition. (Sig.2-tailed)	Search for Information (Sig.2-tailed)	Evaluate of alternatives. (Sig.2-tailed)	Purchasing. decision (Sig.2-tailed)	Post-purchase evaluation (Sig.2-tailed)
Perceived quality	0.388* (0.000)	0.090 (0.375)	0.213* (0.000)	0193 (0.054)	0436* (0.000)

* Statistically significant($P < 0.01$)

From Table 4.24, it was found that the factors of brand association from brand equity and the purchasing decision process There is a positive correlation in need recognition, evaluate of alternatives and post-purchase evaluation. The brand equity factor that is the highest related to the purchasing decision process is post-purchase evaluation, the level of correlation was low correlation ($r=0.436$) with statistical significance at 0.01 level.

Assumption 2.16, the assumptions are as follows:

H0 : Brand association from brand equity factors does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the need recognition stage.

H1 : Brand association from brand equity factors correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the need recognition stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between the brand association from brand equity factors variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the need recognition stage, It was found that there was a statistically low correlation ($r=0.388$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Assumption 2.17, the assumptions are as follows:

H0 : Brand association from brand equity factors does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the search for information stage.

H1 : Brand association from brand equity factors correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the search for information stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between brand association from brand equity variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the search for information stage, It was found no relationship , thus accepting the main hypothesis (H0) and rejecting the secondary hypothesis (H1).

Assumption 2.18, the assumptions are as follows:

H0 : Brand association from brand equity factors does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the evaluation of alternatives stage.

H1 : Brand association from brand equity factors correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the evaluation of alternatives stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between brand association from brand equity factors variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the evaluation of alternatives stage, It was found that there was a statistically very low correlation ($r=0.213$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

Assumption 2.19, the assumptions are as follows:

H0 : Brand association from brand equity Factor does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the purchasing decision stage.

H1 : Brand association from brand equity Factor correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the purchasing decision stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between brand association from brand equity factor variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok the purchasing decision stage, It was found no relationship , thus accepting the main hypothesis (H0) and rejecting the secondary hypothesis (H1).

Assumption 2.20, the assumptions are as follows:

H0 : Brand association from brand equity Factor does not correlate with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok the post-purchase evaluation stage.

H1 : Brand association from brand equity Factor correlated with the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the post-purchase evaluation stage.

The Pearson Correlation Coefficient was calculated to determine the relationship between brand association from brand equity factor variables and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok in the post-purchase evaluation stage, It was found that there was a statistically low correlation ($r=0.436$) at the 0.01 level, thus rejecting the main hypothesis (H0) and accepting the secondary hypothesis (H1).

6. Conclusion

In the study of Marketing mix and Brand equity Factors that affects the Huawei Brand's Consumer Purchasing Decision Process in Bangkok. The purpose of this research was to study the relationship between Marketing mix factors and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok. and to study the relationship between Brand equity factors and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok. There are related concepts and theories as follows: concepts and theories about marketing mix, brand equity and the purchasing decision process information and related research, then collect data from primary sources (Primary Data) by distributing online questionnaires in the method of collecting 400 samples by using non-probability sampling (Google form).

Respondents were screened from two questions before collecting information from the said question. "Have you purchased Huawei-branded products from 2019 to 2022" and "Do you live in Bangkok?" to select the target audience. Then the results from the complete questionnaire were used for statistical analysis. These are Mean, Standard Deviation, Percentage, and Correlation Coefficient Analysis, in which the results of the analysis and interpretation of the data The results of the study and recommendations can be summarized as follows.

The results of the study on factors of marketing mix and brand equity that the Huawei Brand's Consumer Purchasing Decision Process in Bangkok It can be divided into 5 parts as follows:

Part 1: Market Mix factors affect the Huawei Brand's Consumer Purchasing Decision Process in Bangkok

Summary of Study Results on Marketing Mix Factors affect the Huawei Brand's Consumer Purchasing Decision Process in Bangkok

1. Product

It was found that respondents gave the most importance to products compared to other marketing mix factors

with a total mean of 4.40 and strongly agree level of influence and the most important factor is Huawei brand products have beautiful appearance.

2. Price

It was found that respondents ranked the 3th as the price factor compared to other marketing mix factors with a total mean of 3.47 and agree level of influence and the most important factor is the price of Huawei brand is more cost-effective than other brands.

3. Place

It was found that respondents ranked the 2nd as the place factor compared to other marketing mix factors with a total mean of 3.92 and agree level of influence and the most important factor is you are interested in purchasing Huawei products from the brand's storefront.

4. Promotion

It was found that respondents ranked the 4th as the promotion factor compared to other marketing mix factors with a total mean of 3.25 and moderate level of influence and the most important factor is Huawei brand has a price reduction that can attract you to buy.

Part 2: Brand equity factors affect the Huawei Brand's Consumer Purchasing Decision Process in Bangkok

Summary of Study Results on Brand equity factors affect the Huawei Brand's Consumer Purchasing Decision Process in Bangkok

1. Brand awareness

It was found that respondents gave the most importance to brand awareness compared to other brand equity factors with a total mean of 4.76 and strongly agree level of influence and the most important factor is you know the different models of product of Huawei brand.

2. Perceived quality

It was found that respondents ranked the 4th as the perceived quality factor compared to other brand equity factors with a total mean of 3.91 and agree level of influence and the most important factor is you believe in the quality of Huawei brand.

3. Brand association

It was found that respondents ranked the 2nd as the brand association factor compared to other brand equity factors with a total mean of 4.52 and strongly agree level of influence and the most important factor is when you see an electronic product, you will think of Huawei brand.

4. Brand royalty

It was found that respondents ranked the 3rd as the brand royalty factor compared to other brand equity factors with a total mean of 4.04 and agree level of influence and the most important factor is you will repeat purchase Huawei products.

Part 3: the Huawei Brand's Consumer Purchasing Decision Process in Bangkok**Summary of Study Results on the Huawei Brand's Consumer Purchasing Decision Process in Bangkok****1. Need recognition**

It was found that respondents ranked the 2nd as the need recognition compared to other stages with a total mean of 4.00 and agree level of influence and the most important factor is you would like to buy Huawei product to create self-image.

2. Search for information

It was found that respondents ranked the 4th as the search for information compared to other stages with a total mean of 3.62 and agree level of influence and the most important factor is before deciding to buy Huawei products, you search information form internet and social media.

3. Evaluation of alternatives

It was found that respondents ranked the 3rd as the evaluation of alternatives compared to other stages with a total mean of 3.65 and agree level of influence and the most important factor is your purchasing process in Huawei product based on price compared to other brands.

4. Purchasing decision

It was found that respondents ranked the 5th as the purchasing decision compared to other stages with a total mean of 3.47 and agree level of influence and the most important factor is you purchase Huawei product from variety of payment methods.

5. Post purchasing evaluation

It was found that respondents gave the most importance to post purchasing evaluation compared to other stages with a total mean of 4.23 and strongly agree level of influence and the most important factor is you have been satisfied with the Huawei product purchased.

Part 4: Summarizes the relationship between Market Mix factors and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok

1. Price

There were correlations with need recognition stage ($r=0.416$), search for information stage ($r=0.279$), evaluation of alternatives stage ($r=0.308$) and post-purchase evaluation stage ($r=0.557$) in positive direction. A statistically significant at 0.01 level. The purchase decision stage has no relation to the product marketing mix.

2. Price

There were correlations with need recognition stage ($r=0.368$), search for information stage ($r=0.281$), evaluation of alternatives stage ($r=0.290$), Purchasing decision ($r=0.292$), and post-purchase evaluation stage ($r=0.433$) in positive direction. A statistically significant at 0.01 level.

3. Place

There were correlations with need recognition stage ($r=0.365$), search for information stage ($r=0.254$), evaluation of alternatives stage ($r=0.338$), Purchasing decision ($r=0.423$), and post-purchase evaluation stage ($r=0.478$) in positive direction. A statistically significant at 0.01 level.

4. Promotion

There were correlations with need recognition stage ($r=0.405$), search for information stage ($r=0.436$), evaluation of alternatives stage ($r=0.47$), Purchasing decision ($r=0.296$), and post-purchase evaluation stage ($r=0.452$) in positive direction. A statistically significant at 0.01 level.

Part 5: Summarizes the relationship between Brand equity factors and the Huawei Brand's Consumer Purchasing Decision Process in Bangkok.

1. Brand awareness

There were correlations with need recognition stage ($r=0.328$), search for information stage ($r=0.281$), and post-purchase evaluation stage ($r=0.379$) in positive direction. A statistically significant at 0.01 level.

Evaluation of alternatives stage Purchasing decision and search for information stage have no relation to brand awareness

2. Perceived quality

There were correlations with need recognition stage ($r=0.452$), search for information stage ($r=0.240$), evaluation of alternatives stage ($r=0.447$), Purchasing decision ($r=0.343$), and post-purchase evaluation stage ($r=0.659$) in positive direction. A statistically significant at 0.01 level.

3. Brand association

There were correlations with need recognition stage ($r=0.388$), evaluation of alternatives stage ($r=0.213$), and post-purchase evaluation stage ($r=0.436$) in positive direction. A statistically significant at 0.01 level. Purchasing decision and search for information stage have no relation to brand association

4. Brand royalty

There were correlations with need recognition stage ($r=0.507$), search for information stage ($r=0.282$), evaluation of alternatives stage ($r=0.396$), Purchasing decision ($r=0.423$), and post-purchase evaluation stage ($r=0.741$) in positive direction. A statistically significant at 0.01 level.

7.Suggestion

The study reveals the factors that are related to the purchasing decision process. The information is useful for applying it in setting up a marketing strategy that can meet the needs of consumers by inferring offers. Recommend as follows.

1. Marketing mix

1.1 Product

Product factor is the factor that consumers pay the most attention compared to other four factors. Since the Huawei brand is a technology product in everyday life, consumers pay more attention to usability than the beauty of the product. Products should be developed with modern technology to match the lifestyle and preferences of consumers and product plans should be continually developed as it is the most profitable factor for the business. It has the highest correlation with the purchase decision-making process in the post-purchase evaluation stage, so Huawei brand should create an experience for their customers that they feel they have received more than just the product.

1.2 Price

Setting the price of the product appropriate to the quality received is an important aspect of the customer's purchase. If the consumer thinks that the product is less quality than the price that they purchase, it may give the customer a bad impression of having a bad experience with the brand because the Huawei brand is a brand that has many competitors, even if the product is an easily replaceable product, Huawei brand should control the price of the product to suit the quality or should develop a quality product to make it worthwhile. In addition, the price aspect has the highest correlation with the purchase decision process in the post-purchase evaluation stage, so Huawei brand should think about setting the price, the price set should make consumers feel satisfied by using a value-based pricing strategy to set the price and to meet the needs, that does not make consumers feel The price paid is not worth it after they purchase Huawei product.

1.3 Place

In this study, consumers are highly focused on distribution channels as the increasing competition in retail channels that can purchase products both online and offline has driven consumers to make purchasing decisions such as offline phones or buying through the store because they can see the real device. In case of defective equipment, they can be replaced immediately. Therefore, Huawei brand should increase offline distribution channels to meet demand of customers for example increasing of branches or setting up Huawei booths or adding dealers. in addition, the distribution channel It has the highest correlation with the purchase decisionmaking process in the post-purchase evaluation stage, so Huawei brand should add more online focused on post-purchase customer care channels, such as receiving online product complaints, product insurance, etc.

1.4 Promotion

Consumers pay attention to marketing at a moderate level, possibly because marketing promotions in the past may not meet the specific needs, especially advertising, Huawei brand should use strategies to increase brand awareness, which may be an increase in advertising channels or to communicate messages that are more responsive to consumers' needs. Moreover, the aspect of marketing promotion is most closely related to the purchase decision-making process in the post-purchase evaluation stage. Therefore, Huawei brand should focus on doing personalized ads which is an advertisement for customers who have bought the product. It is an advertisement that offers products similar to the products that customers have bought in the past by focusing on online channels for low cost and high reach of customers.

2. Brand equity

2.1 Brand awareness

According to the study, the brand awareness factor is the factor that consumers pay the most attention to compared to the other four factors, consumers know the brand and can recognize both the logo and the product. Huawei brand can apply this strength in their strategies to develop their own brands. Moreover, brand awareness has the highest correlation with the purchasing decision process in post-purchase evaluation. Therefore, Huawei brand should focus on raising awareness among consumers by using tools such as post-purchase advertising to customers or using brand logos to increase consumer recognition.

2.2 Perceived quality

Consumers have a high level of confidence in the quality of the brand that Huawei's products are of higher quality than other brands in the market, which can make an advantage over competitors. Thus, Huawei brand should develop the quality of products. In addition, perceived quality has the highest correlation with the purchase decision process in the post-purchase evaluation stage. Therefore, Huawei brand should increase brand awareness by advertising or informing the quality characteristics of the material of products customers who have chosen to buy products or have guaranteed product quality so that consumers understand the quality that will be obtained from using the product.

2.3 Brand association

The Huawei brand has made a difference in cutting-edge technology, making it easy for consumers to link to the brand. It is one of the strengths that the brand can do well. Stand out with your own identity and create a connection to the brand, making it easier for the brand to become the Top-of-Mind brand among consumers. For example, the camera of Huawei mate 40 pro that ranked No. 1 in the rankings of the best smartphone cameras. Furthermore, the brand association aspect had the highest correlation with the purchase decision making process in post-purchase evaluation stage. Therefore, Huawei brand should put the brand identity into the product as clearly as possible, such as using the brand's logo and color on the packaging so that customers can see and able to link back to the brand as much as possible.

2.4 Brand royalty

Consumers have a high level of confidence in brand royalty. Most of consumers tend to repeat purchases of Huawei brand products and will recommend them to others, but when there is a better offer, consumers may be biased and change their mind to buy another brand. Huawei brand may have to develop a customer relationship management (CRM) such as a membership or a point accumulation to attract customers to be more loyal to the brand and less susceptible to marketing promotions by competitors. In addition, brand loyalty has the highest correlation with the purchase decision making process in the post-purchase evaluation stage. Huawei brand should encourage and invite their customers to join the Loyalty Program to maintain brand satisfaction and repeat purchases.

3. Suggestions for future studies

3.1 Only 400 samples were used in this study, which may make them unreliable and insufficient to develop a marketing strategy. Therefore, future studies should increase the number of samples to increase the accuracy and reliability of the study.

3.2 In this study, the researchers used quantitative consumer education through questionnaires only, so in future studies, qualitative studies should be added using other methods such as In-Dept interview or Focus group . To add more insights to the study and be able to analyze and develop marketing strategies to be more effective.

3.3 In future studies, other variables influencing consumer purchasing decisions, such as integrated marketing communications, should be considered. In order to know the concepts, perspectives and be able to study the behavior of consumers.

Appendix

the effects of Marketing mix factors and Brand equity factors on Huawei brand's consumer purchasing decision process in Bangkok

Part 1 Screening question

Instruction: please put tick ✓ in the box on the right side of each statement

1.1. Have you ever bought Huawei brand products from 2019 to the present?

Yes

No (End of the survey)

1.2. Do you live in Bangkok?

Yes

No (End of the survey)

Part 2 Questions about Marketing Mix

Instruction: please put tick ✓ in the box on the right side of each statement

5 = strongly agree 4 = Agree 3 = Neutral

2 = Disagree 1 = Strongly disagree

Factors affecting the purchasing decision process Huawei brand		comment level				
		strongly agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)
Product factor						
1	Huawei brand has a wide variety of product					
2	Huawei brand products are more outstanding than other brands					
3	Huawei products have a beautiful appearance					
Price factor						
4	The Price of Huawei products is suitable for the quality received					
5	The Price of Huawei products is more cost-effective than other brands					
Place factor						
6	Huawei distribution locations in Bangkok are easily accessible					
7	You are interested in purchasing Huawei products from the brand's storefront					
8	You are interested in purchasing Huawei product online					
Promotion Factor						
9	Huawei brand has a price reduction that can attract you to buy					
10	Huawei brand is widely advertised					

Part 3 Questions about consumer purchasing decision process

Instruction: please put tick ✓ in the box on the right side of each statement

5 = strongly agree 4 = Agree 3 = Neutral

2 = Disagree 1 = Strongly disagree

Factors affecting the purchasing decision process Huawei brand		comment level				
		strongly agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)
Brand awareness						
1	You can remember the logo of Huawei brand					
2	You know the different models of products of Huawei brand					
Perceived quality						
3	You are aware of the type of raw materials used in Huawei's product					
4	Huawei products are of higher quality than other brands					
5	You believe in the quality of the Huawei brand					
Brand association						
6	When it comes to modern technology, the Huawei brand comes first					
7	When you see an electronic product, you will think of Huawei brand					
Brand loyalty						
8	You will repeat purchase Huawei brand					
9	Even if there are better offers from other brand, you will still buy Huawei products					
10	You will recommend Huawei product to others					

Part 4 Questions about Brand equity

Instruction: please put tick ✓ in the box on the right side of each statement

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

ปัจจัยที่ส่งผลต่อกระบวนการตัดสินใจซื้อ ตราสินค้า หัวเว่ย (Huawei)		ระดับความคิดเห็น				
		strongly agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)
Need recognition						
1	You would like to buy Huawei products by seeing others use them					
2	You would like to buy Huawei products because you want to take advantage on its					
3	You would like to buy Huawei products to create a self-image					
Search for information						
4	Before deciding to buy Huawei product, you ask for opinions from acquaintances					
5	Before deciding to buy Huawei product, you search for information from internet and social media					
6	Before deciding to buy Huawei product					
Evaluation of alternatives						
7	Your purchasing process on Huawei product based on quality compared					
8	Your purchasing process on Huawei product based on price compared to others brand					
Purchasing decision						
9	You purchase Huawei products from a variety of payment methods					
10	You use the opinions of your acquaintances to make a decision					
Post purchasing evaluation						
11	You have been satisfied with the Huawei product purchased					
12	When you find Huawei's new product, you are interested in it					



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