

**FACTORS INFLUENCING BRAND SALIENCE FOR  
AUTOMOTIVE BRANDS OF THAI CONSUMERS: THE IMPACT  
ON BRAND PREFERENCE**



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entitled  
**FACTORS INFLUENCING BRAND SALIENCE FOR  
AUTOMOTIVE BRANDS OF THAI CONSUMERS: THE IMPACT  
ON BRAND PREFERENCE**

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ABSTRACT

The purpose of this paper is to identify the factors influencing brand salience for automotive brands of Thai consumers and the impact on customer preference. The practical implication pertaining to the outcome would be to develop better marketing communication and strategy for the related car brands.

The questionnaire was developed and then distributed through the online survey tool. This paper has gathered usable 101 observations. Most of them could be viewed as associated with automotive brands in Thailand. The key findings of this paper suggested that brand distinctiveness and self-congruence positively influence brand salience for automotive brands. Also, this paper also found that self-congruence and brand trust positively influence brand preference.

In conclusion, as there are more and more advertisements, it is becoming harder to recognize and recall the brand correctly. Given this, car brands need to communicate in the means that build up brand salience and brand preference in order to get into and have a strong position within the customer's consideration set.

KEY WORDS: Brand salience/ susceptibility to influence/ congruence/  
distinctiveness/ brand trust

39 pages

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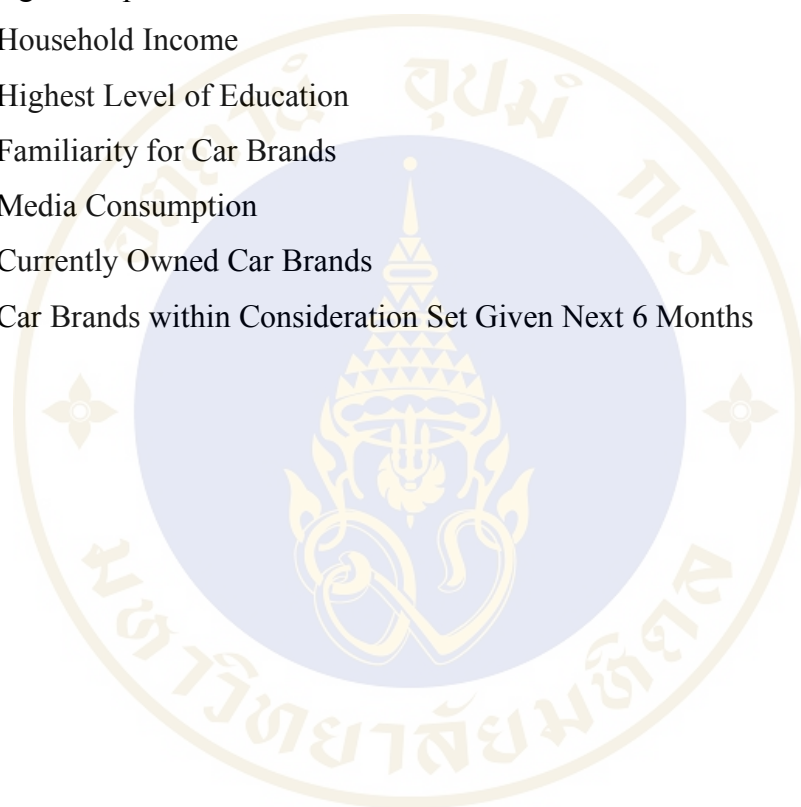


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## CHAPTER I

### INTRODUCTION

Imagine there are thousands of advertisements playing on television, how many ads can one recognize and recall correctly—probably not many. Advertising Association of Thailand reveals there are more than 2,000 TV commercials in just Q1 2018 and the number is expected to increase by 10% next year. While the clutter is making it even difficult for brands to stand out, many empirical studies signify that creative advertisements that offer brand salience propensity tend to be more memorable compared to regular ads promising product differentiation (Ehrenberg et al., 1997; Smith et al., 2008; Till and Baack, 2005). In other words, creative adverts are more likely to get into a consumer's consideration set (Alba and Chattopadhyay, 1985; Nedungadi, 1990).

Specifically for the automotive category, most advertisements deliver a high number of claims— big claim set-sizes. Hence, salient brands highlighting the experiential and affective sides of the product are proven to be more effective (Benoit & Miller, 2019).

Even though this seems almost prevalent that brand salience is more memorable and impactful, many automobile manufacturers in Thailand still neglect the impact of brand salience and opt to promote using brand differentiation. Thus, this study is of importance to study and provide empirical findings regarding constructs that are related positively to brand salience.

The study suggests a model of brand salience that includes independent factors such as brand distinctiveness, brand trust, susceptibility to influence and congruence to the brand salience. Besides, the dependent factor brand preference, which can be the outcome of brand salience will be tested in this study. The following section will discuss the constructs involved as well as the proposed model.

## **CHAPTER III**

### **LITERATURE REVIEW**

#### **2.1 Brand Salience**

Coming from social psychology, brand salience has been defined as "the prominence of activation of the brand in memory" (Alba and Chattopadhyay, 1986) and is related to improving the effectiveness of a promotional campaign (Miller and Berry, 1998; Moran, 1990). Alternatively, brand salience is essential for a brand to be memorized and recalled within a customer's consideration set (Ehrenberg, Barnard, Kennedy and Bloom, 2002). Given the stiff competition among big brands, advertisement, more than ever, have to be salient to be recognized and recalled (Alba and Chattopadhyay, 1985). This prominence of the brand in one's memory is, in other words, the accessibility from long-term memory (Guido, 1998). For example, some brands are more noticeable and memorable. Hence, they have a higher propensity to dwell in one's working memory and way easier to retrieve from the long-term memory compared to other brands (Romaniuk and Sharp, 2004).

Unlike brand awareness, brand salience has been linked with many behavioral outcomes such as improving a brand position in the consideration set (Moran, 1990), purchase likelihood (Domke, Shah and Wackman, 1998) and inhibiting recall of competitive brands (Alba and Chattopadhyay, 1986). Finally, it could be concluded that the more salient the brand is, the more likely it will be purchased and tried (Romaniuk and Sharp, 2004). Most theoretical frameworks and studies have supported that brand salience has played a significant role in portraying repetitive brand image via adverts and marketing communications. Thus, it makes sense to focus on reinforcing salience effect rather than differentiation effect (Ehrenberg, 1974; Vieceli, Sharp and Byron 2001).

For a brand to be meaningful to consumers, brand knowledge is needed to keep the brand stored in consumers' memory and be aware of (Keller, 2003). Consumers also use brand associations to digest, sort and recall information in memory to make a

decision (Aaker, 1991; Low and Lamb, 2000). Besides, brand associations define customers' brand image (Keller, 1993). Hence, the brand image should induce brand knowledge and brand salience (Vieceli, 2010). More recently, brand salience is being conceptualized as a tendency that a customer will think of a brand at some point of the period (Romaniuk, 2005; Romaniuk and Sharp, 2003)

Brand salience concept is typically measured by a simple recall test of brands within the category using cue experiment (Alba and Chattopadhyay, 1986; Rundus, 1973). However, this measurement still lacks to measure the outcome relating to customer preference of brands. In 2003, Romaniuk and Sharp measured top-of-mind awareness whereby a highly salient brand would be mentioned by a customer more frequently across various image cues. The study in this paper takes into consideration not only the act to retrieve brands from memory, but also brand distinctiveness, brand trust, susceptibility to influence, self-congruence and the outcome of brand salience which is the brand preference. Thus, the paper provides more insight regarding how useful brand salience affects brands in general. I propose the hypothesis as following.

H1: Brand salience influences brand preference positively.

## **2.2 Brand Distinctiveness**

Brand distinctiveness has been a construct that has been largely overlooked by many marketers and academics. In contrast, brand differentiation is largely prioritized as marketing theory and strategy. While customers perceive brand differentiation as being different and valued (Carpenter et al., 1994), brand distinctiveness tries to reduce the emphasis on the differentiation to even make brands seen as more important and genuinely distinguished among others (Romaniuk, Sharp and Ehrenberg, 2007). To support the significance of brand distinctiveness, many modern researchers namely Ehrenburg et al. (2002) have opposed brand differentiation, reasoning that advertisements can work effectively without claiming USPs (unique selling points) and persuasion techniques.

Historically, the concept of brand distinctiveness goes back to traditional branding, where the fundamental purpose of branding is to be original. Apart from a brand name, distinctive qualities are the assets of brands that can substitute brand names.

Put simply, distinctiveness helps a consumer to notice, memorize, and recall the brand when purchasing or when the ads are playing. These distinctive elements such as colors, logos, taglines, symbols, packaging, adverts, etc. act as stimuli for processing (Romaniuk, Sharp and Ehrenberg, 2008).

Distinctive qualities also benefit brands by offering significant competitive advantages to brands. In contrast to brand differentiation, these distinctive elements can be patented and protected by law (Johnson, 1997). Not only this makes distinctive brand remarkable, but it also prevents competitors to opt the similar brand elements to their marketing communication, as a consumer could misunderstand or instead take it incorrectly as the original brand proposing this distinctiveness.

Distinctive elements of a brand can be anything relating to the brand that communicates its brand name. The use can be diverse from packaging, advertising, displays to any activity. The objective is to help a consumer identify a brand, reinforce consumer memory of a brand, or enable purchase (Keller, 2003). Hence, it can be concluded that the stronger, more novel these elements, the more linkage and the easier a customer to retrieve the brand correctly. As all the above claims should support brand salience, I, therefore, hypothesize as below.

H2: Brand distinctiveness influences brand salience positively.

### **2.3 Brand Trust**

Brand trust, in general, is the willingness to rely on a brand based on one belief about that brand, despite the risk associated (Becerra and Badrinarayanan, 2013; Chaudhuri and Holbrook, 2001, 2002). Brand trust is the component of cognitive and affective perceptions relating to a brand (Delgado-Ballester et al., 2003; Elliott and Yannopoulou, 2007). In the context of social psychology, a cognitive brand consists of expected brand reliability, brand consistency, brand competency, and performance across all products/services under the brand umbrella as a rational reason (Becerra and Korgaonkar, 2011; Riegelsberger et al., 2005; Johnson and Grayson, 2003). On the other hand, brand trust may envelope more than one's expectation of a brand cognitive perception itself. Affective or emotional trust may affect a customer perception that the brand act in accordance with the customer's interests. For example, a customer may be

influenced by emotional- driven trusts such as brand attractiveness, aesthetics, or integrity (Becerra and Korgaonkar, 2011; Delgado-Ballester et al., 2003).

In consumer behavior context, Brand trust affects brand-related behavior of customers such as purchasing, protecting or referring a brand (Chaudhuri and Holbrook, 2001, 2002; Delgado-Ballester et al., 2003; Elliott and Yannopoulou, 2007). Brand trust is regarded as an extended process occurred by either thoughts or emotions of consumer experiences about products or services within the brand (Chaudhuri & Holbrook, 2001).

Brand trust, on the other hand, creates values and long-term relationship between a brand and a customer (Chaudhuri & Holbrook, 2002). Therefore, it is likely that brand trust can make the brand more likely to be recalled and stood out compared to other brands. This study hypothesizes brand trust relating to brand salience as following.

H3: Brand trust influences brand salience positively.

## **2.4 Susceptibility to Interpersonal Influence**

Susceptibility to influence is a consumer's characteristic that differs over each individual (McGuire 1968). Literature in consumer behavior and marketing have supported its significant effect on one's decision-making process (Bristol and Mangleburg 2005; Mourali et al. 2005).

Historically, studies have confirmed that consumers are susceptible to interpersonal influence (Bearden et al., 1989). Indeed, it can be described that consumers' perception, values, commitment, and buying behavior are impacted by interpersonal influence (Stafford and Cocanougher, 1977). Bearden et al. (1989) regard susceptibility to interpersonal influence as "the need to relate to or improve one's image in the perception of others by acquiring or using such brands. This includes the willingness to comply with the desire of others or obtain information from others". Past studies found that a consumer who is low in self-esteem are more vulnerable to this variable (Petty and Cacioppo, 1981).

Primarily neglected by most literature, Bearden et al. (1989) have stated that consumer's susceptibility to interpersonal influence composes of two dimensions, namely normative and information influence. The normative influence alludes to

compliance to desires of others (Burnkrant and Cousineau, 1975). On one end, the informative influence alludes to a person's propensity to acknowledge information from others as reality (Deutsch and Gerard, 1955). Bearden, Netemeyer, and Teel (1989) suggested the scale to measure consumer susceptibility to interpersonal influence and defined it as "a consumer's willingness to conform to the expectations of others regarding the purchase decision". Drawing from past literature, it can be proposed that salience of a brand can be positively influenced by positive interpersonal influence and by how much are Thai customers vulnerable to this phenomenon. Thus, it can be hypostasized as following.

H4: Susceptibility to interpersonal influence influences brand salience positively.

## **2.5 Self Congruence**

Self-congruence is simply the degree to which brand characteristic and consumer's self-concept are perceived as compatible. It is, in other words, "the match between the brand's expressive value and the consumer's self-perceived concept" (Johar & Sirgy, 1991). According to self-congruence theory, self-concept affects consumer behavior towards purchasing a brand (Johar & Sirgy, 1989).

In the marketing context, self-congruence is a significant factor that provides insightful information about how to position a brand and conduct advertising research (Sirgy, Grewal, Mangleburg, Park, Chon, Claiborne, Johar, Berkman, 1997). It is understood that a profound psychological understanding of target consumers are more accurate than focusing on surface-based socio-demographics. Thereby, marketers and advertisers can position their brand more correctly in a way that appeals to their target audience. Opting a congruence factor for a particular target market also enable brands to propose the image characteristic and attributes that best create the level of congruence (Johar & Sirgy, 1989). Consequently, self-congruence is characterized in this study as the perceived image between customer self-concept and brand image a consumer feels or experiences over the period of building a brand- to- consumer relationship and vice versa.

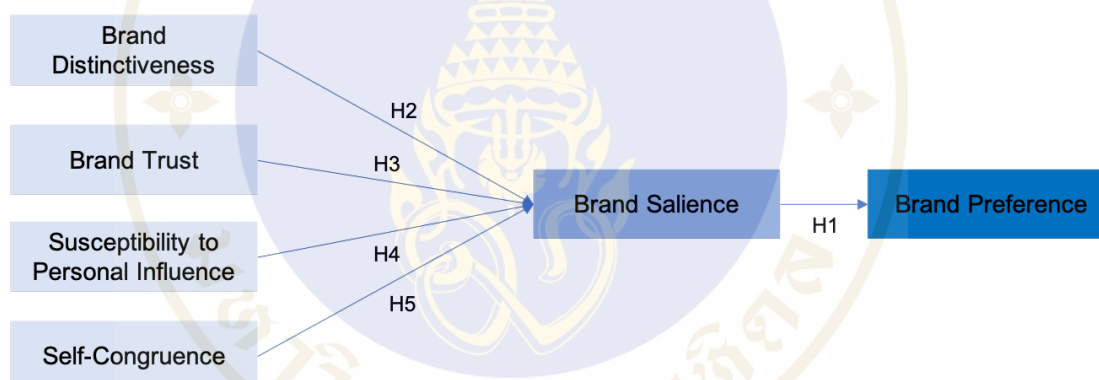
H5: Congruence influences brand salience positively.

## CHAPTER III

### RESEARCH METHODOLOGY

#### 3.1 Research Design

After describing the variables in the previous chapter, the paper pointed toward quantitative research using the online questionnaire on Google Forms to investigate factors influencing brand salience relative to brand preference of automotive brands in Thailand. The questionnaire was based on the constructs from the proposed conceptual framework as seen in Figure 3.1 to ask the respondents. The timeframe for this study is one month.



**Figure 3.1 Proposed Conceptual Model**

#### 3.2 Data Collection

As mentioned that the paper collected data using the online survey, the questionnaires were distributed through the online survey tool, Google Forms. The underlying reason for this method is that it is convenient and quick, given a limited timeframe of this paper. Furthermore, it was an effective way to reach out to car consumers as most of them tend to use the internet or have access to the internet. For the sake of representativeness of the outcome, the respondents were those who were at

least hold valid driving licenses and have adequate knowledge about car brands within the Thai market.

The expected sample size was at least 100 respondents. The questionnaire development was taken before publishing to ensure that it was understandable and sequential. After the data collection, the questionnaires would be measured by conducting a statistical analysis using the Statistical Package for Social Sciences (SPSS) software. The research methods included factor analysis, descriptive statistics, and multiple linear regression analysis.

### 3.3 Questionnaire Design

The questionnaire was planned to include four sections as following.

#### **Part 1: Screening Question**

In the screening section, there were 21 observations that were excluded due to the screening question, which was measured by the nominal scale. The screening question asked whether the respondent held a valid driving license. Later, the paper included a total of 101 usable responses out of 122 respondents of which could be viewed as associated with automotive brands available in Thailand. Green (1991) mentioned that at least a sample of 100 should be sufficient to represent a reliable outcome; thus, our sample size of 101 respondents should be efficient.

#### **Part 2: General Questions**

The underlying reason for this section is to guide the respondents to understand the context of the survey. This set of questions prepared the respondents before going to the specific questions which required them to answer the questions based on the constructs. The general questions would be measured via nominal scale

#### **Part 3: Specific Questions**

The specific questions consisted of 4 independent variables via 20 questions and 2 dependent variables via 2 questions with 4-point Likert scales (from 1= strongly disagree to 4=strongly agree). The conceptual diagram (Figure 3.1) shows the relationships among these variables. For the effective outcome, the measurement items were adapted from the original framework to represent the context of the car industry in this study.



#### **Part 4: Demographic Questions**

In the last section of the questionnaire, demographic questions were applied using nominal scales. The questions asked respondents about age, gender, income, and education.



## CHAPTER IV

### FINDINGS AND RESULTS

#### 4.1 Demographic Information

As mentioned earlier that this paper has gathered a total of 122 observations from Google Forms, but got screened and reduced into 101 usable observations. Of these numbers, all respondents of this paper were at least held valid driving licenses.

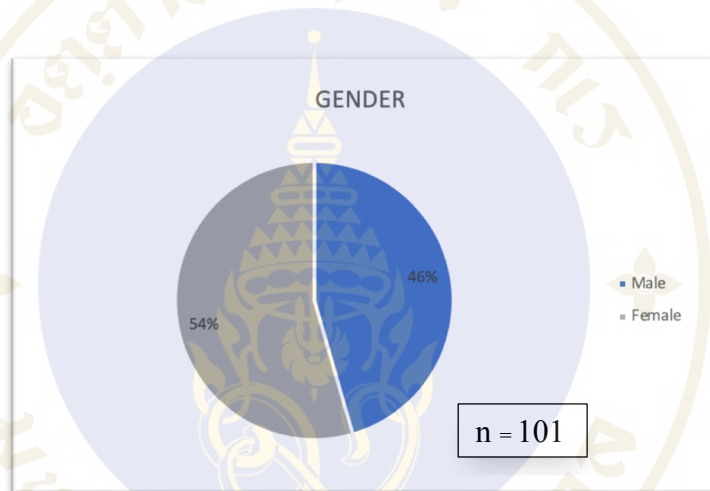


Figure 4.1 Gender

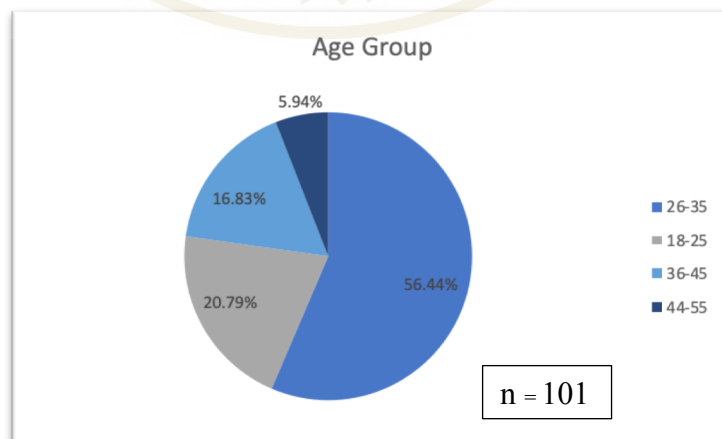
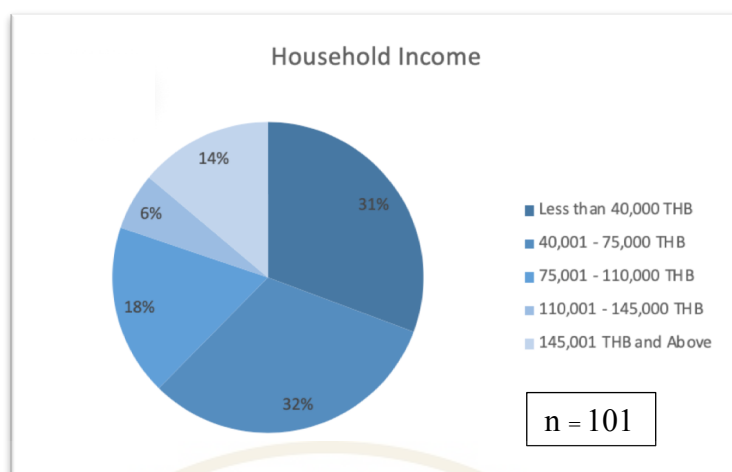
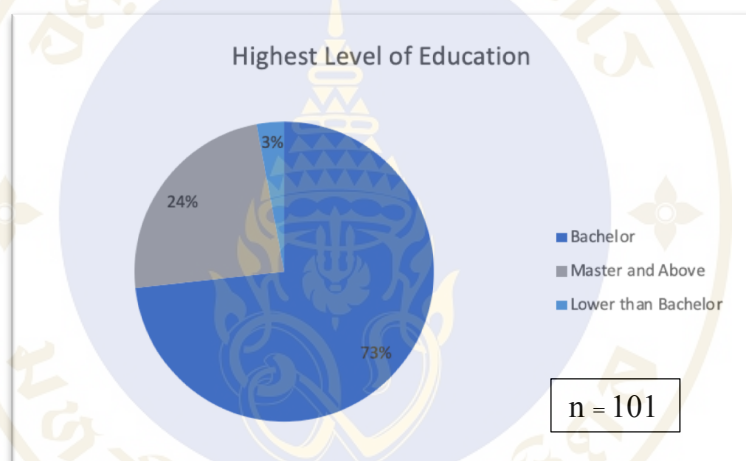


Figure 4.2 Age Group



**Figure 4.3 Household Income**



**Figure 4.4 Highest Level of Education**

From Figure 4.1 to 4.4 it shows information about gender, age and household income and highest level of education from 101 qualified respondents.

Figure 4.1 shows that the survey consists of 54% female and 46% male respondents.

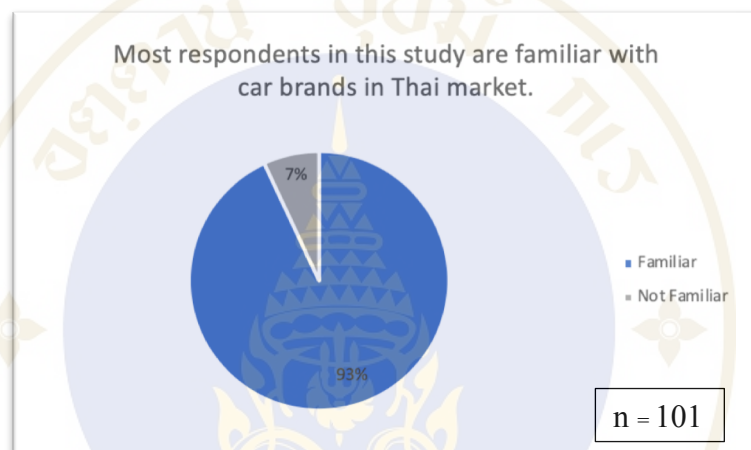
Figure 4.2 shows that the largest respondents are 26 – 35 age group at 56.44% followed 18-25 at 20.79%, 36-45 at 16.83% and 44-55 as the smallest group at 5.94%.

Figure 4.3 shows that the majority of the respondents are from the 40,001-75,000 THB household income group and the group with less than 40,000 THB at 32%

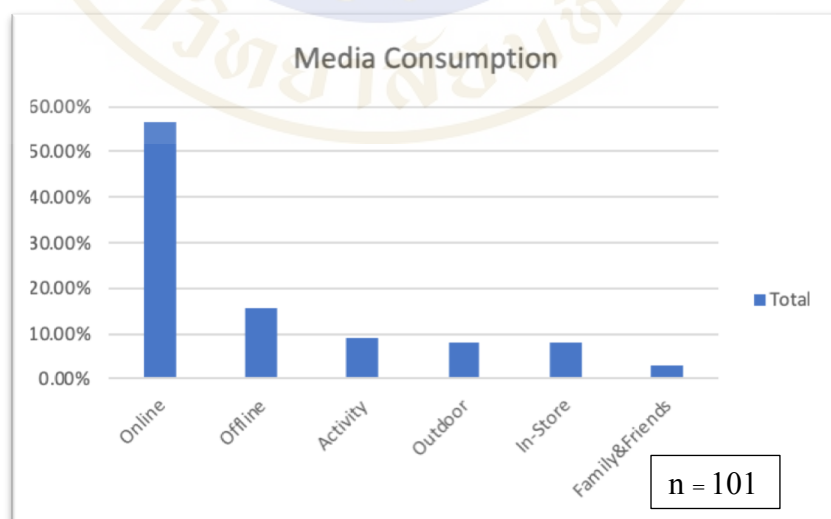
and 31% respectively. The rest of the respondents are from 75,001-110,000 THB group at 18%, 145,001 THB and above at 14% and lastly 110,001-145,000 THB at 6%.

Figure 4.4 shows the majority of the respondents hold bachelor's degrees as the highest level of education at 73%, followed by master's degree and above at 24%. The other 3% of respondents hold lower than bachelor's degree as the highest level of education.

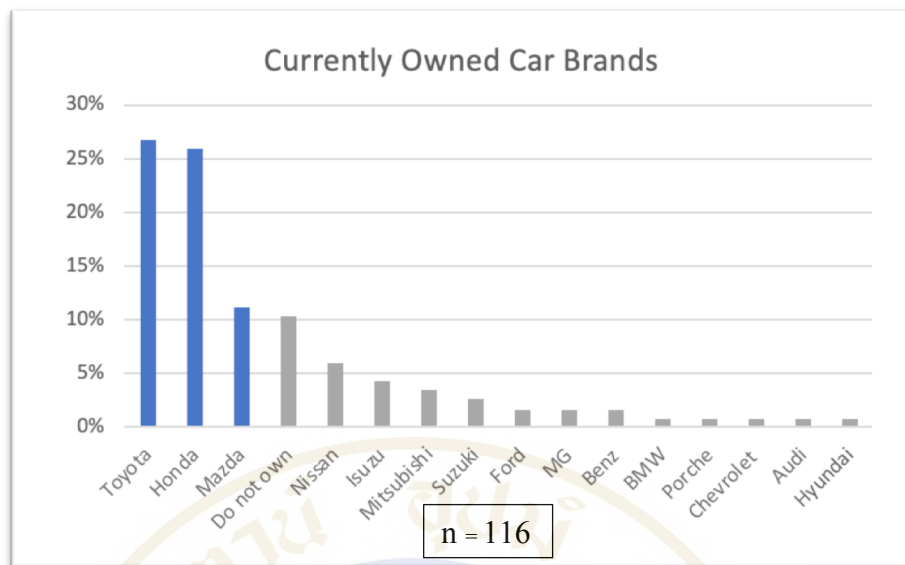
## 4.2 General Information on Car's Respondents



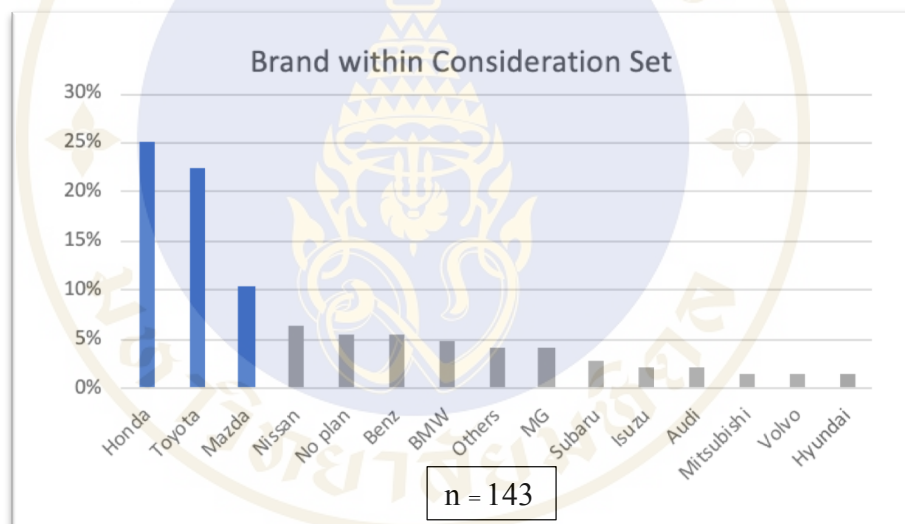
**Figure 4.5 Familiarity for Car Brands**



**Figure 4.6 Media Consumption**



**Figure 4.7 Currently Owned Car Brands**



**Figure 4.8 Car Brands within Consideration Set Given Next 6 Months**

Figure 4.5 shows there are 94 respondents who are familiar with car brands in the Thai market while other 7 respondents are not.

Figure 4.6 shows that online media is the media that the majority of respondents are aware of car brands with 56.44%, followed by offline media with 15.84%. The rest of the respondents are exposed to activity, outdoor media, in-store media, and family and friends' suggestion with 8.91%, 7.92%, 7.92% and 2.97% respectively.

Figure 4.7 shows that the majority of the respondents currently own Toyota. Honda and Mazda at 26.72%, 25.86% and 11.21%. There are 10.34% of respondents who do not own a car and the other 19.83% have varied responses of car brands as seen in the column chart.

Figure 4.8, on the other hands, shows car brands that the respondents would consider to buy given the next 6 months. The majority of the respondents would consider to buy Honda, Toyota and Mazda at 25.17%, 22.38% and 10.49% respectively. The other 41.96 of respondents provide varied responses of car brands as seen in the column chart.

### 4.3 Factor Analysis

Factor Analysis is generally a technique used for dimension reduction of data. In this study, 20 initial questions were representing 4 variables. However, when running the first draft of factor analysis, there is a total of 5 components that has the Eigenvalue more than 1.

**Table 4.1 Final Rotated Component Matrix**

	Component			
	1	2	3	4
1. Brand image of the car brand that I often think of is similar to my self-image in a lot of ways.	0.9			
2. The car brand that often comes to my mind reflects the type of person who I want to be.	0.886			
3. The car brand that often comes to my mind has a lot in common with my perceived self.	0.862			
4. The car brand that often comes to my mind says a lot about who I am.	0.823			
5. I often gather information about car brands from friends or family when considering alternatives.		0.883		
6. I often seek information from my friends or family about a car brand if I have low experience with the brand or model.		0.849		
7. To make sure I make the right choice, I would observe what car brands that people around me are using.		0.707		
8. I feel safe in the car brand that I tend to think of.			0.828	
9. The car brand I feel confident in is the brand that often comes to mind first.			0.769	
10. The car brand that I trust often comes to my mind before other brands.			0.687	
11. I tend to recall the car brand that has more distinctive elements than normal brands. (e.g. logo, design, image or slogan)				0.867

**Table 4.1 Final Rotated Component Matrix (cont.)**

	Component			
	1	2	3	4
12. The car brand that has unique qualities is easier to be recognized.				0.651
13. Unique car brands tend to be the brand I think of more often than others.				0.585

After cutting out insignificant data, there were a total of 13 questions left, as seen in Table 4.1. These data proved to be more related and significant to be a proper measure of brand salience. Finally, this paper ended up with 4 groups of factors which were self-congruence, susceptibility to interpersonal influence, brand trust and brand distinctiveness respectively. These independent factors would be used to analyze the relationship between the factors and demographic data as well as a dependent variable, brand salience, later.

#### 4.4 Descriptive Statistics

In the study, One-way ANOVA was used to examine if there were significant differences with regard to demographic attributes.

##### 4.4.1 Gender

**Table 4.2 One-way ANOVA of All Factors Between Gender Group**

	Gender	N	Mean	Sig.		Gender	N	Mean	Sig.
I tend to recall the car brand that has more distinctive elements than normal brands. (e.g. logo, design, image or slogan)	Male	46	3.33	0.896	I often consult other people to help choose the best car brand available.	Male	46	3.11	0.324
	Female	55	3.35			Female	55	3.29	
	Total	101	3.34			Total	101	3.21	
The car brand that has unique qualities is easier to be recognized.	Male	46	3.54	0.747	I often seek information from my friends or family about a car brand if I have low experience with the brand or model.	Male	46	3.35	0.57
	Female	55	3.58			Female	55	3.44	
	Total	101	3.56			Total	101	3.4	
I tend to remember the car advert that is clearly differentiated from normal brands.	Male	46	3.07	0.327	To make sure I make the right choice, I would observe what car brands that people around me are using.	Male	46	3.15	0.576
	Female	55	3.24			Female	55	3.25	
	Total	101	3.16			Total	101	3.21	

**Table 4.2 One-way ANOVA of All Factors Between Gender Group (cont.)**

	Gender	N	Mean	Sig.		Gender	N	Mean	Sig.
It's easier to recall the car brand that is clearly distinguished from normal brands.	Male	46	3.28	0.857	I often gather information about car brands from friends or family when considering alternatives.	Male	46	3.15	0.104
	Female	55	3.31			Female	55	3.42	
	Total	101	3.3			Total	101	3.3	
Unique car brands tend to be the brand that I think of more often than others.	Male	46	3.26	0.673	For me, it is important that other people like the car brand I choose to buy.	Male	46	2.87	0.38
	Female	55	3.33			Female	55	2.67	
	Total	101	3.3			Total	101	2.76	
I trust the car brand that I usually recall compared to normal brands.	Male	46	3.43	0.309	The car brand that often comes to my mind says a lot about who I am.	Male	46	3.07	0.744
	Female	55	3.27			Female	55	3.13	
	Total	101	3.35			Total	101	3.1	
The car brand that I trust often comes to my mind before other brands.	Male	46	3.46	0.584	The car brand I tend to think of is appealing to me.	Male	46	3.5	0.686
	Female	55	3.53			Female	55	3.55	
	Total	101	3.5			Total	101	3.52	
The car brand with high reputation tend to be the brand I think of more often.	Male	46	3.24	0.251	Brand image of the car brand that I often think of is similar to my self-image in a lot of ways.	Male	46	3	0.686
	Female	55	3.42			Female	55	2.93	
	Total	101	3.34			Total	101	2.96	
The car brand I feel confident in is the brand that often comes to mind first.	Male	46	3.48	0.528	The car brand that often comes to my mind reflects the type of person who I want to be.	Male	46	3	0.475
	Female	55	3.56			Female	55	3.13	
	Total	101	3.52			Total	101	3.07	
I feel safe in the car brand that I tend to think of.	Male	46	3.39	0.949	The car brand that often comes to my mind has a lot in common with my perceived self.	Male	46	2.93	0.205
	Female	55	3.38			Female	55	3.15	
	Total	101	3.39			Total	101	3.05	

From Table 4.2 there are no significant differences between male and female pertaining to all factors involving brand salience. This means that both male and female answer in quite the same direction. In this case, the highest mean score is Brand Distinctiveness [The car brand that has unique qualities is easier to be recognized] with a mean score of 3.56, followed by these two questions: Brand Trust [The car brand I feel confident in is the brand that often comes to mind first] and Self-Congruence [The brand that I tend to think of is appealing to me] with the same mean score of 3.52.



#### 4.4.2 Age Group

**Table 4.3 One-way ANOVA of All Factors Between Age Group**

	Age	N	Mean	Sig.		Age	N	Mean	Sig.
I tend to recall the car brand that has more distinctive elements than normal brands. (e.g. logo, design, image or slogan)	18-25	21	3.24	0.813	I feel safe in the car brand that I tend to think of.	18-25	21	3.48	0.317
	26-35	57	3.37			26-35	57	3.33	
	36-45	17	3.41			36-45	17	3.59	
	46-55	6	3.17			46-55	6	3	
	Total	101	3.34			Total	101	3.39	
The car brand that has unique qualities is easier to be recognized.	18-25	21	3.57	0.367	I often consult other people to help choose the best car brand available.	18-25	21	3.43	0.295
	26-35	57	3.61			26-35	57	3.25	
	36-45	17	3.53			36-45	17	2.94	
	46-55	6	3.17			46-55	6	2.83	
	Total	101	3.56			Total	101	3.21	
I tend to remember the car advert that is clearly differentiated from normal brands.	18-25	21	2.86	0.356	I often seek information from my friends or family about a car brand if I have low experience with the brand or model.	18-25	21	3.52	0.773
	26-35	57	3.23			26-35	57	3.33	
	36-45	17	3.24			36-45	17	3.47	
	46-55	6	3.33			46-55	6	3.33	
	Total	101	3.16			Total	101	3.4	
It's easier to recall the car brand that is clearly distinguished from normal brands.	18-25	21	3.14	0.041	To make sure I make the right choice, I would observe what car brands that people around me are using.	18-25	21	3.14	0.841
	26-35	57	3.47			26-35	57	3.21	
	36-45	17	3			36-45	17	3.35	
	46-55	6	3			46-55	6	3	
	Total	101	3.3			Total	101	3.21	
Unique car brands tend to be the brand that I think of more often than others.	18-25	21	3.24	0.552	I often gather information about car brands from friends or family when considering alternatives.	18-25	21	3.43	0.856
	26-35	57	3.39			26-35	57	3.26	
	36-45	17	3.18			36-45	17	3.29	
	46-55	6	3			46-55	6	3.17	
	Total	101	3.3			Total	101	3.3	
I trust the car brand that I usually recall compared to normal brands.	18-25	21	3.14	0.499	For me, it is important that other people like the car brand I choose to buy.	18-25	21	2.52	0.709
	26-35	57	3.4			26-35	57	2.82	
	36-45	17	3.47			36-45	17	2.76	
	46-55	6	3.17			46-55	6	3	
	Total	101	3.35			Total	101	2.76	
The car brand that I trust often comes to my mind before other brands.	18-25	21	3.29	0.13	The car brand that often comes to my mind says a lot about who I am.	18-25	21	3	0.783
	26-35	57	3.51			26-35	57	3.12	
	36-45	17	3.76			36-45	17	3.24	
	46-55	6	3.33			46-55	6	2.83	
	Total	101	3.5			Total	101	3.1	
The car brand with high reputation tend to be the brand I think of more often.	18-25	21	3.38	0.459	The car brand I tend to think of is appealing to me.	18-25	21	3.33	0.211
	26-35	57	3.25			26-35	57	3.58	
	36-45	17	3.59			36-45	17	3.65	
	46-55	6	3.33			46-55	6	3.33	
	Total	101	3.34			Total	101	3.52	



**Table 4.4 One-way ANOVA of All Factors Between Education (cont.)**

	Education	N	Mean	Sig.		Education	N	Mean	Sig.
I tend to remember the car advert that is clearly differentiated from normal brands.	Below Bachelor	3	3	0.248	To make sure I make the right choice, I would observe what car brands that people around me are using.	Below Bachelor	3	3.67	0.669
	Bachelor Degree	74	3.08			Bachelor Degree	74	3.2	
	Master & Above	24	3.42			Master & Above	24	3.17	
	Total	101	3.16			Total	101	3.21	
It's easier to recall the car brand that is clearly distinguished from normal brands.	Below Bachelor	3	2.67	0.114	I often gather information about car brands from friends or family when considering alternatives.	Below Bachelor	3	3.33	0.834
	Bachelor Degree	74	3.26			Bachelor Degree	74	3.32	
	Master & Above	24	3.5			Master & Above	24	3.21	
	Total	101	3.3			Total	101	3.3	
Unique car brands tend to be the brand that I think of more often than others.	Below Bachelor	3	3	0.442	For me, it is important that other people like the car brand I choose to buy.	Below Bachelor	3	2.33	0.796
	Bachelor Degree	74	3.26			Bachelor Degree	74	2.77	
	Master & Above	24	3.46			Master & Above	24	2.79	
	Total	101	3.3			Total	101	2.76	
I trust the car brand that I usually recall compared to normal brands.	Below Bachelor	3	2.67	0.207	The car brand that often comes to my mind says a lot about who I am.	Below Bachelor	3	3.67	0.576
	Bachelor Degree	74	3.32			Bachelor Degree	74	3.08	
	Master & Above	24	3.5			Master & Above	24	3.08	
	Total	101	3.35			Total	101	3.1	
The car brand that I trust often comes to my mind before other brands.	Below Bachelor	3	3	0.242	The car brand I tend to think of is appealing to me.	Below Bachelor	3	3.33	0.435
	Bachelor Degree	74	3.47			Bachelor Degree	74	3.57	
	Master & Above	24	3.63			Master & Above	24	3.42	
	Total	101	3.5			Total	101	3.52	
The car brand with high reputation tend to be the brand I think of more often.	Below Bachelor	3	3	0.749	Brand image of the car brand that I often think of is similar to my self-image in a lot of ways.	Below Bachelor	3	3.33	0.766
	Bachelor Degree	74	3.35			Bachelor Degree	74	2.95	
	Master & Above	24	3.33			Master & Above	24	2.96	
	Total	101	3.34			Total	101	2.96	
The car brand I feel confident in is the brand that often comes to mind first.	Below Bachelor	3	3	0.225	The car brand that often comes to my mind reflects the type of person who I want to be.	Below Bachelor	3	3.33	0.811
	Bachelor Degree	74	3.5			Bachelor Degree	74	3.08	
	Master & Above	24	3.67			Master & Above	24	3	
	Total	101	3.52			Total	101	3.07	
I feel safe in the car brand that I tend to think of.	Below Bachelor	3	3.33	0.572	The car brand that often comes to my mind has a lot in common with my perceived self.	Below Bachelor	3	3.33	0.803
	Bachelor Degree	74	3.43			Bachelor Degree	74	3.03	
	Master & Above	24	3.25			Master & Above	24	3.08	
	Total	101	3.39			Total	101	3.05	

From Table 4.4 there are no significant differences among education level pertaining to all factors involving brand salience. This means that respondents of all

education levels answer in quite the same direction. Thus, the interpretation is based on the mean score.

#### 4.4.4 Household Income

**Table 4.5 One-way ANOVA of All Factors Between Household Income**

	Income	N	Mean	Sig.		Income	N	Mean	Sig.
I tend to recall the car brand that has more distinctive elements than normal brands. (e.g. logo, design, image or slogan)	Below 40000	31	3.26	0.623	The car brand that I trust often comes to my mind before other brands.	Below 40000	31	3.55	0.655
	40001-75000	32	3.34			40001-75000	32	3.41	
	75001-110000	18	3.22			75001-110000	18	3.61	
	110001-145000	6	3.67			110001-145000	6	3.67	
	Above 145000	14	3.5			Above 145000	14	3.36	
	Total	101	3.34			Total	101	3.5	
The car brand that has unique qualities is easier to be recognized.	Below 40000	31	3.52	0.518	The car brand with high reputation tend to be the brand I think of more often.	Below 40000	31	3.39	0.3
	40001-75000	32	3.5			40001-75000	32	3.53	
	75001-110000	18	3.78			75001-110000	18	3.17	
	110001-145000	6	3.67			110001-145000	6	3.17	
	Above 145000	14	3.5			Above 145000	14	3.07	
	Total	101	3.56			Total	101	3.34	
I tend to remember the car advert that is clearly differentiated from normal brands.	Below 40000	31	3.1	0.211	The car brand I feel confident in is the brand that often comes to mind first.	Below 40000	31	3.58	0.278
	40001-75000	32	3.31			40001-75000	32	3.34	
	75001-110000	18	3.11			75001-110000	18	3.78	
	110001-145000	6	3.67			110001-145000	6	3.5	
	Above 145000	14	2.79			Above 145000	14	3.5	
	Total	101	3.16			Total	101	3.52	
It's easier to recall the car brand that is clearly distinguished from normal brands.	Below 40000	31	3.16	0.219	I feel safe in the car brand that I tend to think of.	Below 40000	31	3.32	0.047
	40001-75000	32	3.47			40001-75000	32	3.34	
	75001-110000	18	3.28			75001-110000	18	3.83	
	110001-145000	6	3.67			110001-145000	6	3	
	Above 145000	14	3.07			Above 145000	14	3.21	
	Total	101	3.3			Total	101	3.39	
Unique car brands tend to be the brand that I think of more often than others.	Below 40000	31	3.32	0.852	I often consult other people to help choose the best car brand available.	Below 40000	31	3.19	0.36
	40001-75000	32	3.38			40001-75000	32	3.34	
	75001-110000	18	3.11			75001-110000	18	2.83	
	110001-145000	6	3.33			110001-145000	6	3.5	
	Above 145000	14	3.29			Above 145000	14	3.29	
	Total	101	3.3			Total	101	3.21	
I trust the car brand that I usually recall compared to normal brands.	Below 40000	31	3.29	0.335	I often seek information from my friends or family about a car brand if I have low experience with the brand or model.	Below 40000	31	3.52	0.676
	40001-75000	32	3.16			40001-75000	32	3.38	
	75001-110000	18	3.56			75001-110000	18	3.44	
	110001-145000	6	3.5			110001-145000	6	3.33	
	Above 145000	14	3.57			Above 145000	14	3.14	
	Total	101	3.35			Total	101	3.4	

**Table 4.5 One-way ANOVA of All Factors Between Household Income (cont.)**

	Income	N	Mean	Sig.		Income	N	Mean	Sig.
To make sure I make the right choice, I would observe what car brands that people around me are using.	Below 40000	31	3.35	0.016	The car brand I tend to think of is appealing to me.	Below 40000	31	3.45	0.204
	40001-75000	32	3.44			40001-75000	32	3.5	
	75001-110000	18	3.22			75001-110000	18	3.72	
	110001-145000	6	2.67			110001-145000	6	3.83	
	Above 145000	14	2.57			Above 145000	14	3.36	
	Total	101	3.21			Total	101	3.52	
I often gather information about car brands from friends or family when considering alternatives.	Below 40000	31	3.58	0.008	Brand image of the car brand that I often think of is similar to my self-image in a lot of ways.	Below 40000	31	3.06	0.829
	40001-75000	32	3.38			40001-75000	32	2.91	
	75001-110000	18	3.22			75001-110000	18	2.78	
	110001-145000	6	3.17			110001-145000	6	3	
	Above 145000	14	2.64			Above 145000	14	3.07	
	Total	101	3.3			Total	101	2.96	
For me, it is important that other people like the car brand I choose to buy.	Below 40000	31	2.84	0.781	The car brand that often comes to my mind reflects the type of person who I want to be.	Below 40000	31	3.1	0.976
	40001-75000	32	2.91			40001-75000	32	3.09	
	75001-110000	18	2.56			75001-110000	18	3.11	
	110001-145000	6	2.5			110001-145000	6	3	
	Above 145000	14	2.64			Above 145000	14	2.93	
	Total	101	2.76			Total	101	3.07	
The car brand that often comes to my mind says a lot about who I am.	Below 40000	31	3.06	0.904	The car brand that often comes to my mind has a lot in common with my perceived self.	Below 40000	31	3.03	0.89
	40001-75000	32	3			40001-75000	32	3.13	
	75001-110000	18	3.17			75001-110000	18	3.06	
	110001-145000	6	3.17			110001-145000	6	3.17	
	Above 145000	14	3.29			Above 145000	14	2.86	
	Total	101	3.1			Total	101	3.05	

From Table 4.5 there are significant differences between income group pertaining to three variables which are Susceptibility to Influence [I often gather information about car brands from friends or family when considering alternatives.] (sig. = 0.008), Susceptibility to Influence [To make sure I make the right choice, I would observe what car brands that people around me are using.] (sig. = 0.016), and Brand Trust [I feel safe in the car brand that I tend to think of] (sig. = 0.047).

Interestingly, the result for the two questions about susceptibility to influence show that the household income group of above 145000 have much lower means compared to groups with less income. For susceptibility to Influence [I often gather information about car brands from friends or family when considering alternatives.], the above 145,000 group has the mean of only 2.64 compared to the below 40,000 of 3.58. As for [To make sure I make the right choice, I would observe what car brands that people around me are using], the above 145,000 group has the mean of only

2.57 compared to the 40,001-75,000 group of 3.44. This means that the lower income group tend to be influenced by others when it comes to a car brand that they tend to think of, whereas the higher income group seemed to be unaffected by others that much.

The other significant difference is that the 75,001-110,000 group perceives Brand Trust [I feel safe in the car brand that I tend to think of] to be much more important than other group with the mean score of 3.83 compared to the mean of 110,001-145,000 of just 3.00.

#### 4.5 Analysis of Theoretical Model

**Table 4.6 Descriptive statistics of compound variables**

	N	Mean	S.D.
Brand Trust	101	3.4686	.54605
Distinctiveness	101	3.3993	.52709
Influence	101	3.3003	.69203
Congruence	101	3.0446	.79325

In this section, the constructs are presented as compound variables which are the items that remained after the factor analysis. There are 4 groups of compound variables, a total of 13 variables, which would measure brand salience. These 4 groups are self-congruence, brand trust, susceptibility to influence and brand distinctiveness. According to Table 4.6, there are 101 respondents and the mean scores, from 1 to 4 on the scale (ranging from “strongly disagree” to “strongly agree”), are quite high. This result indicates that the respondents agree more with the statements in each construct.

**Table 4.7 Model Summary of Regression Analysis**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.448 <sup>a</sup>	.201	.167	.758
2	.442 <sup>b</sup>	.195	.170	.756
3	.428 <sup>c</sup>	.183	.166	.758

a. Predictors: (Constant), Congruence, Trust, Influence, Distinctive

b. Predictors: (Constant), Congruence, Trust, Distinctive

c. Predictors: (Constant), Congruence, Distinctive

**Table 4.8 ANOVA Table for Regression Model**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.821	4	3.455	6.021	.000 <sup>b</sup>
	Residual	55.090	96	.574		
	Total	68.911	100			
2	Regression	13.462	3	4.487	7.850	.000 <sup>c</sup>
	Residual	55.449	97	.572		
	Total	68.911	100			
3	Regression	12.596	2	6.298	10.960	.000 <sup>d</sup>
	Residual	56.315	98	.575		
	Total	68.911	100			

a. Dependent Variable: Salienc

b. Predictors: (Constant), Congruence, Trust, Influence, Distinctive

c. Predictors: (Constant), Congruence, Trust, Distinctive

d. Predictors: (Constant), Congruence, Distinctive

**Table 4.9 Coefficient Matrix for Regression Model**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.631	.658		.959	.340
	DISTINCTIVE	.342	.159	.217	2.158	.033
	BTRUST	.199	.151	.131	1.321	.190
	INFLUENCE	-.091	.116	-.076	-.792	.431
	CONGRUENCE	.278	.107	.265	2.585	.011
2	(Constant)	.424	.602		.704	.483
	DISTINCTIVE	.350	.158	.222	2.217	.029
	BTRUST	.184	.149	.121	1.230	.221
	CONGRUENCE	.255	.103	.244	2.469	.015
3	(Constant)	.818	.512		1.598	.113
	DISTINCTIVE	.400	.153	.254	2.612	.010
	CONGRUENCE	.280	.102	.268	2.752	.007

a. Dependent Variable: Salienc

The result in Table 4.7 shows that there are two remaining factors which are self-congruence and brand distinctiveness that influence brand salience. Self-congruence and brand distinctiveness were able to determine brand salience by 16.6%. For the other two variables which are brand trust and susceptibility to influence, they had no significant impact on brand salience.

In Table 4.8, the ANOVA suggests that the models are statistically significant (0.000). Model 3 shows that there are at least two variables that significantly explain the behavior of the dependent variable, brand salience. The F-value are highly significant too, implying that each beta coefficient does not equal to zero.

In Table 4.9, Model 3 indicates that not all variables were significant (Sig. < 0.05). It was tested that only self-congruence and brand distinctiveness are presented with the Sig. of less than 0.05. In this case, it was 0.007 and 0.010 respectively. Other variables presented the Sig. of higher than 0.05 were therefore excluded from the model.

Due to the multiple regression results, the research hypotheses could be assessed, leading to only hypotheses H2 and H5 being confirmed. The validated hypotheses refer to brand distinctiveness and self-congruence constructs as factors that influence the brand salience for automotive products of Thai consumers.

**Table 4.10 Model Summary of Regression Analysis (2)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.514 <sup>a</sup>	.264	.233	.732
2	.514 <sup>b</sup>	.264	.241	.728
3	.513 <sup>c</sup>	.263	.248	.724

a. Predictors: (Constant), Congruence, Trust, Influence, Distinctive

b. Predictors: (Constant), Congruence, Trust, Distinctive

c. Predictors: (Constant), Congruence, Trust



**Table 4.11 ANOVA Table for Regression Model (2)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.411	4	4.603	8.601	.000 <sup>b</sup>
	Residual	51.371	96	.535		
	Total	69.782	100			
2	Regression	18.408	3	6.136	11.586	.000 <sup>c</sup>
	Residual	51.374	97	.530		
	Total	69.782	100			
3	Regression	18.373	2	9.186	17.512	.000 <sup>d</sup>
	Residual	51.409	98	.525		
	Total	69.782	100			

a. Dependent Variable: Preference

b. Predictors: (Constant), Congruence, Trust, Influence, Distinctive

c. Predictors: (Constant), Congruence, Trust, Distinctive

d. Predictors: (Constant), Congruence, Trust

The result in Table 4.10 shows that there are two remaining factors which are self-congruence and brand trust that influence brand preference. Self-congruence and brand trust were able to determine brand preference by 24.8%. For the other two variables which are brand distinctiveness and susceptibility to influence, they got rejected as there is no significant impact on brand preference.

In Table 4.11, the ANOVA suggests that the models are statistically significant (0.000). Model 3 shows that there are at least two factors that significantly explain the behavior of the dependent variable, brand preference. The F-value are highly significant, thus implying that each beta coefficient does not equal to zero.

**Table 4.12 Coefficient Matrix for Regression Model (2)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.701	.635		1.103	.273
	DISTINCTIVE	-.039	.153	-.024	-.252	.801
	BTRUST	.434	.146	.284	2.976	.004
	INFLUENCE	.008	.112	.006	.068	.946
	CONGRUENCE	.384	.104	.364	3.701	.000
2	(Constant)	.718	.580		1.239	.219
	DISTINCTIVE	-.039	.152	-.025	-.258	.797
	BTRUST	.435	.144	.284	3.026	.003
	CONGRUENCE	.385	.100	.366	3.871	.000
	3	(Constant)	.639	.490		1.303
	BTRUST	.426	.138	.278	3.076	.003
	CONGRUENCE	.378	.095	.359	3.973	.000

a. Dependent Variable: Brand Preference

In Table 4.12, Model 3 indicates that not all variables were significant (Sig. < 0.05). There are only two factors which are self-congruence and brand trust that are presented as statistically significant with the Sig. of 0.000 and 0.003 respectively. Other variables that presented Sig. of higher than 0.05 were therefore excluded from the model.

As for another objective of this study, the result showed that brand salience was a significant factor that positively influences brand preference, thus H1 being confirmed. The validated hypotheses refer to elements of brand salience including self-congruence and brand trust that influence brand preference. Thus, it can be concluded that self-congruence and brand distinctiveness positively influence brand salience while brand salience drives brand preference with self-congruence and brand trust constructs.

## **CHAPTER VI**

### **CONCLUSION**

#### **5.1 Discussion**

According to the findings for the research problem; How do Thai consumers perceive brand salience for automotive brands in the proposed conceptual model of the brand salience. There were initially four independent variables, which are brand distinctiveness, brand trust, self-congruence, and susceptibility to influence. Still, it turned out only brand distinctiveness, and self-congruence are significant factors that explained variances in brand salience. Simply put, the verified variables are the main factors that positively influence the brand salience for the car brands. For instance, consumers tend to recall the car brand that has more distinctive elements like logo, design, image or slogan than normal brands as well as the car brand image that is similar to their self-image.

Additionally, the proposed model of the brand salience has a relationship with brand preference in which self-congruence and brand trust are significant factors. When respondents recall the car brands, they rely on heuristic process to recognize all the brands available within their consideration set. Accordingly, self-congruence and brand distinctiveness contribute to the degree of brand salience that consumers relate to the car brand. Furthermore, brand salience will lead to a higher brand preference for a brand.

The findings in this paper suggest that marketers and car manufacturers may need to use marketing communications that build on self-congruence with the brand so that consumers can be easily related to the brand. Also, it is important to enhance the accessibility of information in consumer's memory by implementing a high level of distinctiveness for the brand, in order to increase brand salience. Nevertheless, marketers may also work on other factors that may influence the brand preference for consumers such as brand trust, though it was not relevant in explaining the variances in brand salience.

In conclusion, this paper was successful in contributing to the study of brand salience in automobile industry. This study was able to analyze the main factors that marketers should focus and build on successfully. These significant constructs would be perceived positively by consumers in achieving a high level of salience for the car brand. Hence, marketers or car manufacturers should try to base their marketing communications on factors like the self-congruence and brand distinctiveness.

## **5.2 Limitations and Recommendations for Future Research**

This research gathered data based on the car brand that a consumer tends to think of or often comes to mind and later tested for brand preference, thus it may not cover behavioral aspect such as purchase intention. The paper was limited to analyze only 4 independent variables which, in fact, could be other factors that influence the dependent factor. Thus, this exclusion may pose a limitation of this research. Future researchers may look for behavioral outcomes such as purchase intention with the brand salience.

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## Appendix A: Research Questionnaire

### Introduction:

This questionnaire is a part of Master of Management's Thematic Paper at College of Management, Mahidol University. The writer of this study would like to collect the data from a car prospect—a consumer who is familiar with car brands or plans to buy a new car—about the emotional values that makes such car brand becomes top of mind. The respondent's personal information will be kept confidentially with no other commercial purpose. All data gathered will be used for academic purpose only; thus, the more accurate your answer, the more beneficial it will be for this study. Thanks for helping!

### Screening Questions:

1. Do you hold a driving license?
  - Yes (To question 2)
  - No (Thank you for your time)

### General Questions:

2. Do you consider yourself familiar with automotive brands in Thai market?
  - Yes
  - No
3. What car brand(s) do you own now? (can be more than one)
  - .....
  - Currently don't have a car
4. If you plan to buy a new car in the next 6 months, what brand(s) would you consider? (can be more than one)
  - .....
5. Which type of media/channel do you mainly consume information about car products?
  - Offline Media (TV, Radio, Print)
  - Online Media
  - Outdoor Media

- In-Store Media (e.g. Showroom, Salesperson)
- Activity (e.g. Motor Expo, On-ground Activation)
- Family and/or Friends

**Specific Questions:**

Please indicate to what extent do you agree or disagree with each of the following statements.	Extremely Disagree	Disagree	Agree	Extremely Agree
6. I tend to recall the car brand that has distinctive elements (e.g. logo, color, symbols, slogan)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. the car brand that has unique qualities is quicker to be recognized	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. I tend to remember the car advert that is clearly differentiated from normal brands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. It's easier recall the car brand that is clearly distinguished from other brands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Unique car brands tend to be the brand that I think of more often than others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. I tend to trust the brand that I often recall rather than normal brands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. The car brand that I trust often comes to my mind before normal brands.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please indicate to what extent do you agree or disagree with each of the following statements.	<b>Extremely Disagree</b>	<b>Disagree</b>	<b>Agree</b>	<b>Extremely Agree</b>
13. The car brand with high reputation tend to be the brand I think of more often	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. The car brand I feel confident in is the brand that often comes to mind first	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. I feel safe in the car brand that I tend to think of	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. I often consult other people to help choose the best car brand available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. I often seek information from my friends or family about a car brand if I have low experience with the brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. To make sure I make a right choice, I observe what car brands that others are using	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. I often gather information from friends or family about a car brand when considering alternatives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. It is important that others like the car brand I consider to buy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please indicate to what extent do you agree or disagree with each of the following statements.	<b>Extremely Disagree</b>	<b>Disagree</b>	<b>Agree</b>	<b>Extremely Agree</b>
21. The car brand that often come to my mind says a lot about who I am	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. The car brand I tend to think of is appealing to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23. Brand image of the car brand that often come to my mind is similar to my self-image in a lot of ways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24. The car brand that often come to my mind reflect the type of person who I want to be	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25. The car brand that often come to my mind and myself have a lot in common.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26. The car brand I think of the most tend to be my top-of-mind car brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27. My top-of-mind car brand tend to be the brand that I prefer the most within a car class	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Demographic Questions:****1. Age:** What is your age?

- 18-25
- 26-35
- 36-45
- 46-55
- Above 55

**2. Gender:** Which do you identify most with?

- Male
- Female

**3. Education:** What is the highest qualification

- Lower than Bachelor's degree
- Bachelor's degree
- Master's degree or higher

**4. Household Monthly Income:** Which income group does your household fall under?

- Less than 40,000 THB
- 40,001 THB - 75,000 THB
- 75,001 THB - 110,000 THB
- 110,001 THB - 145,000 THB
- Over 145,000 THB

**End of questionnaire**

**Thank you for your time**