

**ENTREPRENEURIAL BRANDING: THE INFLUENCE OF
BRAND EXPERIENCE AND BRAND EQUITY ON PURCHASE
DECISIONS**

The image features a large, faint watermark of the Mahidol University logo in the background. The logo is circular and contains a central emblem with Thai script around the perimeter. The text 'APINYA KHONGSANG' is centered over the logo.

APINYA KHONGSANG


**A THESIS PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
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Thesis
entitled
**ENTREPRENEURIAL BRANDING: THE INFLUENCE OF BRAND
EXPERIENCE AND BRAND EQUITY ON PURCHASE DECISIONS**


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ENTREPRENEURIAL BRANDING: THE INFLUENCE OF BRAND EXPERIENCE AND BRAND EQUITY ON PURCHASE DECISIONS

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ABSTRACT

This research aims to explore the concept of Entrepreneurial Branding and its relationship with Brand Experience, Brand Equity, and Purchase Decision of consumers. The focus is on analyzing the different dimensions of each factor to provide benefits and applications for businesses and entrepreneurs. The researcher studied the renowned entrepreneur in Thailand, Oon Chanisara Wongdeeprasith, also known as Oon Diamond Grains, who is the owner of the Diamond Grains brand and several other brands under the name Branch Time Co., Ltd. This study utilized qualitative research methods, collecting data through in-depth interviews with 30 participants. The findings revealed that Entrepreneurial Branding significantly impacts Brand Experience, Brand Equity, and Purchase Decision of consumers, leading to competitive advantages. However, the researcher discovered a new relationship that reversed the reviewed literature: the relationship between Entrepreneurial Branding and Brand Experience. It is determined that Entrepreneurial Branding or Personal Branding of entrepreneurs serves as a crucial strategy for building positive relationships with consumers, resulting in trust and confidence in the brand through the communication and persona of the entrepreneur. This research will benefit entrepreneurs and those interested in future studies, both academically for further research development and practically for organizational business development. Additionally, it serves as a guideline for developing effective communication and marketing strategies to meet the needs and expectations of consumers in the present era.

KEY WORDS: Entrepreneurial Branding/ Brand Experience/ Brand Equity/ Purchase Decision/ Personal Branding

105 pages

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CHAPTER I

INTRODUCTION

1.1 Research Background

In today's competitive business environment, entrepreneurs need to understand how Brand Experience, Brand Equity, and Purchase Decisions are connected.

Brand Experience, the overall impact of consumer interactions with a brand, is known to drive Brand Equity. Previous studies by Aaker (1997) and Keller (1993) highlight the significance of positive brand experiences in shaping brand perceptions, loyalty, and overall equity. One important area of consumer behavior that is related to purchase decisions is the interaction between brand equity. Customers frequently base their decisions on how they perceive the equity of a brand, which includes things like perceived quality, awareness, and loyalty. (J. L. Aaker, 1997); (Keller, 1993)

Despite previous research on these components, there is a need to investigate the specific interaction of Brand Experience, Brand Equity, and Purchase Decisions in the context of Entrepreneurial Branding. This study seeks to fill this vacuum by investigating how customer interactions with entrepreneurial companies contribute to brand equity and, as a result, influence their purchasing decisions.

By unraveling these interconnected elements, This study attempts to provide useful information for entrepreneurs and marketers. The goal is to help them formulate effective branding strategies that resonate with consumers, build brand loyalty, and drive positive purchase behaviors. The anticipated findings aim to contribute not only to academic literature but also to the practical implementation of Entrepreneurial Branding strategies in today's competitive business landscape.

1.2 Research Gap

In the field of entrepreneurial branding, there's a gap in research exploring how brand experience influences brand equity, especially in purchase decisions. Current research frequently focuses on personal branding, leaving a gap in understanding how entrepreneurial branding uniquely influences the relationship between brand experience and brand equity. The scarcity of research in this domain hinders a comprehensive grasp of the contextual factors and mechanisms that characterize the entrepreneurial branding landscape. Closing this gap is essential to comprehending the ways in which brand experience, brand equity, and consumer purchase decisions are influenced by entrepreneurial branding dynamics.

1.3 Research Objectives

The objective of this study is to examine the concept of Entrepreneurial Branding and its influence on the factors of Brand Experience, Brand Equity, and Purchase Decision in the context of Entrepreneurial Branding, with a focus on its impact on purchase decisions. The major aims of this investigation are as follows:

- 1.3.1** To investigate and explore the concept of Entrepreneurial Branding.
- 1.3.2** To study the influence of Entrepreneurial Branding that affects Brand experience.
- 1.3.3** To understand the influence of Entrepreneurial Branding concepts in strengthening Brand Equity.
- 1.3.4** To investigate and explore the details of Entrepreneurial Branding that influence consumer purchase decisions.
- 1.3.5** Investigate the impact of Brand Equity on purchasing decisions..

This research aims to simplify entrepreneurial success through effective branding, offering actionable insights for lasting connections with consumers and positive purchase behaviors.

1.4 Research Questions

To create a company strategy, entrepreneurs must understand their customers' demands, as well as the impact of brand experience, brand equity, and entrepreneurial branding on purchase decisions.

This study goes on to look into how brand experience, brand equity, and entrepreneurial branding influence purchasing decisions. The idea states that when it comes to purchasing decisions, people have different perceived values.

The following were the problematic statement and the research issues that this study will look into the following:

- 1.4.1 How does Entrepreneurial branding affect purchase decision-making?
- 1.4.2 How does Entrepreneurial branding affect Brand Experience
- 1.4.3 How does Entrepreneurial branding affect Brand Equity?
- 1.4.4 How does Brand Experience impact Brand Equity?
- 1.4.5 How does Brand Equity impact Purchase Decision?

These research questions aim to explore the essentials of entrepreneurial success through effective branding, offering actionable insights for lasting connections with consumers and positive purchase behaviors.

1.5 Research Contribution

One of the most important studies for businesses to do in order to better understand the influence of entrepreneurial branding, brand equity, and brand experience on consumer decisions will be this one. The following are the study's primary contributions:

1.5.1 For business and entrepreneurs:

This study on entrepreneurial branding focuses light on the crucial relationship between brand experience and brand equity. It provides actionable insights

for businesses to strategically fortify their brand presence by deciphering how entrepreneurial branding influences the strength of the relationship between brand experience and brand equity. Armed with this understanding, entrepreneurs can proactively cultivate robust customer connections, foster brand loyalty, influence purchase decisions and ultimately heighten their market competitiveness.

1.5.2 For academic value :

This research enhances our understanding of how entrepreneurial branding impacts businesses by delving into the intricate dynamics of brand experience and brand equity. Through rigorous analysis and real-world evidence, it not only enriches existing literature but also lays a theoretical foundation for further exploration in marketing and entrepreneurship. This contributes valuable insights for entrepreneurs, offering a deeper comprehension of consumer behavior and decision-making processes, thereby aiding strategic brand development in business.

This research provides actionable insights for entrepreneurs to establish lasting connections with consumers, shaping positive purchase behaviors in the competitive entrepreneurial landscape.

1.6 Scope of the study

This research delves into the realm of entrepreneurial branding, specifically examining how brand experience influences brand equity in connection with purchase decisions.

This study uses a qualitative technique to gain thorough insights about entrepreneurial branding in the Thai business the situation. Data collection involves conducting Semi-structured interviews with entrepreneurs to understand their strategies and practices related to entrepreneurial branding.

This research offers actionable insights, empowering entrepreneurs to establish enduring connections with consumers and drive positive purchase behaviors in the competitive entrepreneurial landscape.

CHAPTER II

LITERATURE REVIEW

2.1 Entrepreneurship

Several important features have been established through research on entrepreneurial traits and characteristics. According to Sexton (1985), entrepreneurs have a moderate risk tolerance, an internal sense of control, a strong need for freedom, dominance, independence, and self-esteem. (Sexton & Bowman, 1985). Nair (2006) and Koh (1996) both emphasize the role of socioeconomic and attitudinal factors, with Nair finding that family economic status, age, technical education, and work experience are favorable for entrepreneurship, and Koh identifying a significant association between entrepreneurial inclination and innovativeness, tolerance of ambiguity, and risk-taking propensity. ((Nair & Pandey, 2006);(Koh, 1996)

Entrepreneurship is a multifaceted concept, with various definitions and perspectives. Carton (1998) further elaborates on this, emphasizing the role of the entrepreneur in identifying and pursuing opportunities, creating organizations, and ultimately contributing to job and wealth creation (Carton, Hofer, & Meeks, 1998). Gutterman (2020) adds to this by highlighting the economic aspect of entrepreneurship, particularly the creation of new businesses and the associated risk-taking. He also introduces the concept of "creative destruction" as a form of entrepreneurship driven by innovation. These perspectives collectively underscore the dynamic and complex nature of entrepreneurship. (Gutterman, 2020)

2.2 Entrepreneurial Branding

Entrepreneurial brand building is a complex process that includes an in-depth understanding of brand image, product attributes, and brand personality. (Boyle, 2003). Another important part of entrepreneurial branding is the connection between a company's corporate branding techniques, entrepreneurial behaviors, and perceived

brand authenticity throughout the growth phase. (Vallaster & Kraus, 2011). Eggers (2016) emphasizes the relevance of trust signals in start-up branding and the impact of innovation in brand equity. (Eggers, Eggers, & Kraus, 2016). Morrish (2010) and Boyle (2003) emphasize the importance of the entrepreneur-customer relationship and innovative approaches to brand construction, with the latter focusing on the function of brand personality and values. These results emphasize the significance of customer-centricity, innovation, and originality in entrepreneurial branding. (Morrish, Miles, & Deacon, 2010) ; (Boyle, 2003)

“An entrepreneurial brand” is a brand that reflects an entrepreneurial mindset and approach, characterized by innovation, risk-taking, Focus on Competition and a customer-oriented perspective. The concept of an Entrepreneurial Brand highlights the value of creativity, innovation, and adaptability to market changes. It requires creating a strong brand identity that differentiates the product or business from competitors while also providing a value proposition to customers. (Erenkol & Öztaş, 2015). Entrepreneurial identity, as a core aspect of the entrepreneurial process, significantly influences entrepreneurial behavior (Alsos, Clausen, Hytti, & Solvoll, 2019). Entrepreneurial identity is a complex construct influenced by a variety of factors. Horst (2020) Identifies three different identity types: solution-driven, purpose-driven, and lifestyle-driven.—that are affected by entrepreneurs' interactions with their consumers via digital media. (Horst, Järventie-Thesleff, & Perez-Latre, 2020). Boje (2010) underlines the importance of storytelling in establishing entrepreneurial identities, particularly in the context of companies like Microsoft and the Virgin Group. (Boje & Smith, 2010). Hossain (2020) examines the effect of entrepreneurial attitude, specifically innovativeness, proactiveness, and risk-taking, on differentiation strategy in the garment industry. These studies emphasize the complex character of entrepreneurial identity and its components, including digital media communication, storytelling, brand identity, and entrepreneurial orientation. (Hossain & Azmi, 2020).

Personal branding, particularly the branding of an entrepreneur, has been found to significantly influence the financing of entrepreneurial ventures, as defined by the Entrepreneur Brand Personality Equity (EBPE) model, The EBPE model has three main dimensions: brand personality (BP), halo brands (HB), and brand value. The Brand Personality (BP) dimension's components include honesty, passion, confidence, detail-

orientedness, determination, willpower, overcoming fear of failure, and a desire to grow. The Halo Brands (HB) dimension includes connection assets, networking abilities, team roles, and effect. The Brand Value (BV) dimension is associated with the entrepreneur's future potential and comprises characteristics that are vital to long-term value. (ElMassah, Michael, James, & Ghimpu, 2019).

Values, beliefs, and vision, along with the personality and image of the founder or entrepreneur, are closely interlinked and determine core competencies and Brand Identity. Brand building is a strategic undertaking that involves the development of Brand Reputation, Brand Equity, and Brand Image through a variety of marketing and communication strategies. This strategic approach is critical to developing a strong brand presence in the market. (Spence & Hamzaoui Essoussi, 2010) Lily Igwe has further studied how distinguished and differentiated Entrepreneurial Branding is consistent with the values, beliefs and visions of an entrepreneur, which provides a strong brand perception perspective, especially in the areas of Emotional branding and Co-branding, which is effective in positively influencing consumer purchasing decisions. (Igwe, 2016) Furthermore, Entrepreneurial Branding has a brand identity development and management procedure that is consistent with the Company's Corporate branding for entrepreneurs. and corporate entrepreneurship, i.e., Entrepreneurial Behaviors, which is perceived both inside and outside the organization to drive innovation, customer-focused, and creative results. It has a positive impact on brand authenticity perceptions and helps to eliminate uncertainty and reinforce core values during brand expansion. Finally, charismatic leaders can positively impact brand authenticity.. (Vallaster & Kraus, 2011)

In strategic planning for Entrepreneurial Branding, a crucial factor to consider is ensuring that the branding reflects the entrepreneur's vision and values, offering unique, innovative brand equity with a distinct positioning in the market. Understanding the target group is essential. Establishing consistency between the target group's perception and Brand Image is achieved through Emotional Branding and Co-branding strategies. (Igwe, 2016) . Entrepreneurial personality influences entrepreneurial branding, which in turn affects corporate branding, product or service branding, and company branding. Being open to new experiences is one of the distinguishing characteristics of entrepreneurs. Both experiences and perspectives It has

a huge impact on the brand's image, resulting in strong and outstanding branding. It also has a big impact and offers a competitive advantage. This impacts customer satisfaction and loyalty. (Sap, 2019)

Entrepreneur Personal Branding should be unique and cannot be replicated. This is based on an entrepreneur's personality, management style, and unique communication tactics. This is considered as an important strategy for increasing brand awareness and revenue for new ventures. Entrepreneurs communicate through social media using their own storytelling skills. Entrepreneurial Brand is considered as an important component in efficiently communicating with customers. Entrepreneurs should consequently increase their media and social media presence for the brand's strength as well (Huché-Deniset, 2017)

Private Entrepreneur Personal Branding is the process of creating and managing a brand for self-employed individuals through the use of personas. Entrepreneurial characteristics and skills for creating branding and promoting positive Customer Brand Engagement, resulting in a strong loyal following. Furthermore, the utilization of social media communication fosters positive relationships between customers and businesses. Being distinct and unique. It is also thought to play a significant role in the development of a successful brand. (Ojala & Defuro, 2020).

A range of studies have utilized choice-based conjoint analysis to explore various aspects of entrepreneurial branding. Eggers (2016) identified brand signals that can enhance trust and purchase probabilities for start-ups. Entrepreneurial branding has significance for reinforcing brand strength while managing customer uncertainty. It involves building a unique brand image, positioning, and reputation. It distinguishes itself from its competition. Choice-based conjoint analysis is a strategy that uses consumer preferences and signals to significantly increase familiarity, customer confidence, and purchasing opportunities. It enables it to attract customers and achieve success in the market. (Eggers, Eggers, & Kraus, 2016)

Wijaya, Suharyanti, and Kania defined this term in 2016. Branderpreneurship. This technique, Synergizing Entrepreneurial Spirit with the Mindset of Branding, focuses on building brand values by Developing value involves seven steps: identifying, creating, distributing, communicating, keeping, evaluating, and updating values. By effectively communicating and establishing the brand's identity

through consistent and consistent communication characteristics, storytelling skills, visual components (such as logos, color palettes), customer engagement, staff training in the same direction, and integrated marketing. (Wijaya, Suharyanti, & Kania, 2016)

The concept of branderpreneurship, as discussed by Wijaya (2020), involves the fusion of an entrepreneurial spirit with a branding mindset. This is further enhanced by the development of creativity and innovation(Wijaya, Sutawidjaya, & Syaiful, 2020). Amabile (1997) emphasizes the significance of intrinsic and extrinsic motivation in promoting entrepreneurial creativity, a critical component of branderpreneurship. (Amabile, 1997). These studies collectively underscore the need for a holistic approach that integrates entrepreneurial spirit, branding mindset, creativity, and motivation in the pursuit of branderpreneurship or Entrepreneurship Branding.

An entrepreneurial brand is critical to the success and longevity of an entrepreneurial firm since it helps to get a competitive edge in the market and assures brand continuity. (Erenkol & Öztaş, 2015) And from all of the above, entrepreneur personal branding, or entrepreneurial personality, is relevant and influences the concept of entrepreneurial branding.

Table 2.1 Concept of Entrepreneurial Branding

Author	Research Topic	Methods	Main Finding
(Boyle, 2003)	A study of entrepreneurial brand building in the manufacturing sector in the UK	Historical Research	- James Dyson adjusts the Brand's Personality and Value, reflecting the entrepreneurial spirit of James Dyson. James Dyson has established himself as an entrepreneur and innovator who has achieved success by creating a brand that offers innovative products to the market. Dyson's Brand was known for its innovation, quality, and performance, and was trusted because the Dyson brand has entrepreneurs who are successful innovators.
(Vallaster & Kraus, 2011)	Entrepreneurial branding: growth and its implications for brand management	Qualitative Research (Case Study)	- Entrepreneurial Branding is a concept of developing and managing brand perceptions both externally and internally, which combines the alignment of Corporate Entrepreneurship (CE) and Corporate Branding (CB), focusing on creating branding that resonates with the behaviors and core values of entrepreneurs, which can create differentiation in competition. - The Bionade brand utilizes the concept of Entrepreneurial Branding by establishing core guidelines that promote the behaviors of entrepreneurs . The Bionade entrepreneur promotes core principles such as ecological sustainability, social responsibility, and being cool
(Sap, 2019)	UNDERSTANDING THE INFLUENCE OF ENTREPRENEUR	Mixed-Methods Research	- Entrepreneur Personality trait , Openness to new experiences and perspectives has an impact on corporate branding, product or service

	PERSONALITY ON PRODUCT BRANDING, CORPORATE BRAND IMAGE AND SME PERFORMANCE		<p>branding, and firm performance. This emphasizes the need of creating the concepts of "Entrepreneurial Branding" and "Personality Attributes."</p> <ul style="list-style-type: none"> - Entrepreneurial Branding recognizes the Human Brand of decision-making authorities who are crucial to stakeholders of the company, such as Owners, CEOs, or Managers. These individuals are perceived as The Face of the Company in public relations and reputation-building, forming part of the Brand Identity process, which includes Product, Corporate, Symbol, and Person. - Entrepreneurial Branding comprises Entrepreneurial Image and Entrepreneurial Reputation. Entrepreneurial Image is what comes to mind for the general public when hearing the name of that entrepreneur. Managing the Brand Profile of the Owner/Manager is essential to enhance the competitive capabilities of the company.
(Eggers, Eggers, & Kraus, 2016)	Entrepreneurial branding: measuring consumer preferences through choice-based conjoint analysis	Experimental design	<ul style="list-style-type: none"> - Entrepreneurial Branding is the process of managing a brand by presenting and communicating information about the management team, including their reputation, expertise, qualifications, and experience in the industry, to create familiarity and build consumer trust. - This experiment indicates that consumers often choose to purchase products from management teams they are familiar with.

(Horst, Järventie- Thesleff, & Perez- Latre, 2020)	Entrepreneurial identity development through digital media	Qualitative Research	<ul style="list-style-type: none"> - Entrepreneurial Branding is related to the strategy of managing the Brand Identity of entrepreneurs, while Entrepreneurial Identity pertains to developing the Brand Identity of individuals in their capacity as entrepreneurs. This article explores the building of an entrepreneurial identity using digital media to establish a unique personality that connects with entrepreneurs. It is driven and developed by three components: Solution, Purpose, and Lifestyle. Research findings indicate that Lifestyle, encompassing attitudes, lifestyle organization, and entrepreneurial spirit, plays a significant role in making entrepreneurs enjoy and embrace creativity.
(ElMassah et al., 2019)	An assessment of the influence of personal branding on financing entrepreneurial ventures.	Mixed-Methods Research	<ul style="list-style-type: none"> - Entrepreneurial Brand Personality (EBP) is the unique set of features, traits, and values that define an entrepreneur's personal brand. The EBP encompasses the entrepreneur's reputation, credibility, and market recognition, all of which can influence how others perceive their entrepreneurial activities. - The Entrepreneurial Brand Personality Equity (EBPE) model looks at how an entrepreneur's personal brand influences capital attraction for their business operations. It is divided into three dimensions: Brand Personality (BP), Halo Brands (HB), and Brand Value (BV), each referring to a different trait or variable. The EBPE strategy enables entrepreneurs to actively

			establish and manage their personal brand, increasing exposure, credibility, and attractiveness to investors and stakeholders.
(Vilander, 2017)	Personal Branding on Social Media and social media based Entrepreneurship	Qualitative Research	<ul style="list-style-type: none"> - Entrepreneurs develop personal branding by continuously establishing and maintaining an online presence on social media platforms. Entrepreneurs use a variety of social media channels to attract a larger audience and position themselves as industry experts. They work with influencers and industry leaders to build their network and personal brand. - Entrepreneurs use thought leadership content, such as blog posts, articles, and videos, to promote their experience and skills. They actively engage with their audience by responding to comments, taking part in discussions, and sharing vital information.
(Philbrick & Cleveland, 2015)	Personal branding: building your pathway to professional success	Literature Review	<ul style="list-style-type: none"> - Personal branding is a six-step process that includes introspection, analyzing the existing brand, generating a personal brand slogan, making a physical footprint, creating a digital footprint, and delivering the brand message. - Effective brand management is necessary to retain a positive brand reputation. Personal branding entails evaluating strengths and limitations and devising a strategy for improvement.
(H. HASAN, YUSOF,	EXPLORING ENTREPRENEURIAL BRANDING: PUTTING	Literature Review	<ul style="list-style-type: none"> - Entrepreneurial branding is an important topic for SMEs since it helps them succeed and stand out in the market. Entrepreneurial branding is the process of developing a Brand Identity. reflects the entrepreneurial spirit. A notion

& AHMAD, 2022)	THE CONCEPT INTO PERSPECTIVE		<p>that focuses on creativity and innovation By making the best use of limited resources, such as social media.</p> <ul style="list-style-type: none"> - Brand personality is important in developing a distinct brand identity and building an emotional connection with customers. Brand personality contributes to the creation of a distinct and memorable brand image, which is applicable to both traditional and entrepreneurial branding.
(Mason & Holtz, 2017)	The Challenges in Entrepreneurial Brand Building	Qualitative Research	<ul style="list-style-type: none"> - The study demonstrates a gap between Najell's corporate brand identity and brand image, which is driven by the company's lifecycle and growth goals. The study emphasizes the importance of branding theory for young enterprises like Najell in an entrepreneurial context. - Entrepreneurial brand building is the process of developing and defining a brand identity that appeals to both internal and external stakeholders. The co-founder is a key player in creating Najell's corporate brand identity.
(Adebayo, 2023)	Entrepreneurial branding initiatives and marketing success of luxury hotels in south/south of nigeria	Quantitative Research	<ul style="list-style-type: none"> - Entrepreneurial branding initiatives, such as awareness of the brand, perception, and personality, are crucial in gaining more marketing success for hotels. Branding initiatives emphasize elements such as brand awareness, perception, and personality, which are related to the brand's identity and consumer experiences.

2.3 Brand Experience

In modern times, brand is considered as the strategic asset that drives business, in the form of a name or symbol that represents beliefs, personalities, and innovations that make a difference in the marketplace. And Brand Experience refers to a consumer's behavioral response to brand-related stimuli. In this article, Hedonic Character contributes to a positive Brand Experience. Hedonic traits such as happiness, excitement, and sensory stimulation are emphasized by brands in their product offerings and consumer interactions. (Beig & Nika, 2019)

Sohaib, Mlynarski, and Wu (2022) define brand experience as a multidimensional notion that includes sensory, affective, cognitive, and behavioral responses to brand-related stimuli. (Brakus, Schmitt, & Zarantonello, 2009). The emotional and cognitive elements of brand experience have been discovered to significantly influence brand appraisal and loyalty. (Bapat & Thanigan, 2016) Brand experience is divided into four dimensions: sensory, affective, behavioral, and intellectual, which include sensory interactions, emotionally charged interactions, consumer actions, and cognitive thinking. (Sohaib, Mlynarski, & Wu, 2022)

Brand Experience refers to the perception and interaction between the consumer and the brand, which has a significant effect on the emotional responses of the consumer. (Martillo Jeremias & Polo Pena, 2021)

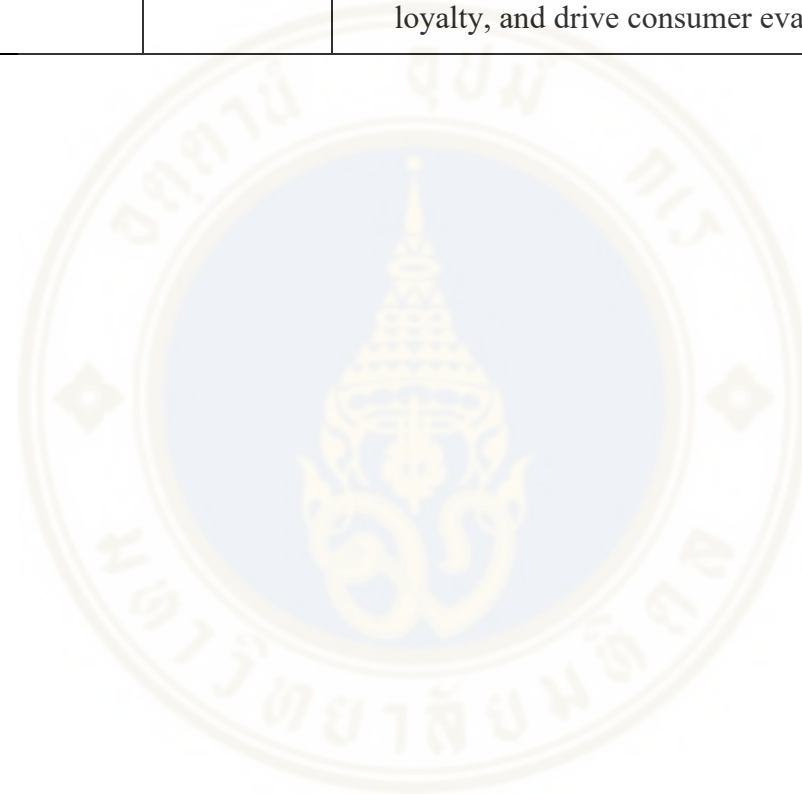
Several studies have shown that brand experience has a substantial impact on numerous aspects of branding. Isotalo (2015) and Walter (2014) discovered that brand experience improves consumer attitudes, brand image, and brand equity. (Isotalo & Watanen, 2015); (Cleff, Lin, & Walter, 2014). Zhang (2019) further supports this, demonstrating the importance of sensory, emotional, and social experiences on brand love. (Zhang, 2019). These findings clearly highlight the important importance of brand experience in shaping customer perceptions and behaviors, and eventually, in developing a strong brand.

Table 2.2 Concept of Brand Experience

Author	Research Topic	Methods	Main Finding
(Beig & Nika, 2019)	Brand experience and brand equity	Literature Review	- Brand experience include consumer interactions with a brand, such as sensory, emotional, cognitive, action, and related experiences. Pleasant and memorable brand features include the brand name, logo, packaging, marketing communication, and surroundings. This study covers the addition of Hedonic Character to strengthen the Brand Experience and expand economic potential. The study found that Brand Experience has a major impact on Brand Equity.
(Brakus, Schmitt, & Zarantonello, 2009)	Brand experience: what is it? How is it measured? Does it affect loyalty?	Developed a brand experience scale	- Brand Experience refers to the emotional and behavioral responses of customers to brand stimuli, including colors, forms, slogans, mascots, and unique characters. A brand experience scale with four dimensions: sensory, emotional, cognitive, and behavioral. Brand experience impacts consumer pleasure, loyalty, and brand equity. Brand personality refers to the human characteristics associated with a brand that influence how consumers perceive and relate to it. It improves individuality, promotes favorability, and fosters trust and loyalty. Using brand personality enables entrepreneurs to develop their brand's identity, differentiate themselves, and effectively communicate with their target audience.

(Bapat & Thanigan, 2016)	Exploring relationship among brand experience dimensions, brand evaluation and brand loyalty	Quantitative research	<ul style="list-style-type: none"> - Brand Experience Dimensions, especially emotional brand experience and cognitive brand experience, significantly impact Brand Evaluation and Brand Loyalty. Positive Brand Evaluation leads to increased Brand Loyalty. - Emotional brand experience focuses on establishing enduring and intimate emotional connections and involvement between the brand and the consumer. - Cognitive brand experience refers to the cognitive responses of consumers to the brand, emphasizing perception, interpretation, and analytical evaluation.
(Sohaib, Mlynarski, & Wu, 2022)	Building Brand Equity: The Impact of Brand Experience, Brand Love, and Brand Engagement—A Case Study of Customers' Perception of the Apple Brand in China	Deductive Research	<ul style="list-style-type: none"> - Brand Experience encompasses sensory, affective, behavioral, and intellectual responses from consumers. - Brand experience, brand love, and brand engagement have a substantial impact on Apple's brand equity in China.
(Iglesias, Singh, &	The role of brand experience and affective commitment in	Quantitative research	<ul style="list-style-type: none"> - Brand experience refers to consumers' overall impressions and perceptions of a brand as a result of their interactions with it. It refers to the sensory, emotional, and cognitive responses elicited by brand-related elements such

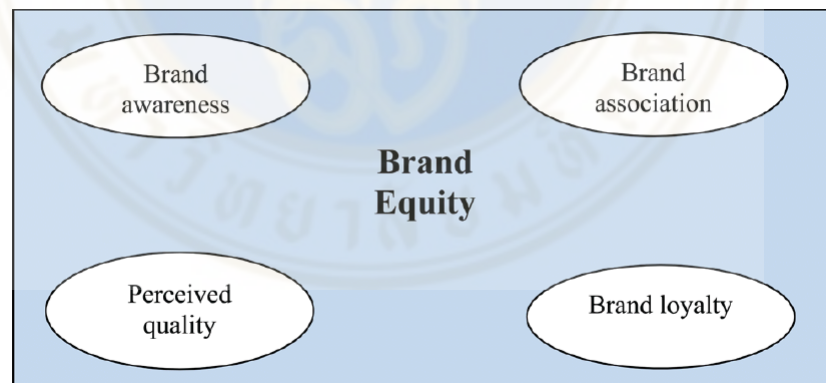
Batista-Foguet, 2011)	determining brand loyalty		design, packaging, communication, and settings. Providing a good brand experience may distinguish a brand from its competitors, increase brand loyalty, and drive consumer evangelism.
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2.4 Brand Equity

Brand experience, affection, and engagement are all aspects that contribute to brand equity. (Sohaib, Mlynarski, & Wu, 2022) Brand equity refers to a brand's worth and perception in the market. It is a strategic asset that helps firms build brand value and competitive advantage. Brand equity is influenced by a number of elements, including brand recognition, perceived quality, brand connotations, and loyalty. This article focuses on Hedonic Character, a feature that adds a positive dimension to Brand Experience. The hedonic quality of a brand experience helps differentiate it from competitors and influences future purchasing decisions. (Beig & Nika, 2019).

The brand equity model is a framework for measuring and managing the value and perception of a brand. It enables firms to understand the elements that influence brand equity and design strategies to improve it. (Beig & Nika, 2019). The Customer-Based Brand Equity (CBBE) concept was developed by Aaker (1991), which is widely recognized. It comprises of four main dimensions: Brand awareness, perceived quality, brand connotations, and loyalty. According to Aaker (1991, as cited in (Beig & Nika, 2019).



(Source: According to Aaker (1991, as cited in (Beig & Nika, 2019).

Figure 2.1 Brand Equity

Customer brand equity specifically focuses on the value and strength of the brand from an individual customer's point of view. Brand image, Brand perception, Brand preference, and Brand loyalty have a significant impact on brand equity. And Marketing activities and investments, such as advertising and promotion, play a role in

building and maintaining brand equity (Raza, Frooghi, Abd Rani, & Qureshi, 2018) Brand equity also plays a role in protecting new products launched under a reputable brand name, as it minimizes the risk of competition. Brand equity can be measured by factors such as Brand Awareness, Brand Loyalty, and Brand Association . Finally, Well-known brands with a strong brand equity are often preferred by consumers due to the quality and consistency they provide (Rungsrissawat & Sirinapatpokin, 2019) Sirinapatpokin and Rungsrissawat The components of brand equity have been investigated and identified in the future. Brand equity consists of product attributes (both tangible and intangible), Brand wareness, Brand association, Advertising and marketing efforts, and positive consumer perception. (Rungsrissawat & Sirinapatpokin, 2019)

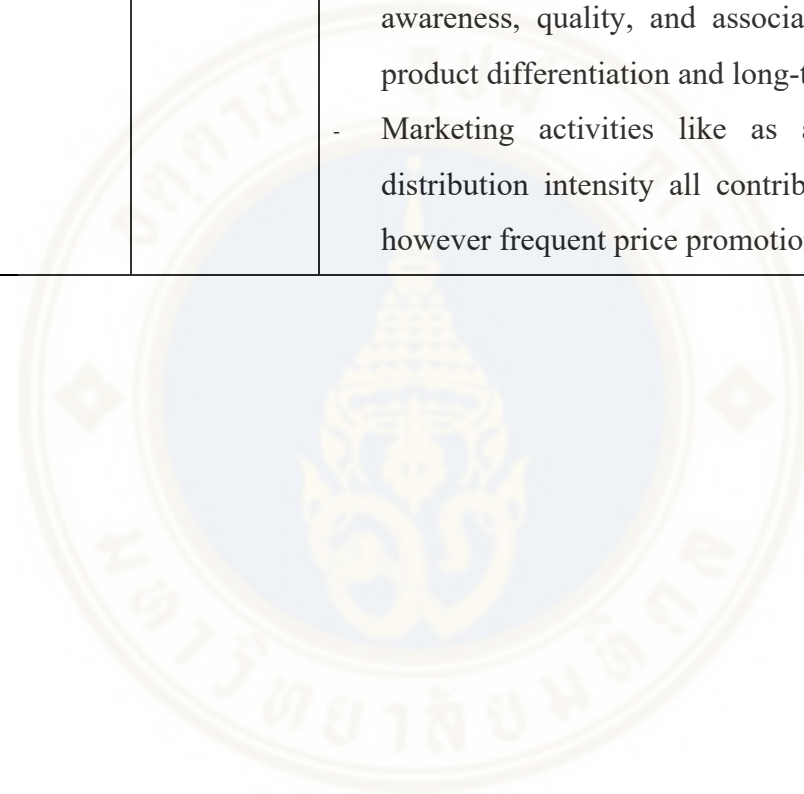
Chieng (2011) defines customer-based brand equity as an important part of brand success, with characteristics like brand awareness, brand associations, perceived quality, and brand loyalty playing major roles. (Chieng & Goi, 2011). Atilgan (2009) further emphasizes the importance of brand trust, particularly for global brands(Atilgan, Akinci, Aksoy, & Kaynak, 2009). Lassar (1995) provides a comprehensive scale for measuring customer-based brand equity, incorporating dimensions including performance, value, social image, trustworthiness, and dedication. (Lassar, Mittal, & Sharma, 1995)

Table 2.3 Concept of Brand Equity

Author	Research Topic	Methods	Main Finding
(D. A. Aaker, 1992)	The value of brand equity	Journal of Business Strategy	<p>"Brand Equity encompasses intangible assets that add value to a company, yielding returns and a sustainable competitive edge. It's built through:</p> <ol style="list-style-type: none"> 1. Brand loyalty: Customers' consistent preference for a brand, reducing costs and attracting new customers. 2. Brand awareness: Consumers' recognition and familiarity with a brand, influencing their decisions. 3. Perceived quality: Consumers' assessment of a product's quality and effectiveness, impacting purchase decisions. 4. Brand associations: Connections consumers make between a brand and various attributes, shaping perceptions. 5. Other assets like patents and trademarks also contribute to Brand Equity."
(Beig & Nika, 2019)	Brand experience and brand equity	Literature Review	<p>- Brand Equity is the development and enhancement of Brand Value through the uniqueness of the brand name, symbols, logos, packaging, and consumer perceptions associated with the brand. It is measured by four components: Brand awareness, Brand Loyalty, Brand Association, and Perceived quality. Strong Brand Equity leads to a competitive advantage in the market.</p>
(Martillo Jeremias	Exploring the antecedents of retail banks' reputation	Quantitative Research	<p>- Brand Equity precedes the reputation of a bank, referring to the value and perception that customers associate with a particular brand. It involves</p>

& Polo Pena, 2021)	in low-bankarization markets: Brand equity, value co-creation and brand experience		<p>attracting and retaining customers, serving as a conduit between Brand Experience and Reputation.</p> <ul style="list-style-type: none"> - Aaker (1996) and Keller (1993) developed the Customer-Based Brand Equity (CBBE) concept, which measures brand equity from the customer's perspective. CBBE considers characteristics such as brand awareness, quality, image, and loyalty. - Brand equity is a competitive asset that helps banks reach a wider audience and improve their reputation.
(Hanaysha, 2023)	Exploring the Relationship between Entrepreneurial Marketing Dimensions, Brand Equity and SME Growth	Quantitative Research	<ul style="list-style-type: none"> - Brand equity is the value and perception customers associate with a brand based on its name, symbols, and past interactions. It's evaluated across dimensions like awareness, association, quality, and loyalty. Strong brand equity yields benefits such as positive word-of-mouth, consumer loyalty, brand choice, increased market share, and higher profit margins. - The dimensions of entrepreneurial marketing greatly impact brand equity and SME growth. Entrepreneurial marketing dimensions such as opportunity focus, proactiveness, resource leveraging, and customer intensity enhance brand equity and SME growth.
(Yoo, Donthu, & Lee, 2000)	An examination of selected marketing mix elements and brand equity	Quantitative Research	<ul style="list-style-type: none"> - Brand equity refers to the increased value a product gains from its brand name, which increases cash flow for the company. It provides long-term competitive benefits by influencing mergers, stock markets, brand choices,

			<p>pricing, marketing effectiveness, and licensing opportunities. It refers to the perception and value that customers associate with a brand, including loyalty, awareness, quality, and associations. Strong brand equity is critical for product differentiation and long-term competitive advantages.</p> <p>- Marketing activities like as advertising spending, shop image, and distribution intensity all contribute significantly to brand equity growth, however frequent price promotions might have a detrimental influence</p>
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2.5 Purchase Decision

Purchase decision in a business context is a complex process influenced by various factors. Ali (2022) and Prihartono (2021) both highlight the impact of place, price, and quality of service on purchase decisions, with Ali also mentioning product quality, design, and consumer needs (Prihartono, 2021); (Ali, Octavia, & Sriayudha, 2022)). These studies collectively underscore the multifaceted nature of purchase decisions in business, encompassing financial, operational, and marketing considerations.

Purchase decisions, or the process by which consumers acquire things or services, include activities such as identifying a need, searching for information, comparing options, making a final purchase, and following up. Social media usage, electronic word-of-mouth (EWOM), conviction, and brand reputation all have an impact on Generation Y's online decisions. Social media has a substantial impact on buying intention and decision-making. Conviction, which stems from organizational learning, mediates the impact of social media and EWOM. The relationship between EWOM and purchase intention is regulated by the customer's perceived brand reputation, which increases with a favorable reputation. The term "purchase decision" includes purchase intention, loyalty, and post-purchase behavior, providing insight into online choice variables. (Prasad, Garg, & Prasad, 2019)

A range of factors influence consumer purchase decisions, particularly in the online shopping context. Customer reviews, privacy, social media, delivery options, price, product quality, and return policies all play a role (Rachmawati, Shukri, Azam, & Khatibi, 2019). The perceived quality and characteristics of a product, as well as its necessity, also significantly impact consumer behavior (Stavkova, Stejskal, & Toufarova, 2008).

Table 2.4 Concept of Purchase Decision

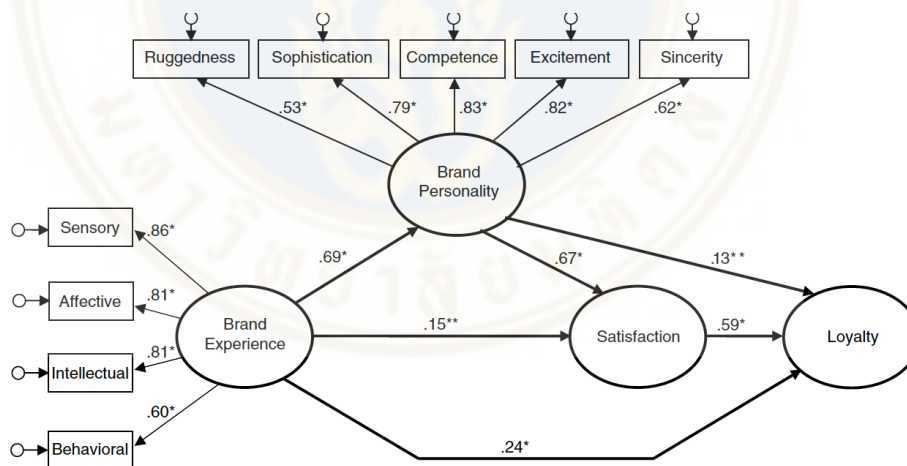
Author	Research Topic	Methods	Main Finding
(Igwe, 2016)	An Analysis of Entrepreneurial Branding and Its Importance to Consumer Purchase Decision	Literature Review	- Brand image that a corporation projects influences consumers' purchase decisions. Especially in competitive markets. When faced with similar options, consumers prefer familiar products, highlighting the importance of brand familiarity in purchase decisions.
(Ningsih & Vania, 2022)	The Influence of Brand Image and Personal Branding on The Purchase Decision of Menantea Products in the City of Malang, East Java	Quantitative Research	- In Malang City, East Java, Menantea product purchases are positively influenced by brand image and personal branding.
(Adam & Akber, 2016)	The impact of brand equity on consumer purchase decision of cell phones	Quantitative Research	- Brand equity, including brand association, awareness, quality, and loyalty, significantly influences consumer cell phone purchases. - The study emphasized the importance of creating a deep and emotional connection between the brand and the consumer in order to establish long-term relationships and influence purchasing decisions.

(Roselin & Prasanna, 2022)	Role of branding in attracting and influencing the consumer purchasing decisions	Quantitative and Qualitative Research	- Branding has a significant effect on customer behavior and purchase decisions. Price, quality, brand name, and societal prestige are all factors that impact customer purchase decisions.
(Putra & Vipraprastha, 2022)	Personal Branding, Social Media Marketing, Dan Word Of Mouth Dalam Meningkatkan Buying Decision Pada Konsumen E-Commerce Shopee	Quantitative Research	- E-Commerce Shopee buyers are heavily influenced by personal branding, social media marketing, and word of mouth when making purchasing decisions.

2.6 Brand Experience and Entrepreneurial Branding.

Entrepreneurial brand building involves understanding brand image, product attributes, and brand personality, Emphasizing the significance of the entrepreneur-customer relationship and unconventional tactics. ((Boyle, 2003); (Morrish, Miles, & Deacon, 2010)). Personal branding of entrepreneurs significantly impacts venture financing, as evidenced by the Entrepreneur Brand Personality Equity (EBPE) model, which includes dimensions like Brand Personality, Halo Brands, and Brand Value (ElMassah et al., 2019). This highlights the essential role of customer-oriented, innovative, and creative approaches in entrepreneurial branding.

Personal Branding, as discussed by Blanco (2010)(Del Blanco, 2010), is managing one's life with talent and transforming it into a unique experience. This is consistent with the concept of brand experience, which includes sensory, emotive, cognitive, and behavioral dimensions. Personal branding can influence Brand Experience and, consequently, consumer happiness and loyalty aspects. (Brakus, Schmitt, & Zarantonello, 2009).



(Source : (Brakus, Schmitt, & Zarantonello, 2009; Letchumanan, 2016)

Figure 2.2 The Concept of Brand Experience

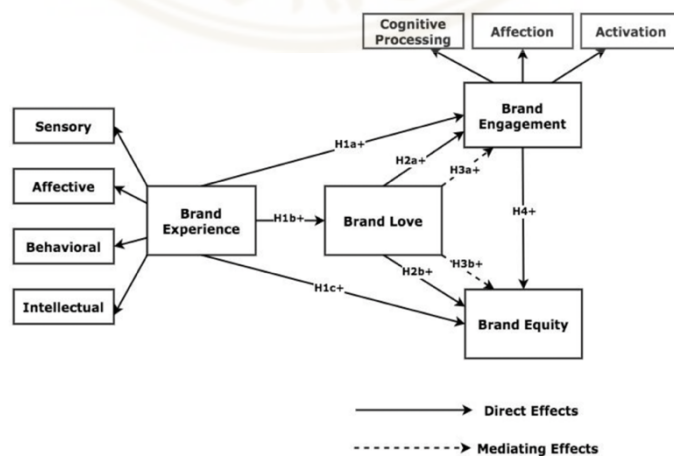
According to this research, Brand Experience influences Brand Personality by creating associations with human characteristics. Brand personality can be inferred from various sources, such as people associated with the brand and product attributes. Consumers are more satisfied and loyal to brands that are connected with human

attributes. (Brakus, Schmitt, & Zarantonello, 2009) In this research, individuals associated with the brand, including entrepreneurs, were referenced, leading to an exploration that evolved into a study of the concept of entrepreneurial branding.

The author has incorporated a framework from (Brakus, Schmitt, & Zarantonello, 2009) to enhance the completeness and theoretical foundation of this study's framework. This framework introduces the positive correlation between Brand Experience and Brand Personality. Notably, Brand Personality within this framework is shown to influence Loyalty, a key component of Brand Equity, as discussed in the literature review on Brand Equity.

2.7 Brand Experience and Brand Equity

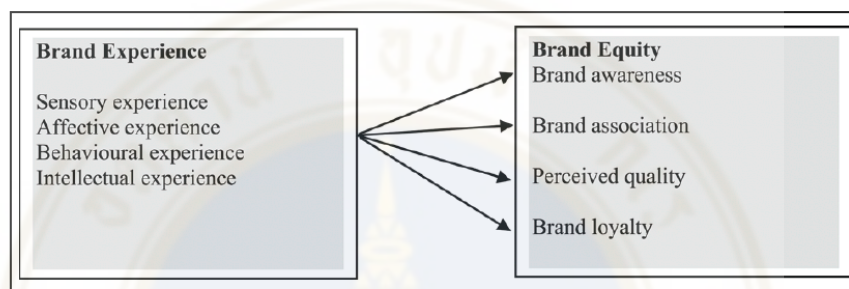
Brand experience, which includes sensory, emotive, intellectual, and behavioral components, has a substantial impact on brand equity. Brand experience has a huge beneficial impact on equity. It helps to establish a positive image of the brand and improves customers' perceptions of its worth. And brand love, which refers to emotional attachment and favorable feelings toward a brand, serves as a bridge between brand experience and brand engagement/brand equity. The study's conceptual framework supports the idea that brand experience has a direct impact on brand equity. (Sohaib, Mlynarski, & Wu, 2022). As a result, the author has brought this hypothesis as a reference to give the author with an effective conceptual framework.



Conceptual framework. (Sohaib, Mlynarski, & Wu, 2022)

Figure 2.3 Brand Experience and Brand Equity

Brand Experience contributes significantly to Brand Equity, both of which are critical elements in developing long-term branding. Marketers and entrepreneurs must therefore manage a powerful and satisfying brand experience for customers in order to build successful brand equity and make a difference in how customers perceive the brand. Brand experience has a direct impact on brand equity, as positive brand experiences result in higher brand equity. Brand experience affects brand equity by improving brand association, perceived quality, brand awareness, and loyalty. (Beig & Nika, 2019)



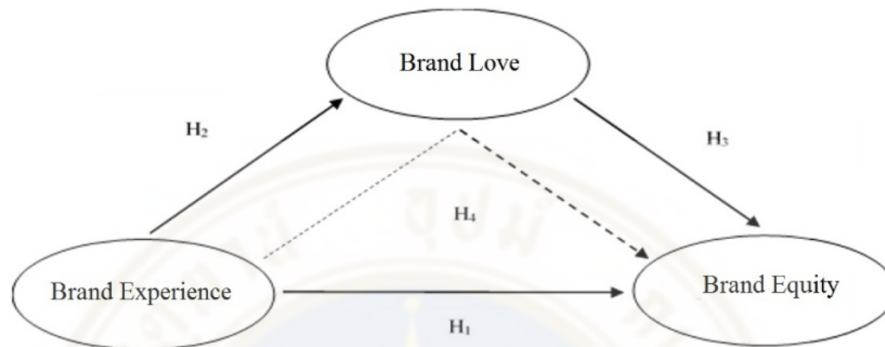
Conceptual Framework. (Source : (Beig & Nika, 2019))

Figure 2.4 Brand Experience affects Brand Equity

Brand experience, including brand image and brand awareness, has a positive impact on brand equity. According to the study's findings, there are five dimensions of brand experience: sensory (SENSE), affective (FEEL), cognitive (THINK), behavioral (ACT), and relational (RELATE). These dimensions have varying degrees of impact on brand equity, with sensory and affective dimensions having a larger effect. (Cleff, Lin, & Walter, 2014). Ding & Tseng further emphasize that brand experience has a significant impact on brand equity, as it influences consumers' perceptions and attitudes towards a brand. This relationship is mediated by brand awareness/associations, perceived quality, and hedonic emotions. Hedonic emotions play a powerful mediation role in the relationship between brand experience and brand loyalty, indicating their importance in shaping brand equity. (Ding & Tseng, 2015).

Brand experience exerts a direct and positive impact on brand equity. The effective management of brand experiences, ensuring their appeal to consumers' senses, emotions, thoughts, and behaviors, is pivotal for the development and sustenance of brand equity. Positive brand experiences foster a robust consumer-brand relationship,

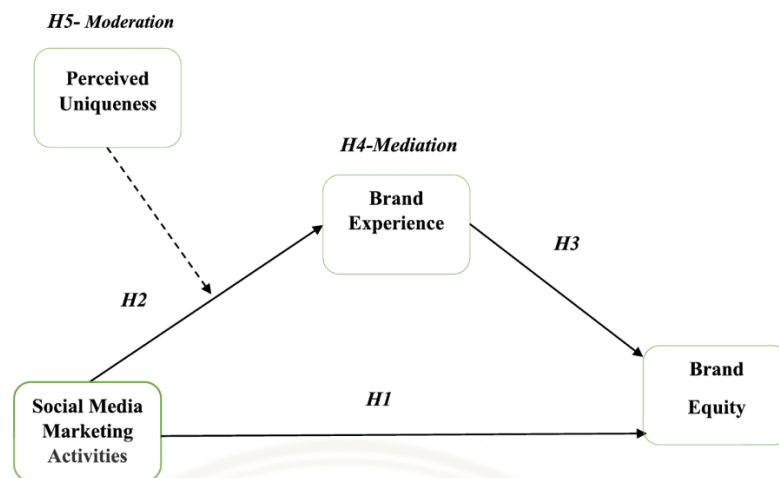
serving as a fundamental driver of brand equity. Brand experience significantly shapes consumers' perceptions regarding a brand's value, differentiation, and relevance—critical components of brand equity. As a result, the author used the conceptual model developed by Akgözlü and Kılıç (2021) as inspiration for the conceptual framework in this study. (Akgözlü & Kılıç, 2021)



Conceptual Model. (Source : (Akgözlü & Kılıç, 2021))

Figure 2.5 Brand experience positive impact on brand equity

Brand experience influences brand equity by fostering an emotional connection between customers and the brand. It has a direct impact on various aspects of brand equity, including loyalty, awareness, image, and perceived quality. Positive brand experiences improve brand image and associations, resulting in a better consumer-brand relationship. Brand experience also has an impact on perceived quality, brand awareness, and brand image, all of which are essential components in the development of brand equity. In the context of social media marketing, brand experience mediates the relationship between social media marketing activities (SMMAs) and brand equity. According to Hafez's (2022) study model, brand experience influences brand equity via a variety of methods. Recognizing the significance of this link, the author drew inspiration from it while creating the conceptual model for this study. (Hafez, 2022)



Research Model. (Source : (Hafez, 2022))

Figure 2.6 Relationship between Brand Experience, Brand Equity and Social Media Marketing Activities

Martillo Jeremias and Polo Pena (2021) emphasized the link between brand experience and its favorable impact on brand equity. They noted that the study revealed empirical evidence for the concept that brand experience increases brand equity. The findings demonstrated a statistically significant association between brand experience and brand equity, with a large effect size and confidence interval. Furthermore, brand experience was discovered to serve a mediatory role in the interaction between value co-creation and brand equity. (Martillo Jeremias & Polo Pena, 2021)

2.8 Entrepreneurial Branding and Brand Equity

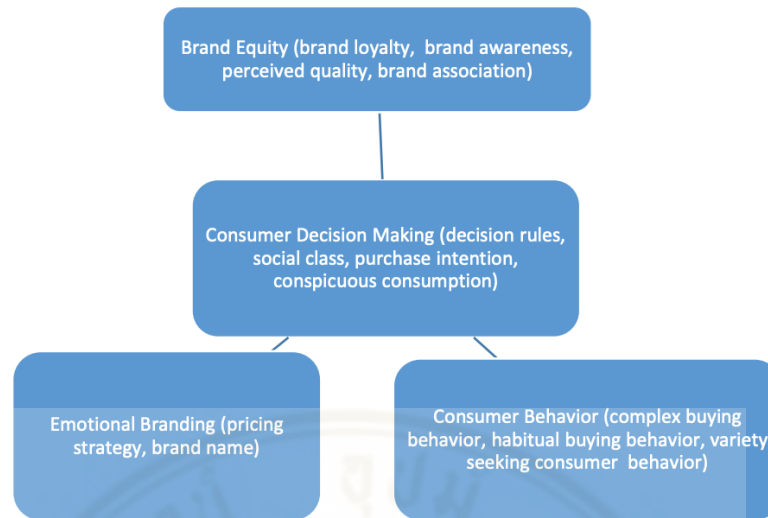
According to an essay by Fabian Eggers, Felix Eggers, and Sascha Kraus, the influence of providing trustworthy signals to Entrepreneurial Branding on a customer's likelihood of buying is significant, suggesting its relevance in developing brand equity. The value and perception that people associate with a brand are referred to as brand equity. (Eggers, Eggers, & Kraus, 2016)

Brand equity is the value that customers attach to a particular brand, and it can provide a platform for growth through brand extensions. Branding involves the activities and strategies used to create and promote a brand, including building brand awareness, perceived quality, and brand associations. Brand equity and branding are

interconnected, as branding efforts contribute to the development and enhancement of brand equity, which in turn provides value to the firm and customers. Effective branding plays a key role in building effective brand equity. By developing brand identities, creating a positive attitude and sense of brand, as well as effectively making a difference and creating good positioning to build consumer confidence. (Jain, 2017) In this article, it will discuss and connect Branding and Entrepreneur until the concept of Entrepreneurial Branding emerges.

Personal branding helps create a distinctive public image for individuals, which can enhance their perceived value and credibility in the eyes of consumers. A strong personal brand can establish trust and emotional connection with consumers, leading to increased brand loyalty and a higher likelihood of purchase. Personal branding allows individuals to showcase their expertise, skills, and unique qualities, which can differentiate them from competitors and influence consumers' decision-making process. Consumers often rely on the reputation and image of individuals when making purchase decisions, especially in industries where personal endorsements and recommendations play a significant role. (Huttunen, 2021)

The branding has a strong influence on consumers' purchasing decisions. Branding is considered an important factor, as it reflects consumer status, lifestyle, and economic background, and influences consumer behavior. The study proposes a theoretical framework for understanding the relationship between branding and consumer decision making. Brand equity, emotional sentiments, and buying behavior all have an impact on consumers' purchasing decisions, according to the framework. The framework identifies brand equity, which encompasses brand loyalty, brand awareness, perceived quality, and brand association, as a critical component. Overall, the framework emphasizes the importance of branding in influencing consumers' purchasing decisions, with brand equity, loyalty, and awareness being key factors. (Letchumanan, 2016)



A simple framework (Source : (Letchumanan, 2016)

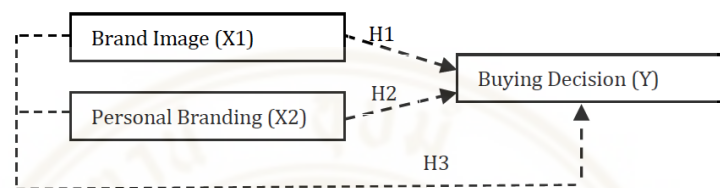
Figure 2.7 Relationship between Brand Equity, Consumer Decision Making, Emotional Branding, and Consumer Behavior

2.9 Entrepreneurial Branding and Purchase Decision

Branding is the process of creating a distinctive identity for a product or service through the use of a name, symbol, design, or a combination thereof. It is a crucial component of marketing strategy and also has an influence on consumer purchasing decisions. (Ofosu-Boateng & Agyei, 2020). Entrepreneurial branding initiatives are strongly associated with marketing success. According to Adebayo and Joshua Olaitan, Brand Perception, a fundamental element of entrepreneurial branding, plays an important role in the consumer decision-making process and influences consumer behaviour. (Adebayo, 2023)

The brand image variable was found to have a significant effect on purchasing decisions, while personal branding also had a partial effect. The findings suggest that brand image and personal branding together significantly influence purchasing decisions. Consumers consider personal branding as an important factor when making purchase choices. A positive personal branding can enhance the perception of a brand and increase the likelihood of consumers accepting and enjoying the products. (Ningsih & Vania, 2022). Personal branding has a positive and significant

effect on influencer credibility, which in turn has a positive and significant effect on brand awareness and purchase intention. It demonstrated that strong personal branding contributed to the development of influencer credibility on social media, which influenced customer decisions. It was also discovered that brand impression influenced purchasing decisions more than influencer credibility. (Kosim & Pasaribu, 2021). If an entrepreneur employs the theory of personal branding to propel business growth, it establishes a robust and sustainable entrepreneurial branding.



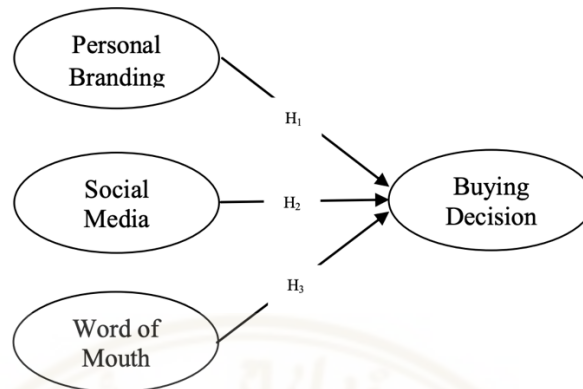
Conceptual logical framework (Ningsih & Vania, 2022).

Figure 2.8 Personal Branding and Buying Decision

Research consistently shows that entrepreneurial branding significantly influences consumer purchasing decisions (Roselin & Prasanna, 2022); (Assali, 2016; Raza et al., 2018); (Raza et al., 2018); Factors such as brand loyalty, perception, and preference play a crucial role in shaping purchase intentions, with brand loyalty being the most influential (Raza et al., 2018). Furthermore, the power of brand names and their association with wealth and social class can persuade consumers to make purchases (Assali, 2016; Raza et al., 2018). Overall, these studies underscore the importance of entrepreneurial branding in shaping consumer behavior and driving purchasing decisions.

Bandaranayake (2020) discovered a positive link between brand personality and brand love, indicating consumers express themselves through brand consumption, highlighting the close connection between personal identity and brand image (Bandaranayake & Wickramasinghe, 2020). Putra (2022) affirmed this connection, revealing that personal branding, social media marketing, and word of mouth influence purchasing decisions, underscoring the significant impact an entrepreneur's personal brand can have on consumer behavior. The author acknowledges the connection between 'Personal Branding and Buying Decision' as elucidated in the conceptual framework proposed by Putra & Vipraprastha (2022). This framework

serves as inspiration for the development of the conceptual framework in the present research's literature review(Putra & Vipraprastha, 2022).



The conceptual framework (Source : Putra & Vipraprastha, 2022)

Figure 2.9 Conceptual Framework of the Influence of Personal Branding, Social Media, and Word of Mouth on Buying Decision

Studies emphasize the intricate relationship between entrepreneurial branding and personal identity, values, and brand image. Letchumanan (2016) noted that branding elements, including the brand name and image, significantly influence consumer decision-making, with a preference for known or branded products. (Letchumanan, 2016) Social media marketing, integral to personal branding, affects purchase intention through factors like brand trust, awareness, and interaction (M. Hasan & Sohail, 2021)

Research on entrepreneurial branding reveals key findings. Delaperche (2018) found that product innovativeness and start-up culture influence trustworthiness, impacting purchase intention(Delaperche, 2018). Raza (2018) supported this, highlighting the positive impact of brand loyalty, perception, and preference on purchase intention, with brand loyalty being most influential(Raza et al., 2018). Eggers (2016) and Vallaster (2011) emphasized the importance of brand signals and congruence in brand values, respectively, in influencing purchase decisions. Together, these studies underscore the crucial role of trustworthiness, brand loyalty, and brand signals in entrepreneurial branding and its impact on purchase decisions. ((Eggers, Eggers, & Kraus, 2016); (Vallaster & Kraus, 2011))

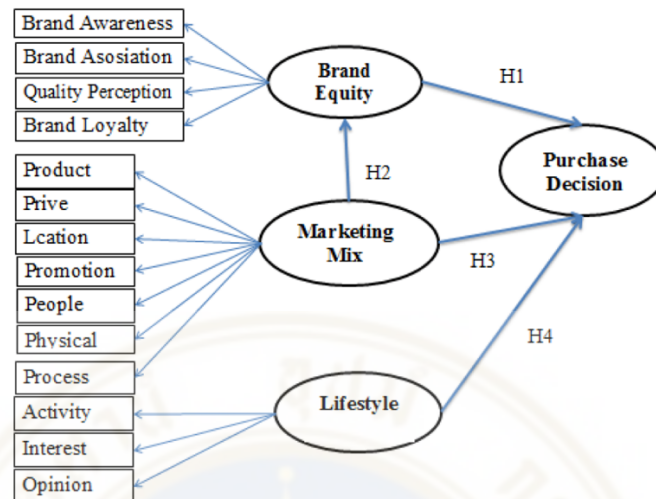
2.10 Brand Equity Positively and Purchase Decision

Brand equity influences consumer behavior and purchase decisions. Consumers are more likely to choose and prefer brands with higher brand equity due to the trust and positive associations they have with the brand. Brands with strong brand equity can command premium pricing, as consumers perceive them to have higher value and quality. Brand equity also affects consumer perception and brand image, shaping their attitudes, beliefs, and behavior towards the brand. Brands with higher brand equity are more resilient to competition, as consumers are less likely to switch to other brands. (Rungsrisawat & Sirinapatpokin, 2019)

Brand equity influences purchasing decisions by providing consumers a clear choice, making it easier for them to choose a brand in future opportunities. Quality underpins strong brand equity, which can influence customer purchase decisions. When consumers believe a brand has high equity, they are more confident in their purchasing decisions. A well-known brand with a favorable reputation in the target market can provide a competitive advantage by influencing consumer purchase decisions as well as consumer perceptions and preferences. (Rahmah, Sumarwan, & Najib, 2018)

Brand equity characteristics, such as brand awareness, affiliation, and loyalty, have a substantial influence on the purchasing decision. According to Aaker (1991), brand equity can impact consumer confidence in making purchasing decisions based on previous experiences and close linkages with particular brand attributes. (Mukaram, Sangen, & Rifani, 2019). Van Thuy, Anh, and Binh (2022) emphasize the following aspects of brand equity: Brand awareness (BAW), brand loyalty (BL), brand association (BAS), perceived quality (PQ), and advertising (AD), with loyalty being the most influential in decision making and brand association being the most influential least affect the purchasing decision of consumers. Brand equity has a significant impact on consumer buying decisions, influencing consumer behavior and preferences. Enhancing brand equity through strategies like improving brand loyalty, creating positive brand associations, and maintaining perceived quality can lead to increased buying decisions. (Van Thuy, Anh, & Binh, 2022). The author recognizes a direct and significant positive relationship between Brand Equity and Purchase Decision according to this conceptual framework. As a result, in constructing the framework for this study,

the author draws inspiration from the relationship defined in the conceptual logical framework produced by Van Thuy, Anh, and Binh (2022)."



Conceptual logical framework (Van Thuy, Anh, & Binh, 2022)

Figure 2.10 The Relationship between Brand Equity and Purchase Decision

Brand equity has a substantial influence on purchasing decisions across businesses and locations. In the retail distribution business, brand awareness, brand affiliation, perceived quality, and price policy are important elements influencing client purchasing decisions. (NGUYEN, TRAN, & NGO, 2022). Similarly, in the automotive industry, brand equity plays a crucial role in influencing purchase decisions, with the right marketing mix being a key factor (Nigam & Kaushik, 2011). In the mobile retail sector, brand loyalty, brand association, and advertising are the most influential factors, with brand awareness and perceived quality having less impact (Van Thuy, Anh, & Binh, 2022). Finally, in the coffee industry, brand awareness, perceived quality, and brand loyalty have a substantial influence on purchasing decisions. (Lisa, 2017)

This literature review found research that is directly relevant to the relationship between Entrepreneurial branding, brand equity, and brand experience has few articles. In addition, the term "Entrepreneurial branding" is frequently included in the context of Personal Branding in the crucial keyword area. As a result, the researcher noticed some gaps in this study. and opportunities for further research based on the variables in the Conceptual Framework are Entrepreneurial branding, brand equity, brand experience, and Purchase Decision in relation to the research topic:

Entrepreneurial Branding: The Influence of Brand Experience and Brand Equity on Purchase Decisions

2.11 Conceptual Framework and Hypotheses Development

The research framework was developed from a survey of related literature and the research objective for testing hypotheses, as shown in figure.

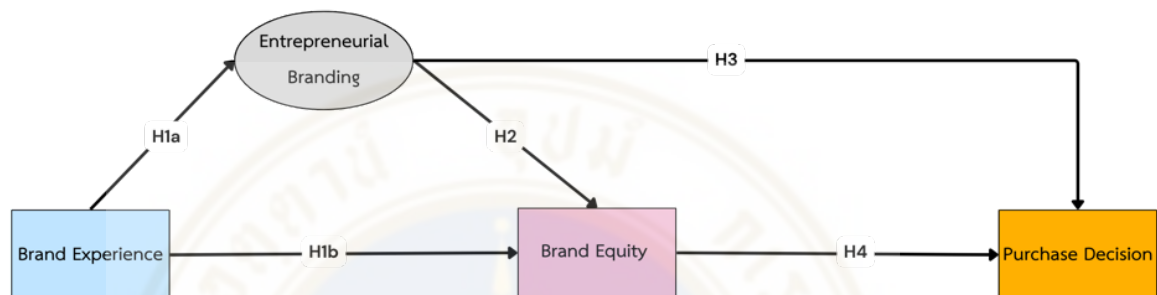


Figure 2.11 Conceptual Framework of Entrepreneurial Branding: The Influence of Brand Experience and Brand Equity on Purchase Decisions

2.11.1 H1a : Brand Experience positively correlates with Entrepreneurial Branding.

In this study, it is found that Brand Experience shapes Brand Personality by establishing connections with human characteristics. Brand personality can be deduced from various sources, including individuals linked to the brand and product attributes. The stronger the association with human characteristics, the more likely consumers are to be satisfied and loyal ((Brakus, Schmitt, & Zarantonello, 2009). This research, referencing individuals associated with the brand, including entrepreneurs, led to an exploration that evolved into a study of the concept of entrepreneurial branding.

Furthermore, another interesting theory found in the relationship between Brand Experience and Personal Branding is Brand Building Theory. Brand building theory, as discussed by (Lyashchuk & Platonova, 2021), emphasizes the role of branding in self-promotion and personal expression, with consumers often choosing brands that align with their self-realization and self-expression needs.

This is further supported by Morley (2009), who highlights the importance of the brand experience in creating a strong bond between stakeholders and the company. Blanco (2010) underscores the significance of brand management in achieving commercial success, emphasizing the role of brand identity, relationships, and experience.

2.11.2 H1b : Brand Experience positively correlates with Brand Equity

Brand experience, which comprises sensory, emotive, intellectual, and behavioral elements, is critical in increasing brand equity. Brand experience impacts brand equity by enhancing brand association, perceived quality, brand awareness, and brand loyalty. (Beig & Nika, 2019). Ding and Tseng also underline that brand experience has a significant effect on brand equity because it influences consumers' perceptions and attitudes toward a brand (Ding & Tseng, 2015).

Effective management of brand experiences, ensuring their appeal to consumers' senses, emotions, thoughts, and behaviors, is important for the development and maintenance of brand equity (Akgözlü & Kılıç, 2021). Brand experience influences brand equity by fostering an emotional connection between customers and the brand. It has a direct impact on various components of brand equity, including brand loyalty, brand awareness, brand image, and perceived quality. Those are all essential to the growth of brand equity. According to Hafez's (2022) study model, brand experience influences brand equity via a variety of methods. (Hafez, 2022), Recognizing the significance of this relationship, the author sought inspiration from it in developing the conceptual model for this study.

2.11.3 H2 : Entrepreneurial Branding positively correlates with Brand Equity

Brand equity refers to the value and perception associated with a brand, as stated by Eggers, Eggers, & Kraus (2016). It represents the worth customers attribute to a specific brand. Branding involves various activities and strategies aimed at establishing and promoting a brand, such as building brand awareness, managing perceived quality, and forming brand associations. The effectiveness of branding is pivotal in constructing strong brand equity. This involves crafting brand identities,

fostering a positive brand attitude, creating distinctiveness, and strategically positioning the brand to instill consumer confidence(Jain, 2017).

Personal branding contributes to shaping a distinctive public image for individuals, enhancing their perceived value and credibility among consumers. A strong personal brand fosters trust and emotional connections with consumers, resulting in heightened brand loyalty and an increased likelihood of purchases. Consumers frequently rely on the reputation and image of individuals when making purchasing decisions (Huttunen, 2021). This discussion will delve into the interconnection of branding and entrepreneurship, ultimately leading to the emergence of the concept of Entrepreneurial Branding.

Nyaanga and Betts (2018) argue that brand equity components such as brand awareness, perceived quality, brand loyalty, brand association, and other brand assets can be used to create a strong personal brand. Personal branding has a direct connection to brand equity principles, highlighting the significance of knowing how personal branding affects each component and consequence of the brand equity model. This combination might result in a more strategic and effective approach to personal brand development. (Nyaanga & Betts, 2018)

2.11.4 H 3 : Entrepreneurial Branding positively correlates with Purchase Decision

Entrepreneurial Branding, as a key aspect of marketing strategy, exhibits a positive correlation with consumer purchasing decisions. Brand Perception, a crucial element of entrepreneurial branding, significantly influences the consumer decision-making process, contribute to positive results.(Adebayo, 2023). Positive personal branding enhances brand perception and increases consumer acceptance and enjoyment of products (Ningsih & Vania, 2022). Personal branding, social media marketing, and word-of-mouth all have an impact on purchasing decisions. (Putra & Vipraprastha, 2022). Notably, branding elements, such as brand name and image, significantly sway consumer decision-making, emphasizing the preference for known or branded products (Letchumanan, 2016). These findings highlight the critical role of trustworthiness, brand loyalty, and brand signals in entrepreneurial branding, underscoring its substantial

impact on consumer behavior and purchasing decisions (Eggers, Eggers, & Kraus, 2016); (Vallaster & Kraus, 2011).

2.11.5 H4 : Brand Equity positively correlates with Purchase Decision

Brand equity has a positive correlation with consumer purchase decisions, influencing behavior and preferences. Consumers tend to Prefer brands with higher Brand equity due to trust and positive associations, shaping attitudes and beliefs. Well-established brands with favorable reputations gain a competitive advantage, simplifying consumer choices in future opportunities. Aaker's (1991) perspective emphasizes how brand equity, encompassing components like awareness, loyalty, and perceived quality, impacts consumer confidence and decisions.

This literature review found research that is directly relevant to the relationship between Entrepreneurial branding, brand equity, and brand experience has few articles. In addition, the term "Entrepreneurial branding" is frequently included in the context of Personal Branding in the crucial keyword area. As a result, the researcher noticed some gaps in this study. and opportunities for further research based on the variables in the Conceptual Framework are Entrepreneurial branding, brand equity, brand experience, and Purchase Decision in relation to the research topic: Entrepreneurial Branding: The Influence of Brand Experience and Brand Equity on Purchase Decision.

CHAPTER III

METHODOLOGY

This research focuses on studying and exploring the concept of 'Entrepreneurial Branding,' which contributes to increased decision-making in consumers. It is related to the factors of Brand Experience and Brand Equity, as outlined in the conceptual framework. The methods used for the study are as follows;

3.1 Research Design

The research design employs a qualitative approach. This research design draws inspiration from and adapts various studies, referencing the works of (Sap, 2019) and (Chuangmanee, 2019). This research design is divided into five phases. :

3.1.1. Phase 1

The first phase, the Literature Review, is to collect information supporting the concept of Entrepreneurial Branding and to identify key relevant keywords. It also entails studying associated elements that contribute to the attractive relationship between Entrepreneurial Branding and Purchase Decision, as well as identifying gaps in order to design useful research questions.

3.1.2. Phase 2

The second phase included defining factors, often known as conceptual framework design. The purpose of this method is to investigate the relationship of variables in the context of 'Entrepreneurial Branding', as well as the relationship of Brand Experience on Brand Equity, which will ultimately lead to a purchase decision.

3.1.3. Phase 3

The Third phase, The researcher designed the instrument after defining the conceptual framework. This investigation employed a qualitative method. This study began the interview guideline design stage, with the objective of developing an interview guideline for qualitative research that would evaluate all of the factors relevant to the established hypotheses and research questions.

Qualitative data collecting method, semi-structured interviews with customers whose purchasing decisions are mostly influenced by the brand's owners. Also, connected to the relationship between other variables such as Brand Experience and Brand Equity.

3.1.4. Phase 4

The fourth phase, after the questionnaire was developed. This phase focused on Qualitative Analysis. The qualitative data collected in the research paper were audio recorded and transcribed. The data were coded by the researcher and analyzed using standard

3.1.5. Phase 5

The fifth phase, The data analysis of the qualitative approach involves mapping repeated or closely related words into categories and aggregate dimensions after extracting audio or video clips. This process aims to find results from similarities in the extracted codes.

3.2 Research Method

3.2.1. Methodology

This Research employed a Qualitative approach, Qualitative data is collected through semi-structured interviews with customers. This method enables participants to openly share their experiences, motivations, and branding strategies. The flexibility of this approach allows for a nuanced exploration of individual perspectives.

3.2.2. Sample

3.2.2.1. Sampling

The qualitative sampling method employed in this research is the Purposive Sampling technique. The selection criteria for participants in the semi-structured in-depth interviews were based on the following three criteria: 1) A person who is interested in or following the brand of the entrepreneur, 2) A person who consumes products or services from a business with more than 100,000 followers on social media, and 3) A person who are not personally acquainted with the entrepreneur or brand owner. The entrepreneur's case that has been selected is Chanisara Wongdeeprasith, Co-founder and CEO of Brunchtime Co., Ltd., the company behind the popular Diamond Grains granola products.

The researcher chose the entrepreneur's case using Purposive Sampling, considering literature reviews on Personal Branding and information from online sources. Chanisara Wongdeeprasith, also known as 'Khun Oun Diamond Grains,' was selected because she chose to personally communicate with customers to make the brand memorable. Her initial communication style was that of a unique female entrepreneur, offering sincere and focused details about her own company (longtungirl, 2022). This communication included addressing lifestyle, preferences, and having conversations with followers in addition to offering knowledge and expertise and providing clear and consistent information about the product or service. This has improved followers' trust in Oun and their assessment of her intriguing viewpoints (Digital, 2022). Oun uses social media platforms to speak in a simple and consistent manner. She has over 1.6 million followers on TikTok (as of April 2024).

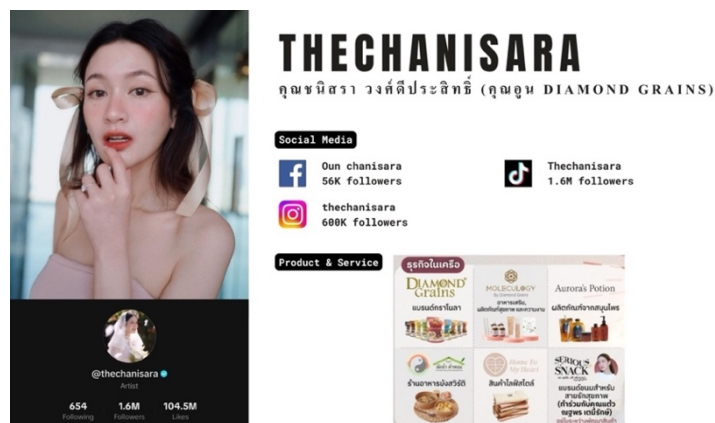


Figure 3.1 Chanisara Wongdeeprasith

3.2.2.2. Sample Size

The total sample size is 30 participants, all of whom are customers from the selected entrepreneur's case. The participants were selected using the Purposive Sampling technique. These individuals have previously purchased from the respective cases and have been influenced in their purchase decisions by the reputable owners, who are well-known and have over 100,000 followers on social media networks.

3.2.3. Data Analysis

Qualitative data analysis entails gathering information from customers. Semi-structured interviews are done face-to-face, over the phone, or via video chat, and the data is documented using audio recordings or clips (with participant consent). Note-taking is also done during the interviews.

The researchers recorded and transcribed all of the interviews. This study used the Gioia approach, which was inspired by Mason and Holtz (2017) (Mason & Holtz, 2017) to decode and analyze the data acquired from the interviews. This method employs many levels of analysis, since Gioia et al. (2013) define first- and second-order codes, as well as aggregate dimensions. This coding enables for the structuring of data and relevant literature, which aggregates findings and provides direction for primary data analysis.

The first-order codes were created from the transcribed interview material to provide a thorough summary of the source data while retaining as many of the respondents' terminology and phrases as feasible. To build second-order codes, simultaneous thought processing was necessary, with a focus on similarities and contrasts. This may indicate fresh results and emerging areas of interest within the subject of this paper. (Gioia, Corley, & Hamilton, 2013)

3.2.4. Instrument

This research Instrument involved the meticulous design of item. It encompassed sections aligned with the conceptual framework, addressing factors influencing entrepreneurial branding, brand experience, brand equity, and purchase decisions.

This research used a qualitative research approach in the form of Semi-structured interview, with the definition of constructs inspired by the research of (Sap, 2019) and divided into five constructs as follows. :

1. Demographic of participants
2. Entrepreneurial Branding
3. Brand experience
4. Brand Equity
5. Purchase Decision

Chawalittamrong (2023) suggested open-ended interviews To obtain clear and in-depth answers, focus on the keywords "How" and "What" (Chawalittamrong, 2023)

Qualitative Instrument

Semi-structured interviews are conducted during the qualitative phase, which involves both structured and unstructured components.

This approach allows participants to freely express themselves, resulting in a dynamic and insightful conversation. The Interviews in this study typically last 30 to 50 minutes per participant(Sap, 2019). The aim is to collect in-depth and high-quality information, allowing for an in-depth study of the matter in question. The interview guide for this study consisted of five components.

Table 3.1 The Interview Guideline

NO.	Construct	The Interview Guideline	Developed by
1	Entrepreneurial Branding	<ol style="list-style-type: none"> 1. Tell us about who you think the people are who own this company. 2. Tell us about three adjectives to describe this Personality of Entrepreneur. 3. Tell us about three adjectives to describe this Brand. 4. How involved do you think they are in building this brand today? 	(Mason & Holtz, 2017)

2.	Brand Experience	<p>Sensory:</p> <ol style="list-style-type: none"> 1. How do you perceive this brand in terms of sensory interest? 2. What impressions does this brand leave on your visual or other senses? <p>Affective:</p> <ol style="list-style-type: none"> 3. What emotions and sentiments does this brand evoke? 4. What characteristics make this brand an emotional brand? <p>Behavioral:</p> <ol style="list-style-type: none"> 5. What behaviors do you engage in when using this brand? 6. How do you experience bodily sensations when interacting with this brand? <p>Intellectual:</p> <ol style="list-style-type: none"> 7. What kind of thoughts do you engage in when encountering this brand? 8. What methods does this brand use to stimulate your curiosity and problem-solving? 	(Brakus, Schmitt, & Zarantonello, 2009)
3.	Brand Equity	<ol style="list-style-type: none"> 1. What makes you prefer to choose this brand even if another brand has the same characteristics? 2. How does it seem smarter to choose this brand if another brand is not different from it in some way? 3. What leads you to prefer choosing this brand over another brand that is as good? 	(Martillo Jeremias & Polo Pena, 2021)

		4. How does it make sense to choose this brand over others, even if they are the same?	
4.	Purchase Decision	1. How does others' perception of you, based on the brand you use, influence your purchase decisions? 2. What role does your awareness of the brand and its products play in guiding your purchasing decisions? 3. How does the overall assessment of the brand's quality affect your purchase decisions? 4. What factors would lead you to buy the same brand again in the future?	(Adam & Akber, 2016)

3.2.5 Data Collection

For this study, qualitative data collection is conducted using the Purposive Sampling technique. The sample group consists of participants who have experience purchasing products or services from entrepreneurs with more over 100,000 followers on a social media platform, through at least one channel. These participants are customers who have been significantly influenced by those entrepreneurs.

Data is gathered through semi-structured interviews to acquire pertinent and dependable information for analysis, aligning with the research objectives. The qualitative phase of this research involves 30 participants, and each semi-structured interview spans approximately 30-50 minutes, allowing for a continuous and in-depth data collection process until saturation is achieved. The data for the study was collected between May to August 2024.

CHAPTER IV

RESULT

4.1 Entrepreneurship

Entrepreneurial traits and characteristics have been explored extensively in research. According to Sexton and Bowman (1985), entrepreneurs usually demonstrate a high need for independence, leadership, independence, and self-confidence, as well as a balanced risk tolerance and a strong internal feeling of control. Koh (1996) and Nair (2006) similarly stress the importance of attitudes, as well as social and economic factors, in determining entrepreneurial potential. While Koh emphasizes the link between entrepreneurial characteristics and traits like creativity, ambiguity tolerance, and risk-taking, Nair finds elements like age, technical education, work experience, and family financial situation as supportive of entrepreneurial success. Gutterman (2020) suggests an additional dimension by introducing the idea of "creative destruction," which presents entrepreneurship as a process driven by change and innovation. When taken as a whole, these observations highlight how dynamic and complex entrepreneurship.

4.2 Case : Chanisara Wongdeeprasith

Chanisara Wongdeeprasith, also known as 'Khun Oun Diamond Grains. Co-founder and CEO of Brunchtime Co., Ltd,

In 2012, Chanisara and her husband established Brunchtime Co, a Bangkok-based food manufacturing company, to address the growing demand among Thai consumers for healthy food and lifestyle products. She also frequently shares educational content on her social media, offering sincere business advice and sharing personal experiences to encourage self-love and confidence. (Post, 2023)

CEO Oon is someone who truly enjoys her work. Under the name Brunchtime Co., founded by Oon and Paek, Oon owns several product lines in addition

to the Diamond Grains brand. These include MOLECULOLOGY by Diamond Grains supplements, Home to My Heart clothing, Aurora's potion skincare, and most recently, the healthy food brand Phak Cham Kham Hom. Oon works with passion and is a great creator. Positive user reviews for every one of her products reflect her commitment to building brands that prioritize the good of their customers before financial gain, as she has stated in interviews. Fans who look up to Oon Chanisara as an inspiration are also given access to insights into her personal life outside of her career. She frequently shares her stories on YouTube and sings, plays, and dances in videos that she uploads on TikTok. She is now among the most well-known businesswomen in the online community as a result of this. (C, 2022)

4.3 Demographic of Participants

4.3.1 Sampling Criteria

Qualitative Research method: Sample selection for interview data collection based on the following criteria:

- 4.3.1.1** Consumers who have purchased or used Diamond Grains products at least once.
- 4.3.1.2** Consumers who follow and interact with Khun Oun's Personal Branding (non-personal interaction).
- 4.3.1.3** Both frequent buyers and occasional buyers.
- 4.3.1.4** Consumers with both positive and negative experiences with the brand.

The purpose of selecting participants based on these criteria is to ensure a diverse range of perspectives and experiences with the brand.

4.3.2 Samples

Table 4.1 Demographic of participants

Name	Gender	Age (years old)	Highest Education level	Marriage Status	Occupation	Diamond Grains	Previously purchased products			
							Molecu logy	home to my heart	Puck chumm	Aurora's Potion
P1	Female	20-29	Master degree	Single	Employee of the private corporation	/				
P2	Female	20-29	Bachelor degree	Single	Business Owner	/	/	/	/	
P3	Female	30-39	Bachelor degree	Single	Business Owner		/			/
P4	Female	20-29	Bachelor degree	Single	Other : (chulalongkornhospital)	/	/		/	/
P5	Female	20-29	Master degree	Single	Business Owner	/	/	/		
P6	Female	20-29	Bachelor degree	Single	Freelance	/	/			

P7	Female	20-29	Bachelor degree	Single	Employee of the private corporation	/	/	/	/	
P8	Female	20-29	Bachelor degree	Single	Employee of the private corporation	/	/			
P9	Female	20-29	Bachelor degree	Single	Freelance	/				
P10	Female	30-39	Bachelor degree	Single	Business Owner	/	/		/	
P11	Female	20-29	Bachelor degree	Single	Employee of the private corporation	/				
P12	Female	20-29	Bachelor degree	Single	Employee of the private corporation	/				
P13	Male	20-29	Master degree	Single	Full-time Student	/			/	
P14	Female	30-39	Master degree	Single	Employee of the private corporation	/				
P15	Female	20-29	Bachelor degree	Single	Full-time Student				/	

P16	Female	20-29	Bachelor degree	Single	Full-time Student	/				
P17	Female	20-29	Bachelor degree	Single	Occupation	/	/	/	/	/
P18	Female	30-39	Bachelor degree	Single	Employee of the private corporation	/	/			
P19	Female	30-39	Bachelor degree	Single	Employee of the private corporation	/	/			
P20	Female	20-29	Bachelor degree	Single	Business Owner		/			
P21	Female	20-29	Bachelor degree	Single	Business Owner	/				
P22	Female	30-39	Master degree	Single	Employee of the government agency	/	/			
P23	Female	20-29	Bachelor degree	Single	Employee of the private corporation	/			/	
P24	Female	20-29	Master degree	Single	Business Owner	/	/	/		

P25	Male	20-29	Bachelor degree	Single	Employee of the private corporation	/				
P26	Female	20-29	Master degree	Single	Full-time Student	/				
P27	Female	20-29	Bachelor degree	Single	Other : (chulalongkornhospital)	/	/	/		
P28	Female	20-29	Bachelor degree	Single	Full-time Student	/	/		/	
P29	Female	20-29	Bachelor degree	Single	Employee of the government agency	/	/			
P30	Female	20-29	Bachelor degree	Single	Employee of the private corporation	/				

4.4 Themes

Table 4.2 Analysis of Relationships, Content, and Their Effects

Relationship	Content	Effects
<p>The Effect of EB to PD</p>	<p>Loyalty</p> <ul style="list-style-type: none"> - Consumers have suggested that they are loyal to the business owner because her communication style is approachable and trustworthy. <p><i>“ I like P'Oon's storytelling method. It makes his product appear more credible (Sample 1).”</i></p> <ul style="list-style-type: none"> - The personal drama involving the business owner has both impacted and not impacted consumers' purchasing decisions. <p><i>“Personally, I don't think her drama affects me. If she doesn't cause me any trouble, it probably won't have any impact (Sample 1).”</i></p> <p><i>“I like P'Oon, but I don't like every product line. I focus more on the granola. The other products that came later, along with the personal drama</i></p>	<p>(+) Consumers make purchasing decisions based on the Entrepreneur, including their communication style, credibility, and image</p> <p>(+) Most consumers have trust in the Entrepreneur as a person. Even if there is drama, it does not affect their purchasing decisions.</p> <p>(-) Even though consumers are loyal to the Entrepreneur, personal drama involving the owner could also lead to a decrease in their purchasing decisions.</p>

	<p><i>surrounding her, made me feel less impressed, so I didn't purchase anything during that time (Sample 2)”</i></p>	
	<p>Persuade - <i>Consumers suggested that P'Oon's voice and words are persuasive in encouraging them to purchase products</i> <i>“I feel that P'Oon has a pleasant voice, especially when she talks about business. It makes me more easily persuaded to buy her products (Sample 1)”</i></p>	<p>(+) The business owner has a persuasive communication style that influences consumers and leads to purchasing decisions.</p>
	<p>Trustworthy - <i>Customers already trust P'Oon's image and background, making their purchasing decisions easier and quicker.</i> <i>“P'Oon makes me decide to buy more quickly and frequently because her trustworthy image means I don't need to look up additional information. (Sample 1)”</i></p>	<p>(+) Purchasing decisions are easier, faster, and more frequent due to consumers' trust in the business owner.</p>
	<p>Interest</p>	<p>(+) Consumers make purchasing decisions based on their interest in the content that the</p>

	<ul style="list-style-type: none"> - Customers are interested in the content created by the business owner, so they don't need to seek additional information. <p><i>“I think content is more important than promotional sales. For P'Oon's products, there are hardly any promotions, but they are still appealing to buy because of her content and storytelling. She is quite engaging. (Sample 1)</i></p> <ul style="list-style-type: none"> - The business owner's character impacts purchasing decisions. <p><i>“I have followed P'Oon since her SME days, and I have to admit that she has changed a lot since she started taking on roles in the entertainment industry. I find her current character somewhat odd, which has led me to buy less. However, I still make some purchases, focusing more on quality and value' (Sample 1).”</i></p>	<p>business owner communicates, rather than on promotions.”</p> <p>(-) Consumers show less interest in making purchasing decisions due to the business owner's personal character.</p>
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<p>The Effect of BE to EB</p>	<p>Sensory</p> <ul style="list-style-type: none"> - Consumers have a clear sensory perception and can share their experiences immediately, which increases their trust in the business owner. <p><i>“The serum is really good. It’s organic, without scent or color. Also, P'Oon herself tells the story very well, for example, on YouTube, she explains where the ingredients come from, what they help with, and how to use them. This makes me more confident that the product is good because she explains everything thoroughly. I feel she is truly knowledgeable in this area. (Sample 1)</i></p>	<p>(+) Consumers have good sensory perception and view the business owner as someone who is knowledgeable and serious about the business.</p>
	<p>Emotional</p> <ul style="list-style-type: none"> - Consumers feel aligned with the storytelling communicated by the business owner. <p><i>“I feel emotionally involved. For example, a shirt is essentially just a character-themed shirt, but P'Oon adds a story to each collection. This makes the shirt</i></p>	<p>(+) Consumers develop an emotional connection with the product, which leads to alignment with the business owner's storytelling.</p>

	<p><i>seem more intriguing and adds a narrative that makes it even more interesting. (Sample 1)”</i></p> <ul style="list-style-type: none"> - Consumers perceive the business owner's expertise through the packaging. <p>“I think the packaging is well done. For example, with Diamond Grains, I chose it mainly because of the packaging. Plus, it's ready-to-eat packaging (Sample1)”</p>	<p>(+) Consumers develop positive feelings towards the business owner through the packaging.</p>
	<p>Cognitive</p> <ul style="list-style-type: none"> - Consumers recognize the business owner's expertise. <p><i>“P'Oon explains how to use the products and what to use for specific problems. I find it helpful, so I use that information when choosing different products.(Sample1)”</i></p>	<p>(+) Consumers make better decisions and analyses due to the useful product information provided by the business owner.</p>
	<p>Behavioral</p> <ul style="list-style-type: none"> - The entrepreneur creates confidence and encourages positive behavior through personal engagement, resulting in a strong emotional bond. 	<p>(+) Some consumers feel a sense of attachment to the entrepreneur, leading to trust, repeat purchases, and word-of-mouth recommendations.</p>

	<p><i>"You, Oon, promote the products yourself and show how you actually use them, explaining who they are suitable for. This made me decide to purchase the product again and share it with my friends."</i></p> <ul style="list-style-type: none"> - The entrepreneur's actions may lead to consumer dissatisfaction, resulting in negative behaviors. <p><i>"There was an instance where someone criticized the Phakchum for being too sour, but Oon responded poorly by blaming the lemons for being sour this season, which is normal. I think it would be better to apologize and adjust to suit the different seasons. Because of this, my friends and I felt quite negatively, to the point where we wanted to resist the brand."</i></p>	<p>(-) Some consumers feel dissatisfied with the entrepreneur's actions, resulting in negative behaviors and the potential to stop purchasing.</p>
<p>The Effect of EB to BEQ</p>	<p>Brand Awareness</p> <ul style="list-style-type: none"> - Consumers say they are aware of the product, including its origin and various collections, from the information communicated by the business owner. <p><i>"P'Oon's content is great. She is a business owner who actually uses the products. I see how she uses them,</i></p>	<p>(+) Consumers have clear and increasing awareness because the business owner explains every aspect of the product clearly.</p>

	<p><i>which builds my trust. Honestly, I feel like a fan (laughs). She makes me want to follow her and the products she uses. (Sample 1)”</i></p>	
	<p>Brand Association</p> <ul style="list-style-type: none"> - Consumers associate Khun Oon’s brand with authenticity and relatability. Her personal stories resonate with individuals facing similar health challenges, creating a strong emotional bond. <p><i>"At that time, I had a serious issue with dry skin, probably because I wasn't getting enough sleep. Then, I came across a video where Khun Oon was using her serum that helps restore skin. I thought, 'Hey, I should try buying this!' And after using it, my skin noticeably improved."</i></p> <ul style="list-style-type: none"> - By being transparent about her experiences and product development processes, Khun Oon builds trust. Consumers associate her brand with honesty and reliability. <p><i>"Khun Oon always answers customer questions. I feel she is sincere and communicates in a way that makes</i></p>	<p>(+) Consumers perceive Khun Oon's brand as authentic and relatable due to her personal stories that resonate with individuals facing similar health challenges, creating a strong emotional bond.</p> <p>(-) Khun Oon builds consumer trust through transparency in her experiences and product development processes, leading consumers to view her brand as honest and reliable.</p>

	<p><i>her trustworthy. Because of this, I believe her brand is more credible than other brands where entrepreneurs speak similarly."</i></p>	
	<p>Brand Loyalty</p> <ul style="list-style-type: none"> - " Consumers have opinions and perceptions of negativity from the business owner's communication and behavior, leading to a decrease in brand loyalty. <p><i>"On some issues, I think P'Oon shouldn't take action on everything. For example, recently someone complained about the shirt sizes. If she had let the office team handle it and just apologized to the consumer, other consumers wouldn't have known about it. But she addressed it herself, and the way she did it wasn't great. It made the situation worse and spread the issue faster because of her' (Sample 1)"</i></p>	<p>(-) Consumer loyalty decreases due to the business owner's behavior and personal issues.</p>
	<p>Perceived Quality</p> <ul style="list-style-type: none"> - Consumers suggest that they perceive high product quality from the entrepreneur's communication. 	<p>(+) Consumers perceive an even higher quality of the product due to the business owner's effective communication.</p>

	<p><i>“P’Oon often talks about the products from the very beginning. For some items, we even feel like we want them before they’re officially released. We know about their benefits, origins, and the care of the entrepreneur herself. (Sample 1)”</i></p>	
<p>The Effect of BE to BEQ</p>	<p>Brand Association</p> <ul style="list-style-type: none"> - Consumers feel engaged through their experiences, which makes them familiar with and appreciative of the product. <p><i>“I love Disney a lot. Any product that includes Disney makes me want it and keep following all their products. For example, even though it's hard to buy Disney-themed shirts, I still want them. It feels good to have them, even if I just keep them in my collection rather than wearing them. (Sample1)”</i></p>	<p>(+) Consumers feel much more engaged when their experiences align with the brand's experiences.</p>
	<p>Perceived Quality</p> <ul style="list-style-type: none"> - Consumers perceive the quality of products through their clear experiences and share their feedback. 	<p>(+) Consumers share recommendations due to their perception of the product's good quality.</p>

	<p><i>“Oon's no-bra shirts have a thicker screen print on the chest to make us feel comfortable going braless (Sample 1)”</i></p> <p><i>“The packaging is very user-friendly. For example, the serum with a pump dispenser is excellent—nothing leaks at all (Sample 2).”</i></p> <p><i>“The product isn't sticky and has no smell, which makes me feel that it is truly safe and as organic as they claim (Sample 3).”</i></p>	
<p>The Effect of BEQ to PD</p>	<p>Brand Loyalty</p> <ul style="list-style-type: none"> - Consumers say that those who are loyal often make repeat purchases and continually follow the products, even if buying becomes more difficult. <p><i>“This shirt is really hard to buy, but I still want it. I already like the different characters. I buy P'Oon's products frequently. For example, I recently pre-ordered a cardigan that took 6 months to arrive, but I still bought it. (Sample 1)”</i></p>	<p>(+) Consumers make repeat purchases and continually follow the products due to their loyalty to both the entrepreneur and the brand.</p>

	<p>Perceived Quality</p> <ul style="list-style-type: none"> - Consumers suggest that they often make repeat purchases after their initial use, which is related to the product's quality. <p><i>“We buy Moleculogy products frequently, especially the sunscreen, which is great and not greasy. I have sensitive skin, and after trying this, I liked it so much that I always stock up.(Sample 2)”</i></p> <p><i>“Sunscreen is often available for pre-order. Sometimes I miss the chance to buy it, which is very disappointing. I might occasionally try other brands, but I always end up returning to this one. (Sample 2)”</i></p>	<p>(+) Consumers perceive high product quality from their first use, leading to repeat purchases.</p>
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CHAPTER V

CONCLUSION AND DISCUSSION

5.1 Conclusion

To create a company strategy, entrepreneurs must understand their customers' demands, as well as the impact of brand experience, brand equity, and entrepreneurial branding on purchase decisions.

This research contributes to helping entrepreneurs, academics, marketers, and students in gaining a deeper understanding of and applying the concept of entrepreneurial branding. It further explores how brand experience, brand equity, and entrepreneurial branding influence purchasing decisions.

The study suggests that consumers' purchasing choices are driven by varying perceived values, highlighting the importance of these factors in influencing decision-making.

Based on the findings in Chapter 4, this research addresses the following Research Questions (RQ) as outlined below:

5.1.1. RQ1. How does Entrepreneurial branding affect purchase decision-making?

Based on the interviews in the findings from Chapter 4, Consumers who have purchased products or services from Chanisara Wongdeeprasith, also known as 'Khun Oun Diamond Grains. Personal Branding of Khun on or Entrepreneurial branding concept affects purchase decision-making, both positively and negatively. which can be summarized into the following key content and important keywords:

5.1.1.1.Loyalty

Consumers' purchasing decisions are influenced by the entrepreneur's communication style, credibility, and image, with most maintaining trust in the entrepreneur despite personal drama. Even though consumers are loyal to the entrepreneur, some still believe that personal drama involving the entrepreneur can affect their purchasing decisions.

5.1.1.2.Persuade

The concept of Entrepreneurial Branding has the influence to persuade and lead to purchase decisions. The case study found that the tone of voice, communication style, and knowledge of 'Khun Oun Diamond Grains' facilitate quicker and easier purchase decisions.

5.1.1.3.Trustworthy

By presenting themselves through a variety of platforms, including storytelling, public product demonstrations, and background sharing, entrepreneurs establish credibility. From the perspective of the customer, this strategy establishes a strong personal brand image and fosters trust to the extent that customers hardly ever need to look for more information when making decisions about what to purchase. Purchase decisions become simpler, faster, and more frequent as a result.

5.1.1.4.Interest

Regarding interest, it is clear that the entrepreneur's personal brand is highly powerful and influences decisions about purchasing in both positive and negative ways. On the positive side, a lot of customers said that the entrepreneur's attractiveness influenced their selections for purchase and to purchase again. Customers buy from Khun Oun without even thinking about promotions because of her engaging communication style, which includes her character, substance, and even communication style.

However, with positive impacts come negative ones as well. Some consumers have reduced their purchases due to the personal branding of the entrepreneur. Certain consumers have stated that some of Khun Oun's content or character seems unappealing and does not sufficiently engage with the product itself, which has led them to buy less.

5.1.2. RQ2. How does Entrepreneurial branding affect Brand Experience
Entrepreneurial branding concept affects Brand Experience, both positively and negatively. Based on the Literature Review in the findings from Chapter 2, Brand experience scale with four dimensions: sensory, emotional, cognitive, and behavioral. The researcher has concluded from the consumer interviews in Chapter 4 into the following dimensions outlined below:

5.1.2.1.Sensory

Consumers have a good and clear sensory perception due to the entrepreneur's clear communication, which makes information about the products easily accessible through the entrepreneur's own channels. For example, Khun Oun reviews the products herself, demonstrating how to use the product, describing the scent, color, texture, and the results over time through personal experience. Her friendly tone and the confidence she shows make the information feel trustworthy coming directly from the entrepreneur, which enhances consumer confidence. Some interviewees provided feedback that they almost do not need to seek additional information, as they received complete and credible information from Khun Oun.

5.1.2.2.Emotional

Customers identify with the story that the business owner offers. Because Khun Oun has made a collection and connected stories to the goods, they feel more emotionally invested in it. Khun Oun created this collection according to her own tastes, and the result feels more precious because of her emotional attachment to it. For example, customers perceived that Khun Oun's shirts had emotional value when she introduced a collection of them and added backstories about each character. Customers are prepared to look for the product even if it is difficult to find.

Additionally, the distinctive packaging of each product leads consumers to perceive that it reflects Khun Oun's good and interesting selection techniques, both in terms of brand image and the functionality of the product. For instance, consumers choose Diamond Grains' products not just for the brand, but because they feel that the product's ready-to-eat packaging allows them to hold it with pride and enhances their own image.

5.1.2.3.Cognitive

Consumers have a deeper understanding of the product from the entrepreneur's detailed information, which builds credibility for the product, brand, and the entrepreneur herself. For instance, Khun Oun shares the story behind each product line, including the origin of raw materials, testing processes, various features, and how the product is selected to suit consumers.

Additionally, Khun Oun's sharing of personal stories and updates on both the business and the product reflect her attitude and stance. This approach helps consumers gain a better understanding and creates a positive emotional connection with the entrepreneur.

5.1.2.4.Behavioral

From the factors mentioned above, Khun Oun's storytelling about her brand, product, and entrepreneurial branding has resulted in a positive and satisfying brand experience. This leads consumers to exhibit behaviors such as reviewing and sharing their own stories, recommending the entrepreneur and the brand immediately, and making quicker purchase decisions and repeat purchases, all due to the direct influence of the entrepreneur.

5.1.3. RQ3. How does Entrepreneurial branding affect Brand Equity?

Entrepreneurial branding affect Brand Equity, both positively and negatively. Based on the Literature Review in the findings from Chapter 2, Brand Equity with four components: Brand awareness, Brand Loyalty, Brand Association, and Perceived quality. which can be summarized into the following key content and important keywords:

5.1.3.1.Brand Awareness

The entrepreneur, Khun Oun, makes consumers associate the brand's products with her directly. When thinking of Diamond Grains or Molecology, people immediately think of Khun Oun. She demonstrates that she genuinely uses her own products and frequently ties them into her social media, making consumers feel familiar with and aware of her products.

Additionally, Khun Oun's communication plays a significant role in increasing consumer awareness. Consumers have clear and growing awareness because the business owner explains every aspect of the product clearly

5.1.3.2.Brand Loyalty

Consumers' opinions and perceptions of the entrepreneur can impact brand loyalty both positively and negatively. If consumers have a favorable opinion of the entrepreneur, it will lead to strong brand loyalty. Conversely, if there are negative aspects associated with the entrepreneur, brand loyalty may decrease. However, some consumers place less importance on the entrepreneur and focus more on the product itself, not paying much attention to whether the entrepreneur has a positive or negative reputation.

5.1.3.3.Perceived Quality

Khun Oun frequently talks about her own products, including their origins, testing, benefits, and the team's dedication. This allows consumers to perceive the quality of the products and gain greater confidence in the product, brand, and entrepreneur due to the entrepreneur's effective communication.

5.1.4. RQ4. How does Brand Experience impact Brand Equity?

Brand Experience affects Brand Equity, both positively and negatively. Based on the Literature Review in the findings from Chapter 2, Brand Equity is the development and enhancement of Brand Value through the uniqueness of the brand name, symbols, logos, packaging, and consumer perceptions associated with the brand. It is measured by four components: Brand awareness, Brand Loyalty, Brand Association, and Perceived quality. which can be summarized into the following key content and important keywords:

5.1.4.1.Brand Association

Through their interactions, consumers form a connection with the brand since it frequently inspires feelings in them and makes them feel engaged and familiar. Customers who already enjoy Disney, for example, frequently experience a stronger connection to emotion than others. To increase value and appeal, the business develops Disney collections and incorporates storytelling. Customers want to keep the things because they feel good about owning them, even if they are difficult to get and only available for pre-order. Additionally, from the consumers' perspective, brand

association also fosters a community for those with similar interests. This makes searching for such products feel challenging and enhances the consumers' positive feelings about them.

5.1.4.2. Perceived Quality

Consumers perceive the quality of products through their clear experiences and share their feedback. This includes their perception of both the product quality and packaging after using the product, leading to immediate satisfaction and word-of-mouth recommendations. For example, after trying the No-bra shirts, consumers felt comfortable going braless, and for other products like serums, they felt that the results matched the brand's claims. This leads to increased trust in the brand based on their perception of the product quality.

5.1.5. RQ5. How does Brand Equity impact Purchase Decision?

Based on the interviews in the findings from Chapter 4, Brand Equity impact Purchase Decision, both positively and negatively. Based on the Literature Review in the findings from Chapter 2, Brand equity Four components are used for measuring it: perceived quality, brand association, brand loyalty, and brand awareness. which can be summarized into the following key content and important keywords:

5.1.5.1. Brand Loyalty

Consumers who exhibit brand loyalty consistently follow the products and make quick and easy purchase decisions. They share stories with one another and have a positive feeling about wanting the product. Due to their loyalty to both the entrepreneur and the brand, consumers make repeat purchases and continually follow the products.

5.1.5.2. Perceived Quality

Perceived quality is a crucial factor in purchase decisions. The frequent discussion of the product's quality and its importance to consumers influences their buying choices. Not only does it lead to purchase decisions, but it also results in word-of-mouth recommendations and repeat purchases.

In summary, This research helps fill the identified research gap. Current research frequently focuses on personal branding, leaving a gap in understanding how

entrepreneurial branding uniquely influences the relationship between brand experience and brand equity. Therefore, this research focuses on the concept of entrepreneurial branding to develop strategies directly related to entrepreneurs, connecting it to brand experience, brand equity, and purchase decision. It is evident that using a qualitative research method provides deep insights from consumers who are directly and independently involved. This research serves as a valuable source of knowledge and can be further applied in both the academic field and professional spheres.

5.2 Discussion

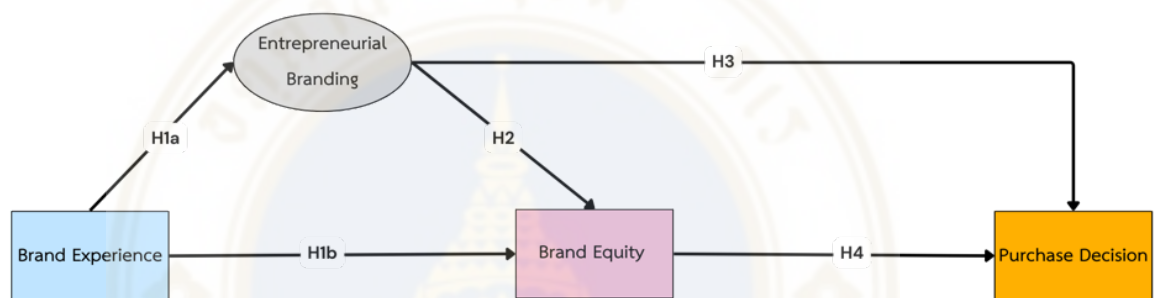


Figure 5.1 Conceptual Framework of Entrepreneurial Branding: The Influence of Brand Experience and Brand Equity on Purchase Decisions

Based on the findings from the qualitative research conducted through in-depth interviews, the relationships between the variables in the Conceptual Framework outlined in Chapter 2 can be clearly explained. The researcher has thus engaged in a discussion according to the Conceptual Framework, focusing on the following points:

5.2.1 H1a : Brand Experience positively correlates with Entrepreneurial Branding.

The research confirms the relationship between the theory and the Conceptual Framework clearly. However, the researcher discovered a new finding regarding the relationship between Brand Experience and Entrepreneurial Branding that does not align with the original Conceptual Framework. Initially, it was believed that Brand Experience significantly affects Entrepreneurial Branding, but this study

indicates that the relationship may be reversed. The new finding reveals that Entrepreneurial Branding significantly impacts Brand Experience, which opens up new directions for future research or further study to expand the understanding of this relationship.

The study found that Entrepreneurial Branding is significantly related to Brand Experience, as consumer experiences interact with the brand through the entrepreneur, influencing the components of Brand Experience, which include Sensory, Emotional, Cognitive, and Behavioral aspects (Brakus, Schmitt, & Zarantonello, 2009) The researcher elaborates as follows:

5.2.1.1 Sensory Dimension: According to the report, entrepreneurs use storytelling to create positive sensory experiences while communicating in an easy-to-understand manner. Customers have a better understanding, for example, when entrepreneurs explain the look, flavor, texture, and aroma of their goods personally. According to the researcher, an entrepreneur can foster trust and give customers a satisfying experience by using product reviews to offer sensory memories.

5.2.1.2 Emotional Dimension: According to the study, an entrepreneur's storytelling is essential to creating strong feelings in customers and making them identify with the stories being told. For example, Khun Oon included backstories for each character in the Disney product line and highlighted their significance, which made customers feel appreciated and encouraged them to continue supporting the company. According to the study, this feature emphasizes how important the entrepreneur is in creating a favorable emotional experience for customers. Long-lasting relationships can result from effective communication that connects with customers.

5.2.1.3 Cognitive Dimension: The findings reveal that the entrepreneur is a key factor in enhancing consumers' understanding effectively. For instance, sharing the production process, sourcing, and usage methods personally from the entrepreneur contributes to this. The researcher believes that such communication not only increases knowledge but also strengthens trust and a positive image for both the entrepreneur and the brand.

5.2.1.4 Behavioral Dimension: The research shows that entrepreneurs can stimulate consumer behaviors such as reviewing, recommending, and repeat purchases. Many of these behaviors arise from the entrepreneur's consistent storytelling, which fosters familiarity. The researcher views the entrepreneur's ability to create experiences that trigger these behaviors as a crucial factor in building sustainable relationships between customers and the brand.

5.2.2 H1b : Brand Experience positively correlates with Brand Equity

This study found that Brand Experience positively impacts Brand Equity. The researcher explains that Brand Experience consists of Sensory Experience, Affective Experience, Behavioral Experience, and Intellectual Experience. The components of Brand Equity include Brand Awareness, Brand Association, Brand Loyalty, and Perceived Quality, all of which play a significant role in enhancing Brand Equity (Beig & Nika, 2019)

5.2.2.1 Brand Association: The study found that products can create emotional connections with the brand based on consumers' experiences using the products or seeing the brand's content. For instance, consumers who are interested in Disney will feel a stronger desire for the products when the brand releases a Disney Collection. This aligns with the research by Akgözlü & Kılıç (2021)(Akgözlü & Kılıç, 2021), which states that effective management of brand experiences, ensuring their appeal to consumers' senses, emotions, thoughts, and behaviors, is crucial for developing and maintaining brand equity. The researcher believes that when a brand seeks content that fosters emotional connections between consumers and the brand, or Brand Association, it will lead to positive feelings in consumers, making them follow every collection, ultimately resulting in strong Brand Loyalty.

5.2.2.2 Brand Loyalty: When consumers have positive experiences with a brand, whether through its look, feel, actions, or ideas, it makes them more loyal to that brand. The more enjoyable these experiences are, the stronger their loyalty becomes. For example, when a brand launches Disney-themed products and uses storytelling to make the products more engaging, consumers are more likely to buy them and keep following the brand. Even if some collections are hard to find, consumers still stay interested. The researcher believes that giving consumers positive experiences

improves how they perceive the brand's value. However, brands should be careful not to make experiences too overwhelming, like making products too hard to get, as it might tire out consumers.

5.2.2.3 Perceived Quality: The study found that consumers perceive product quality through their usage and can immediately share their experiences due to the clarity of the experience, which increases their confidence in the brand's quality. The researcher believes that product manufacturing should prioritize clarity in quality and effective communication to enhance credibility.

5.2.3 H 2 : Entrepreneurial Branding positively correlates with Brand Equity

The findings from this research indicate that Entrepreneurial Branding significantly impacts Brand Equity, both positively and negatively. The researcher can explain and discuss this through the main components of Brand Equity according to the theory of D. A. Aaker (1992) as follows: (D. A. Aaker, 1992)

5.2.3.1 Brand Awareness: This study found that the communication and image of the entrepreneur play a crucial role in creating awareness of the brand's products. For example, Khun Oon frequently uses her products in daily life through social media, resulting in consumers becoming familiar with and easily remembering the brand. The researcher views this strategy as an effective means for consumers to access the brand more readily, leading to a stronger Brand Equity.

5.2.3.2 Brand Loyalty: The research indicates that consumers have both positive and negative opinions about the entrepreneur. This shows that Entrepreneurial Branding plays an important role in creating, enhancing, or diminishing Brand Loyalty among customers. For example, some consumers exhibit brand loyalty even amidst controversies surrounding the entrepreneur, possibly due to the deep emotional connection they feel towards her persona through her communication, demeanor, and attitude. However, there are also some consumers whose Brand Loyalty decreases due to the entrepreneur's controversies. To mitigate these issues, the researcher believes that the entrepreneur should focus on building a positive persona through transparent communication and careful consideration before making public statements.

5.2.3.3 Perceived Quality: The study found that when the entrepreneur explains the steps behind making the products, like research, sourcing materials, testing, and how to use them, consumers feel the products are higher in quality. This openness builds trust in the products, so consumers don't feel the need to look for extra information elsewhere. The researcher thinks this approach helps improve Brand Equity because it lets consumers feel connected to how the products are made. Khun Oon's clear and simple communication also helps create a positive and lasting brand image.

From the study of these components, it is evident that the findings align with the research by Eggers, Eggers, & Kraus (2016)(Eggers, Eggers, & Kraus, 2016), which discusses the value and perception that customers associate with a brand. Additionally, building good Personal Branding contributes to enhancing value and credibility in the eyes of consumers (Huttunen, 2021). The researcher sees that establishing a strong link between Brand Experience and Brand Equity is essential for creating a robust relationship with consumers. It is crucial for the entrepreneur to thoughtfully analyze and discern every message conveyed to strengthen long-term relationships and avoid potential issues.

5.2.4 H 3 : Entrepreneurial Branding positively correlates with Purchase Decision

The research findings indicate that Entrepreneurial Branding impacts Purchase Decision both positively and negatively. The researcher discusses the main topics as follows:

5.2.4.1 Loyalty : According to the survey, fostering a relationship between consumers and entrepreneurs is important for fostering loyalty. Customers are often influenced by this loyalty when making purchases. Many customers stick with a company even when issues develop. These problems, however, may cause some people to feel uncertain, which may cause them to reconsider and ultimately lose their loyalty. The study suggests that although entrepreneurial branding is crucial, entrepreneurs must carefully control their communication and image as errors in these areas may decrease customer loyalty.

5.2.4.2 Persuade : According to the research, entrepreneurial branding plays a significant role in inspiring and influencing customers to make purchases. This covers the development of the entrepreneur's knowledge, communication style, and personal identity. The research concludes that influencing customer purchase decisions is closely related to entrepreneurial branding and advises entrepreneurs to develop a suitable and approachable personality and style in order to speed up and simplify the purchasing process.

5.2.4.3 Trustworthy : The study found that the entrepreneur's communication style and storytelling, such as demonstrating personal use of the products and sharing personal background, enhance trustworthiness in the eyes of consumers. The researcher emphasizes the importance of building consumer trust, suggesting that entrepreneurs should verify information and provide honest and straightforward communication to maintain a long-lasting relationship between consumers and the brand.

5.2.4.4 Interest : The research found that many consumers decide to purchase based on their interest in the entrepreneur's background, content, character, and attitudes. This leads some consumers to make purchases without even considering promotions. The researcher believes that entrepreneurs should cultivate a unique identity and create distinctive content that captures public interest, thereby stimulating quick and ongoing purchase decisions.

5.2.5 H4 : Brand Equity positively correlates with Purchase Decision

The research findings indicate that Brand Equity plays a significant role in consumers' Purchase Decisions, both positively and negatively. The researcher can explain the relationship using the components of Brand Equity as follows:

5.2.5.1 Brand Loyalty : The study found that consumers tend to consistently follow products and make quicker and easier decisions due to their loyalty to the brand, along with the existence of a community for sharing stories and experiences. This leads the researcher to believe that loyalty, regardless of its origin, plays a crucial role in sustainable purchase decisions related to Brand Equity. However, it is essential to carefully monitor potential gaps that may arise in the future, which could undermine loyalty.

5.2.5.2 Perceived Quality : The research considers Perceived Quality to be the most critical component influencing purchase decisions. For example, some consumers in this study did not pay attention to any drama surrounding the brand; they focused solely on the product quality and continued to make purchases even amidst controversies. The researcher views Perceived Quality as a vital factor in stimulating purchase decisions. If the product were poor quality, they would likely not buy it at all. Additionally, the researcher believes that entrepreneurs should build good Brand Equity to enhance trust and encourage repeat purchases.

5.3 Implications

5.3.1 Theoretical implications

This research significantly contributes to the existing body of knowledge on Entrepreneurial Branding by addressing the research gap in the understanding of how entrepreneurial branding influences the relationship between Brand Experience, Brand Equity, and Purchase Decisions. While previous studies have focused primarily on Personal Branding, this research extends the theoretical understanding of branding to include the entrepreneurial context, offering new insights into how an entrepreneur's personal brand shapes consumer loyalty and decision-making.

The study's findings highlight that Entrepreneurial Branding plays a pivotal role in both building and sustaining brand equity and shaping consumer perceptions, even amidst personal challenges faced by the entrepreneur. It suggests that future research can further explore the complexity of entrepreneurial branding, particularly in situations where personal credibility or public perception of the entrepreneur fluctuates. This extends existing branding theories by incorporating the personal dynamics of entrepreneurship, providing a more nuanced understanding of the impact of personal image on Consumer loyalty and Brand Value.

5.3.2 Managerial implications

For practitioners, the study offers valuable insights into how entrepreneurs can effectively manage their personal branding to influence purchase decisions. The

research highlights the importance of credibility, communication style, and the ability to maintain a positive Brand Image, even in the face of personal controversies. Entrepreneurs should be aware of how their personal actions and public image can directly impact consumer perceptions and purchasing behavior.

Furthermore, the findings suggest that maintaining Brand Experience and Brand Equity should be a strategic priority for entrepreneurs. By fostering positive brand experiences, entrepreneurs can enhance customer loyalty, even when personal circumstances may introduce risks. This research provides practical guidance for Entrepreneurs, Marketers, and Brand managers on how to navigate personal branding and entrepreneurial challenges to sustain and grow their business.

5.4 Recommendation

5.4.1 Limitations

It is important to recognize the limitations of this study. First, because of the smaller sample size, the study's qualitative research approach may not fully capture the variety of consumer perspectives and experiences, even though it offers deep insights. This can limit the way the results may be applied to a larger population. Furthermore, the study concentrates on Oun's entrepreneurial branding and Diamond Grains consumers, which might not accurately represent the dynamics of other industries or entrepreneurs. This brand-specific focus could limit the research's relevance to greater contexts by introducing biases, both positive and negative. Due to the individualized character of entrepreneurial branding, it can be challenging to generalize these findings to other situations because consumer perceptions may be impacted by factors specific to each particular entrepreneur.

The study's primary reliance on customer self-reports, which could be biased or have memory recall problems, is a further limitation. The results may be impacted if participants fail to specifically reflect their truly perceptions or behaviors.

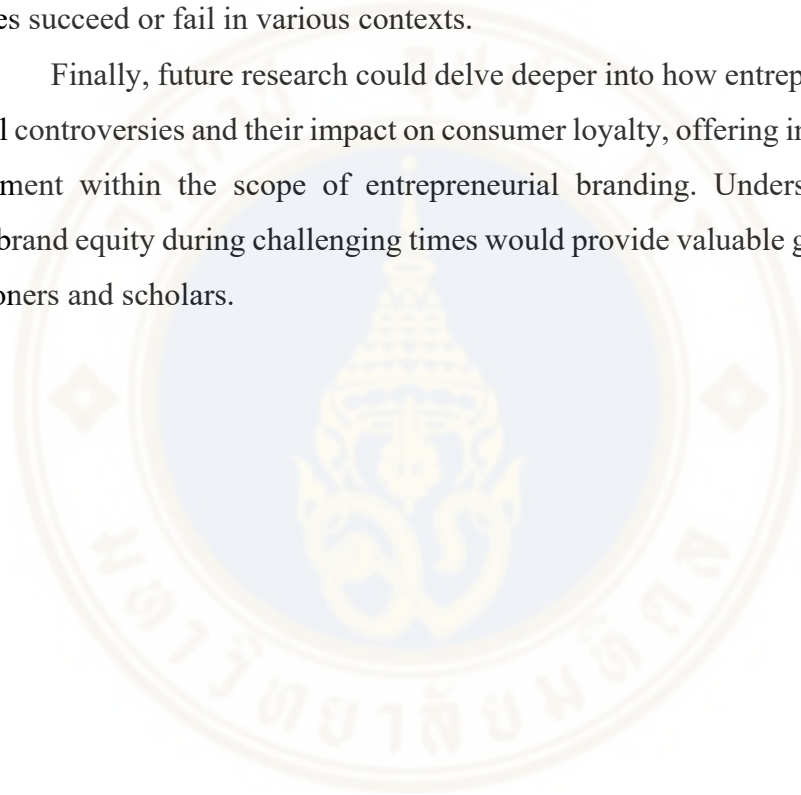
5.4.2 Future Research

Future research could address these limitations in several ways. First, expanding the sample size and incorporating a quantitative approach could help validate

the findings and make them more generalizable. A mixed-methods study could combine the depth of qualitative insights with the broader applicability of quantitative data, providing a more comprehensive understanding of how entrepreneurial branding influences brand experience, brand equity, and purchase decisions.

Additionally, future studies could explore entrepreneurial branding in different industries or geographic contexts to understand how cultural or sector-specific factors may shape consumer responses. Comparing entrepreneurial branding across different brands and entrepreneurs could reveal more about how personal branding strategies succeed or fail in various contexts.

Finally, future research could delve deeper into how entrepreneurs navigate personal controversies and their impact on consumer loyalty, offering insights into crisis management within the scope of entrepreneurial branding. Understanding how to sustain brand equity during challenging times would provide valuable guidance for both practitioners and scholars.



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Appendices A : Interview Guideline (English version)

The Interview guideline

Entrepreneurial Branding: The Influence of Brand Experience and Brand Equity on Purchase Decisions

Definition of Terms :

"Entrepreneurial branding" is the process of creating a brand that is closely associated with a specific entrepreneur, reflecting their entrepreneurial qualities such as character, knowledge, expertise, as well as their personal image and reputation. This is aimed at building a brand that instills familiarity and fosters a sense of shared understanding with consumers, creating a unique and competitive advantage through differentiation in the market.

"Brand Experience" refers to the experiences that consumers derive from a brand, both tangible and intangible. This includes sensory perceptions, emotions, behaviors, or cognitive thoughts and feelings. It also encompasses interactions with individuals associated with the brand, which can build trust and satisfaction from the consumer's perspective.

"Brand Equity" is the enduring value of a brand from the perspective of customers, encompassing both positive and negative aspects. It is related to the brand's name, logo, symbols, consumer involvement, or even the individual themselves. Strong brand equity results in perceptual quality in the eyes of consumers, brand satisfaction, brand loyalty, and positive consumer-brand interactions.

The interview guideline for customer consists of 5 sections:

Section 1: Demographic of participants

Section 2: Entrepreneurial Branding

Section 3: Brand Experience

Section 4: Brand Equity

Section 5: Purchase Decision"

Section 1: Demographic of participants

1. Name :
2. Gender
 - Male Female
 - Other
3. Age
 - 20-29 years old
 - 30-39 years old 40-
 - 49 years old 50-59 years old
 - More than 60 years old
4. Highest Education level
 - Less than Bachelor degree
 - Bachelor degree
 - Master degree
 - More than Master degree
5. Marriage Status
 - Single
 - Divorce
 - Married
6. Occupation
 - Full-time Student
 - Business Owner
 - Employee of the private corporation
 - Freelance
 - Employee of the government agency
 - Other (Please Specify).....

The Interview Guideline used in conducting semi-structured interviews for customers who have purchased products and services in the Chanisara Wongdeeprasith's (Co-founder and CEO of Brunchtime Co., Ltd.) product and service group.

Section.	Construct	The Interview Guideline
2	Entrepreneurial Branding	1. Tell us about who you think the people are who own this company.
		2. Tell us about three adjectives to describe this Personality of Entrepreneur.
		3. Tell us about three adjectives to describe this Brand.
		4. How involved do you think they are in building this brand today?
3	Brand Experience	Sensory:
		1. How do you perceive this brand in terms of sensory interest?
		2. What impressions does this brand leave on your visual or other senses?
		Affective:
		3. What emotions and sentiments does this brand evoke?
		4. What characteristics make this brand an emotional brand?
		Behavioral:
5. What behaviors do you engage in when using this brand?		
6. How do you experience bodily sensations when interacting with this brand?		
Intellectual:		
7. What kind of thoughts do you engage in when encountering this brand?		

		8. What methods does this brand use to stimulate your curiosity and problem-solving?
4	Brand Equity	1. What makes you prefer to choose this brand even if another brand has the same characteristics?
		2. How does it seem smarter to choose this brand if another brand is not different from it in some way?
		3. What leads you to prefer choosing this brand over another brand that is as good?
		4. How does it make sense to choose this brand over others, even if they are the same?
5	Purchase Decision	1. How does others' perception of you, based on the brand you use, influence your purchase decisions?
		2. What role does your awareness of the brand and its products play in guiding your purchasing decisions?
		3. How does the overall assessment of the brand's quality affect your purchase decisions?
		4. What factors would lead you to buy the same brand again in the future?

Appendices B : The Interview Guideline (Thai version)

แบบคำถามสัมภาษณ์ เรื่อง

“ENTREPRENEURIAL BRANDING : อิทธิพลของประสบการณ์ของแบรนด์ต่อมูลค่าของแบรนด์”

ดิฉันนางสาวอภิญญา คงสังข์ นักศึกษาปริญญาโทสาขาภาวะผู้ประกอบการและนวัตกรรม คณะวิทยาการจัดการ มหาวิทยาลัยมหิดล มีความประสงค์ทำวิทยานิพนธ์เรื่อง “ENTREPRENEURIAL BRANDING : อิทธิพลของประสบการณ์ของแบรนด์ต่อมูลค่าของแบรนด์ ที่มีอิทธิพลต่อการตัดสินใจซื้อ” วัตถุประสงค์เพื่อศึกษาและสำรวจความสัมพันธ์ของ Entrepreneurial Branding, Brand Experience และ Brand Equity ที่แข็งแกร่งมากขึ้น และส่งผลต่อการตัดสินใจของผู้บริโภค ซึ่งเป็นประโยชน์สามารถนำไปใช้และสร้างกลยุทธ์ธุรกิจที่แข็งแกร่งและมีประสิทธิภาพได้

ขอขอบคุณอีกครั้งสำหรับการตกลงเข้าร่วมการวิจัยของดิฉัน การสัมภาษณ์ครั้งนี้จะใช้เวลาประมาณ 30-50 นาที ในระหว่างการสัมภาษณ์ ฉันจะสอบถามคุณเกี่ยวกับความรู้สึกรู้สึกของคุณต่อแบรนด์นั้นๆ ซึ่งมีความเกี่ยวข้องกับผู้ประกอบการ อิทธิพลของผู้ประกอบการ ตลอดจนประสบการณ์ของแบรนด์ คุณค่าของแบรนด์ และอิทธิพลต่อการตัดสินใจซื้อสินค้าแบรนด์นั้นๆ เพื่อสำรวจแนวคิด ความเชื่อมโยงและผลลัพธ์ที่เกิดขึ้น

ระหว่างการสัมภาษณ์ดิฉันขออนุญาตบันทึกเสียงหรือบันทึกวิดีโอ หากคุณอนุญาต กรุณาแจ้งให้ดิฉันทราบและหากต้องการให้หยุดเครื่องบันทึกสามารถแจ้งได้ตลอดเวลา และหากไม่อนุญาตให้บันทึกเสียง หรือวิดีโอ ดิฉันจะทำการเพียงจดบันทึกบทสนทนาระหว่างการสัมภาษณ์นี้เท่านั้น

หากมีคำถามใดๆ ที่เกิดขึ้นในขณะที่ใดขณะหนึ่งในการสัมภาษณ์นี้ กรุณาแจ้งให้ฉันทราบ และฉันยินดีที่จะตอบคำถามนั้น

ก่อนที่จะเริ่มการสัมภาษณ์ดิฉันขออนุญาต เรียนแจ้งและอธิบายเกี่ยวกับนิยามศัพท์เฉพาะ ดังนี้

"Entrepreneurial branding" คือกระบวนการสร้างแบรนด์ที่เกี่ยวข้องกับผู้ประกอบการนั้นๆ ซึ่งสะท้อนความเป็นผู้ประกอบการของคนนั้นๆ เช่น คาเรคเตอร์ ความรู้ ประสบการณ์ความเชี่ยวชาญ รวมไปถึงบุคลิกภาพ และชื่อเสียงของคนนั้นๆ เพื่อสร้างแบรนด์ให้เกิดความคุ้นเคยและสร้างอารมณ์ความรู้สึกร่วมกับผู้บริโภคได้แตกต่างอย่างมีเอกลักษณ์และเกิดข้อได้เปรียบทางการแข่งขัน

"Brand Experience" คือ ประสบการณ์ที่ผู้บริโภคได้จากแบรนด์ทั้งที่สัมผัสได้และไม่ได้ เช่น ประสาทสัมผัส อารมณ์ พฤติกรรม หรือความรู้สึกนึกคิด รวมไปถึงการสัมผัสถึงตัวบุคคลซึ่งสามารถสร้างไว้วางใจและความพึงพอใจในมุมมองของผู้บริโภคได้

"Brand Equity" คือ คุณค่าของแบรนด์อย่างยั่งยืนจากมุมมองของลูกค้าทั้งในเชิงบวกและเชิงลบ ซึ่งมีความเกี่ยวข้องผ่านชื่อของแบรนด์ โลโก้ สัญลักษณ์ การมีส่วนร่วมของผู้บริโภค หรือแม้กระทั่งตัวบุคคลเอง ซึ่งคุณค่าของแบรนด์ (Brand Equity) ที่แข็งแกร่งก็จะทำให้เกิด คุณภาพการรับรู้ในสายตาผู้บริโภค ความพึงพอใจ ความภักดีต่อแบรนด์ ตลอดจนการมีส่วนร่วมที่ตระหว่างผู้บริโภคและแบรนด์



APPROVED
Mahidol University
Central Institutional
Review Board (CI-IRB)
Protocol No 2024/226 2305

Digitally signed by Mahidol University
Central Institutional Review Board
DN: c=TH, o=Mahidol University,
ou=02, cn=Mahidol University Central
Institutional Review Board
Date: 2024.07.02 12:09:36 +07'00'

แนวทางคำถามแบบสัมภาษณ์เชิงลึก สำหรับการสัมภาษณ์กลุ่มลูกค้า ประกอบไปด้วยคำถาม 5 ส่วน คือ

ส่วนที่ 1 ข้อมูลทั่วไปของผู้สัมภาษณ์

ส่วนที่ 2 Entrepreneurial Branding (การสร้างแบรนด์ของผู้ประกอบการ)

ส่วนที่ 3 Brand experience (ประสบการณ์ของแบรนด์)

ส่วนที่ 4 Brand Equity (คุณค่าของแบรนด์)

ส่วนที่ 5 Purchase Decision (การตัดสินใจซื้อ)

ส่วนที่ 1 ข้อมูลทั่วไปของผู้สัมภาษณ์

1. ชื่อ :
2. เพศ

<input type="checkbox"/>	ชาย	<input type="checkbox"/>	หญิง	<input type="checkbox"/>	อื่นๆ
--------------------------	-----	--------------------------	------	--------------------------	-------
3. อายุ

<input type="checkbox"/>	20-29 ปี	<input type="checkbox"/>	30-39 ปี	<input type="checkbox"/>	40-49 ปี
<input type="checkbox"/>	50-59 ปี	<input type="checkbox"/>	60 ปีขึ้นไป		
4. ระดับการศึกษา

<input type="checkbox"/>	ต่ำกว่าปริญญาตรี
<input type="checkbox"/>	ปริญญาตรี
<input type="checkbox"/>	ปริญญาโท
<input type="checkbox"/>	มากกว่าปริญญาโท
5. สถานะ

<input type="checkbox"/>	โสด	<input type="checkbox"/>	หย่าร้าง
<input type="checkbox"/>	สมรส		
6. อาชีพปัจจุบัน

<input type="checkbox"/>	นักเรียน/นักศึกษา	<input type="checkbox"/>	ฟรีแลนซ์
<input type="checkbox"/>	เจ้าของธุรกิจ	<input type="checkbox"/>	อื่นๆ (โปรดระบุ....)
<input type="checkbox"/>	พนักงานบริษัท	<input type="checkbox"/>	ข้าราชการ

แบบสัมภาษณ์นี้เป็นการสัมภาษณ์ลูกค้าที่มีการซื้อสินค้าภายใต้ “บริษัท บรันช์ไทม์ จำกัด” เช่น

Diamond Grains, Molecology, Home To My Heart, Compassoul และ Puckchumm

NO.	Construct	The Interview Guideline
ส่วนที่ 2	Entrepreneurial Branding	1. คุณคิดว่าใครเป็นเจ้าของธุรกิจนี้
		2. ขอ 3 คำในการอธิบายบุคลิกภาพของผู้ประกอบการ)
		3. ขอ 3 คำในการอธิบายแบรนด์ธุรกิจนี้
		4. คุณคิดว่าพวกเขามีส่วนร่วมในการสร้างแบรนด์นี้อย่างไรบ้างในปัจจุบัน
ส่วนที่ 3	Brand Experience	ด้านประสาทสัมผัส
		1. คุณรับรู้ถึงแบรนด์นี้ทางประสาทสัมผัสอย่างไรบ้าง)
		2. แบรนด์นี้สร้างความประทับใจในการมองเห็นหรือประสาทสัมผัสอย่างไรบ้าง
		ด้านอารมณ์และความรู้สึก
		3. แบรนด์นี้ทำให้เกิดอารมณ์ความรู้สึกอะไรบ้าง
		4. คาเรคเตอร์หรือคุณลักษณะของแบรนด์คืออะไรบ้างที่ทำให้เกิดความรู้สึกด้านอารมณ์
		ด้านพฤติกรรม
		5. คุณมีพฤติกรรมอย่างไรบ้างเมื่อมีการใช้แบรนด์นี้ เช่น การหาข้อมูลเพิ่มเติม หรือวิธีการใช้งาน
6. คุณมีความรู้สึกอย่างไรบ้างทางร่างกายเมื่อมีการใช้แบรนด์นี้		
ส่วนที่ 4	Brand Equity	ด้านสติปัญญา
		7. เมื่อเห็นแบรนด์นี้ คุณมีความคิดเห็นอย่างไรบ้าง
ส่วนที่ 5	Purchase Decision	8. คุณคิดว่าแบรนด์นี้ใช้วิธีการใดเพื่อกระตุ้นความอยากรู้และวิธีการแก้ปัญหาของคุณ
		1. อะไรที่ทำให้คุณชอบเลือกแบรนด์นี้ แม้ว่าจะมีแบรนด์อื่นที่มีคาเรคเตอร์หรือคุณลักษณะที่เหมือนกัน
		2. การเลือกแบรนด์นี้ดูดีกว่าการเลือกแบรนด์อื่นอย่างไร หากแบรนด์อื่นไม่ได้แตกต่าง
		3. อะไรที่ทำให้คุณชอบเลือกแบรนด์นี้ มากกว่าแบรนด์อื่นๆที่มีคุณภาพที่ดีพอ
		4. อะไรคือความสมเหตุสมผลที่ทำให้คุณชอบที่จะแบรนด์นี้ แม้ว่าจะมีแบรนด์อื่นที่เหมือนกัน)
		1. การรับรู้ของผู้อื่นเกี่ยวกับแบรนด์ที่คุณใช้ มีอิทธิพลต่อการตัดสินใจซื้อของคุณอย่างไร

		2. ความตระหนักรู้หรือการรับรู้ของคุณต่อแบรนด์และผลิตภัณฑ์นี้มีแนวโน้มต่อการตัดสินใจซื้ออย่างไร
		3. การประเมินคุณภาพโดยรวมของแบรนด์ ส่งผลต่อการตัดสินใจซื้ออย่างไร
		4. ปัจจัยใดที่จะทำให้คุณกลับมาซื้อแบรนด์นี้อีกครั้งในอนาคต

ขอขอบคุณที่ตอบคำถามทั้งหมดจากความรู้สึกจริงของคุณ ข้อมูลและคำตอบทั้งหมดระหว่างบทสัมภาษณ์นี้จะถูกปกปิดเป็นความลับ และจะนำมาใช้ในการวิเคราะห์ผลการศึกษา โดยข้อมูลจะถูกนำออกมาเป็นภาพรวมของการวิจัยเท่านั้น หากผู้เข้าร่วมวิจัยมีข้อสงสัยเกี่ยวกับการวิจัยหรือแบบสอบถาม สามารถติดต่อสอบถามได้ที่ วิทยาลัยการจัดการ มหาวิทยาลัยมหิดล ในวันและเวลาราชการ หรือผู้วิจัย อภิญา คงสังข์ โทรศัพท์ 094-719-9515

โครงการวิจัยนี้ได้รับการพิจารณารับรองจาก คณะกรรมการจริยธรรมการวิจัยในคนของ มหาวิทยาลัยมหิดล สำนักงานอยู่ที่ สำนักงานอธิการบดีมหาวิทยาลัยมหิดล ถนนพุทธมณฑล สาย 4 ตำบลศาลายา อำเภอพุทธมณฑล จังหวัดนครปฐม 73170 หมายเลขโทรศัพท์ 02-849-6224 ,6225 โทรสาร. 02-849-6224 หากท่านได้รับการปฏิบัติไม่ตรงตามที่ระบุไว้ ท่านสามารถติดต่อประธานกรรมการฯ หรือผู้แทน ได้ตามสถานที่และหมายเลขโทรศัพท์ข้างต้น

Appendices C : Certificate of Ethical Approval

	COA No. MU-CIRB 2024/182.0207
<p>Mahidol University Central Institutional Review Board <i>Certificate of Approval</i></p>	
<p>Protocol No.: MU-CIRB 2024/226.2305</p> <p>Title of Project: Entrepreneurial Branding: The Influence of Brand Experience and Brand Equity on Purchase Decisions</p> <p>Type of Review: Expedited Review</p> <p>Approval Includes:</p> <ol style="list-style-type: none">1) Principal Investigator: Miss Apinya Khongsang Affiliation: College of Management, Mahidol University Research Site: College of Management, Mahidol University2) Submission Form Version Date 27 June 20243) Protocol Version Date 27 June 20244) Participant Information Sheet Version Date 27 June 20245) Informed Consent Form Version Date 6 April 20246) Interview Guideline Version Date 23 May 2024 <p>MU-CIRB is in Full Compliance with International Guidelines for Human Research Protection such as Declaration of Helsinki, The Belmont Report, CIOMS Guidelines and the International Conference on Harmonization in Good Clinical Practice (ICH-GCP)</p> <p><i>Date of Approval: 2 July 2024</i> <i>Date of Expiration: 1 July 2025</i></p> <p>Signature of Chairperson: </p> <p style="text-align: right;">(Associate Professor Dr. Penchan Pradubmook Sherer) MU-CIRB Chair</p> <hr/> <p><small>* See list of Co-Investigators at the back page</small></p> <p style="text-align: center;"><small>Page 1 of 2</small></p>	

List of Co – Investigators

1. Dr. Triyuth Promsiri

All MU-CIRB Approved Investigators must comply with the Following:

1. Conduct the research according to the approved protocol.
2. Conduct the informed consent process without coercion or undue influence, and provide the potential subjects sufficient time to consider whether or not to participate.
3. Use only the Consent Form bearing the MU-CIRB Approval stamp.
4. Obtain approval of any changes in research activity before commencing and informed research participants about the changes for their consideration in pursuing the research.
5. Timely report of serious adverse events to MU-CIRB and any new information that may adversely affect the safety of the subjects or the conduct of the trial.
6. Provide MU-CIRB the progress reports at least annually or as requested.
7. Provide MU-CIRB the final reports when completed the study procedures.

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E-mail: mucirb@gmail.com
Website: <http://www.sp.mahidol.ac.th>*

Appendices D : Participants Information sheet (age 18 years or older)

MU-CIRB	คณะกรรมการจริยธรรมการวิจัยในคนส่วนกลาง มหาวิทยาลัยมหิดล	แก้ไขวันที่ 06/04/2024
เอกสารนี้แจ้งสำหรับผู้เข้าร่วมวิจัยที่อายุ ๑๘ ปีขึ้นไป (Participants Information sheet (age 18 years or older))		หน้าที่ 1 ของ 3 หน้า
เอกสารนี้แจ้งสำหรับผู้เข้าร่วมวิจัยที่อายุ ๑๘ ปีขึ้นไป (Participants Information sheet (age 18 years or older))		
<input checked="" type="checkbox"/> ดับฉบับ <input type="checkbox"/> การปรับเปลี่ยนครั้งที่..... วันที่...../...../.....		
<p>ในเอกสารนี้อาจมีข้อความที่ท่านอ่านแล้วยังไม่เข้าใจ โปรดสอบถามหัวหน้าโครงการวิจัย หรือผู้แทนให้ช่วยอธิบายจนกว่าจะเข้าใจดี ท่านจะได้รับเอกสารนี้ 1 ฉบับ นำกลับไปอ่านที่บ้านเพื่อปรึกษากับญาติพี่น้อง เพื่อนสนิท แพทย์ประจำตัวของท่าน แพทย์ท่านอื่น หรือผู้ที่ท่านต้องการปรึกษา เพื่อช่วยในการตัดสินใจเข้าร่วมการวิจัย</p>		

ชื่อโครงการ ENTREPRENEURIAL BRANDING : อิทธิพลของประสบการณ์ของแบรนด์และคุณค่าของแบรนด์ที่มี
ความสัมพันธ์กับการตัดสินใจซื้อสินค้า

ชื่อผู้วิจัย นางสาวอภิญา คงสังข์

สถานที่ทำงานและหมายเลขโทรศัพท์ที่ติดต่อได้ทั้งในและนอกเวลาราชการ ตลอด 24 ชั่วโมง

โทรศัพท์ : 094-719-9515

สถานที่วิจัย ไม่มี

ระยะเวลาที่ดำเนินการวิจัย ปี 2566 เดือนกันยายน ถึงปี 2567 เดือนสิงหาคม

ผู้ให้ทุน

ข้อมูลเกี่ยวกับโครงการวิจัย

ที่มาและความสำคัญของโครงการวิจัย ปัจจุบันมีหนึ่งในกลยุทธ์ที่น่าสนใจ คือ Personal Branding ที่ผู้ประกอบการหลายท่านได้นำตัวตนของตัวเองมาสร้างกลยุทธ์ให้กับธุรกิจเพื่อสร้างการจดจำและโดดเด่นจากแบรนด์อื่นอย่างชัดเจน ทั้งในเรื่องของผลิตภัณฑ์ และการสื่อสารทางการตลาด เมื่อผู้ประกอบการซึ่งเป็นเจ้าของธุรกิจหันมาให้ความสำคัญกับ Branding และ Personal Branding มากขึ้น จึงส่งผลให้เกิดแนวคิดใหม่ คือ “Entrepreneurial Branding” คือการที่ผู้ประกอบการ (Entrepreneur) ได้นำแนวคิด Personal Branding เข้ามาใช้กับธุรกิจของตนเอง และถึงแม้จะมีกรวิจัยและสำรวจแนวคิดเรื่อง “Entrepreneurial Branding” และ “Personal Branding” มาบ้างแต่ก็ยังมีจำนวนที่น้อย ผู้วิจัยจึงเล็งเห็นโอกาสในการสำรวจและศึกษาเพิ่มเติมเกี่ยวกับแนวคิด “Entrepreneurial Branding” และได้มีการศึกษาแนวคิดอื่นๆ เพิ่มเติม คือ ประสบการณ์ของแบรนด์ (Brand Experience) และ มูลค่าของแบรนด์ (Brand Equity) เพื่อหาความสัมพันธ์เชิงบวกที่จะทำให้ “Entrepreneurial Branding” แข็งแกร่งจนทำให้เกิดการตัดสินใจซื้อของผู้บริโภคได้

โครงการวิจัยนี้ทำขึ้นเพื่อศึกษาและสำรวจทฤษฎี Entrepreneurial Branding ที่มีผลต่อการตัดสินใจซื้อของผู้บริโภค รวมไปถึงความสัมพันธ์ของ Entrepreneurial Branding, Brand Experience และ Brand Equity ที่มีผลต่อการตัดสินใจซื้อของผู้บริโภค ซึ่งเป็นประโยชน์สามารถนำไปใช้และสร้างกลยุทธ์ธุรกิจที่แข็งแกร่งและมีประสิทธิภาพได้



APPROVED
Mahidol University
Central Institutional
Review Board (MU-CIRB)
Protocol No. 2024/226.2305

Digitally signed by Mahidol University
Central Institutional Review Board
DN: c=TH, o=Mahidol University,
ou=02, cn=Mahidol University Central
Institutional Review Board
Date: 2024.07.02 12:07:41 +07'00'

MU-CIRB	คณะกรรมการจริยธรรมการวิจัยในคนส่วนกลาง มหาวิทยาลัยมหิดล	แก้ไขวันที่ 06/04/2024
เอกสารแจ้งสำหรับผู้เข้าร่วมวิจัยที่อายุ ๑๘ ปีขึ้นไป (Participants Information sheet (age 18 years or older))		หน้าที่ 2 ของ 3 หน้า

ท่านได้รับเชิญให้เข้าร่วมวิจัยนี้เพราะ 1) เป็นบุคคลที่สนใจหรือคิดตามแบรนด์ของผู้ประกอบการ 2) บุคคลที่มีการซื้อหรือใช้ผลิตภัณฑ์จากแบรนด์ที่เป็นเจ้าของโดยผู้ประกอบการซึ่งในงานวิจัยนี้มีการนำกรณีศึกษาของผู้ประกอบการนั้นคือ คุณอุณ ชนิสรา วงศ์ศิริประสิทธิ์ ผู้บริหารบริษัท บรันช์ใหม่ จำกัด และ 3) บุคคลที่ไม่คุ้นเคยเป็นการส่วนตัวกับผู้ประกอบการหรือเจ้าของแบรนด์

ท่านอาจจะไม่ได้รับประโยชน์จากงานวิจัยนี้โดยตรง แต่หากงานวิจัยนี้ได้ผลดีจะเป็นประโยชน์ต่อผู้วิจัย ผู้ประกอบการ นักศึกษาหรือบุคคลที่สามารถใช้ประโยชน์จากงานวิจัยนี้ ได้สามารถเข้าใจและนำไปใช้วางแผนกลยุทธ์ให้กับงานของตัวเองได้อย่างมีประสิทธิภาพสูงสุด

จะมีจำนวนผู้เข้าร่วมวิจัยทั้งสิ้น (ประมาณ).....30.....คน ระยะเวลาในการเข้าร่วมวิจัยประมาณ 30-50 นาที

ข้อมูลเกี่ยวกับกระบวนการวิจัย

หากท่านตัดสินใจเข้าร่วมการวิจัยแล้ว จะมีขั้นตอนการวิจัยดังต่อไปนี้คือ

1. การสัมภาษณ์ครั้งนี้ มีคำถามการสัมภาษณ์แบบตัวต่อตัว ในรูปแบบของการเจอกันต่อหน้า หรือ การ โทรศัพท์ โดยชุดคำถามชุดนี้ประกอบไปด้วยคำถาม 5 ส่วน อันได้แก่ ข้อมูลทั่วไปของผู้สัมภาษณ์, Entrepreneurial Branding (การสร้างแบรนด์ของผู้ประกอบการ), Brand experience (ประสบการณ์ของแบรนด์), Brand Equity (คุณค่าของแบรนด์) และ Purchase Decision (การตัดสินใจซื้อ) ซึ่งรวมคำถามทั้งหมด 20 ข้อ ใช้เวลาสัมภาษณ์ทั้งสิ้นประมาณ 30-50 นาที
2. ผู้เข้าร่วมวิจัยสัมภาษณ์สามารถตอบคำถามอย่างตรงไปตรงมาอย่างความจริง และอธิบายประสบการณ์ที่ตัวเองได้รับจากการรับรู้จากสิ่งอื่นๆ เช่น โซเชียลมีเดีย สังคม, บุคคลรอบข้าง รวมไปถึงสื่อโฆษณาต่างๆ และการรับรู้โดยตรงจากประสบการณ์ที่ตัวเองได้ใช้สินค้าหรือบริการจากบริษัท บรันช์ใหม่ จำกัด
3. หากมีคำถามเพิ่มเติมสามารถสอบถามจากผู้วิจัยได้ทุกเมื่อที่ต้องการ รวมถึงการขอหยุดการสัมภาษณ์หากเกิดเหตุการณ์ที่ไม่สบายใจได้ทุกเมื่อที่ผู้เข้าร่วมวิจัยต้องการ
4. การสัมภาษณ์ครั้งนี้จะมีการบันทึกเสียงระหว่างการสัมภาษณ์ส่วนบุคคล ซึ่งคลิปเสียงที่บันทึกไว้จะไม่มีการเผยแพร่ต่อสาธารณะ แต่จะมีสำหรับการถอดคลิปเสียงสำหรับผู้วิจัยเท่านั้น

ข้อมูลเกี่ยวกับความเสี่ยงและประโยชน์

ความเสี่ยงที่อาจเกิดขึ้นเมื่อเข้าร่วมการวิจัย..... ไม่มี.....
 วิธีการป้องกัน และวิธีการแก้ไขหากเกิดเหตุการณ์นั้นขึ้น..... ไม่มี.....

ข้อมูลเกี่ยวกับสิทธิ์

การเข้าร่วมในการวิจัยของท่าน เป็นตัดสินใจอย่างอิสระ ท่านมีสิทธิ์ถอนตัวออกจากโครงการวิจัยเมื่อใดก็ได้ โดยไม่ต้องแจ้งให้ทราบล่วงหน้า และการไม่เข้าร่วมการวิจัยหรือถอนตัวออกจากโครงการวิจัยนี้ จะไม่มีผลต่อหน้าที่การทำงานหรือการเรียนการสอนรวมไปถึงข้อมูลส่วนตัวของผู้เข้าร่วมวิจัยแต่ประการใด

MU-CIRB	คณะกรรมการจริยธรรมการวิจัยในคนส่วนกลาง มหาวิทยาลัยมหิดล	แก้ไขวันที่ 06/04/2024
เอกสารชี้แจงสำหรับผู้เข้าร่วมวิจัยที่อายุ ๑๘ ปีขึ้นไป (Participants Information sheet (age 18 years or older))		หน้าที่ 3 ของ 3 หน้า

หากมีอาการผิดปกติ รู้สึกไม่สบายกาย หรือมีผลกระทบต่อจิตใจของท่านเกิดขึ้นระหว่างการวิจัย ท่านจะแจ้งผู้วิจัยโดยเร็วที่สุด และหากท่านมีข้อข้องใจที่จะสอบถามที่เกี่ยวข้องกับการวิจัย หรือหากเกิดการบาดเจ็บ/เจ็บป่วย หรือหากเกิดเหตุการณ์ไม่พึงประสงค์จากกรวิจัยกับท่าน ท่านสามารถติดต่อ นางสาวกัญญา กงสังข์ (หัวหน้าโครงการวิจัย) หมายเลขโทรศัพท์.094-719-9515. หรือ ดร. ศรียุทธ พรหมศิริ หมายเลขโทรศัพท์ 089-6666-321 ได้ตลอด 24 ชั่วโมง

ค่าตอบแทนที่จะได้รับ *ไม่มี*

ค่าใช้จ่ายที่ผู้เข้าร่วมวิจัยจะต้องรับผิดชอบเอง *ไม่มี*

หากระหว่างดำเนินการวิจัยมีข้อมูลเพิ่มเติมทั้งด้านประโยชน์และโทษที่เกี่ยวข้องกับการวิจัยนี้ ผู้วิจัยจะแจ้งให้ทราบโดยรวดเร็วและไม่ปิดบัง

ข้อมูลเกี่ยวกับการรักษาความลับ

ข้อมูลของท่านจะถูกเก็บรักษาไว้เป็นเวลา... 1 ปี..... และผู้วิจัยจะทำลายข้อมูลเมื่อครบระยะเวลาด้วยวิธี การบันทึกเสียงที่ถูกเก็บรักษาไว้ จะไม่มีการเผยแพร่ แต่จะถูกนำไปใช้ในการวิเคราะห์และนำเสนอ โดยภาพรวมเท่านั้น และเมื่อครบระยะเวลาที่ถูกเก็บรักษาไว้ ผู้วิจัยจะทำลายข้อมูลด้วยวิธีการลบไฟล์ทั้งหมดทุกประการ

ข้อมูลส่วนตัวของผู้เข้าร่วมการวิจัยจะถูกเก็บรักษาไว้ ไม่เปิดเผยต่อสาธารณะเป็นรายบุคคล แต่จะรายงานผลการวิจัยเป็นข้อมูลส่วนรวม ข้อมูลของผู้เข้าร่วมการวิจัยเป็นรายบุคคลอาจมีคณะบุคคลบางกลุ่มเข้ามาตรวจสอบได้ เช่น ผู้ให้ทุนวิจัย สถาบัน หรือองค์กรของรัฐที่มีหน้าที่ตรวจสอบ คณะกรรมการจริยธรรมฯ เป็นต้น

โครงการวิจัยนี้ได้รับการพิจารณารับรองจาก คณะกรรมการจริยธรรมการวิจัยในคนส่วนกลาง มหาวิทยาลัยมหิดล ซึ่งมีสำนักงานอยู่ที่ สำนักงานอธิการบดีมหาวิทยาลัยมหิดล ถนนพุทธมณฑล สาย 4 ตำบลศาลายา อำเภอพุทธมณฑล จังหวัดนครปฐม 73170 หมายเลขโทรศัพท์ 02-849-6224, 6225 หากท่านได้รับการปฏิบัติไม่ตรงตามที่ระบุไว้ ท่านสามารถติดต่อกับประธานคณะกรรมการฯ หรือผู้แทน ได้ตามสถานที่และหมายเลขโทรศัพท์ข้างต้น

ข้าพเจ้าได้อ่านรายละเอียดในเอกสารนี้ครบถ้วนแล้ว

ลงชื่อ.....ผู้เข้าร่วมวิจัย

(.....)

วันที่...../...../.....

Appendices E : Informed consent form for research participants (age 18 years or older)

MU-CIRB	คณะกรรมการจริยธรรมการวิจัยในคนส่วนกลาง มหาวิทยาลัยมหิดล	แก้ไขวันที่ 06/04/2024
หนังสือแสดงเจตนายินยอมของผู้เข้าร่วมวิจัยที่อายุ ๑๘ ปี ขึ้นไป (Informed consent form for research participants (age 18 years or older))		หน้าที่ 1 ของ 2 หน้า
หนังสือแสดงเจตนายินยอมของผู้เข้าร่วมวิจัยที่อายุ ๑๘ ปี ขึ้นไป (Informed consent form for research participants (age 18 years or older))		
<input type="checkbox"/> ต้นฉบับ	<input type="checkbox"/> การปรับเปลี่ยนครั้งที่.....	วันที่...../...../.....

วันที่..... เดือน..... พ.ศ.....

ข้าพเจ้า..... อายุ..... ปี อาศัยอยู่บ้านเลขที่.....
ถนน..... ตำบล..... อำเภอ..... จังหวัด.....
รหัสไปรษณีย์..... โทรศัพท์..... ขอแสดงเจตนายินยอมเข้าร่วม
โครงการวิจัยเรื่อง ENTREPRENEURIAL BRANDING : อิทธิพลของประสบการณ์ของแบรนด์และคุณค่าของแบรนด์ที่
มีความสัมพันธ์กับการตัดสินใจซื้อสินค้า

โดยข้าพเจ้าได้รับทราบรายละเอียดเกี่ยวกับที่มาและจุดมุ่งหมายในการทำวิจัยรายละเอียดขั้นตอนต่างๆ ที่จะต้องปฏิบัติหรือได้รับการปฏิบัติ ประโยชน์ที่คาดว่าจะได้รับของการวิจัยและความเสี่ยงที่อาจเกิดขึ้นจากการเข้าร่วมการวิจัยรวมทั้งแนวทางป้องกันและแก้ไขหากเกิดอันตรายขึ้น ค่าตอบแทนที่จะได้รับ ค่าใช้จ่ายที่ข้าพเจ้าจะต้องรับผิดชอบจ่ายเอง โดยได้อ่านข้อความที่มีรายละเอียดอยู่ในเอกสารชี้แจงผู้เข้าร่วมการวิจัยโดยตลอด อีกทั้งยังได้รับคำอธิบายและตอบข้อสงสัยจากหัวหน้าโครงการวิจัยเป็นที่เรียบร้อยแล้ว โดยไม่มีสิ่งใดปิดบังซ่อนเร้น

ข้าพเจ้าจึงสมัครใจเข้าร่วมใน โครงการวิจัยนี้ :

ข้าพเจ้าได้ทราบถึงสิทธิ์ที่ข้าพเจ้าจะได้รับข้อมูลเพิ่มเติมทั้งทางด้านประโยชน์และโทษจากการเข้าร่วมการวิจัย และสามารถถอนตัวหรืองดเข้าร่วมการวิจัยได้ทุกเมื่อ โดยจะไม่มีผลกระทบต่อค่าบริการและการรักษาพยาบาลที่ข้าพเจ้าจะได้รับต่อไปในอนาคต และยินยอมให้ผู้วิจัยใช้ข้อมูลส่วนตัวของข้าพเจ้าที่ได้รับจากการวิจัย แต่จะไม่เผยแพร่ต่อสาธารณะเป็นรายบุคคล โดยจะนำเสนอเป็นข้อมูลโดยรวมจากการวิจัยเท่านั้น

หากข้าพเจ้ามีอาการผิดปกติ รู้สึกไม่สบายกาย หรือมีผลกระทบต่อจิตใจของข้าพเจ้าเกิดขึ้นระหว่างการวิจัย ข้าพเจ้าจะแจ้งผู้วิจัยโดยเร็วที่สุด และหากข้าพเจ้ามีข้อข้องใจเกี่ยวกับขั้นตอนของการวิจัย หรือหากเกิดผลข้างเคียงที่ไม่พึงประสงค์จากการวิจัยขึ้นกับข้าพเจ้า ข้าพเจ้าจะสามารถติดต่อกับ นางสาวอภิญญา กงสังข์ หมายเลขโทรศัพท์ 094-719-9515 ได้ตลอด 24 ชั่วโมง



APPROVED
Mahidol University
Central Institutional
Review Board (MU-CIRB)
Protocol No. 2024/226 2306

Digitally signed by Mahidol University
Central Institutional Review Board
DN: c=TH, o=Mahidol University,
ou=02, cn=Mahidol University Central
Institutional Review Board
Date: 2024.07.02 12:09:03 +0700

MU-CIRB	คณะกรรมการจริยธรรมการวิจัยในคนส่วนกลาง มหาวิทยาลัยมหิดล	แก้ไขวันที่ 06/04/2024
หนังสือแสดงเจตนายินยอมของผู้เข้าร่วมวิจัยที่อายุ ๑๘ ปี ขึ้นไป (Informed consent form for research participants (age 18 years or older))		หน้าที่ 2 ของ 2 หน้า

หากข้าพเจ้า ได้รับการปฏิบัติไม่ตรงตามที่ได้ระบุไว้ในเอกสารชี้แจงผู้เข้าร่วมการวิจัย ข้าพเจ้าจะสามารถติดต่อ
กับประธานคณะกรรมการจริยธรรมการวิจัยในคนหรือผู้แทน ได้ที่สำนักงานคณะกรรมการจริยธรรมการวิจัยในคน
ส่วนกลาง สำนักงานอธิการบดี มหาวิทยาลัยมหิดล หมายเลขโทรศัพท์ 02-849-6224 ,6225 โทรสาร 02-849-6224

ข้าพเจ้าเข้าใจข้อความในเอกสารชี้แจงผู้เข้าร่วมการวิจัย และหนังสือแสดงเจตนายินยอมนี้โดยตลอดแล้ว จึงลง
ลายมือชื่อไว้

ลงชื่อ..... ลงชื่อ.....
(.....) (.....)
ผู้เข้าร่วมการวิจัย/ผู้แทน โดยชอบธรรม ผู้ให้ข้อมูลและขอความยินยอม/หัวหน้าโครงการวิจัย
วันที่...../...../..... วันที่...../...../.....

ในกรณีผู้เข้าร่วมการวิจัยไม่สามารถอ่านหนังสือได้ผู้ที่อ่านข้อความทั้งหมดแทนผู้เข้าร่วมการวิจัยคือ.....
..... จึงได้ลงลายมือชื่อไว้เป็นพยาน

ลงชื่อ..... พยาน
(.....)
วันที่...../...../.....