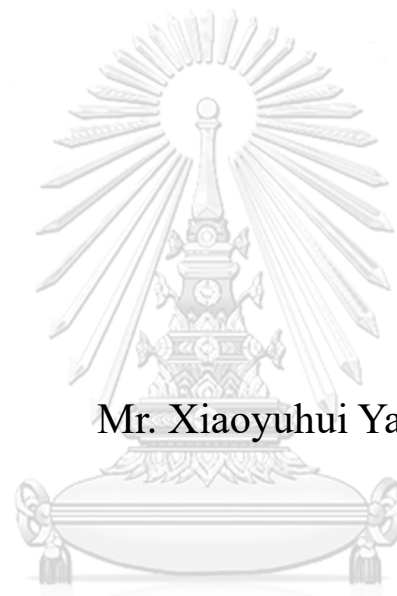


THE IMPACT OF Oppo's BRAND EQUITY ON  
PURCHASING INTENTIONS OF THAI CONSUMERS



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จุฬาลงกรณ์มหาวิทยาลัย  
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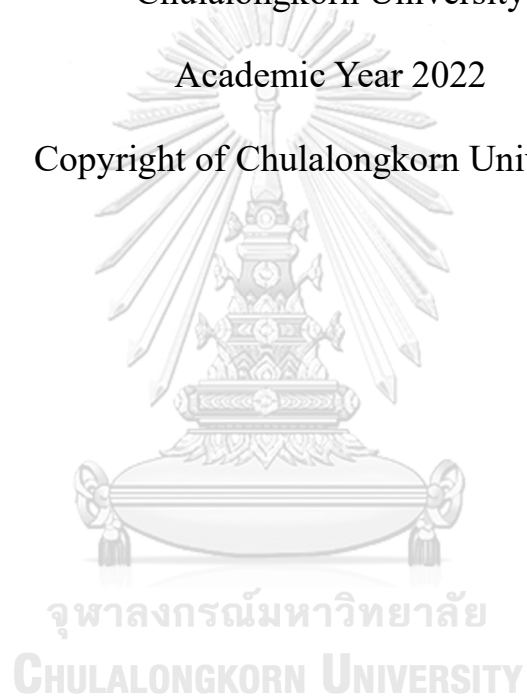
An Independent Study Submitted in Partial Fulfillment of the  
Requirements  
for the Degree of Master of Arts (Communication Arts) in Strategic  
Communication Management

FACULTY OF COMMUNICATION ARTS

Chulalongkorn University

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การศึกษาปัจจัยด้านคุณค่าของตราสินค้าOPPO ที่มีอิทธิพลต่อความ  
ตั้งใจซื้อของผู้บริโภคชาวไทย



สารนิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาโท

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**CHULALONGKORN UNIVERSITY**

Independent Study    THE IMPACT OF Oppo's BRAND  
Title                    EQUITY ON PURCHASING  
                                 INTENTIONS OF THAI CONSUMERS  
By                        Mr. Xiaoyuhui Yang  
Field of Study        Strategic Communication Management  
Thesis Advisor       Assistant Professor Pavel Slutsky, Ph.D.

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Accepted by the FACULTY OF COMMUNICATION  
ARTS, Chulalongkorn University in Partial Fulfillment of the  
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เสี่ยวอี้ฮุย หยาง : การศึกษาปัจจัยด้านคุณค่าของตราสินค้า  
OPPO ที่มีอิทธิพลต่อความตั้งใจซื้อของผู้บริโภคชาวไทย.  
( THE IMPACT OF Oppo's BRAND EQUITY ON  
PURCHASING INTENTIONS OF THAI  
CONSUMERS) อ.ที่ปรึกษาหลัก : ผศ. ดร.พาเวล สลัซกี

งานวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาคุณค่าของตราสินค้า และ  
ความตั้งใจซื้อสินค้าของผู้บริโภค Oppo และความสัมพันธ์ระหว่าง  
คุณค่าของตราสินค้ากับความตั้งใจซื้อสินค้าของผู้บริโภค Oppo  
จำนวนผู้ตอบแบบสอบถามทั้งหมดในการศึกษานี้คือผู้บริโภคชาวไทย  
อายุระหว่าง 18-45 ปีจำนวน 242 คน ผ่านการตอบแบบสอบถาม  
ออนไลน์ ผลการวิจัยแสดงให้เห็นว่าโดยทั่วไปแล้วการรับรู้ของ  
ผู้บริโภคชาวไทยที่มีต่อแบรนด์ Oppo มีความสัมพันธ์กันในเชิงบวก  
โดยมีค่าเฉลี่ย ( $M = 3.25$ ) คุณค่าของตราสินค้านั้นมีองค์ประกอบ 4  
อย่างด้วยกัน การภาคดีต่อตราสินค้าได้คะแนนเฉลี่ยสูงสุด ( $M = 3.4$ )  
และความแตกต่างของตราสินค้าได้คะแนนเฉลี่ยต่ำสุด ( $M = 3.16$ ) ใน  
ขณะเดียวกัน ความตั้งใจซื้อของผู้ตอบแบบสอบถามที่มีต่อแบรนด์  
Oppo มีความสัมพันธ์กันในเชิงบวก และมีแนวโน้มจะซื้อสมาร์ตโฟ  
นจากแบรนด์ Oppo ด้วยค่าเฉลี่ย ( $M = 3.2$ ) ส่วนความสัมพันธ์  
ระหว่างคุณค่าของตราสินค้าและความตั้งใจซื้อ ผลการศึกษานี้มีส่วน  
สาขาวิ การจัดการการสื่อสาร ลายมือชื่อ

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## 6488025828 : MAJOR STRATEGIC COMMUNICATION  
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KEYWORD brand equity, purchase intention, brand Oppo

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Xiaoyuhui Yang : THE IMPACT OF Oppo's BRAND  
EQUITY ON PURCHASING INTENTIONS OF THAI  
CONSUMERS. Advisor: Asst. Prof. Pavel Slutsky, Ph.D.

Among the objective of this research are to study the brand equity and purchase intention of Oppo consumers and the relationship between brand equity and the purchase intention of Oppo consumers. The total number of participants in this study is two hundred and forty-two Thai consumers aged 18-45, who were required to complete the online questionnaire. The result portrayed that, in general, Thai consumers' perception toward the Oppo brand's equity is positive with an average mean value (M = 3.25). There are four detentions under brand equity, esteem received the highest mean score (M = 3.4), and differentiation received the lowest score (M = 3.16). Meanwhile, the participants had a positive purchase intention toward the Oppo brand and were likely to purchase the

Field of Strategic Studies

## ACKNOWLEDGEMENTS

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Xiaoyuhui Yang



## TABLE OF CONTENTS

	<b>Page</b>
.....	iii
ABSTRACT (THAI) .....	iii
.....	iv
ABSTRACT (ENGLISH).....	iv
ACKNOWLEDGEMENTS.....	v
TABLE OF CONTENTS.....	vii
CHAPTER 1: Introduction .....	1
1.1. Significant of the study .....	1
1.2 Objectives of the study .....	6
1.3 Research questions.....	6
1.4 Scope of the study.....	6
1.5 Operational definitions.....	7
1.6 Excepted benefits from the study.....	8
CHAPTER 2: Literature Review .....	9
2.1 Brand equity.....	9
2.2 Purchase intention.....	19
2.3 Hierarchy of effects model.....	21
2.4 S-O-R framework.....	21
2.5 Relationship between brand equity and purchase intention.....	23
2.6 Conceptual framework.....	24
CHAPTER 3: Methodology.....	26
3.1 Research sample and sampling method .....	26
3.2 Research instrument.....	27

---

3.3 Measurement of the variable.....	28
3.4 Reliability and validity.....	30
3.5 Data collection and data analysis.....	31
CHAPTER 4: Research Findings.....	32
4.1 Demographic profile of the sample.....	32
4.2 Brand equity and purchase intention.....	37
4.3 Relationship between brand equity and purchase intention.....	44
4.4 Compared mean of purchase intention with different state .....	45
4.5 Compared mean of purchase intention with different age groups .....	47
4.6 Compared mean of purchase intention with different education levels.....	50
CHAPTER 5: Summary and Discussion .....	53
5.1 Summary .....	53
5.2 Discussion.....	58
5.3 Limitations of the Research and Direction for Future Research.....	72
5.4 Practical Implications.....	73
REFERENCES .....	80
APPENDIXA: Questionnaire (Thai version).....	82
VITA .....	91

# CHAPTER 1: Introduction

## 1.1. Significant of the study

Based on the digital media platforms development, people are exposed to different types of marketing communication, ranging from above-the-line communication to below-the-line communication and from traditional to online platforms. Any marketing activity communicates the brand message and builds an image in the consumer's mind (Kevin, 2009). Brand equity plays a significant role for a brand to gain an advantage in a competitive environment.

Branding might reveal a product's origin. Substantial brand equity might produce high loyalty to the brand, name recognition, perceived quality, potent brand linkages, and other assets, such as channel connections, trademarks, and jingles. Meanwhile, a strong brand is economically sound and increases shareholder wealth for the business. (Aaker, 1996; Doyle, 2001). Therefore, increasing brand value is crucial in marketing communications (Keller, 2009). In addition, as Reynolds (1965) noted in Sondoh et al. (2007), the consumer only selects a few impressions from the total number of impressions to create an image. When creating an image, the consumers expand, embroider, and arrange those selected impressions. Kotler (1988) explained that brand equity could describe the customer's beliefs toward the brand.

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Therefore, brand equity can be considered an accurate perception of a brand formed in a consumer's impression (Keller, 1993).

Previously, many researchers (Aaker, 1996; Keller, 1993) put effort into developing the scales to measure brand equity base on today's marketing place development. As a result, those studies provide many points of view related to brand equity.

A few studies focus on a consumer-driven brand equity assessment that illustrates how each customer views brand equity in a special way. The brand asset valuator (BAV) model is the primary focus of this study (Young & Rubicam, 2000). The consumer-driven brand equity scale could bring benefits in different ways. Initially, this measurement creates a method to verify the theories related to brand equity. Meanwhile, this measurement conceptualized brand equity and allowed the examination by the Y&R BAV model. This method can use to evaluate the existing brands' brand equity performance. Secondly, this measurement could bring a unique perspective for testing brand equity in other measures.

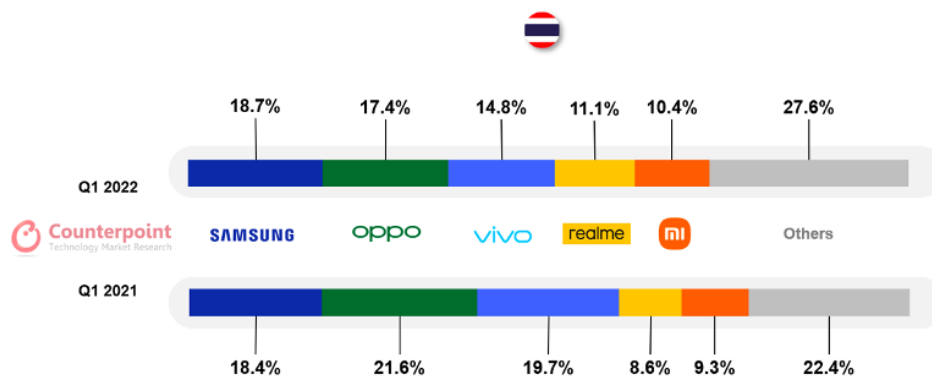
Moreover, many studies emphasized the importance of brand equity on purchase intention. For example, Wang (2006) mentioned that a brand with a strong brand equity would lead to higher purchase intention. This study explained that brand equity is crucial because it affects the consumer's purchase preferences and intentions. Substantial brand equity can also directly impact consumers' aspirations to spend

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extra money to purchase a premium product. Therefore, understanding how brand equity affects the consumer's purchase intentions and buying decision-making on the smartphone is noteworthy.

Recently, in the Thai smartphone market, many brands have tried to increase their brand-added value to distinguish the competitors in the market. There are five leading brands: Samsung, Xiaomi, Apple, OPPO, and Vivo. OPPO has had great success as one of the leading brands in the Thai market. In August 2022, OPPO ranked 3rd in Thailand, with a total market share of 16.54% (Statcounter, 2022). OPPO is a well-known Chinese smartphone brand registered in China in 2001 and operated in 2004. Currently, the company has expanded to 50 countries. In 2016 OPPO grew to one of the biggest smartphone manufacturers in China and ranked No.5 in 2019 worldwide. OPPO launched its first marketing campaign in Thailand in 2010. During that time, OPPO invited a famous boy band, 2PM, Korean, as the product presenter to promote the brand in the Thai market. In recent years, OPPO has increased its investment in the Thai market. OPPO spent THB 800 million on the marketing campaign in 2017 (Usanee, 2017) and 100 million THB on promoting its new flagship Reno Series to compete with high-end player Samsung in 2019 (Suchit, 2019). As a result, OPPO's market share surpassed Samsung twice in Q4 2018 (Palo Alto, 2019) and Q4 2020 (Suchit, 2021), as shown in figure 1.1.

**Figure 1.1 The OEM's market share in Thailand Q1 2021 Vs. Q1 2022**



Source: Anurag. (2022). *Thailand Smartphone Shipments Saw a 10% Dip in the Q1 2022, Samsung Leading Brand: Counterpoint.*

<https://www.gizmochina.com/2022/05/28/thailand-smartphone-shipments-saw-a-10-dip-in-the-q1-2022-samsung-leading-brand-counterpoint/>

OPPO has a long-term growth strategy to build a strong brand, focusing on Southeast Asia, India, and Europe. The central pillar of OPPO's brand identity is technology. OPPO's brand identity is often communicated through its marketing campaign with the theme of "The lifestyle of youth" and "The revolution on hardware,

software and service" (OPPO, 2020) and using trendy celebrities to make the product endorsement. From 2017 until now, OPPO used to invite Urassaya Sperbund (Reno6), Thanapob Leeratanakachorn (Reno4, Reno6), Putthipong Assaratanakul (Reno 6), Krit Amuaydechorn (Reno 6), Panissara Phimpru (Find X5), Nadech Kugimiya (F5, F9, Reno6, Reon7), Kanawut Traipipattanapong (Reno 8), etc., as the product presenter to do the product endorsement; these appointments created a positive impact in the marketplace and generated a tremendous amount of traffic on social media. For instance, Nadech Kugimiya's Reno7 product endorsement 30s TVC, published on YouTube on 25 February 2022, received more than a 13million views in 7 months.

**Figure 1.2 OPPO's Reno8 series launched in Thailand**



Source: Waiwy4.0. (2022). *Perd-Ra-Ka OPPO Reno8 Z 5G / Reno8 5G / Reno8 Pro*

*5G Glong-Suay Portrait Expert Ben-Tam-Ma-Chart*

<https://www.bangkokpost.com/tech/2297794/OPPO-sets-its-sights-on-high-end-market>



As mentioned, the consumer's beliefs about a brand can affect many aspects of their behavior, including purchase intention. Therefore, this study examines the relationship between brand equity and purchase intention.

### **1.2 Objectives of the study**

1. To study Oppo brand equity and purchase intention of Thai consumers.
2. To study the relationship between Oppo brand equity and the purchase intention of Thai consumers.

### **1.3 Research questions**

1. What is Oppo brand equity and purchase intention of Thai consumers?
2. What is the relationship between Oppo brand equity and purchase intention of Thai consumers?

### **1.4 Scope of the study**

This study is designed as a cross-sectional and quantitative base using the online survey method. An online questionnaire is formulated to collect data from OPPO's consumers through a purposive sampling technique. This research focuses on

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Thai consumers who know the Oppo brand or who own mobile phones within a specific price range same as Oppo (5000 THB – 30000 THB), aged between 18-45 years old because they are the main target of OPPO (OPPO, 2020) and have high purchasing power. Two hundred fifty samples are determined based on previous studies (Lemon et al., 2020; Sooper, 2020; Talk & Izaian, 2021). Data were distributed via a google form and collected from October to November 2022.

### **1.5 Operational definitions**

Brand equity pertains to consumers' general beliefs, perceptions, and feelings towards OPPO based on the Young and Rubicam BAV theory (Y&R model). Brand equity is looked at through four dimensions: differentiation, relevance, esteem, and knowledge (Young & Rubicam, 2000).

Differentiation measures the strength of the brand's meaning related to consumer choice, brand essence, and potential margin (Young & Rubicam, 2000).

Relevance measures a brand's appropriateness to consumers and is strongly tied to household penetration (Young & Rubicam, 2000).

Esteem refers to the consumer's perceptions of quality and popularity, and the proportions of these factors differ by country and culture (Agres & Dubitsky, 1996).

Knowledge implies that consumers are both explicitly aware of the brand and understand what the brand stands for (Bilal Mustafa Khan, 2009).

Purchase intention is a consumer's arbitrary propensity to buy things and is the sole reliable predictor of future action (Hill, 1975). This study depicts purchase intention as a consumer's likelihood to buy an Oppo smartphone.

### **1.6 Excepted benefits from the study**

The outcome of this research can expand the knowledge related to brand equity and purchase intention. It can support accepted ideas and clarify how brand equity and purchase intent are related.

Practically, the output from this study should help communicators and marketers in the smartphone sector better grasp the perceptions and viewpoints of existing (or future) customers of the Oppo brand. Mover, these measures evaluate current brand performance, identify core issues, and evaluate brand potential. Lastly, this research also serves as a foundation for brand creation and strategic marketing choices.

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## CHAPTER 2: Literature Review

This study explores the Thai consumer's purchase intention of Oppo and the consumer's perceptions of Oppo's brand equity. Moreover, this paper also investigates the relationship between purchase intention and brand equity. Thus, this chapter concentrates on relevant concepts surrounding purchase intention and brand equity in more detail. Lastly, this chapter also concludes the conceptual framework and hypotheses.

### 2.1 Brand equity

In 2008 Peter Drucker, who has been deemed the "father" of modern management, pointed out the business's 2 main functions: marketing and innovation (Drucker & Maciariello, 2008). He mentioned that the primary purpose of marketing is focusing on brand building, which highlights the importance of the brand itself and weakens the presence of sales techniques. In other words, it means the brand has the power to sell certain products to the customers without the persuading sales technique. Therefore, it can conclude that marketing is mainly focused on branding. Thus, many scholars paid much attention to brand equity (Aaker, 1991).

To establish a powerful brand, marketers seek to enhance brand value. Therefore, it made brand equity is measured and clarified in several ways by different

researchers. In previous studies, the definition relate with brand equity can conclude from financial and consumer viewpoint. Over time, several techniques for estimating a brand's potential value have arisen (Kriegbaum, 1998). In the first viewpoint, brand equity is conceptualized using the marketing decision-making process. When studies are conducted to collect data from the questionnaires at the individual consumer level, many researchers think brand equity based on consumer-driven is explored. (Pappu et al., 2005). Second methodology is using financial data to measure brand equity.

According to this perspective, brand equity was defined as the difference between income from branded product sales and the money that would have resulted from selling the identical product without the brand name. (Simon & Sullivan, 1993).

According to Aaker (1991), building brand equity requires understanding the key elements that impact brand equity, such as channel, name, spokesperson, advertising, and packaging, and how these factors interact. Therefore, brand equity can be considered as the marketing strategy outcome. Additionally, controlling marketing components included in the marketing plan is a part of brand building. In addition, brands can be considered the company's asset that may provide a sustained competitive advantage (Kapferer, 2004). Therefore it proved that brand building is essential to a firm.

According to Kapferer (1993), a brand serves two purposes. The first function is to distinguish different products from each other. The second function is to prove

the product's origin. Doyle (2001) mentioned that a brand must meet the four requirements to make a profit. For instance, a strong customer proposition must be managed to optimize the long-term cash flow of the brand's value while integrating with the company's other assets.

Similarly, Wijaya (2011) defined the brand as a symbol left in the consumer's mind, representing a special meaning and feeling. Thus, the brand is far beyond a logo, symbol, name, trademark, or the information printed on the packaging. Suppose the brand's name or symbol needs to change. Consequently, the brand's assets or liabilities could be lost. Brand equity is described by Keller (2002) as the variation in how brand knowledge affects how consumers react to the marketing of a particular brand. According to Kotler (2009), brand equity is the extra value given to goods and services. It might be seen in the pricing, market share, and profitability the brand commands for the company and in how customers feel about and act toward the brand. Therefore, it is noted that a brand must have clear value and uniqueness compared with the other brands, be attractive, and have a prominent identity (Nilson, 1998).

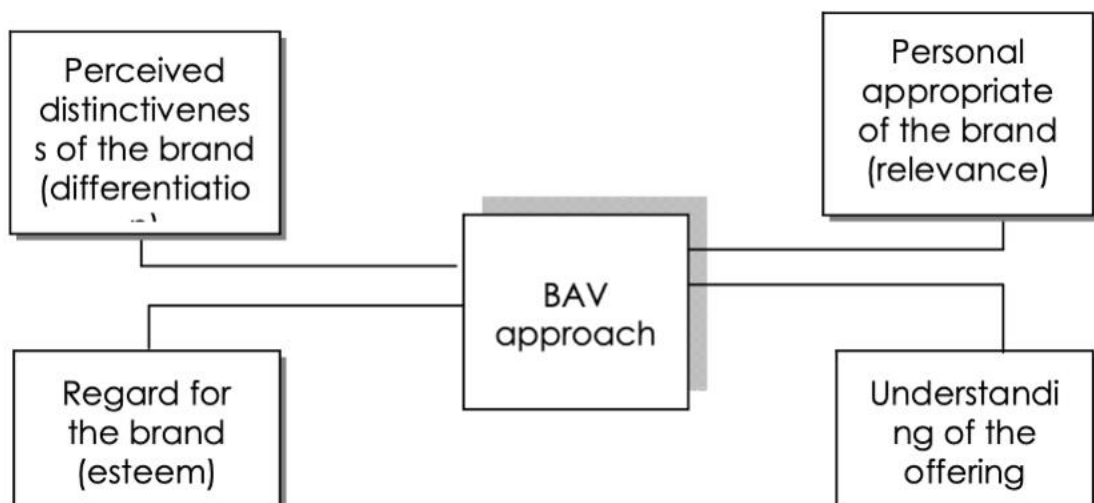
Even though scholars have given different definitions of brand equity, both methods have limitations. For instance, Keller only provides a framework to measure the dimension. He did not explain how brand awareness and brand image are related and did not devise an excellent way to measure brand equity. Similarly, Aaker only

mentioned items that could affect brand equity. The points narrated how these particulars and which of these particulars should be combined to capture brand equity did not quote. Therefore, further investigation of the construct of consumer-driven brand equity dimensions is crucial, and the demand that brand equity is shown from a fresh consumer-based perspective.

### 2.1.1 Brand asset valuator

The Young & Rubicam BAV model is a brand valuation model based on consumer perceptions. Based on research, the idea has been formed. Ambler (1998) asserts that Young & Rubicam's BAV model uses the concept of hierarchy in a way that is more accurate than the incorrect notion of a sequence of effects in the brain. There is a natural order for the buildup of positive consumer brand equity.

**Figure 2.1 Brand asset valuator**



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Source: Young & Rubicam (2000). *THE STORY OF THE Y&R BrandAsset valuator*

*INVESTIGATION*

<http://ruby.fgcu.edu/courses/tdugas/ids3332/acrobat/bav.pdf>

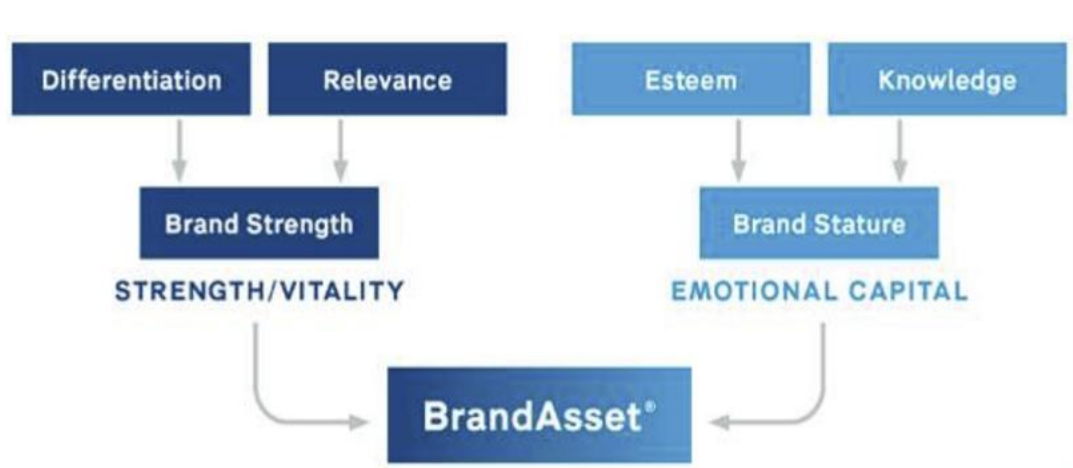
In light of the aforementioned, Young & Rubicam developed this dynamic, intuitively attractive, and marketing-based consumer driven evaluation technique for measure brand equity. (Agres & Dubitsky, 1996). In this methodology, brand strength and stature are the main factors that strengthen brand equity and assets. These two factors have been used by several brands worldwide, which learned to differentiate the successful brand or the not failed brands. There are four pillars in the BAV model. The first pillar is differentiation. Differentiation from the brand, which describes how such a brand is distinctive and different from rivals in the market, is the first pillar of the essential power brand. Relevance is the second pillar. Relevance represents the brand's appropriateness, meaning for the customer, and how the market target resonates with the brand.

Another factor is brand stature, which includes esteem as the third pillar related to the brand or consumer esteem, especially in popularity, the quality impression, and acceptance from the market if the brand is available. Knowledge is the last pillar. This dimension describes the degree to which the consumer's



understanding relates to the brand. Figure 2.2 provides a clear structure of four critical metrics of Brand Asst Valuator. More details will describe in the next paragraph.

Figure 2.2: Four key metrics of Brand Asst Valuator



Source: Sasikala, D. (2013). *Brand Asset Valuator-Measuring Brand Value*.

*International Journal of social science and interdisciplinary research. Vol 2*

<http://indianresearchjournals.com/pdf/IJSSIR/2013/June/12.pdf>

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### 2.1.2 Brand strength

Brand strength measures the differentiation the brand has compared with the other market competitors. Brand relevance gauges how significant and appropriate a brand is to the responder or the respondent's perception of the brand. Based on Agres and Dubitsky (1996), the factor "perceived distinctiveness of the brand to the customer" or differentiation precedes all other features. Differentiation is a term used

to describe how strong a brand's meaning is. Consumer choice, potential margin, and brand essence are all driven by differentiation (Aaker, 1996; Kapferer, 1994). When a brand appears in the marketplace, its differentiation defines and distinguishes it from others. It has been discovered that the brand's differentiation will decline when it becomes older and other competing brands are introduced. However, due to effective brand management, a brand may maintain its degree of distinction even after reaching the maturity stage in the life cycle due to excellent brand management.

Relevance measures the consumer's appropriateness of a brand and is strongly related to household penetration. It gauges the consumer's perception of the brand's value in the marketing mix. For instance, is it priced right? Is it distributed where consumers can find it? Does it come in the proper form? Even though relevance alone is not critical in making the brand succeed. However, together with differentiation to build the brand strength will become a solid and essential indicator of future performance and potential according to Young Rubicam's BAV model.

### **2.1.3 Brand stature**

Brand esteem and brand understanding are combined to form brand stature. Brand esteem gauges how well regarded and regarded as the finest in its category brand is. Brand knowledge measures brand understanding, which reflects what a brand stands for. Esteem is viewed as the third dimension that affects brand equity. The level of consumer esteem for a brand that is significant to them is known

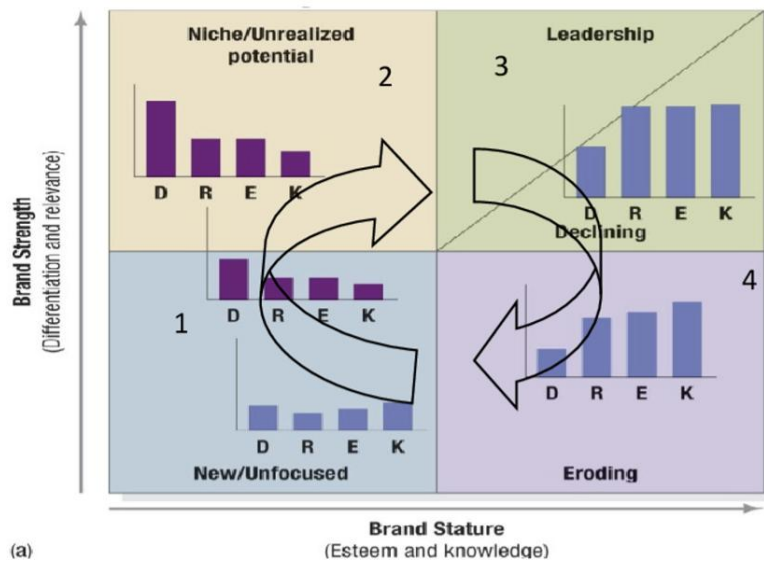
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as esteem. Two factors drive esteem: consumer perceptions of popularity and quality, and the proportions of these factors are based on country and culture (Agres & Dubitsky, 1996). Generally, brand knowledge will become the result when a brand establishes differentiation and keep the brand esteem at a high level. According to the BAV model, brand knowledge means that customers are both explicitly aware of the brand and conscious of its values. As a result, wisdom cannot be summarized as brand awareness and does not come from advertising and promotion. Exposure to the media does not create knowledge, and a concept without a big idea does not produce knowledge. It must be accomplished.

#### **2.1.4 BAV power grid**

To define the power brand, which supports two pillars reflecting the brand's potential. Thus, differentiation and relevance are merged. Furthermore, esteem and knowledge combine to develop a brand reputation. Therefore, the brand is driven by brand stature and strength. Figure 2.3 describes the Y&R power grid. The Y&R power grid in the horizontal axis indicates brand stature. In contrast, the vertical axis indicates brand strength, so all grids are divided into four quadrants showing a brand's condition if it is in one of the quadrants.

Figure 2.3: BAV Power Grid



Source: Kotler (2009). *Marketing Management, 13e.* Pearson Education

A brand in the first quadrant may be deemed new and has just entered the market, or it may be an established brand that has stagnated over time or does not have a clear purpose. Brand stature and strength are kept low when the brand is located in quadrant 1. There are two sections to quadrant 1. The brand in the first section lacks emphasis and frequently becomes stale. The brand in the second section is a new brand that performs better on differentiation, relevancy, esteem, and superior knowledge figure. When a brand is located in quadrant 1, the solution is to enhance the brand differentiation and relevance to promote to quadrant 2 in the future.

When a brand is in Quadrant 2, it indicates that the firm is either operating in a niche market or has not yet reached the brand's full potential. The brand in this quadrant is distinguished by differentiation and a few attributes pertinent to customer

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requirements. However, the lower brand stature is characterized by the deformation of the esteem and knowledge of its consumer. However, the brand revenue in this quadrant is low but has the potential to develop in the next.

In quadrant three, brands that appear in this quadrant are market leaders with high ratings across four criteria: differentiation, relevance, esteem, and knowledge.

The brand in this quadrant, such as Microsoft, Apple, and Coca-Cola, has a high income and the potential for future growth. However, the leader and the diminishing leader brands are separated into two diagonal portions in quadrant three. The declining leader had significant sales volume and was highly regarded and knowledgeable. However, a lower differentiation and relevance score means that the lack of innovation on the product will not be able to satisfy the consumer's needs consistently in the future. Therefore, it lowers the brand's potential and decreases its value.

The brand is located in quadrant four, characterized by a lack of lasting uniqueness and relevance, which causes respect and knowledge to decline. For the sake of the company's health, the brand in this quadrant has to think about rebuilding the brand.

Therefore, brand equity is driven by combining four pillars from the brand strength and stature dimension.

## 2.2 Purchase intention

Based on the research from Blackwell (2001). People's decision-making with a particular brand or product is based on information searching from the internal and external environment. Regarding external information, external data may be gathered from the people nearby or received from the marketplace. Furthermore, Laroche, Kim & Zhou (1996) mentioned that several variables could be used to measure consumer purchase intention when customers consider buying a brand and expect to buy a product or service from a specific brand, such as demographic, geography, and group.

Demographics is a crucial element influencing buying intention (age, gender, and race). The purchasing habits of various generations vary. For instance, consumers between 18 and 24 tend to make immediate purchases or switch brands when the whim strikes (Abdul & Kamarulzama, 2009).

The second important factor that determines the consumer's purchase intention is geography. The product's origin and manufacture are essential for consumers and can shape their purchase intention. For example, based on the Bangkok post article (Suchit, 2022). The top 5 smartphone brands are all international, meaning that in Thailand, when people consider purchasing a smartphone, global brands are preferred over local ones.

The third factor is the group. Previous research described how celebrities had used various suppositions and fundamental psychological theories to explain how product endorsement can affect customers' purchase intention and behavior (Speed & Thompson, 2000). For example, sports celebrities, as an influential group, influence young generations, especially when they want to decide to purchase a product and purchase intention. Meanwhile, another study referred to the decision-making of selecting a band based on the group cohesiveness of the brand (Witt & Bruce, 1972). Information about the prior experiences of other group members may also encourage consumers to bypass brand assessment and make straight brand purchases (Witt, 1969). So, a good brand reputation could positively impact a consumer's purchase intention.

The fourth factor is economic conditions. Zalla (2009) points out that the different economic conditions guide companies to be more efficient in their operations and ensure the right product for the right market. In addition, Madani and Sukati (2012) explained that the purchase intention has become much more complicated and significant in the recent era. People could get more information from different advertisement articles, comments, and product reports. Therefore, different kinds of marketing communication make the situation more complicated for the customer to decide.

### **2.3 Hierarchy of effects model**

The hierarchy-of-effects theory model describes how advertising affects the consumer's purchase decision-making. The hierarchy explains the progress of learning and decision-making after the consumer receive the information from the advertisement. The hierarchy-of-effects model aims to set up a series of advertising messages for a brand upon each successive objective until a sale is ultimately made. Based on a previous study, the behaviors associated with the hierarchy-of-effects theory can be divided into several steps like "think," "feel," and "do" or cognitive, affective, and cognitive behaviors.

Many studies talked about how advertising influences the consumer's purchasing behavior. Lavigne and Steiner (1961) posted the most frequently cited hierarchy model presented in Figure 1. They believe that selecting advertising is the type of long-term investment that guides customers step by step, starting from "unawareness" and ultimately moving to purchase.

### **2.4 S-O-R framework**

However, based on the technology development. Consumers are more willing to read online reviews before they make a purchase decision (Chakraborty, 2019; Chen & Chang, 2018). Meanwhile, current research on information quality is limited



chiefly to evaluating information from e-commerce platforms. The challenge is mainly related to the fact that internet evaluations' information quality is always subjective and fragmented. Therefore, the AIDA model is not suitable for describing consumer purchase intention. This study uses a novel lens to gauge purchase intention based on the stimulus-organism-response (S-O-R) framework in light of the aforementioned increased challenge and complexity (Mehrabian & Russell, 1974).

Mehrabian and Russell developed the S-O-R framework in 1974 to analyze customer behavior in diverse circumstances. The paradigm asserts that a person's internal evaluation state (organism) can be triggered by cues (stimulus) observed from the environment, which in turn leads to either positive or negative actions (reaction) to the stimulus.

The S-O-R paradigm states that responses, such as avoidance or proximity behaviors, represent final judgments based on emotional and cognitive processes (Sherman et al., 1997). The necessary conduct leads to the purchasing decision (Yadav et al., 2013). Purchase intention is only a meaningful indication of consumer behavior since it is customers' subjective inclination to make goods purchases (Hill, 1975). Although purchase intention has been extensively studied in prior research, the S-O-R paradigm only handled purchase intention as a response element (Ali et al., 2015; Ryu et al., 2012). Therefore, in the digital age, the consumer's response (R) can be reflected in the purchase intention.

## 2.5 Relationship between brand equity and purchase intention

Before purchasing, the consumer will grab the information according to the previous experience and external environment. Consumers will begin the assessment and evaluation process after the information they have gathered reaches a particular level. They will then determine what to buy after comparing and judging. As a result, purchase intention is frequently used to analyze consumer purchase decisions. The definition of purchase intention is the subjective inclination consumers have towards a particular product, which has been considered a critical factor in predicting consumer behavior (Fishbein & Ajzen, 1975).

Meanwhile, internal and external elements, including the information process, information input, surroundings, and general reasons, all impact the consumer's purchasing intention. These elements suggest that acquiring knowledge and environmental stimulation impact customer purchase decisions. Based on Kotler (2000), consumer purchasing behavior occurs when consumers receive stimulation to form the external factor and evolve into a purchase decision based on their characteristics and decision-making process. These factors are diverse, including choosing a brand, product, timing, quantity, and retailer. Consumers' buying behavior is affected by their brand and product choice. Thus, we can assume that product/brand characteristics are related to product knowledge (Sultan, 1999), eventually affecting the purchase intention.

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In the meanwhile, brand equity is crucial in developing the qualities of a product or brand. When customers learn, remember, and get used to a particular brand, they form ideas, expectations, and sentiments about it. This is how brand equity is built (Keller, 1993). When consumers consider purchasing, they will base that choice on how much value they believe the brand provides. Consumers more effectively increase the perception of value for a brand when they have a higher view of the quality of that brand (Monroe, 1990). Furthermore, when the customer receives the benefit from the brand more elevated than the price, they are more willing to make the purchase (Dickson & Sawyer, 1990). Research from Aaker and Keller (1990) discovers that powerful brand equity could improve the customers' loyalty and trust and enhance the consumers' purchase decision-making. Thus, it indicated that higher brand equity could positively enhance purchase intention.



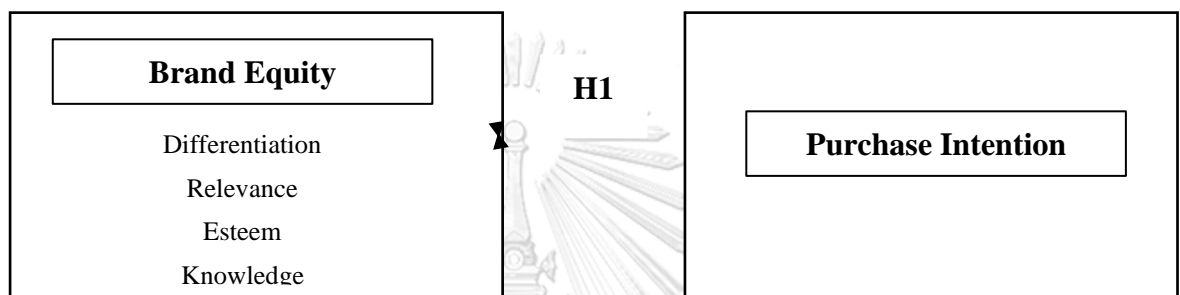
## **2.6 Conceptual framework**

Based on the literature review in the previous sections, the consumer's total beliefs and perception about a brand, known as brand equity (Keller, 2001; Roberts, 2004, 2006), can affect their intention to purchase products. Brand equity, in this study, has four dimensions: differentiation, relevance, esteem, and knowledge. As a result, the following hypotheses are proposed, and the conceptual framework of this

study is depicted in Figure 2.3.

H1: Brand equity has a positive relationship with source credibility.

**Figure 2.3 Conceptual framework**



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## CHAPTER 3: Methodology

The specifics of the study design are covered in this chapter, including the methodology, sample, sampling technique, research instrument, variable measurement, data collecting, and data analysis.

This research aims to examine OPPO's brand equity and purchase intention and to investigate the relationship between these variables. Therefore, a quantitative approach is employed. Further details regarding the methodology are explained below.

### 3.1 Research sample and sampling method

The research sample is aged between 18-30 and is Thai people because they are the main target of OPPO (OPPO, 2020). However, Generation Y consumers have high purchasing power, so the age range of the research sample is extended to 45 years old (Solomon, 2020). Besides, they also must know Oppo or OPPO users or have used an OPPO smartphone before with spending on a smartphone more than 5000 THB. Therefore, a purposive sampling technique will ensure that all individual samples have the same characteristics (Crossman, 2019).

Based on previous similar studies (Lemon et al., 2020; Sooper, 2020; Talk & Izaian, 2021), the sample size of their studies was 207. Therefore, a sample size of

250 is determined for this study, which is appropriate for further analysis (Sekaran & Bougie (2016).

### **3.2 Research instrument**

In this research, a well-designed questionnaire will be used to collect data from the participants. The questionnaire is formulated in English based on the original scales (see Appendix A) and is translated into Thai (see Appendix B) to collect data from the respondents. The questionnaire has four sections: screening questions, demographics, brand equity, and purchase intention.

The initial part of the questionnaire is the screening questions. Three questions ask the respondents if they are 18-45 years old, know the brand Oppo, and the amount of money spent on a smartphone (5000-30000 THB).

The second part of the questionnaire has six questions, asking the participants about their general information, age, brand, education level, media behavior, smartphone use preference, and current state.

The third part of the questionnaire is related to brand equity with 24 statements: 6 items asking about differentiation, 8 items for relevance, 4 items for knowledge, and 6 for esteem.

The last part of the questionnaire is purchase intention and has three statements.

### 3.3 Measurement of the variable

This study mainly focuses on two variables: brand equity and purchase intention. It aims to examine each variable and investigate its relationship with the OPPO brand.

The measurement scales used to measure the three variables are as follows:

Brand Equity measures the degree of difference between the effects of brand knowledge on consumer response to the marketing of a brand located. The 24-statement, five-pointed Likert scale is adopted from Bilal Mustafa Khan (2009). This scale is applied in this study because it provides a holistic and valid brand equity scale, capturing the overall customer experiences. The scale is slightly modified to fit this study. It looks at four dimensions: differentiation, relevance, esteem, and knowledge.

Differentiation contains six items describing the consumer's perceived distinctiveness of the brand Oppo. The Cronbach's alpha for this dimension was 0.76. Some examples are shown below.

1. I feel that Oppo is unique.
2. Oppo offers a significant difference in terms of design and features.

- 
3. Oppo has exceptional quality versus competing brands (Xiaomi, Vivo, Huawei, Samsung, iPhone).

Relevance measures the personal appropriateness of a brand to consumers and is strongly tied to household penetration. The scale has eight statements, and Cronbach's alpha was 0.78. Some examples are shown below.

1. I trust the quality of Oppo's products.
2. The price of Oppo is just appropriate.
3. Oppo has a design and features which suit my requirements.

Knowledge measures brand understanding, which measures what the brand stands for. The scale has four statements, with 0.81 Cronbach's Alpha. Some examples are shown below:

1. I can recognize Oppo among other brands
2. If asked, I could easily list the values Oppo stands for.
3. I can easily recall the characteristics of Oppo.

Esteem measures the extent to which consumers hold a brand relevant to them in high regard. The scale has six statements, with 0.79 Cronbach's Alpha. Some examples are shown below

1. Oppo is sincere with consumers.
2. Oppo expresses an interest in its customers.



3. I think Oppo is always looking to improve its response to consumer needs.

Purchase intention was developed based on the S-O-R framework (stimulus-organism-response). It measures consumer loyalty, purchase intention, buying behavior, engagement, and co-creation (Mehrabian & Russell, 1974). The scale is adopted from Zhu (2020), a five-pointed Likert scale with a 0.96 reliability value. The scale has five statements and ranges from (5) strongly agree to (1) strongly disagree. Some examples are shown below.

1. I would consider purchasing the Oppo smartphone.
2. I have a high probability of purchasing an Oppo smartphone.
3. I have a high willingness to purchase the Oppo smartphone.

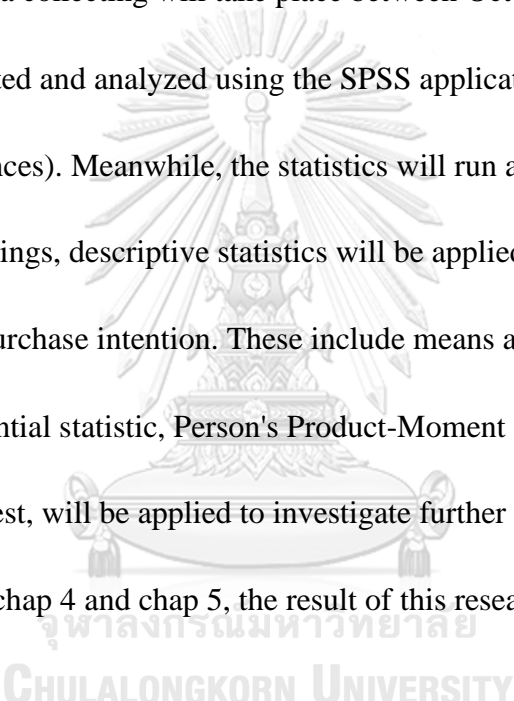
### **3.4 Reliability and validity**

The variables involved in this research are examined and measured using measurement scales based on previous research to ensure reliability and validity. Moreover, the scales are reviewed and approved by the adviser of this research. The pre-test questionnaire will be sent to 15 participants to check whether they could understand the questionnaire fully or not (Malhotra, 2020). The adjustment will be made based on their feedback. After receiving the data, the scales will be re-tested for

Cronbach's Alpha coefficient. In Chapter 4, the reliability of the scales will discuss further.

### **3.5 Data collection and data analysis**

In 2022, data collecting will take place between October and November. The data will be evaluated and analyzed using the SPSS application (Statistical Package for the Social Sciences). Meanwhile, the statistics will run at a 95% confidence level. To analyze the findings, descriptive statistics will be applied to describe OPPO's brand equity and purchase intention. These include means and standard deviation. In addition, the inferential statistic, Person's Product-Moment Correlation, a one-way ANOVA Scheffe test, will be applied to investigate further the relationship between these variables. In chap 4 and chap 5, the result of this research will be discussed further.



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## CHAPTER 4: Research Findings

Chapter 4 explains the research's findings. A questionnaire was used to collect the data and achieve the research objectives.

The findings of this research can be divided into four parts: the participant's demographic attributes, the descriptive analysis of the brand equity of Oppo, and the correlation analysis between purchase intention and brand equity. The last part used a one-way ANOVA to test the purchase intention and whether there is any significant difference between people with different demographic attributes.

### 4.1 Demographic profile of the sample

This study's demographic part described the participants' characteristics and information. The demographic included age, education level, spending on the smartphone, preferred media channel, and smartphone brand using preference.

Overall, two hundred and forty-two respondents were selected after they answered the screening question. They are all Thai, aged between 18-45 years old, who know the brand Oppo or own smartphones within a specific price range like Oppo.

Among the total 242 respondents, participants' ages were divided into four groups. The respondents aged 26-30 ranked first, with 100 respondents or 41.3% of

the sample. The participants aged 30 or above are ranked second with 98 respondents, or 40.5%, The participants aged 18-21 ranked third with 24 respondents or 10% of the sample. The participants aged 22-25 ranked fourth, with 20 respondents or 8% of the sample. The distribution of participants in the different age groups is shown in Table 4.1.

Table 4.1 The distribution of participants in different age groups.

Age	<i>n</i>	%
18-21	24	10%
22-25	20	8%
26-30	100	41.3%
31- 45	98	40.5%
<b>Total</b>	<b>242</b>	<b>100</b>

The following demographic factor is education level. High school, a bachelor's degree, and a degree above a bachelor's degree make up the educational level. Most respondents graduate from the university, accounting for 154 respondents or 64.7% of the sample. Furthermore, 22 participants, or 9.1% of the sample, graduate from high school. The last number of respondents held a degree higher than a bachelor, with 66 or 27.3% of the sample. Table 4.2 shows the result.

Table 4.2 Education level of the respondents

<b>Education Level</b>	<b><i>n</i></b>	<b>%</b>
High school	22	9.1%
Bachelor's degree	154	63.6%
Higher than Bachelor	66	27.3%
<b>Total</b>	<b>242</b>	<b>100</b>

The media channel that participants use to receive smartphone information in this study includes social media, website, WOM, and traditional media. Most participants received the message from social media platforms, consisting of 176 individuals, or 72.7% of the sample. The second group was Article-Website, with 55 respondents or 22.7%. The last group was WOM, with 11 respondents or 4.5%. In addition, no one selected traditional media as the channel to receive information with the smartphone. Table 4.3 shows the respondents preferred media channels.

Table 4.3 Respondents preferred media channel

<b>Media channel</b>	<b><i>n</i></b>	<b>%</b>
Social media	176	72.7%

Website	55	22.7%
WOM	11	4.5%
<b>Total</b>	<b>242</b>	<b>100</b>

The participants currently using smartphone brand in this study includes Oppo, iPhone 6-13, Xiaomi, Samsung, and others. Most participants were Samsung users, consisting of 88 individuals or 36.4 of the sample. The iPhone 6-13 users ranked second, with 77 respondents or 31.8%. The third group was Oppo, with 36 respondents or 14.8%. The fourth group is Xiaomi, with 30 respondents or 12.3%. The least number of participants was others, with 11 respondents or 4.5%. The preferred smartphone brand is portrayed in Table 4.4.

Table 4.4 Preferred smartphone brand

Smartphone brand	<i>n</i>	%
Samsung	88	36.4%
iPhone	77	31.8%
Oppo	36	14.8%
Xiaomi	30	12.3%
Others	11	4.5%
<b>Total</b>	<b>242</b>	<b>100</b>

Table 4.5 describes the spending on smartphones. The expenditure on the smartphone was separated into seven groups that were less than 5000 THB, 5001-10000 THB, 10001-15000 THB, 15001-20000 THB, 20001-25000 THB, 25001-30000 THB, and more than 30000 THB. Most participants spend 25001-30000 and more than 30000 on a smartphone, with 66 individuals or 27.3% of both groups. The second group was in the range of 20001-25000 THB with 44 individuals or 18.2%. The third group was 15001-20000 THB, with 33 individuals or 13.6%. The last groups were less than 5000 THB, 5001-10000 THB, and 10001-15000 THB, with 11 respondents or 4.5%.

Table 4.5 Spending on Smartphones

<b>Price range</b>	<b><i>n</i></b>	<b>%</b>
Less than 5000	11	4.5%
5001-10000	11	4.5%
10001-15000	11	4.5%
15001-20000	33	13.6%
20001-25000	44	18.2%
25001-30000	66	27.3%
More than 30000	66	27.3%
<b>Total</b>	<b>242</b>	<b>100</b>

## 4.2 Brand equity and purchase intention

Since the first research objective was to study brand equity under the consumer-driven brand equity measurement (BAV model) and purchase intention based on the S-O-R framework, the analysis is divided into two parts.

### Brand equity of Oppo

Brand equity was measured by four dimensions: differentiation, relevance, esteem, and knowledge. In all four dimensions, 24 items were applied to explore the respondent's agreement and perception toward the brand.

Table 4.6 shows the result of the mean and standard deviation. A five-point Likert Scale was used to measure respondents' level of agreement. The mean value for the participant's perception of Oppo's brand equity was 3.2. The initial brand equity dimension with the highest score was esteem, with a mean value of 3.39 and a standard deviation of 0.47. There are six statements in the esteem section. The statement with the highest mean value was "Oppo is sincere with consumers." (Mean value = 3.5, Standard deviation = 0.58). The statement with the second highest mean value was "The products with oppo always good quality." (Mean value = 3.45, Standard deviation = 0.58). The statement ranked third was "Oppo expresses an interest in its customers." (Mean value = 3.4, Standard deviation = 0.57). The statement ranked fourth was "I think Oppo is always looking to improve its response to consumer needs." (Mean value = 3.4, Standard deviation = 0.72). The statement



ranked fifth was "Oppo is a very fashionable brand." (Mean value = 3.27, Standard deviation = 0.8). Lastly, the statement with the lowest mean value of 3.27 (Mean value = 3.27, Standard deviation = 0.69) was "I think Oppo renews its products to take into account advances in research."

The second highest score for the brand equity dimension was knowledge. The result portrayed that the overall knowledge's mean value was 3.25 (Standard deviation = 0.59). In detail, the question with the highest mean value was "I can easily recall the characteristics of Oppo." With a mean value equal to 3.63 (Standard deviation= 0.88). The question ranked second was "When I think of smartphones, Oppo always comes to my mind first." (Mean = 3.27, SD = 1.0). The statement ranked third was "I can recognize Oppo among other brands." (Mean = 3.05, Standard deviation = 0.7). The question with the lowest mean value (M = 3.05, Standard deviation= 0.87) was, "If asked, I could easily list the values Oppo stands for."

Next, relevance ranked third. The mean value of relevance was 3.2 (Standard deviation = 0.57). There are eight statements in this part. The item: "I identify with people who use Oppo." with the highest mean value (M = 3.45, Standard deviation = 0.94). The statement ranked second was "The price of Oppo is just appropriate." With a mean value of 3.36 (SD = 0.7). The statement ranked third was "Oppo has design and features which suit my requirements." With a mean value of 3.27 (SD = 0.68). The statement ranked fourth was "I feel a deep connection with others who use

Oppo." With a mean value of 3.27 (SD = 0.8). The item ranked fifth was "I trust the quality of Oppo's product." With a mean value of 3.18 (Standard deviation = 0.38). The statement ranked sixth was "I am proud to buy Oppo." With a mean score of 3.09 (SD = 1.08). The statement ranked seventh was "Oppo reflects things I am interested in." With a mean score of 3.09 (SD, 0.95). Finally, "I really love the brand Oppo." with the lowest mean score of 3.05 (SD = 0.7).

Differentiation is the fourth dimension. The mean value of the differentiation was 3.16 (Standard deviation = 0.47). The item: "I feel that Oppo is unique." Received the highest mean score of 3.4 (SD = 0.77). Followed by "Oppo offers a significant difference in terms of design and features." With a mean value of 3.27 (Standard deviation = 0.62). The item ranked third: "Compared to other brands in the category in which it competes (Xiaomi, Vivo, Huawei, Samsung, Apple), Oppo's prices are generally correctly priced." With a mean value of 3.27 (Standard deviation = 0.618). The item ranked fourth was "Oppo has exceptional quality versus competing brands (Xiaomi, Vivo, Huawei, Samsung, Apple) ." With a mean score of 3.0 (SD = 0.6). The statement ranked fifth was "Oppo has better performance than other brands (Xiaomi, Vivo, Huawei, Samsung, Apple)." With a mean value of 3.04 (Standard deviation = 0.83). The item with the lowest mean value (M = 2.95, Standard deviation = 0.88) was "I hardly notice the difference between other brands in this category, but Oppo is different from others."

The Cronbach's alpha value for the brand equity scale is 0.92, ensuring the high reliability of the scale. Furthermore, this value corresponds to the original scale, Khan. (2009), which had a reliability of 0.76.

Table 4.6 Mean and standard deviation of Oppo's brand equity

<b>Oppo's Brand Equity</b>	<i>M</i>	<i>SD</i>
<b>Differentiation</b>	3.16	0.47
I feel that Oppo is unique.	3.41	0.78
Oppo offers a significant difference in terms of design and features	3.27	0.62
Oppo has exceptional quality versus competing brands	3.0	0.6
I hardly notice the difference between other brands in this category, but Oppo is different from others	2.95	0.88
Oppo has better performance than other brands (Xiaomi, Vivo, Huawei, Samsung, Apple)	3.05	0.826
Compared to other brands in the category in which it competes (Xiaomi, Vivo, Huawei, Samsung, Apple), Oppo's prices are generally correctly priced	3.27	0.6

<b>Relevance</b>	<b>3.22</b>	<b>0.58</b>
I trust the quality of Oppo's products.	3.18	0.39
The price of Oppo is just appropriate.	3.36	0.71
Oppo has a design and features which suit my requirements.	3.27	0.69
I am proud to buy Oppo.	3.09	1.09
Oppo reflects things I am interested in.	3.09	0.95
I really love the brand OPPO.	3.05	0.71
I identify with people who use Oppo.	3.45	0.94
I feel a deep connection with others who use Oppo.	3.27	0.8
<b>Knowledge</b>	<b>3.25</b>	<b>0.59</b>
I can recognize Oppo among other brands.	3.05	0.71
If asked, I could easily list the values Oppo stands for.	3.05	0.879
I can easily recall the characteristics of Oppo.	3.64	0.88
When I think of smartphones, Oppo always comes to my mind first	3.27	1.0
<b>Esteem</b>	<b>3.38</b>	<b>0.47</b>
Oppo is sincere with consumers.	3.5	0.585
Oppo expresses an interest in its customers.	3.41	0.57
The products with Oppo are always good quality.	3.45	0.58
Oppo is a very fashionable brand.	3.27	0.81

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I think Oppo renews its products to take into account advances in research.	3.27	0.69
I think Oppo is always looking to improve its response to consumer needs.	3.41	0.72
<b>Total</b>	<b>3.25</b>	<b>0.46</b>

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### Purchase intention of Oppo

The last component of the research objective, which addressed the consumer's purchase intention for Oppo, is covered in this section. The participant's purchase intention was collected from part four of the survey. This section has three items and explores the respondent's willingness to purchase a smartphone from Oppo. The level of the agreement is used A five-point Likert Scale to measure.

The output in Table 4.7 described that the respondents had a positive perspective on the purchase intention for the Oppo smartphone, as the mean value was 3.19. The item with the highest mean value was "I would consider purchasing the Oppo smartphone." With a mean value of 3.36 (Standard deviation = 0.77). The item ranked second was "I have a high willingness to purchase the Oppo smartphone."

With a mean value of 3.13 (Standard deviation = 0.69). The item got the lowest mean value was "I have a high willingness to purchase the Oppo smartphone." With a mean value of 3.09 (Standard deviation = 0.73).

The Cronbach's alpha reliability for purchase intention was 0.89, ensuring high reliability. This value did not precisely correspond to the original similar compared with the original Zhu & Li (2020) scales, which had a reliability of 0.96. However, it indicated high reliability

Table 4.6 Respondent's purchase intention of Oppo's smartphone

<b>Purchase intention</b>	<b><i>M</i></b>	<b><i>SD</i></b>
I would consider purchasing the Oppo smartphone.	3.36	0.77
I have a high probability of purchasing an Oppo smartphone.	3.09	0.73
I have a high willingness to purchase the Oppo smartphone.	3.13	0.695
<b>Total</b>	<b>3.19</b>	<b>0.665</b>

### 4.3 Relationship between brand equity and purchase intention

The findings in this section describe the second research objective: to explore the relationship between two variables, consumers' perception of Oppo's brand equity and their purchase intention with the smartphone from Oppo. It consists of the statistical test results from the correlation analysis.

A Person's Correlation test was applied to investigate the relationship between two variables. Based on the output from Table 4.7, brand equity and purchase intention have a significant positive relationship ( $r = 0.801$ ,  $p = 0.00$ ). This number indicated that the change in the respondent's perception toward the brand, whether positive or negative, is likely to relate to a difference in people's willingness to purchase the smartphone from Oppo.



Table 4.7: Correlation between brand equity and purchase intention

Relationship between	<i>r</i>	<i>p</i>
Brand equity and purchase intention	0.801	0.00

Lastly, based on the hypothesis, it was assumed that there is a positive relationship between brand equity and purchase intention. The result supports this hypothesis and confirms the connection.

#### 4.4 Compared mean of purchase intention with different state

This section investigates whether the consumer's current use of the smartphone brand impacts purchase intention on Oppo. First, the one-way ANOVA test was applied to compare the participant's purchase intention on Oppo with different states.

Table 4.8 shows the result of the one-way ANOVA test.

Table 4.8 Result from One-way ANOVA test.

ANOVA					
Ploverall	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	56.713	2	28.356	135.519	.000
Within Groups	50.009	239	.209		
Total	106.722	241			

Based on the result, the significant level is less than 0.05, indicating that the purchase intention of people from different states differs. The following Table 4.9 provide more information.

Table 4.9 Mean and standard deviation on purchase intention with different states

States	<i>N</i>	<i>M</i>	<i>SD</i>
Users	55	4	0.21



Owned	55	3.33	0.767
Other	132	2.81	0.35
<b>Total</b>	<b>242</b>	<b>3.197</b>	<b>0.665</b>

According to the data, 55 participants are Oppo users, with a mean score of 4 (SD=0.21), and 55 participants owned Oppo before, with a mean score of 3.33 (SD=0.767). Furthermore, 132 respondents used other brands, with a mean score of 2.81 (SD=0.35).

In addition, to figure out which groups are different from the others, the post-hoc test was used to determine which pairs are significantly different. Table 4.10 shows the result of the post-hoc test.

Table 4.10 Result from post-hoc test

<b>Multiple Comparisons</b>						
Dependent Variable: Ploverall						
Scheffe						
(I) States	(J) States	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
User	Owned	.6667*	.08723	.000	.4518	.8815
	Other	1.1944*	.07341	.000	1.0136	1.3753
Owned	User	-.6667*	.08723	.000	-.8815	-.4518
	Other	.5278*	.07341	.000	.3469	.7086
Other	User	-1.1944*	.07341	.000	-1.3753	-1.0136
	Owned	-.5278*	.07341	.000	-.7086	-.3469

Based on observed means.  
The error term is Mean Square(Error) = .209.  
\*. The mean difference is significant at the .05 level.

According to the output, compared with all pairs of groups, the significant levels are all less than 0.05. Therefore, these groups are significantly different compared to one another.

#### 4.5 Compared mean of purchase intention with different age groups

This section investigates whether the consumer's age impacts the purchase intention of Oppo's smartphone. First, the one-way ANOVA test was applied to compare the participant's purchase intention on Oppo with different age groups. Table 4.11 shows the result of the one-way ANOVA test.

Table 4.11 result from the one-way ANOVA test

<b>ANOVA</b>					
Poverall	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.475	3	4.825	12.449	.000
Within Groups	92.247	238	.388		
Total	106.722	241			

Based on the result, the significant level is less than 0.05, indicating that the purchase intention of people in different age groups differs. The following Table 4.12 provide more information.

Table 4.12 Mean and standard deviation on purchase intention with different age

Age	<i>N</i>	<i>M</i>	<i>SD</i>
18-21	22	3.33	1.02
22-25	22	3.33	0.34
26-30	110	2.93	0.57
31-45	88	3.46	0.6
<b>Total</b>	<b>242</b>	<b>3.197</b>	<b>0.665</b>

According to the data, the number of subjects and mean score for purchase intention in different age groups differ. There are 22 respondents between 18-21, with a mean score of 3.33 (SD=1.02), and 22 respondents between 22-25, with a mean score of 3.33 (SD=0.34). There are 110 respondents between 26-30, with a mean

score of 2.93 (SD=0.57), and 88 respondents between 31-45, with a mean score of 3.46 (SD=0.6).

In addition, to figure out which groups are different from the others, the post-hoc test was used to determine which pairs are significantly different. Table 4.13 shows the result of the post-hoc test.

Table 4.13 Result from the post-hoc test.

<b>Multiple Comparisons</b>						
Dependent Variable: Ploverall						
Scheffe						
(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
18-21	22-25	.0000	.18771	1.000	-.5285	.5285
	26-30	.4000	.14540	.058	-.0094	.8094
	31-45	-.1250	.14840	.871	-.5428	.2928
22-25	18-21	.0000	.18771	1.000	-.5285	.5285
	26-30	.4000	.14540	.058	-.0094	.8094
	31-45	-.1250	.14840	.871	-.5428	.2928
26-30	18-21	-.4000	.14540	.058	-.8094	.0094
	22-25	-.4000	.14540	.058	-.8094	.0094
	31-45	-.5250*	.08904	.000	-.7757	-.2743
31-45	18-21	.1250	.14840	.871	-.2928	.5428
	22-25	.1250	.14840	.871	-.2928	.5428
	26-30	.5250*	.08904	.000	.2743	.7757

Based on observed means.  
The error term is Mean Square(Error) = .388.  
\*. The mean difference is significant at the .05 level.

According to the output, in the 18-21 group, compared with the 22-25 group, the significant level is 1 (greater than 0.05), indicating that these two groups are not significantly different. Furthermore, 18-21 group, compared with the 26-30 group, the

significant level is 0.058 (greater than 0.05), indicating that these two groups are not significantly different. In addition, 18-21 group, compared with the 31-45 group, the significant level is 0.871 (greater than 0.05), indicating that these two groups are not significantly different. Lastly, 26-30 group compared with the 31-45 group, the significant level is 0.00 (less than 0.05), indicating that these two groups are significantly different.

#### 4.6 Compared mean of purchase intention with different education levels

This section investigates whether the consumer's education level impacts the purchase intention of Oppo's smartphone. First, the one-way ANOVA test was applied to compare the participant's purchase intention on Oppo with different education levels. Table 4.14 shows the result of the one-way ANOVA test.

Table 4.14 Result from one-way ANOVA test

<b>ANOVA</b>					
Ploverall	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	22.942	2	11.471	32.723	.000
Within Groups	83.780	239	.351		
Total	106.722	241			

Based on the result, the significant level is less than 0.05, indicating that the purchase intention of people with different education levels differs. The following Table 4.15 provide more information.

Table 4.15 Mean and standard deviation on purchase intention with different ED level

<b>Education level</b>	<i>N</i>	<i>M</i>	<i>SD</i>
High school	22	4.17	0.17
Bachelor's degree	154	3.119	0.66
Higher than Bachelor	66	3.06	0.49
<b>Total</b>	<b>242</b>	<b>3.197</b>	<b>0.665</b>

Based on the result, the number of subjects and mean score for purchase intention with the different education levels differ. There 22 respondents graduated from high school, with a mean score of 4.17 (SD=0.17), and 154 respondents held a bachelor's degree, with a mean score of 3.12 (SD=0.66). 66 respondents have a master's degree or above, with a mean score of 3.1 (SD=0.49).

In addition, to figure out which groups are different from the others, the post-hoc test was used to determine which pairs are significantly different. Table 4.16 shows the result of the post-hoc test.

Table 4.16 Result from the post-hoc test.

Multiple Comparisons						
Dependent Variable: Ploverall						
Scheffe						
(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
High school	Bachelor's degree	1.0476*	.13495	.000	.7152	1.3800
	Higher than Bachelor	1.1111*	.14576	.000	.7521	1.4701
Bachelor's degree	High school	-1.0476*	.13495	.000	-1.3800	-.7152
	Higher than Bachelor	.0635	.08711	.767	-.1511	.2781
Higher than Bachelor	High school	-1.1111*	.14576	.000	-1.4701	-.7521
	Bachelor's degree	-.0635	.08711	.767	-.2781	.1511

Based on observed means.  
The error term is Mean Square(Error) = .351.  
\*. The mean difference is significant at the .05 level.

According to the output, the high school group, compared with the group with a bachelor's degree group, the significant level is 0.00 (less than 0.05), indicating that these two groups are significantly different. Furthermore, high school group, compared with the higher bachelor group, the significant level is 0.00 (less than 0.05), indicating that these two groups are significantly different. In addition, in the bachelor's degree group, compared with the higher bachelor's degree group, the significant level is 0.767 (greater than 0.05), indicating that these two groups are not significantly different.

In conclusion, the result shows that the participants with different characteristics have different perceptions of brand equity and purchase intention.

More details will be discussed in chapter 5.

## CHAPTER 5: Summary and Discussion

Based on the research findings in Chapter 4, this chapter focus on further summarizing and discussing the results. Moreover, the limitation and practical implications will also be addressed in this chapter.

### 5.1 Summary

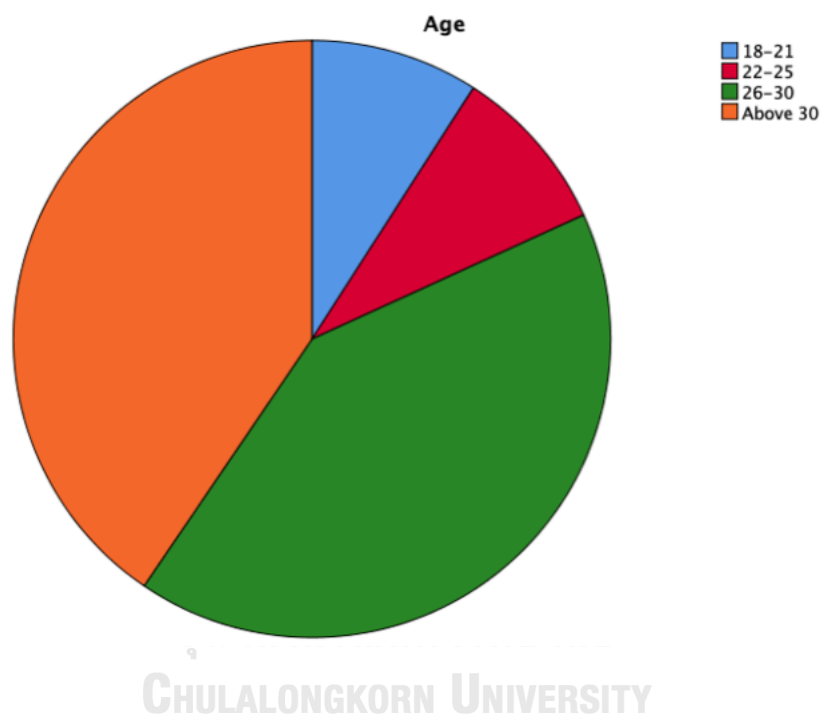
This part will evaluate the result of the study based on the quantitative data acquired from respondents between October to November 2022. The consequences involved the demographic profile of the participants, their perception of the brand Oppo, and their purchase intention. Furthermore, the correlation and one-way ANOVA analysis results are also presented.

In the first section, the demographic profile of the respondents covers age, education level, the channel frequently used to receive the information, and brand preference. A total of 280 people filled in the questionnaire, but only 250 respondents met the conditions and completed the questionnaire. They were Thai Generation Z and Generation Y, all gender, aged between 18-45 years old, and had a general



knowledge of the brand Oppo. The primary party of the 250 respondents is between 26 - 30 years old, with 120 respondents or 41.3%. The participants' age distribution is shown in Figure 5.1.

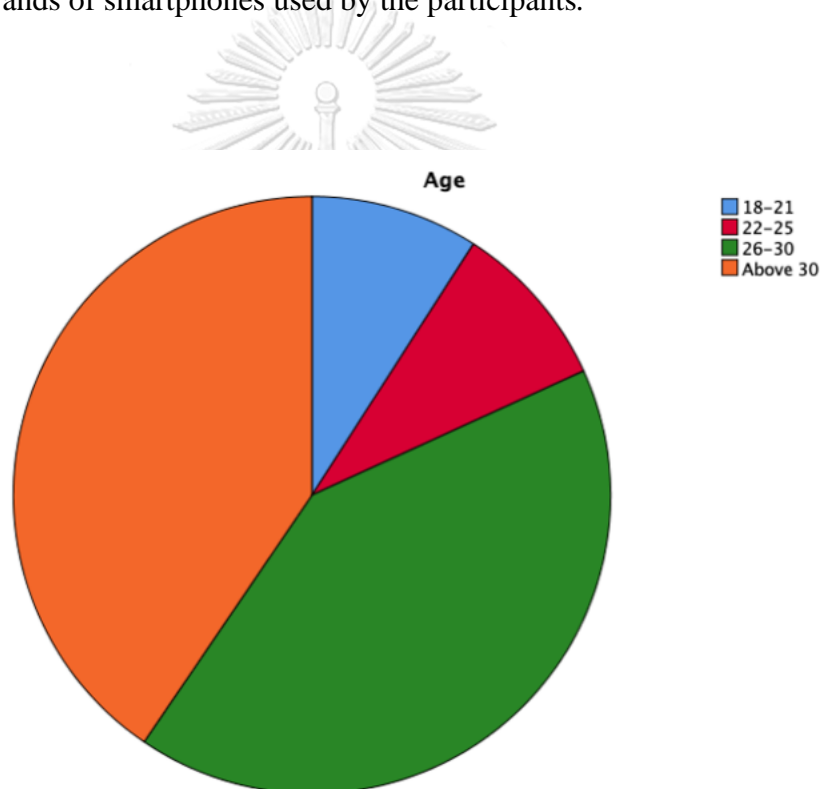
Figure 5.1: participants' age distribution



The following demographic feature was the education level. The majority of the 250 respondents graduated from the university holding a bachelor's degree, with 163 respondents or 65.2%. The third demographic feature that was analyzed is what type of media channel consumers always receive the message related to the smartphone. 196 (78.3%) of the respondents received the message from the social media platform, and 44 (17.4%) participants preferred to receive the news from the

website. The fourth demographic feature is the mobile phone brand respondents are using now. Most of the respondents currently use Samsung, with 102 respondents or 40.5%. Followed by iPhone 6-13 users with 70 respondents or 27.7%. Oppo users ranked third with 34 respondents or 13.6%. Figure 5.2 describes the brand of smartphone used by the participants.

Figure 5.2: Brands of smartphones used by the participants.



### Brand equity

Based on the previous study (BAV, 2018). The brand value and equity section expressed the respondent's total perception of Oppo. Oppo gained a mean value of 3.24 out of 5.0. This number indicated that, in general, the respondents had a positive perception of the brand Oppo. The statement in brand equity measured the brand

assets in different types and described a brand's growth potential, including differentiation, relevance, esteem, and knowledge. When the four kinds of brand equity were considered separately, esteem gained the highest mean value of 3.4 out of a total score of 5.0. The statement belongs with esteem, which got the highest mean value, was "Oppo is honest with its customer.", with a score of 3.5. Furthermore, the statement with the lowest mean value was "I think Oppo renews its products to take into account advances in research." with a score of 3.27.

Compared with the other dimensions under brand equity, knowledge ranked second with a total mean value of 3.25 out of 5.0. The statement with the highest mean score under knowledge was "I can easily recognize the symbol or logo of Oppo.", with a mean score of 3.64. In addition, the statement with the lowest mean value was "I can recognize Oppo among other brands."

Relevance ranked third and got a mean value of 3.22 out of 5.0. The statement under relevance, which brought the highest mean score, was "I identify with people who use Oppo.", with a mean value of 3.45. In addition, the lowest mean value statement under relevance was "I love the brand Oppo.", with a mean score of 3.09.

The last dimension of brand equity, differentiation, got an overall mean score of 3.16. The item under differentiation, which brought the highest mean value, was "I feel that Oppo is unique.", with a mean value of 3.41. Furthermore, the statement with

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the lowest mean value was "Oppo has exceptional quality versus competing brands (Xiaomi, Vivo, Huawei, Samsung, Apple)." with a mean score of 3.0.

The purchase intention of the participant was measured to the degree of the consumer's wellness to purchase the product from Oppo. The data shows that most respondents were somewhat likely to buy the product from Oppo. Purchase intention got an overall mean value of 3.2 out of 5.0. The statement under purchase intention, with the highest mean value, was "I would consider purchasing the Oppo smartphone.", with a mean value of 3.27. Moreover, the statement with the lowest overall mean value was "I have a high probability of purchasing an Oppo smartphone.", With a mean score of 3.0.

Finally, correlation and one-way ANOVA tests were conducted to explore the relationship between variables. The correlation test was conducted to investigate if the relationship between brand equity and purchase intention among Thai GenZ and GenY exists. The research results revealed a significantly positive and robust relationship between the variables with  $r = 0.626$  ( $p < 0.05$ ). It implied that if the Thai consumer scores for the brand equity for brand Oppo increase, their scores were given to purchase intention for buying Oppo smartphones would also increase.

The one-way ANOVA, including a post-hoc test, was conducted to test whether there are statistical differences in purchase intention on Oppo smartphones when the participants' backgrounds differ. The result shows that the purchase

intention for the participants with different characteristics is different, with a significant level of less than 0.05. The result will be explained in the discussion section.

## 5.2 Discussion

In this research, the discussion section has two primary purposes. First of all, discusses the respondent's opinions on Oppo's brand equity and value. Second, the respondent's purchase intention toward the brand Oppo. The last discussion compares the consumer's purchase intention on Oppo with different backgrounds.

### 5.2.1 Brand equity of Oppo Thailand

Based on research output, Oppo is still in the early stage of developing its brand in the Thai market. Therefore, this study focused on the brand equity of Oppo Thailand to investigate how the brand grows in a specific progression of consumer perceptions and how consumers structure unique concepts and associations about Oppo in their minds. Based on the previous study, Keller (2009) mentioned that when a brand portrays are strong enough and occupies the right spot in the sense of target

consumers with a consistent brand message. As a result, it will create a positive brand association, which covers an overall perception and establishes that brand's value.

The output from this study proves this viewpoint. The data shows that the respondents generally had positive perceptions of Oppo. The data indicated that the respondents create a positive image when they think about Oppo. After comparing all the pillars under the BAV model (differentiation, relevance, esteem, and knowledge). Oppo has the advantage of esteem and knowledge.

Esteem received the highest score, which reflects that consumers like Oppo and hold it in high regard. This phenomenon could be because positive knowledge and experience the consumers gained from Oppo.

Furthermore, the mean score for knowledge ranked second. This is because Oppo invested tremendous money in marketing communication in Thailand and preferred to invite trendy Thai celebrities to introduce the brand and product features to the audiences. From 2017 until now, OPPO used to ask Urassaya Sperbund (Reno6), Thanapob Leeratanakachorn (Reno4, Reno6), Putthipong Assaratanakul (Reno 6), Krit Amuaydechorn (Reno 6), Panissara Phimpru (Find X5), Nadech Kugimiya (F5, F9, Reno6, Reon7), Kanawut Traipipattanapong (Reno 8), as the product presenter to do the product endorsement. As a result, these appointments generated a tremendous amount of traffic on social media. For instance, Nadech's

Reno7 product endorsement 30s TVC, published on YouTube on 25 February 2022, received more than a 13million views in 7 months.

In addition, in a previous study Kapferer (1993) mentioned that the brand has two functions, which start to distinguish different products from each other and follow by certifying a product origin. Moreover, Doyle (2001) noticed that the brand must meet the four requirements to make a profit. For instance, a strong consumer proposition must be managed to optimize the long-term cash flow of the brand value and linked with the company's other value-creating assets, be positioned in an appealing enough market, and so on. Reflecting on the finds, based on the BAV model, Oppo's mean score on differentiation was 3.16 (SD = 0.47), and the mean score on esteem was 3.22 (SD = 0.57). This score explained why Oppo's sales volume was low compared with Samsung and iPhone.

In addition, based on the findings, the average mean score related to the four pillars is less than 3.5. Therefore, we can deem that. Oppo is a new brand with the potential to resurge in the Thai market. It is essentially beginning with a blank slate. Consequently, to increase brand equity. Establishing differences and strengthening the brand's distinctiveness, significance, and personality are priorities.

### **5.2.2 Purchase intention**

Purchase intention was defined to evaluate the respondent's conviction to purchase Oppo products. The findings show that the participants had a positive purchase intention for Oppo's smartphone, with a mean value of 3.2 out of 5.0.

Moreover, to get a deeper understanding of the people's purchase intention, the "forks" has designed in the questionnaire. The respondents are divided into three groups based on the states that use Oppo now, own Oppo before, and use other brands. As a result, the group using the Oppo smartphone gives the highest mean score, 4.0 out of 5.0. This is because the Oppo smartphone's outstanding camera performance and fashion design satisfied the consumer's needs, especially for people who take selfies and post on social media platforms frequently. Furthermore, the group of people who owned Oppo before gave a mean score of 3.33 out of 5.0. They mentioned, with the growth of the mobile phone's use time, the design of the Android system makes the smartphone's response speed slow down, which is the main reason people changed the Oppo smartphone to the other one. In the end, the mean score from the group that uses the other brands was 2.8 out of 5.0. Among this group of respondents, 67% are using iPhones and are unwilling to change the Android mobile phone in the future. As a result, the mean score from this group of people is low.

Additionally, the results show that the participants with a positive perception of Oppo's brand equity also had a positive purchase intention for the brand. Therefore, the participants who like the brand agreed with the brand value and would like to



know more about the brand are more likely to purchase the product from the brand. Therefore, the findings from this study were consistent with Hartman and Apaolzaz-Ibanez's (2012) studies, which described that when consumers had a positive attitude toward the brand, they were more willing to purchase or use the product from the specific brand. Additionally, this study supports the Sherman (1997) perspective, in which behaviors like approach or avoidance indicate final judgments based on cognitive and emotional responses.



### **5.2.3 relationship between brand equity and purchase intention**

The last part of this section concentrates on the relationship between the brand equity of Oppo consumers' purchase intention and other factors on Oppo smartphones.

Based on the data, brand equity correlation with purchase intention is 0.801, indicating a significant positive relationship between brand equity and purchase intention towards Oppo's smartphone. Figure 5.3 shows the correlation between these two variables.

Figure 5.3 Pearson correlation result

<b>Relationship between</b>	<b><i>r</i></b>	<b><i>p</i></b>
Brand equity and purchase intention	0.801	0.00

The findings showed that the respondents who had a favorable opinion of Oppo's brand equity were more willing to purchase Oppo smartphones. In a previous study, the researchers mentioned that positive brand equity would make the audience want to engage or interact more with the brand (Islam & Rahman, 2016). In addition, the findings from this study were consistent with previous studies conducted by Blasco-Arcas, Hernandez-Ortega, and Jimenez-Martinez (2016), that the stronger brand value, the more positive purchase intention will occur.

#### **5.2.4 Compared mean of purchase intention with different brand preference**

To gain a deeper understanding of how brand Oppp's market campaign affects people's perception of the brand equity and purchase intention. The data are collected from various groups of people with different statuses. The participants were divided into three groups, Oppo users, previous Oppo users, and those using other brands. To

compare these three different groups of person's purchase intentions on Oppo, the one-way ANOVA with Post-hoc test is used to compare the mean value.

Based on the findings, Compare the mean value between these three groups. The Oppo users get the highest mean score of 4.0 out of 5.0 (SD = 0.21). Previous Oppo users ranked 2nd with a mean score of 3.33 out of 5.0 (SD = 0.77), and the participants who used the other brands were ranked third with an average mean score of 2.8 out of 5.0 (SD = 0.35). Figure 5.4 shows more information related to the purchase intention of people of different statuses.

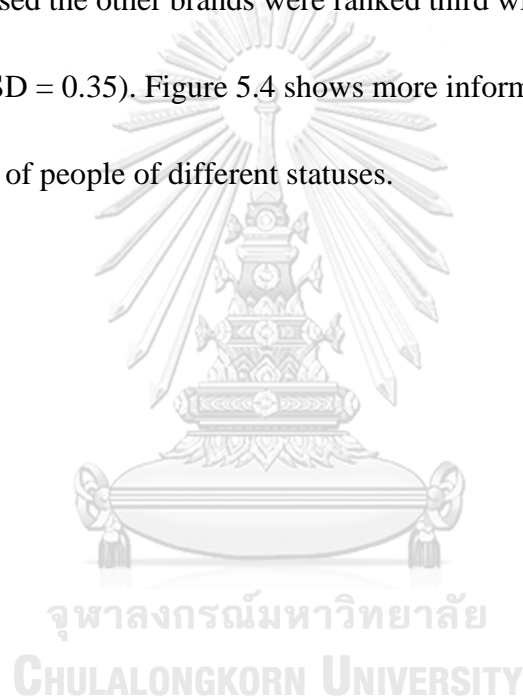
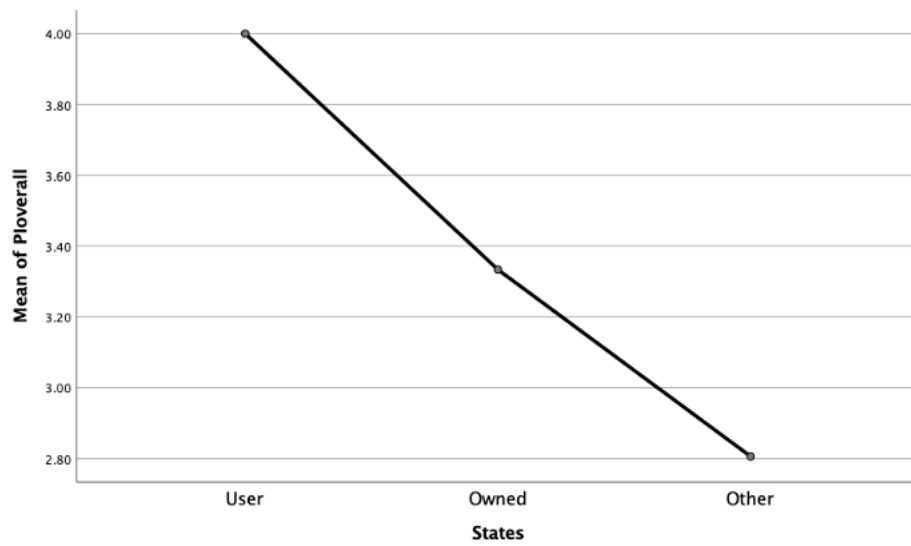


Figure 5.4: Purchase intentions of people of different statuses.



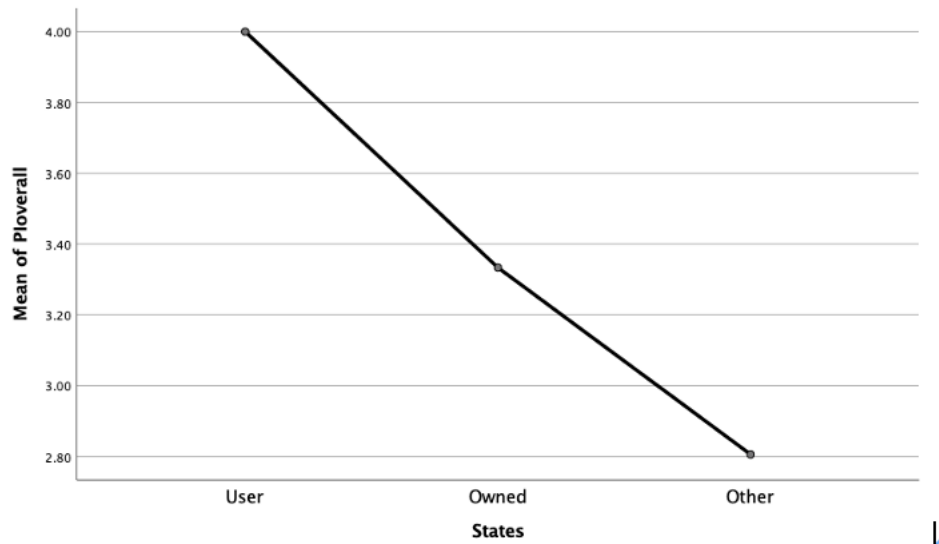
According to the article online (Brand Buffet, 2021) and feedback from the participants. They mentioned that Oppo's outstanding camera performance is crucial to satisfying consumers' needs. This factor explains why Oppo smartphone users have the highest score for purchase intention. Moreover, a previous study mentioned (Domke, 2021) with the increase in usage time, the lack of performance of Android mobile phones is gradually emerging. It reflects that the system response speed becomes slower and eventually becomes unusable. The defect of the Oppo smartphone system utilization is the main reason for the customer (previous Oppo users) switching to another brand. Lastly, the mean score for the other brand users contributed the lowest mean score. Because in this group, the majority of them are iPhone users. More details will explain in the next section.

### 5.2.5 Compared mean of purchase intention with different age

According to the questionnaire design, the demographic factor of age divided the participants into four groups: 18 to 21, 22 to 25, 26 to 30, and 31 to 45. To determine if it has a statistically significant difference among these four groups. The one-way ANOVA with Post-hoc test was used to compare the mean value between the pairs of the groups.

Based on the findings, Compare the mean value between these four groups. The participants aged 31-45 got the highest mean score of 3.46 out of 5.0 (SD = 0.6). The participants aged 22-25 ranked 2nd with a mean score of 3.33 out of 5.0 (SD = 0.34), and aged 18-21 were ranked third with an average mean score of 3.33 out of 5.0 (SD = 1.02). Lastly, the participants aged between 26-30 were ranked fourth with an average mean score of 2.93 out of 5.0 (SD = 0.57). Figure 5.5 shows more information related to the purchase intention of people in different age groups.

Figure 5.5: Purchase intentions of people in different age groups.



Compared with all groups. Only one pair is different, the groups 26-30 and 31-45, with a significant level of less than 0.05. It indicated that these two groups of people's purchase intentions on Oppo are significantly different. This is because 30% of the respondents aged 26-30 spend more than 30000 THB on purchasing a smartphone compared with those aged 31-45 only 12.5%. Oppo's smartphone price range is mainly between 10000 to 30000 THB. It indicated they are not Oppos's target audience.

Furthermore, based on the previous study (Jin, 2020). The primary target audience of Oppo smartphones is young people, most of whom are either students or have just started to work. The results of this search are consistent with the previous study.

In addition, compared the mean score of purchase intention of Oppo between the four groups. The participants aged 26 to 30 get the lowest mean which is 2.9. Because 50% of participants aged 26-30 are using iPhone 6-13. Compared with Oppo, iPhone has strong consumer loyalty. Thus, this group of people's purchase intention on Oppo is the lowest.

The reason makes this phenomenon happens. It was compared with Apple. The brand Oppo's strength in brand equity is weak. Based on the report (Interbrand, 2022) iPhone is the leading brand in the smartphone market. Has the highest score on differentiation, relevance, esteem, and knowledge. So, for iPhone users, it is hard to educate those to accept another brand. Therefore, to win the competition, starting from differentiation, Oppo needs to find another field to enhance its brand equity and value. According to the information from the participants and articles online (workpointTODAY, 2021). Compared with the other brand Oppo has excellent strength on camera. Thus, it can be a unique point to make Oppo stand out in a competitive market.

In addition, based on the previous study (Eriksson, 2018), smartphones are included in the high-involvement product category. Because compared with fast-moving consumer goods, smartphones are expensive. Meanwhile, it also requires consumers to spend more time and money to seek more information and compare alternate options to make the best purchase decision. A low purchase intention mean-

value score with participants aged between 26-30 means the marketing campaign created by Oppo could not significantly impact purchase intention among people aged 26-30. Figure 5.6 shows the mean score under three dimensions for the aged 26-30 participants.

Figure 5.6 mean score under three dimensions for the aged 26-30 participants.

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
PI1	10	2.00	4.00	3.0000	.66667
PI2	10	2.00	4.00	2.8000	.63246
PI3	10	2.00	4.00	3.0000	.66667
Valid N (listwise)	10				

Therefore, to make marketing communication more effective. Two priority things brand Oppo needs to consider. First, do more marketing research and get more consumer insight with people between 25 and 30 to build resonance. Second, rebuild a new marketing strategy for the 26-30-year-old people and educate the target audience by following aspects which are cognitive, emotional, and behavioral learning to make the target audience understand Oppo more and eventually create sales.

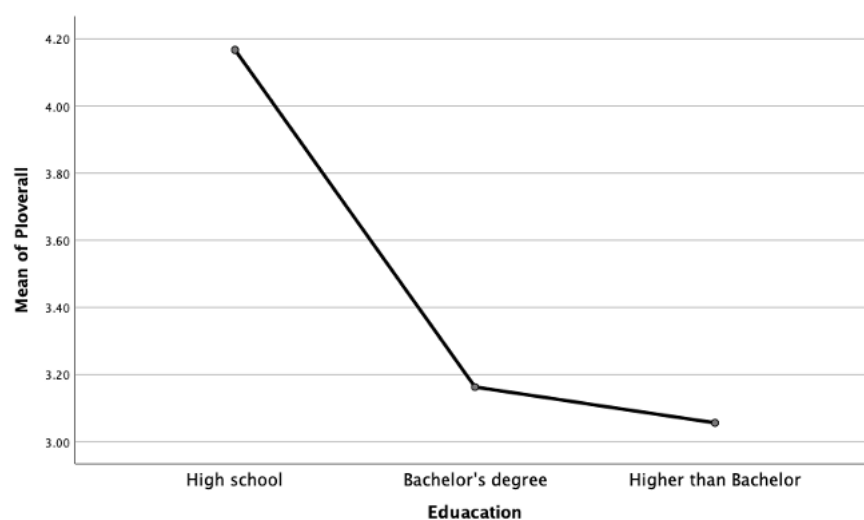


### **5.2.6 Compared mean of purchase intention with different education levels**

The demographic factor of education level groups the people into three different groups: graduate from high school, hold a bachelor's degree or have a degree higher than an undergraduate degree. To compare the participant's purchase intentions on Oppo with a different educational background. The one-way ANOVA with Post-hoc test was used to compare the mean value between the pairs of the groups.

Based on the findings, compare the mean value between these three groups. The participants who graduated from high school got the highest mean score of 4.17 out of 5.0 (SD = 0.17). The participants who graduated from a university ranked 2nd with a mean score of 3.12 out of 5.0 (SD = 0.66), and participants holding a master's degree or higher were ranked third with an average mean score of 3.06 out of 5.0 (SD = 0.49). Figure 5.7 shows more information related to the purchase intention of people with different education levels.

Figure 5.7 Purchase intention of people in different education levels.



The output shows that. The group that graduated from high school compared with the group that graduated from university are significant differences, with a significant level of less than 0.05. The group that graduated from high school compared with the group that graduated higher than bachelor's are significant differences, with a significant level of less than 0.05. Furthermore, the group that graduated from university and higher than a bachelor's has no significant differences from one to another with a significant level greater than 0.05. Meanwhile, the findings also show that with the increase in people's educational background, the purchase

intention on Oppo is decreasing. Based on the previous study by Malhan and Kumar (2021), education level has a significant positive relationship with the dependent variable purchase intention.

Additionally, according to the previous study by Wong (2019), education level has a significant positive relationship with the attitude toward brand equity. These findings mean that with the increase in people's educational background, people's pursuit of brand equity is also gradually increasing. The results of this search are consistent with the previous study. Of those with a degree higher than a bachelor, 70% of them use iPhone or Samsung, and 70% spend more than 25000 THB on purchasing a smartphone. This group prefers to buy a smartphone with a high brand value. Therefore, compared with Samsung and iPhone, Oppo's lack of brand equity and value has caused Oppo to lose the favor of highly educated people.



### **5.3 Limitations of the Research and Direction for Future Research**

Overall, the study successfully gained a positive result, which could extend the knowledge of brand equity and purchase intention. However, some limitations have still existed.

First, the current research only focuses on age and education regarding demographic variables. Even though, based on the previous study, the demographic

variables have less effect on enhancing brand value (Upamannyu et al., 2019) and do not influence consumer engagement (Osei-Frimpong et al., 2019), it still has a potential effect on brand equity (Huang et al., 2014). Because of this, future research should collect adequate demographic data from the study to allow for a thorough understanding and analysis.

Moreover, researchers can use qualitative research in future studies. An in-depth interview or focus group will let the researchers understand how Oppo's brand equity affects consumer purchase decisions.

#### **5.4 Practical Implications**

The findings from this research provide valuable insight into Oppo's brand equity in Thailand and people's purchase intention. Based on these findings, specific practical implications have been identified.

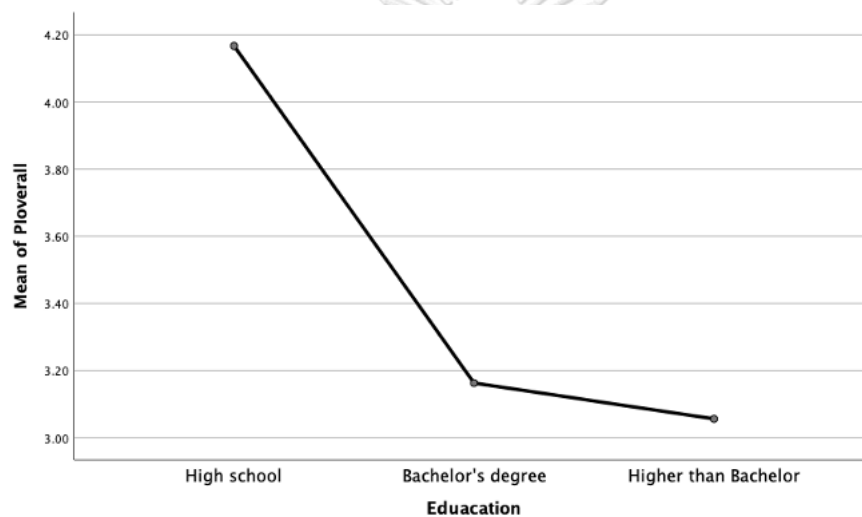
First, based on the Pearson correlation coefficient result, the brand equity correlation with purchase intention is 0.801, indicating that strong brand equity of Oppo will create more sales. On the contra, poor brand equity with low value will make Oppo's sales drop. Moreover, the overall mean score of Oppo's brand equity was 3.254 (SD = 0.46). The mean score expresses that the consumers have an optimistic viewpoint on Oppo's brand equity but still have a big gap to make the

people love the brand. Therefore, brand Oppo needs to invest more in building its brand equity.

Secondly, based on the BAV model, the result shows Oppo has the advantage on esteem and knowledge with mean scores of 3.4 (esteem) and 3.3 (knowledge).

Figure 5.8 shows Oppo's brand equity score on four pillars.

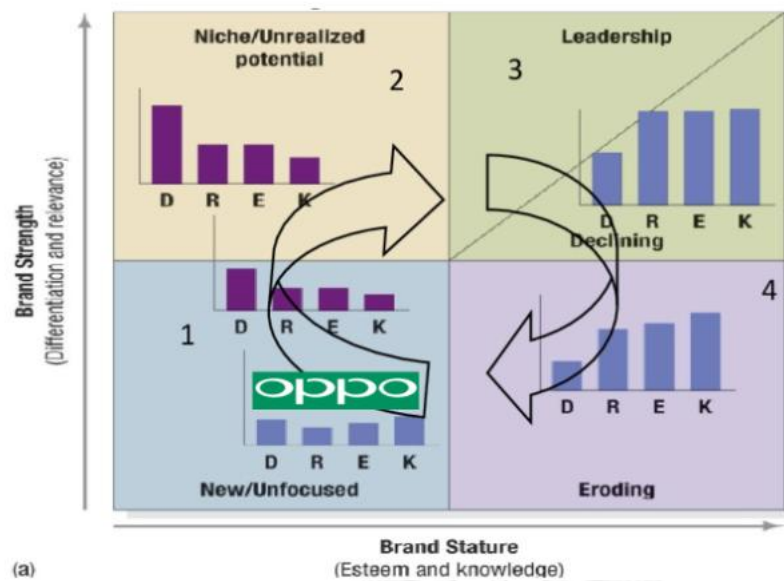
Figure 5.8 The profile of four pillars for Oppo.



Based on the output, Oppo's score on these four pillars has no single factor

higher than four which means Oppo's brand equity is not influential in the Thai market. According to BAV Power Grid brand Oppo is positioned in quadrant 1.

Figure 5.9 Oppo's position on BAV Power Grid



This position indicated that brand Oppo only developed some of the brand's potential. To become more comitative in the Thai market, the initial things that brand Oppo need to do is to establish differentiation and enhance its relevance.

Differentiation, which stands for the brand's uniqueness, is the first stage. Based on the previous study (Young & Rubican, 2000), differentiation evaluates the strength of the brand's meaning and describes how distinctive the brand is thought to be by the customer. Differentiation is the foundation of any brand. To do this, Oppo needs to be viewed as distinctive and unusual. It must be seen as having a unique identity and significance.

The second step is about the brand's relevance to consumers. According to Dagustami (2014), relevance may be characterized as a brand's appropriateness, significance to the consumers, and ability to connect with the market target. Therefore, to make it clear. Oppo needs to meet the following conditions: Oppo

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smartphone's personality is relevant. Oppo smartphone's price is right. Oppo's product is easy to find. The Oppo smartphones come in the correct forms and features. If all these issues seem familiar to the customers, it indicates that Oppo has a strong brand relevance. Thus, Oppo should post regularly on social media platforms, such as prize quizzes and trendy topics, to create consumer affective engagements to distinguish between the other smartphone brands.

Meanwhile, increasing the frequency of communicating with the target audience is essential to clarify the brand personality. The content can concentrate on introducing the latest smartphone model, new sales promotions, and tips for using the Oppo smartphone to take a nice selfie. These can help increase the brand value, enhance the brand equity, and positively affect the consumer's purchase intention. As a result, the positioning of the brand Oppo on BAV Power Grid will move to quadrant 2.

Lastly, other demographic factors still affect people's purchase intention on Oppo. For instance, the participants aged between 26-30, holding a master's degree or above, and current iPhone users have a low willingness to purchase the Oppo smartphone. To solve the marketing communication problem, Brand Oppo needs to conduct marketing research to get meaningful consumer insights from people with different backgrounds. Creating various marketing campaigns based on social trends to satisfy consumer needs and making communication more effective is essential.

In conclusion, Developing the brand's equity consistent with special meaning will benefit brand development. Compared with those brands that are lacking in brand equity development. A brand's financial performance tends to be better: larger margins, a better return on assets, and more substantial growth. According to a prior study, brand success reflects on brand equity, and customer happiness is driven by the same perceived benefit structures used for brand success. (Yonggui, 2003). Based on the e-commerce platform development. An economy where consumers desire any available product has been replaced by requiring the brand to be distinctive, even before considering its relevance. This phenomenon indicated a proven link between brand equity and market share. Thus, Today, brands must stand out when they start. Understanding how great brands got to be will become the key to guiding the brand to succeed.

Using the data from this article. The findings imply that fostering a favorable brand perception may be crucial for businesses looking to boost customers' purchase intentions. In particular, uniqueness, based on clear views of the marketing communication content, product quality, and distinctive qualities of smartphone brands, is the main element driving purchase intent. Contextually, prior knowledge and perceived familiarity with the advantages and features of smartphones are crucial to influencing both functional and emotional opinions. Therefore, businesses should emphasize the intrinsic value of smartphones and how enjoyable it is to use them in



situations like taking selfies and having a good time with friends when communicating the utilitarian (effectiveness and functionality) and hedonic (fun, excitement, pleasure) dimensions of smartphone product consumption.

In addition, a prior study (Pantano, 2016) showed that by expanding their knowledge of these goods, merchants and retailers might aid customers in forming more favorable impressions of smartphones from Oppo. They need to figure out a technique to persuade the user to try using the smartphone to do this. McCabe and Nowlis (2003) assert that customers' first-hand interactions with a product significantly impact their buying decisions. Assume users assess the Oppo smartphone's practical features and form a favorable opinion of its high quality before making a purchase. In such instances, individuals are more likely to alter their perspective on brand equity, which will favorably affect their intention to purchase. This tactic can't be used in online retail, where rich and thorough product descriptions work best to satisfy customers' need for a hands-on smartphone experience.

In conclusion, the suggested approaches may be helpful for both influencing potential buyers and supporting people who already own or often use Oppo smartphones in their purchases. Not only will more good information and improved impressions regarding Oppo smartphones encourage new people to purchase them. They will, however, also improve Thais' perceptions of Oppo's brand equity and their inclination to buy Oppo cellphones. Degree of consumption among current customers

using the S-O-R model. The marketing effort should emphasize the Oppo smartphone's distinctiveness and practical advantages for non-consumers. Movements should instead emphasize the experience and the sensory rewards for customers. As a result, the precise marketing strategy will guide the brand Oppo to succeed in the Thai market.



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## APPENDIXA: Questionnaire (Thai version)

แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษาเพื่อจัดทำโครงการวิชาชีพของนิสิตระดับ

มหาบัณฑิต สาขาการจัดการการสื่อสารเชิงกลยุทธ์ คณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย  
ผู้วิจัยจึงใคร่ขอความร่วมมือจากท่านในการตอบแบบสอบถามตามความสมัครใจ และตามความ  
เป็นจริงหรือตามความคิดเห็นของท่าน ทั้งนี้ ข้อมูลของผู้ตอบแบบสอบถามทั้งหมดจะถูกเก็บเป็น  
ความลับ และถูกนำไปวิเคราะห์ในภาพรวม เพื่อนำไปใช้ประโยชน์ในเชิงการศึกษาเท่านั้น

### ส่วนที่ 1: คำถามคัดกรอง

คำชี้แจง: โปรดทำเครื่องหมาย ( ✓ ) ในช่องที่ตรงกับความคิดเห็นของคุณ โดย 5 = เห็นด้วย  
อย่างยิ่ง, 4 = เห็นด้วย, 3 = เฉยๆ ไม่แน่ใจ, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง

1. คุณมีอายุในช่วง 18-45 หรือไม่

ใช่

ไม่ใช่ (ลบแบบสอบถาม)

2. คุณรู้จัก Oppo หรือไม่

ใช่

ไม่ใช่ (ลบแบบสอบถาม)

### 3. คุณมีความประสงค์ที่จะซื้อโทรศัพท์มือถือด้วยราคา

- ต่ำกว่า 5000 THB (ฉบับแบบสอบถาม)
- 5001 ---- 10000 THB
- 10001 ---- 15000 THB
- 15001 ---- 20000 THB
- 20001---- 25000 THB
- 25001 ---- 30000 THB
- สูงกว่า 30000 THB

### ส่วนที่ 2 คำถามทั่วไป

คำชี้แจง: โปรดทำเครื่องหมาย ( ✓ ) ในช่องที่ตรงกับตัวคุณมากที่สุด

#### 1. กรณาระบุอายุของคุณ

- 18-22 ปี
- 23-25 ปี
- 31-35 ปี
- 36-40 ปี

- 41-45 ปี

2. วุฒิการศึกษาของคุณคือ (ED)

- มัธยม
- ปริญญาตรี
- สูงกว่าปริญญาตรี

3. คุณได้รับข้อมูลเกี่ยวกับโทรศัพท์มือถือด้วยช่องทางอะไร (Channel)

- สื่อสังคมออนไลน์ (เช่น เฟซบุ๊ก อิน스타그램 ยูทูป)
- เว็บไซต์ต่างๆ (เช่น ฟันทีป)
- จากเพื่อนหรือสมาชิกในครอบครัว
- จากสื่อดั้งเดิม (เช่น โทรทัศน์วิทยุ หนังสือพิมพ์ นิตยสาร)

4. ตอนนี้คุณใช้โทรศัพท์มือถือยี่ห้อ Oppo อยู่ไหม (using Oppo now)

- ใช่
- ไม่ใช่

5. โทรศัพท์มือถือที่คุณใช้อยู่เป็ยี่ห้ออะไร

- Oppo
- Iphone 6-13
- Iphone 14
- Xiaomi
- Samsung
- Others



ส่วนที่ 3: ภาพลักษณ์ตราสินค้า

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อย่างยิ่ง, 4 = เห็นด้วย, 3 = เฉยๆ ไม่แน่ใจ, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง

คุณเห็นด้วยกับข้อความต่อไปนี้มากน้อยเพียงใด	เห็นด้วย		ไม่		
	เห็นด้วย		อย่างยิ่ง		
	5	4	3	2	1



ภาพลักษณ์ตราสินค้า					
<i>Differentiation</i>					
1.	ฉันคิดว่า Oppo มีเอกลักษณ์มาก				
2.	การออกแบบของ Oppo ไม่เหมือนคนอื่น				
3.	Oppo มีคุณภาพดีเด่นเมื่อเทียบกับยี่ห้ออื่น				
4.	ฉันไม่สามารถแยกโทรศัพท์มือถือยี่ห้ออื่น ๆ ได้แต่ Oppo ไม่เหมือนคนอื่น				
5.	Oppo ใช้งานได้มีประสิทธิภาพมากกว่ายี่ห้ออื่น ๆ				
6.	หากเทียบกับยี่ห้ออื่น ๆ ราคาของ Oppo เป็นตัวแทนมาตรฐานในวงการโทรศัพท์มือถือ				

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คุณเห็นด้วยกับข้อความต่อไปนี้มากน้อยเพียงใด	เห็นด้วย		ไม่		
	เห็นด้วย		อย่างยิ่ง		
	อย่างยิ่ง		อย่างยิ่ง		
	5	4	3	2	1
ภาพลักษณ์ตราสินค้า					

<i>Relevance</i>					
1.	ฉันเชื่อมั่นในคุณภาพของ Oppo				
2.	ผลิตภัณฑ์ของ Oppo มีราคาที่เหมาะสม				
3.	การออกแบบและฟังก์ชันของ Oppo สามารถตอบสนองความต้องการของฉันได้				
4.	ฉันภูมิใจที่มี Oppo				
5.	Oppo ได้สะท้อนสิ่งที่ฉันชอบ				
6.	ฉันชอบยี่ห้อ OPPO				
7.	ฉันยอมรับคนที่ใช้ Oppo				
8.	ฉันรู้สึกผูกพันกับคนที่ใช้ Oppo มากกว่า				

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	เห็นด้วย		อย่างยิ่ง		
	5	4	3	2	1
<i>Knowledge</i>					

1.	ฉันสามารถจำ Oppo ได้ในสินค้าอื่นๆ					
2.	หากมีคนถามถึง ฉันสามารถยกตัวอย่างจุดเด่นของ Oppo ได้อย่างง่ายดาย					
3.	ฉันสามารถนึกตราหรือ โลโก้ของ Oppo ออกได้อย่างง่ายดาย					
4.	เมื่อนึกถึงโทรศัพท์มือถือ สิ่งแรกที่นึกออกคือ Oppo เสมอ					
<i>Esteem</i>						
1	Oppo มีความจริงใจต่อลูกค้า					
2	Oppo แสดงความเอาใจใส่ต่อลูกค้า					
3	ผลิตภัณฑ์ของ Oppo มีคุณภาพที่ดีเสมอ					
4	Oppo เป็นยี่ห้อที่แฟชั่นและอินเทรนด์					
5	ฉันคิดว่า Oppo ได้ทำการวิจัยอย่างเพียงพอเพื่ออัปเดตรุ่นผลิตภัณฑ์					
6	ฉันคิดว่า Oppo พัฒนานตนเองให้ดีขึ้นในด้านการตอบสนองความต้องการของผู้บริโภคเสมอ					

**ส่วนที่ 4: ความตั้งใจซื้อ**

คำชี้แจง: โปรดทำเครื่องหมาย ( ✓ ) ในช่องที่ตรงกับความคิดเห็นของคุณ โดย 5 = เห็นด้วย  
อย่างยิ่ง, 4 = เห็นด้วย, 3 = เฉยๆไม่แน่ใจ, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง

คุณเห็นด้วยกับข้อความต่อไปนี้มากน้อยเพียงใด		เห็นด้วย					ไม่				
		เห็นด้วย					เห็นด้วย				
		อย่างยิ่ง					อย่างยิ่ง				
		5	4	3	2	1					
<b>ความตั้งใจซื้อ</b>											
1	ฉันจะพิจารณาซื้อ Oppo										
2	ฉันมีความเป็นไปได้สูงที่จะซื้อ Oppo										
3	ฉันมีความประสงค์สูงที่จะซื้อ Oppo										

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\*\*\*\*\*ขอขอบคุณเป็นอย่างยิ่งที่สละเวลาในการตอบแบบสอบถามครั้งนี้\*\*\*\*\*



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