

[DOI: 10.20472/IAC.2024.064.006](https://doi.org/10.20472/IAC.2024.064.006)

**SONGPORN HANSANTI**

Faculty of Business Administration, Kasersart University, Thailand

## **MARKETING FACTOR INFLUENCE ON THE THAI INTERNET USERS' PERCEPTION OF BRAND EQUITY OF THE AIS PUBLIC COMPANY LIMITED**

### **Abstract:**

The objectives of this study were to 1. study the general information of Thai internet users' perception of the AIS Public Company Limited brand equity 2. identify the individual factors which affect on Thai internet users' perception of the AIS Public Company Limited brand equity 3. find out marketing factors that influence on Thai internet users' perception of the AIS brand equity

The sample population of this study were 385 Thai internet users of the AIS Public Company Limited. The instrument used for data collection was a questionnaire. Data were analyzed by statistical software. Statistical tools used for data analysis were percentage, mean, standard deviation, t-test, the one-way ANOVA with LSD and the Multiple Regression analysis. The statistical significance was determined at the level of 0.05.

Most of the study population were Thai single men, aged 25-35 years old and had already obtained bachelor degree. They were civil servants or state employees with average income 25,000-37,000 baht per month. The study found that the sample group had low perception of the AIS's brand equity. They realized the importance of brand awareness, the rest were perceived quality, the brand associations, the brand loyalty and other assets of brand. The results of the hypothesis test showed that different personal factors resulted in different brand equity perception. The results were the same as in the assumption which was given before. In addition, as in the assumption, the marketing factors like promotion, people, process and environment affect on Thai the internet users' perception of the AIS brand equity, as under the assumption.

### **Keywords:**

AIS; Brand equity; Internet users; Perception; Thailand

**JEL Classification:** M00, L10, M31