FACTORS BEHIND THE BRAND LOYALTY
TOWARD LINGERIE PRODUCTS

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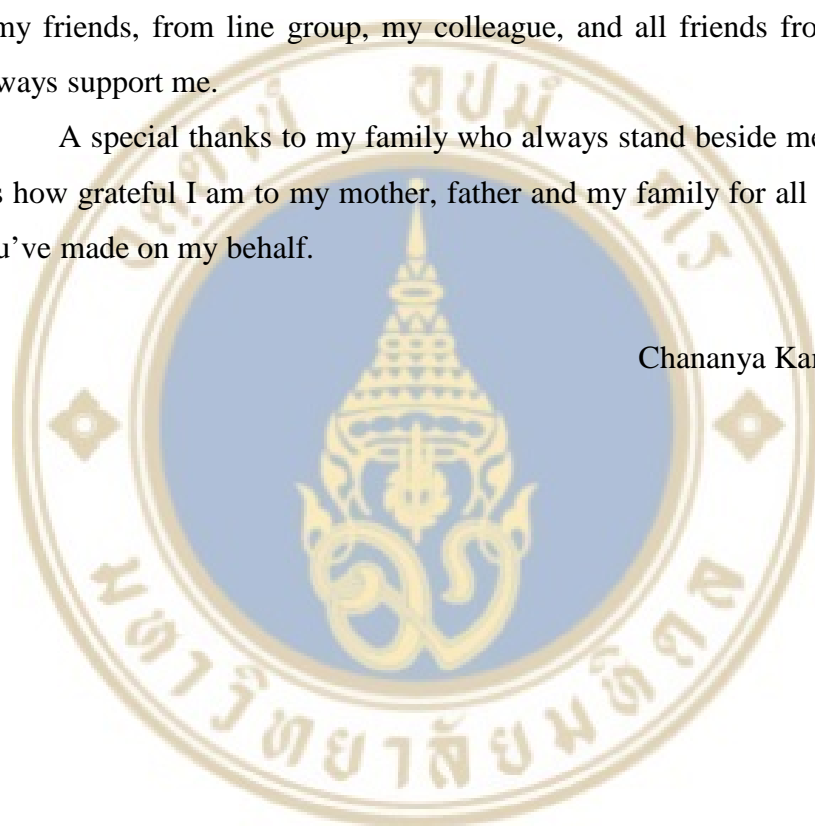Asst. Prof. Prattana Punnakitikashem
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ABSTRACT

As today is a highly competitive market. Many competitors try very hard to search for the opportunity and find the gap in order to jump and play into the market that can provide benefit to their business. The more you can draw the customers to be your loyal customers, the more you can gain margin and increase profit for the company. The objective of the research tries to analyze what are the factors of brand loyalty toward lingerie brand. There are also having many factors which are price, quality, perceived value, service, and customer satisfaction that can lead to build brand loyalty for consumers. The use of survey based (quantitative) research is a tool to record and analyze the information that can make the brand owner understand the factor that link and create brand loyalty and retain loyal customer. The questionnaires were collected from 245 respondents, focusing on the difference of three age group who live and work in Bangkok area. The use of SPSS method for analyzing the data through descriptive analysis, one-way ANOVA and Pearson Correlation is a way to create the chance of understanding the factor behind brand loyalty of lingerie customers and help the brand owner to acquire more loyal customer to the brand.

KEY WORDS: Brand loyalty / Price / Quality / Perceived value / Service /
Customer satisfaction

43 pages

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CHAPTER I
INTRODUCTION

Nowadays business world is a world of rapid changing and highly competitive environment which seem to be operating business on burning platform. The new markets expand and globalization increases, the opportunities in a society are becoming more difficult to acquire. It is also hard to see what is ahead so the companies which have ability to adapt themselves promptly and having a prudential vision beyond another are able to stay in business longer. Moreover, companies have to forecast and plan the effective response and smart solution for the unexpected situation that they might have to cope in order to survive and grow business in the competitive area. The competitors come from many countries not only the local traders but also the foreigners from every corner of the world. The companies have to put all effort and aim to gain competitive advantage in the market that they operate severely as well. Many companies typically launch a new product in order to serve customer need and requirement and hope that customer will be interested and turn to be their customers at last.

Table 1.1 Female population from registration record Years 2007 – 2017
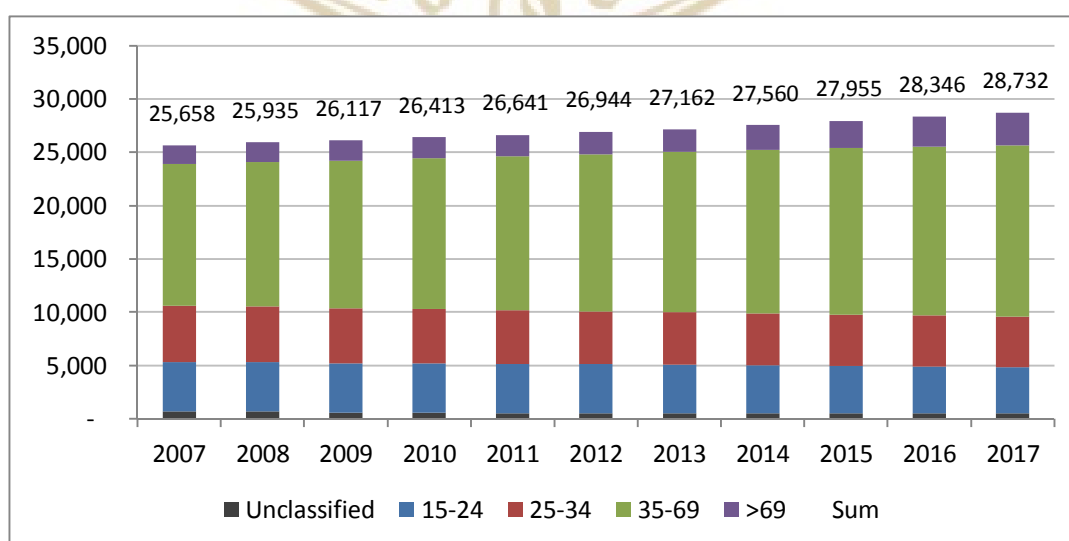
Table 1.2 Female population Years 2009 - 2017
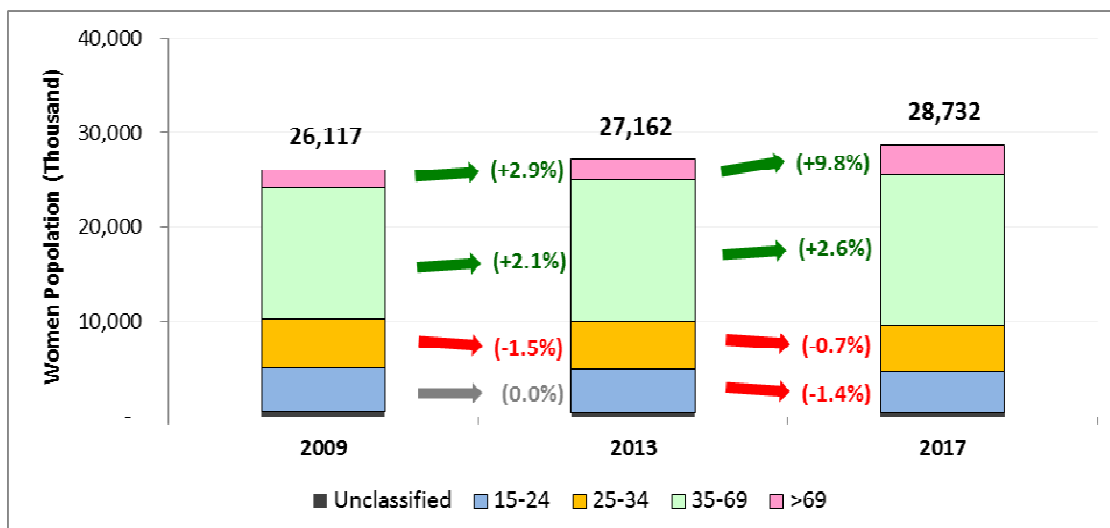
The number of women population in Thailand increase continuously from year to year according to the information from the Department of Provincial Administration, Ministry of Interior which show in table 1 and table 2. It is interesting for the brand owners to do more research and set the women as their target market. The brand owners are able to do business with the big volume customers in the market so that they can gain more opportunity to increase the market share and maximize profit for their brand.

Lingerie is considered as an essential product for all ages of women and it can be claimed as one of competitive business. The attitude of people to lingerie has been changed from time to time. In present lingerie is not only underwear, but also outerwear for women that need both function and design. The purpose of this paper focuses on lingerie market in Thailand. The industry is estimated to be worth approximately twenty billion baht (Siamturakij, 2014) which is quite a high rate. The market value slightly fluctuate depend on the situation and crisis of each year. There are many famous lingerie brands in Thailand and the most popular top three brands are Wacoal, Sabrina and Triumph (Manager, 2013) that attract customer and are able to draw many customers toward the brand very well. Those top three brands regularly launch a new product to captivate customers such as Wacoal have formed an alliance with Kloset, famous clothing brand in Thailand (Naewna, 2014) to gain more

customers in the market who are fashionista and love to dress up. Another brand like Sabrina produces new items as a shape wears lingerie to focus more everyday use for user under the concept "Sabrina Function" (Thaipr, 2014) and Doomm series for ladies who have small size of breast.

The competitors in lingerie market are not only the top three brands, but also another local and imported brand. It is not all brands in the market meet the success. Some brands achieve the goal but another brand might meet failure. The more companies enhance number of customers, the more percentage of success in performance will return to them. Thus most of the brands focus attention on customers in order to serve their want and requirement better. Creating brand loyalty is one aspect to maximize sales volume from the repurchase customer which also relate to the increasing of revenue and profit of the company. Brand loyalty is becoming a critical angle that the companies need to build on their brand. Brand loyalty can help to retain its customer's base and ensure the repurchase by serving customers' satisfaction and cultivate long-term relationship.

The research of Ahmed, Sandhu, Zulkarnain and Gulzar (2011) indicate the factors behind the brand loyalty which are price, quality, perceived value, service and other factors which link to customer satisfaction plus ethics and also affect the brand loyalty eventually. This paper study based on a model which other factors and ethics are eliminated from the scope of brand loyalty research. As the previous research on brand loyalty of Ahmed, Sandhu, Zulkarnain and Gulzar (2011) is a lack of demonstration about how the brand loyalty conceptual model relate to the existing product in the market. Thus, this paper attempts to test the model of brand loyalty by testing with the existing product brand in the market and doing quantitative method to prove the model. Moreover, every independent variable cannot be ignored especially in a high competitive market environment. Thereby, the purpose of this paper are testing and analyzing the factors that affect brand loyalty from the customer point of view regarding lingerie products. It also clarifies the relationship between different age group of woman on brand loyalty to lingerie as well. The different factors might have different impact on the brand loyalty as well as the diverse type of customers might deliver the various impacts.

This research is based on the model that consists of five determinants which are price, quality, perceived value, service, and customer satisfaction (Ahmed, Sandhu, Zulkarnain and Gulzar, 2011). The brand and price of product are influenced by the quality (Zeithaml & Valarie, 1998). Customer also value the brand form the price (Levett, Page and Nel, 1999). No matter the product cost higher or lower price, people do not hesitate to pay more if the quality of product is worth for their money. When customers are satisfy they usually stick to the brand and will not switch to another brand unless those brands form an unpleasant moment to them. If you cannot retain the loyal customers, you might end up with losing potential customer forever.

Consequently, it is crucial to specify the factors that influence brand loyalty of lingerie customers' especially in Thailand because there is less research investigate and disclose what are the aspect that encourage customers to repurchase specific product brand and reinforce them to be a loyal customer. Thus, this research aims to answer the following research questions:

1. How do five factors; price, quality, perceived value, service, and customer satisfaction relate to brand loyalty of Thai lingerie customers?
2. How the Thai lingerie customers are influenced by five factors of brand loyalty; price, quality, perceived value, service, and customer satisfaction?
3. What is the most impact factor for the three different age group of Thai lingerie customers on brand loyalty; 15 - 24, 25 - 34, and 35 years old and above?

The research paper chosen to study brand loyalty of lingerie in Thailand, Bangkok area mainly because Bangkok is consider to be the central area of trading many product brands. It is the place that customers have a variety of choice to purchase and able to switch brand easily due to the diversity of brand choice. Thus, it is an interesting area to research customers' behavior in order to see what the factors behind the brand loyalty are.

CHAPTER II
LITERATUR REVIEW

The earlier research of Ahmed, Sandhu, Zulkarnain and Gulzar (2011) represent the factors that make an impact on customers in order to build them to be more loyal and always keep preferable to a specific brand. This research paper selects only five factors to consider which are price, quality, perceived value, and service which affect customer satisfaction. Thus, all of five factors can create a linkage to stimulate and build brand loyalty on customers eventually. Meanwhile, the research also tests the linkage between all four factors which are price, quality, perceived value and service directly to the brand loyalty.
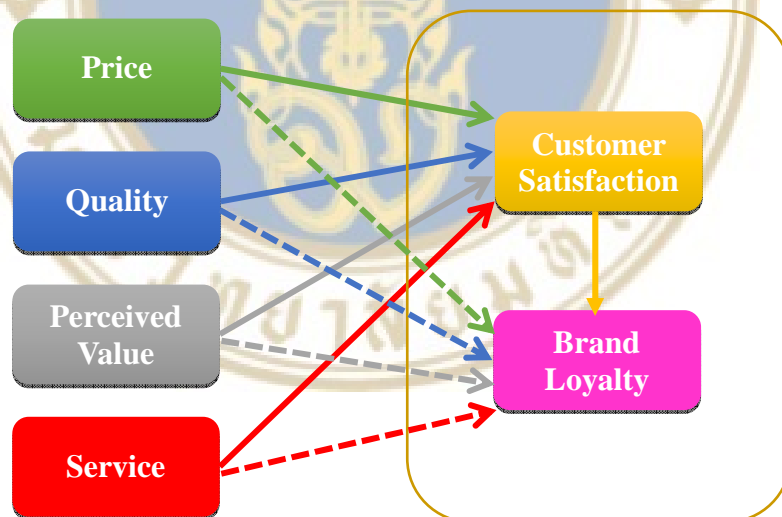
Figure 2.1 The model of factors behind the brand loyalty of customers based on Ahmed, Sandhu, Zulkarnain and Gulzar (2011).

According to Fig.1.the research try to prove all the four factors which are price, quality, perceived value, and service, that they are able to create a linkage to customer satisfaction or not. When customers are satisfied with the price, quality, perceived value, and service, they might tend to enhance more loyalty to the specific brand. Meanwhile, the factor about price, quality, perceived value, and service also influence brand loyalty directly as well. In terms of brand owners, they should be aware of those factors, price, quality, perceived value, and service, and customer satisfaction which can build and help to create brand loyalty lastly.

2.1 Brand Loyalty

Brand loyalty is a commitment to repurchase a specific product consistently in the future (Oliver, 1999).It is an essential determinant of the firm in term of long-term financial performance (Jones and Sasser, 1995). Especially for service firm, when the loyal customers of the company increase, it can be implied that the profits typically increase substantially (Reichheld). Then, the service firm always gives an important role on providing superior value to meet customer satisfaction, an underlying source of competitive advantage (Woodruff, 1997). Brand loyalty also has a strong relationship with the various factors and one major point is the experience of usage (Aaker and Keller, 1990). Customers typically have a loyalty when they are satisfied with the product of the brand and then prefer to keep the relationship with it, (Fornell, 1992). The different products effect the different correlation in term of brand loyalty, (Carman, 1970). Time and other variable also affect the rebuy of product (Kuehn & Day, 1964). When the customers commit to the brand, they always repurchase the product from the previous brand and hardly switch to the new brand.

2.2 Factors of Brand Loyalty

From many researches indicate that brand loyalty is an important aspect for company to draw the customers and remind customer to repurchase their product brand. The factor of brand loyalty is a determinant which affects customers and influences them to stick to that brand. According to Lau et.al (2006) represent seven factors that impact to the brand loyalty which are brand name, product quality, price, design, store environment, promotion and service quality. Meanwhile the research of Ahmed, Sandhu, Zulkarnain and Gulzar (2011) show another factors that relevant to the brand loyalties which are price, quality, perceived value, service and other factors plus customer satisfaction and ethic to claim as the factors of brand loyalty. Anyway, this research paper based on the research of Ahmed, Sandhu, Zulkarnain and Gulzar (2011) which represent the factors of price, quality, perceived value, service and customer satisfaction affect brand loyalty.

2.3 Price

Price can be specified as money that consumer need to pay in order to exchange the product that they need in companies marketing mix (Barringer & Ireland, 2009). Price takes an important part to influence customers' choice and prevalence of buying (Bucklin et al, 1998). The prospect of customer about the product price is depending on the last prices of the product that they used to buy (Katwani, Yims, Rinne & Sugita, 1996). The quality of the product can be determined by price that customers have to pay (Schmalensee, 1978). The buying behavior of customer is influenced by the price, when brands are similar they typically buy a lower price product. They normally buy a high price when the product shown the differently and outstandingly in product quality (May, 1965). Therefore, price plays a significant role to evaluate the quality of its product (Suri & Monroe, 2003) and price is a factor for customers to determine that they should repurchase product with this price rate or not by comparing to another product brand.

2.4 Quality

According to Kotler & Armstrong (2009) stated that quality can be defined as "The characteristics of a product or service that bear on its ability to satisfy stated or implied customer needs". In other words, quality means "fitness for use" or "conformance to requirement" (Russell and Taylor, 2006) People may prove a difference of product from price and quality (Rao & Monroe, 1989).The belief about quality and price are having a positive relationship. High price typically go along with superior quality in customers' perception (Tellis & Wernelfelt, 1987) and most of customers perceived for high quality. Quality awareness is described as a desire for high quality product and requires the perfect choice when buying the available brand (Sproles and Kendall, 1986) Thus, quality is one of an important factor for brand loyalty. Customers are ready to pay for the brand that they trust in quality even they have to pay high price.

2.5 Perceived value

The perceived value is defined as "The customer's evaluation of the difference between all the benefits and all the cost of marketing offer relative to those competing offers" (Kotler, Armstrong, Agnihotri and Haque, 2010). The perceived value of the successful brand need to meets the requirement of customer (Chernatony and McDonald, 2001). The perceived value, quality and satisfaction factors have an effect on consumer behavior (Cronin, Brady & Hult, 2000). Moreover, the aspects of perceived value and service quality they also relate to brand loyalty (Jin, 2010) According to the above research literature can be claimed that the perceived value can be one factor that has an impact on customer loyalty.

2.6 Service

Service is defined as "Any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything" (Kotler and Armstrong, 2008). The service is a kind of interaction between salesperson and potential customers. Customers like to shop at a store that provides privilege service for them. The relationship between salesperson and customers will impact in a long term toward the store or brand. If the customers trust in salesperson it will link to overall perceptions of the service quality in a brand shop as Sutan and Mooraj, 2001 said that the trust of customers can be caused by service quality as well. Meanwhile, the service should correspond to the customers' expectations and satisfy customer needs and requirement (Gronroos, 1990) then the customers will return to repurchase the product brand that they have used.

2.7 Customer satisfaction

Customer's satisfaction is defined as "The extent to which a product's, perceived performance matches a buyer's expectation" (Kotler, Armstrong, Agnihotri and Haque, 2010). In other words, customer satisfaction can be described as the consistency of expected result compare with the actual outcome (Oliver, 1981). It seem like an after sale evaluation between the product quality and the customers' expectation before buying the product (Kotler, 1991). Customers are loyal to their brands if they are satisfied and when the product or service is able to fulfill their need and requirement. The brand switching will be the last step for a loyal customer, it will happen when customers don't have any choice, (Lau et.al, 2006). From the above research literatures show that, customer satisfaction can be related and impact customers in term of brand loyalty as well.

Table 2.1 Literature Review Summary

Theory & Concept	Logic	Main Aspect	Example of Studies
Brand loyalty	A commitment to repurchase a specific product brand consistently in the future	Brand loyalty is a key aspect to influence customer to repurchase the same product brand	(Oliver, 1999; Aaker and Keller, 1990; Fornell, 1992; Carman, 1970; Kuehn & Day, 1964)
Factor of brand loyalty	Understanding the behind factors that impact on brand loyalty	Factor that create brand loyalty consist of five components; price, quality, perceived value, service and customer satisfaction	(Lau et.la,2006; Ahmed, Sandhu, Zulkarnain and Gulzar, 2011)
Price	Price plays a significant role to evaluate the quality of its product	Buying behavior can be influenced by the price	(Barringer & Ireland, 2009; Bucklin et al, 1998; Katwani, Yims, Rinne & Sugita, 1996; May, 1965; Suri & Monroe, 2003)
Quality	The characteristics of a product or service that bear on its ability to satisfy customer needs	Quality of the product brand has impact on brand loyalty for customer to repurchase	(Kotler & Armstrong, 2009; Rao & Monroe, 1989; Tellis & Wernelfelt, 1987;Russell and Taylor, 2006; Sproles & Kendall, 1986)

Table 2.1 Literature Review Summary (cont.)

Perceived value	The evaluation of the difference between all the benefits and all the cost of marketing	Perceived value of the product brand has impact on brand loyalty for customer to return buying	(Kotler, Armstrong, Agnihotri and Haque, 2010; Chernatony and McDonald, 2001; Cronin, Brady & Hult, 2000; Jin, 2010)
Service	Activity or benefit that one party can offer to another	Service quality is also linked to trust and influence customer to repurchase the previous brand	(Kotler and Armstrong, 2008; Sultan and Mooraj, 2001; Gronroos, 1990)
Customer satisfaction	A product's perceived performance matches a buyer's expectation	Customer satisfaction has impact on brand loyalty	(Kotler, Armstrong, Agnihotri and Haque, 2010; Oliver, 1981; Kotler, 1991; Lau et.al, 2006)

2.8 Hypotheses

The research paper focuses on the factors that influence customers' brand loyalty toward lingerie products in Thailand. Regarding studying the literature review above which show the relative between five factors and brand loyalty, the hypothesis to be tested are:
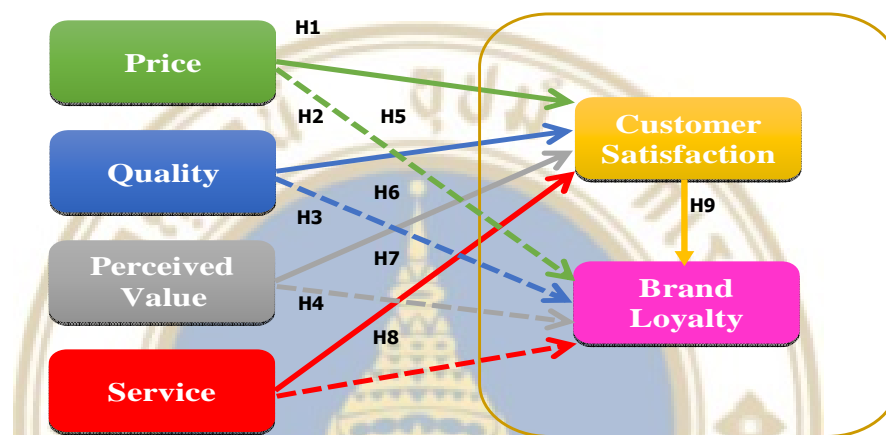
Figure 2.2 The hypotheses of factors behind the brand loyalty of customers based on Ahmed, Sandhu, Zulkarnain and Gulzar (2011).

H1: There is a significant and positive relationship between price and customer satisfaction.

H2: There is a significant and positive relationship between quality and customer satisfaction.

H3: There is a significant and positive relationship between perceived value and customer satisfaction.

H4: There is a significant and positive relationship between service and customer satisfaction.

H5: There is a significant and positive relationship between price and brand loyalty.

H6: There is a significant and positive relationship between quality and brand loyalty.

H7: There is a significant and positive relationship between perceived values and brand loyalty.

H8: There is a significant and positive relationship between service and brand loyalty.

H9: There is a significant and positive relationship between customer satisfaction and brand loyalty.

CHAPTER III
RESEARCH METHODOLOGY

The paper has been conducted based on quantitative research by using questionnaire to analyze the impact of price, quality, perceived value, service and customer satisfaction on brand loyalty which based on the research of Ahmed, Sandhu, Zulkarnain and Gulzar (2011). The questionnaire can be divided into two major sections. The first part is all about the questions that relevant to the brand loyalty factors which measured by 5-likert scaling technique. It consists of 20 questions which are classified regarding to the variable of the study research. The second section relate to the respondents' demographic in which the question may are asked about age, marital status, education, occupation and income in order to know the background information of the respondents.

The survey research acquires information from one or more group of people (Leedy & Ormrod, 2005) in order to attain the information regarding brand loyalty of lingerie customers. Statistical methods of measurement play a large role when analyzing quantitative information (Holme & Solvang, 1997). The reason why we choose quantitative method because it generate data about a last number of people who might represent a bigger of population and it is also create flexibility for reaching a larger sample size of respondents.

The objective of this research paper aim to clarify the factors behind the brand loyalty of lingerie customers who live in Bangkok which can be classified into three age groups: 15 – 24 years, 25 – 34 years and 35 years and above in order to see the difference relationship between age group and brand loyalty among them. Due to the need and requirement of each age group are different so the questionnaire should be split into various group based on requirement in order to know the factor behind them that influence brand loyalty.

The first age group is an adolescence who has age around 15 – 24 years old. Most of this group is a university student and people who start working life. The

second group show a group of women age around 25 – 34 years old which focus on a maturation need. The last group emphasizes women who have age 35 years and above represent for the elderly which might have a different and specific need from another group.

The women have been chosen to be a target in the research paper because the women population increases every year according to the Department of Provincial Administration, Ministry of Interior which is interesting for the investors who want to gain a big volume of potential customer nowadays and in the future. Moreover, women seem to be more satisfied with the shopping experience than men (Alreck and Settle, 2002). Women typically have more enjoyed moment than men when shopping and men do not shop as much as women (Haiyan Hu, and Cynthia Jasper). Thus, feminine customers tend to have more efficiency to do a research in order to see the factors that create brand loyalty to lingerie product.

The questionnaires were launched in the month of July, 2014. The researcher set an objective to collect the data from 210 respondents which can be divided into 3 groups of respondents which also classified by age. The respondents' data were collected from both offline and online method. For data collection via offline channel, the data were collected from different places in Bangkok area for each certain group. The respondents from the first group, ages around 15 – 24 years come from schools, universities and some companies in Bangkok area. Collecting the respondents' data from second group, 25 – 34 years, and the third group, 35 years and above, all data were recorded from the big companies in the Bangkok area. Other method from online survey, the researcher also launches online questionnaires via https://docs.google.com to gain more and come closer to respondents in order to reach the total amount of 210 respondents as target setting.

Table 3.1 Group of respondents

Age Groups	Respondents Amount	Data Collection Area
15 – 24 Years	70 respondents	University & Company in Bangkok area
25 – 34 Years	70 respondents	Company in Bangkok area
35 Years and above	70 respondents	Company in Bangkok area
Total	210 respondents	

CHAPTER IV
RESEARCH FINDINGS

The results from the questionnaires were recorded and analyzed than the expected amount from 210 to 245 respondents. All the data were collected from the schools, universities, companies in Bangkok area and online channel. There was no missing information occur during the data collection via online system as the researcher set the system to force all respondents to fill and reply answer in all questions. If the respondents miss to fill in the information in some part, they cannot pass to do the next questions. The data collection represents sample size of the three different age group of woman in order to see the factor of brand loyalty to lingerie product for women. The demographic of respondents will provide more understanding about the sample size and see how this item relevant to the topic discussion which may help to clarify and analyze a better result.

4.1   Profile of Respondents

Table 4.1   Age of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
	15 – 24 years old	75	30.6	30.6	30.6
	25 – 34 years old	97	39.6	39.6	70.2
Valid	35 years old and above	73	29.8	29.8	100.0
	Total	245	100.0	100.0	

What is your age?

Table 4.1 shows the three different age group of respondents; 15 – 24, 25 – 34, and 35 years old and above. The totals of respondents are 245 people which derive

from three age groups of respondents. The 30.6 percent come from the group of 15 – 24 years old. The 39.6 percent come from the group of 25 – 34 years old and the less get 29.8 percent which derive from the group of 35 years old and above.

Table 4.2   The marital status of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	179	73.1	73.1	73.1
	Married	66	26.9	26.9	100.0
	Total	245	100.0	100.0	

Table 4.2 represents the status of all respondents, 73.1% of respondents are single meanwhile 26.9% of respondents are married.

Table 4.3   The education level of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below Bachelor's degree	17	6.9	6.9	6.9
	Bachelor's degree	151	61.6	61.6	68.6
	Master's degree & above	77	31.4	31.4	100.0
	Total	245	100.0	100.0	

Table 4.3 shows the education level of all respondents. 61.6% of the respondents graduated Bachelor's degree, 31.4% of respondents graduated Master's degree & above, and the less of 6.9% of respondents graduated below Bachelor's degree.

Table 4.4   The occupation of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
	Student	47	19.2	19.2	19.2
	Office worker	161	65.7	65.7	84.9
	Business owner	19	7.8	7.8	92.7
Valid	Housewife	4	1.6	1.6	94.3
	Unemployed	1	.4	.4	94.7
	Other	13	5.3	5.3	100.0
	Total	245	100.0	100.0	

Table 4.4 illustrates the occupation of the respondents. Most of them 65.7 % are office worker, 19.2% of respondents are student, 7.8% of respondents are business owners, 5.3% of respondents have other occupation, 1.6% respondents are housewife and 0.4% or only one respondent is unemployed.

Table 4.5   The monthly income of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
	<5000	9	3.7	3.7	3.7
	5,000 - 15,000	26	10.6	10.6	14.3
	15,000 - 35,000	73	29.8	29.8	44.1
Valid	35,000 - 50,000	76	31.0	31.0	75.1
	>50,000	61	24.9	24.9	100.0
	Total	245	100.0	100.0	

Table 4.5 shows the income per month of all 245 respondents. There are not significant differences between incomes of each respondents group. The 31% of respondents have income between 35,000 – 50,000 baht per month while 29.8% of respondents gain 15,000 – 35,000 baht per month and 24.9% of respondents have income above 50,000 baht per month. Another portion approximately 10.6% of respondents receives 5,000 – 15,000 baht monthly and the less of 3.7% of respondents get salary below 5,000 baht per month.

Table 4.6   Means tables of each factor

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Brand loyalty	245	1.67	5.00	3.4422	.51564
Price	245	1.00	5.00	3.0748	.91602
Quality	245	1.67	5.00	4.1361	.66980
Perceived value	245	2.67	5.00	4.0939	.47023
Service	245	1.00	5.00	3.8857	.86027
Customer satisfaction	245	1.67	5.00	4.0136	.61092
Valid N (listwise)	245				

Table 4.7   Ranking Means tables of each factor

Rank	Factors	Mean
1	Quality	4.1361
2	Perceived value	4.0939
3	Customer satisfaction	4.0136
4	Service	3.8857
5	Brand loyalty	3.4422
6	Price	3.0748

Table 4.6 and 4.7 shows the means score of all factors which are price, quality, perceived value, service, customer satisfaction and brand loyalty itself. The overall result derives from using 5 likert scales to measure the means of each factor. Each variable has different mean, the means rank from the highest to the lowest score of all factors which are; quality (4.1361), perceived value (4.0939), customer satisfaction (4.0136), service (3.8857), brand loyalty (3.4422) and price (3.0748) respectively. This show the rank of the important factors which derive from the means scores from all 245 respondents

Table 4.8   Means tables of age group

What is your age?		Brand	Price	Quality	Value	Service	CS
15 – 24 years	Mean	3.4267	2.9111	4.0711	4.0756	4.0400	4.0222
	N	75	75	75	75	75	75
	Std. Deviation	.52149	.94969	.73988	.50988	.90371	.66516
25 – 34 years	Mean	3.5052	3.2027	4.1649	4.0825	3.8866	4.0172
	N	97	97	97	97	97	97
	Std. Deviation	.45418	.84376	.62938	.51151	.76662	.61496
35years&above	Mean	3.3744	3.0731	4.1644	4.1279	3.7260	4.0000
	N	73	73	73	73	73	73
	Std. Deviation	.57987	.95782	.65055	.36273	.91345	.55277
Total	Mean	3.4422	3.0748	4.1361	4.0939	3.8857	4.0136
	N	245	245	245	245	245	245
	Std. Deviation	.51564	.91602	.66980	.47023	.86027	.61092

Table 4.9   Ranking means tables of age group

Age group	Rank	Factor	Mean
15 – 24 years old	1	Perceived value	4.0756
	2	Quality	4.0711
	3	Service	4.0400
	4	Customer satisfaction	4.0222
	5	Brand loyalty	3.4267
	6	Price	2.9111
25 – 34 years old	1	Quality	4.1649
	2	Perceived value	4.0825
	3	Customer satisfaction	4.0172
	4	Service	3.8866
	5	Brand loyalty	3.5052
	6	Price	3.2027

Table 4.9   Ranking means tables of age group (cont.)

Age group	Rank	Factor	Mean
35 years old & above	1	Quality	4.1644
	2	Perceived value	4.1279
	3	Customer satisfaction	4.0000
	4	Service	3.7260
	5	Brand loyalty	3.3744
	6	Price	3.0731

Table 4.8 shows the most important factor that influence brand loyalty of each age group. The age group can be divided into three groups which are 15 – 24 years old, 25 – 34 years old and 35 years old and above. The means of all six factors, price, quality, perceived value, service, customer satisfaction, and brand loyalty itself, can be counted in order to analyze what is the most important factor that impact on brand loyalty of each age group. Meanwhile the Table 4.9 represents the most important factor of each age group. For the group of 15 – 24 years old, the means rank from the highest to the lowest score of this age are; perceived value (4.0756), quality (4.0711), service (4.0400), Customer satisfaction (4.0222), brand loyalty (3.4267), and price (2.9111). Another age group of 25 – 34 years old, the means rank from the highest to the lowest score are; quality (4.1644), perceived value (4.0825), customer satisfaction (3.8866), service (3.8866), brand loyalty (3.5052), and price (3.2027). The last group of respondents age of 35 years old & above, the means rank from the highest to the lowest score are; quality (4.1644), perceived value (4.1279), customer satisfaction (4.00), service (3.7260), brand loyalty (3.3744), and price (3.0731).

Table 4.10   The different of age group

Multiple Comparisons (LSD)					
Dependent Variable	(I) What is your age?	(J) What is your age?	Mean Difference (I-J)	Std. Error	Sig.
Brand	15 – 24 years old	25 – 34 years old	-.07849	.07916	.322
		35 years old and above	.05224	.08464	.538

Table 4.10   The different of age group (cont.)

	25 – 34 years old	15 – 24 years old	.07849	.07916	.322
		35 years old and above	.13073	.07977	.103
	35 years old and above	15 – 24 years old	-.05224	.08464	.538
		25 – 34 years old	-.13073	.07977	.103
Price	15 – 24 years old	25 – 34 years old	-.29164*	.14018	.039
		35 years old and above	-.16195	.14989	.281
	25 – 34 years old	15 – 24 years old	.29164*	.14018	.039
		35 years old and above	.12969	.14126	.359
	35 years old and above	15 – 24 years old	.16195	.14989	.281
		25 – 34 years old	-.12969	.14126	.359
Quality	15 – 24 years old	25 – 34 years old	-.09384	.10320	.364
		35 years old and above	-.09327	.11035	.399
	25 – 34 years old	15 – 24 years old	.09384	.10320	.364
		35 years old and above	.00056	.10399	.996
	35 years old and above	15 – 24 years old	.09327	.11035	.399
		25 – 34 years old	-.00056	.10399	.996
Perceived Value	15 – 24 years old	25 – 34 years old	-.00692	.07252	.924
		35 years old and above	-.05230	.07754	.501
	25 – 34 years old	15 – 24 years old	.00692	.07252	.924
		35 years old and above	-.04538	.07308	.535
	35 years old and above	15 – 24 years old	.05230	.07754	.501
		25 – 34 years old	.04538	.07308	.535
Service	15 – 24 years old	25 – 34 years old	.15340	.13147	.244
		35 years old and above	.31397*	.14058	.026
	25 – 34 years old	15 – 24 years old	-.15340	.13147	.244
		35 years old and above	.16057	.13249	.227
	35 years old and above	15 – 24 years old	-.31397*	.14058	.026
		25 – 34 years old	-.16057	.13249	.227
Customer Satisfaction	15 – 24 years old	25 – 34 years old	.00504	.09431	.957
		35 years old and above	.02222	.10085	.826
	25 – 34 years old	15 – 24 years old	-.00504	.09431	.957
		35 years old and above	.01718	.09504	.857
	35 years old and above	15 – 24 years old	-.02222	.10085	.826
		25 – 34 years old	-.01718	.09504	.857
*. The mean difference is significant at the 0.05 level.					

Table 4.10 shows the different significance of age group. The first factor that has different significance is price between age of 15 – 24 years old and 25 – 34 years old as it has sig level at the 0.039 (below 0.05 level). Another factor that has a different significant is service factor in the age between 15 – 24 years old and 35 years old and above reach the sig level at 0.026 which is below 0.05 level.

Regression

Table 4.11   Model summary 1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.260[a]	.067	.052	.50208

a. Predictors: (Constant), service, price, perceived value, quality

Table 4.12   ANOVA 1

<div align="center">ANOVA[a]</div>

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	4.375	4	1.094	4.339	.002[b]
1	Residual	60.500	240	.252		
	Total	64.875	244			

a. Dependent Variable: brand loyalty

b. Predictors: (Constant), service, price, perceived value, quality

The result in Table 4.11 and 4.12 indicate that there is positive correlation (R: 0.260) between the independent variables (service, price, perceived value, quality) and the dependent variable i.e. brand loyalty. The ANOVA table shows that F statistic value of 4.339 is significant at 0.002 levels.

Table 4.13   Coefficients 1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.378	.306		7.773	.000
	price	-.049	.036	-.086	-1.335	.183
	quality	.004	.060	.005	.065	.948
	perceived value	.251	.080	.228	3.119	.002
	service	.044	.041	.074	1.065	.288

a. Dependent Variable: brand loyalty

Table 4.13 indicates the value for adjusted R Square (0.052) which shows that the independent variables (service, price, perceived value, quality) and explain 5.2% of variance in brand loyalty. Perceived value has a greater influence on brand loyalty as it has the highest Standardized Beta Coefficient (Beta=0.228) which is also significant at 0.002 level.

Table 4.14   Model summary 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.467[a]	.218	.205	.54459

a. Predictors: (Constant), service, price, perceived value, quality

The result in Table 4.14 indicate that there is positive correlation (R:0.467) between the independent variables (service, price, perceived value, quality) and the dependent variable i.e. brand loyalty.

Table 4.15   ANOVA 2

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.887	4	4.972	16.764	.000[b]
	Residual	71.179	240	.297		
	Total	91.066	244			

a. Dependent Variable: TCS
b. Predictors: (Constant), service, price, perceived value, quality

Table 4.15 shows how much significant exist between the variable under discussion. It is another matter that whether it is acceptable or not. The result of ANOVA table represents that significance level is .000 which is less than .05. It means that service, price, perceived value and quality has strong and acceptable influence on brand loyalty.

Table 4.16   Coefficients 2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.961	.332		5.909	.000
	price	-.144	.039	-.216	-3.650	.000
	quality	.023	.065	.025	.357	.722
	perceived value	.500	.087	.385	5.741	.000
	service	.090	.045	.127	2.013	.045

a. Dependent Variable: customer satisfaction

Table 4.16 shows the beta values of under study variable which illustrate the individual influence of independent variable on the dependent variable. Table represents that perceived value has strong influence on customer satisfaction as it carried the value .385. Price has also strong impact on customer satisfaction but it was

less than perceived value influence as it carried the value -.216 which both of variables are also significant at 0.000 level.

Table 4.17 Model summary 3

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.426[a]	.182	.178	.46745

a. Predictors: (Constant), customer satisfaction

The result in Table 4.17 indicate that there is positive correlation (R: 0.426) between the independent variables (customer satisfaction) and the dependent variable i.e. brand loyalty.

Table 4.18 ANOVA 3

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.777	1	11.777	53.895	.000[b]
	Residual	53.099	243	.219		
	Total	64.875	244			

a. Dependent Variable: brand loyalty
b. Predictors: (Constant), customer satisfaction

Table 4.18 shows how much significant exist between the variable under discussion. It is another matter that whether it is acceptable or not. The result of ANOVA table represents that significance level is .000 which is less than .05. It means that customer satisfaction has strong and acceptable influence on brand loyalty.

Table 4.19   Coefficients3

<div align="center">Coefficients^a</div>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.999	.199		10.051	.000
customer satisfaction	.360	.049	.426	7.341	.000

a. Dependent Variable: Tbrand

Table 4.19 shows the beta values of under study variable which illustrate the individual influence of independent variable on the dependent variable. Table represents that customer satisfaction has strong influence on brand loyalty as it carried the value .426 which is also significant at 0.000 level.

4.2   Hypotheses testing result

The result shows that there are 5 supported hypotheses which have a positive relationship between each variable. On the other hand, there are 4 hypotheses that unsupported the hypotheses.

Table 4.20   Hypotheses Testing Results

Hypotheses	Hypotheses Testing Results
H1: There is a significant and positive relationship between price and customer satisfaction.	Supported
H2: There is a significant and positive relationship between quality and customer satisfaction.	Unsupported
H3: There is a significant and positive relationship between perceived value and customer satisfaction.	Supported

Table 4.20 Hypotheses Testing Results (cont.)

Hypotheses	Hypotheses Testing Results
H4: There is a significant and positive relationship between service and customer satisfaction.	Supported
H5: There is a significant and positive relationship between price and brand loyalty.	Unsupported
H6: There is a significant and positive relationship between quality and brand loyalty.	Unsupported
H7: There is a significant and positive relationship between perceived values and brand loyalty.	Supported
H8: There is a significant and positive relationship between service and brand loyalty.	Unsupported
H9: There is a significant and positive relationship between customer satisfaction and brand loyalty.	Supported

CHAPTER V
CONCLUSION & RECOMMENDATION

The research tries to reveal the factor behind brand loyalty of customer towards lingerie brand in order to see the possibility and increase the number of loyal customer to the brand. As brand loyalty is an important factor for the companies to ensure that their product always pop up in customers' mind even the customers do not want to buy the product now, but it will suddenly appear the name of brand in customers' mind and perception when they want to purchase those kind of products. Brand loyalty also prevents customers from switching the brand. According to the research it is not simple to retain customer loyalty as there are many factors that stimulate and manipulate customers to walk away such as competition, fashion, trend and customers' requirement for new thing and variety of choice, etc.

5.1 Conclusion

The result of research from using quantitative method shown that perceived value has strong and acceptable influence directly on brand loyalty as the significance level should stay below 0.05 and perceived value can gain about 0.002 level (table 5.1). The result also shown those customers usually compare the cost that they have to pay with the benefit that they have received. If the product is worth for the money that mean you can gain more loyal customer to your brand. Moreover, brand has to build trust toward customer because customers will repurchase the product from the brand they trust. From the research result regarding to lingerie product, customers typically purchase the top brand which can be claimed that those of top brands already build trust with the customers and they stay in the market for a long time. The most lingerie brands that customers always talk about are Wacoal and Sabrina. So it is the right time for the brand owners to build trust and try to make customers believe that the product is worth for the money that customers have to pay.

Another factor that can build customer satisfaction directly were perceived value, price and service due to the sig score of all three factors stay below 0.05 (Table 5.2). Meanwhile the sig score of customer satisfaction and brand loyalty is 0.000 (Table 5.3) which can be indicated as a significance variable to each other. When customers are satisfied with the brand, it will increase the chance of repurchasing from potential customers and it also provide an opportunity for the brand owners to turn all of them to be loyal customers by improving the service quality, the price of the product and the value for money that customers have to purchase.

Customers tend to buy the product that fulfill they need. They always looking for and purchase the product that complete their requirement. In term of lingerie, customers also have a different need and requirement so they will search for the brands that provide the nice product for them such as Doomm series by Sabina for mini size breast etc. It would be better for the brand to get the need and requirement from the customers in order to fulfill their satisfaction and turn all of them to be your loyal customer and stick to the brand all the time.

Table 5.1   Coefficients 4

Coefficients^a

Model		Standardized Coefficients Beta	t	Sig.
1	(Constant)		7.773	.000
	Tprice	-.086	-1.335	.183
	Tquality	.005	.065	.948
	Tvalue	.228	3.119	.002
	Tservice	.074	1.065	.288

a. Dependent Variable: Tbrand

Table 5.2   Coefficients 5

Coefficients^a

Model		Standardized Coefficients	t	Sig.
		Beta		
1	(Constant)		5.909	.000
	Tprice	–.216	–3.650	.000
	Tquality	.025	.357	.722
	Tvalue	.385	5.741	.000
	Tservice	.127	2.013	.045

a. Dependent Variable: TCS

Table 5.3   Coefficients 6

Coefficients^a

Model		Standardized Coefficients	t	Sig.
		Beta		
1	(Constant)		10.051	.000
	TCS	.426	7.341	.000

a. Dependent Variable: Tbrand

Table 5.4   1st Ranking means tables of age group

Age group	Rank	Factor	Mean
15 – 24 years old	1	Perceived value	4.0756
	2	Quality	4.0711
	3	Service	4.0400
	4	Customer satisfaction	4.0222
	5	Brand loyalty	3.4267
	6	Price	2.9111
25 – 34 years old	1	Quality	4.1649
	2	Perceived value	4.0825
	3	Customer satisfaction	4.0172
	4	Service	3.8866
	5	Brand loyalty	3.5052
	6	Price	3.2027
35 years old & above	1	Quality	4.1644
	2	Perceived value	4.1279
	3	Customer satisfaction	4.0000
	4	Service	3.7260
	5	Brand loyalty	3.3744
	6	Price	3.0731

Moreover, the Table 5.4 represents the most important factor of each age group. For the group of 15 – 24 years old, the most important impact on brand loyalty is perceived value (4.0756). The second age group of 25 – 34 years old, the most essential for this group is quality (4.1644). The last group of respondents' age of 35 years old & above, the most important is quality (4.1644),

5.2   Recommendation

According to the result of the study research, some factors impact brand loyalty toward lingerie product such as perceived value, price, service, and customer satisfaction but some like quality may not provide significant support to create brand loyalty. It is time for marketer to help the brand by driving all factors that influence brand loyalty in order to meet customers' satisfaction and turn all of them to be loyal

customer to the brand. Then you can gain and draw many customers to the brand and also increase the profit and revenue to the company as well. As the customers are the important person in the business world if we can make the brand to be in customers' mind that mean we can meet the bright future when doing business.

5.3 Limitation

Most of the limitation of this research is all about the method to analyze the data. As the researcher does not cover all methods that should do when analyzing SPSS program such as factor analysis and correlation. Thus, it would be better to gain more effective and reliable result if the researcher does factor analysis and correlation.

5.4 Future research

It is suggested that the next research should be launch outside Bangkok especially in other capital in Thailand such as Chiang Mai, Khon Kane, and Phuket province in order to know the variety of information from customers in various area. The research can be more focus on a target group who has a power to purchase things so that we can use the recorded information from the real user and fulfill their requirement better. Moreover, from the result shown that perceived value is very important factor that relate to both customer satisfaction and brand loyalty itself so it would be better for brand owners to do more research about perceived value in order to create more understanding about what people think in term of perceived value so that we can bring all information to develop the product and service to fulfill customers' requirement and turn them to be brand loyal customers at last.

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APPENDICES

APPENDIX A: Questionnaire

Questionnaire / แบบสอบถาม

We are master degree students from College of Management, Mahidol University. We would like to invite you to participate in the research study about brand loyalty to lingerie product. The objective of the questionnaire tries to analyze what are the factors of brand loyalty. Your information would be classified and will not be used elsewhere. This questionnaire would take approximately 5 minutes of your valuable time which we would really appreciate.

แบบสอบถามนี้เป็นส่วนหนึ่งของสารนิพนธ์วิทยาลัยการจัดการมหาวิทยาลัยมหิดล เกี่ยวกับการภักดีต่อตราสินค้าของผลิตภัณฑ์ชุดชั้นในสตรี ผู้จัดทำใคร่ขอความร่วมมือในการตอบแบบสอบถามตามความเป็นจริง ทั้งนี้ข้อมูลที่ได้รับจะถูกเก็บเป็นความลับและจะนำเสนอผลการวิจัยในลักษณะโดยรวมเท่านั้น เพื่อนำผลการศึกษาที่ได้ไปใช้ประโยชน์ทางการศึกษาเป็นการเฉพาะต่อไป ทั้งนี้ผู้จัดทำขอขอบคุณทุกท่านเป็นอย่างยิ่งที่ให้ความร่วมในการตอบแบบสอบถามเป็นอย่างดี

Please rate the following questions scale 1 – 5
ท่านมีความพึงพอใจต่อหัวข้อเหล่านี้อย่างไรบ้าง โปรดทำเครื่องหมาย / ในข้อที่ตรงกับความคิดเห็นของท่านมากที่สุด

1 = strongly disagree / ไม่เห็นด้วยเลย
2 = disagree / ไม่เห็นด้วย
3 = neither agree nor disagree / เฉยๆ
4 = agree / เห็นด้วย
5 = strongly agree / เห็นด้วยมากที่สุด

No.	Questions / คำถาม	1	2	3	4	5
1. Brand loyalty / ความภักดีต่อตราสินค้า						
1.1	The term "brand loyalty"** mean to you ฉันมีความภักดีต่อตราสินค้า**ที่ฉันเลือกใช้					
1.2	How likely would you repurchase the same brand? ฉันซื้อชุดชั้นในยี่ห้อเดิมสม่ำเสมอ					
1.3	If the brand that you usually use is unavailable, how likely will you purchase another brand instead? หากชุดชั้นในยี่ห้อที่ฉันใช้ประจำของหมด ฉันจะซื้อชุดชั้นในยี่ห้ออื่นแทนทันที					
1.4	Which brand do you display loyalty towards? / Please specify ชุดชั้นในที่ฉันใช้ประจำคือยี่ห้อ / โปรดระบุ ………………………………………………………………………… ……………………..					
Remark: ** Meaning of brand loyalty in the questionnaire ความหมายของความภักดีต่อตรา สินค้า - Customer will consistently repeat purchase the same brand most of time - การที่ผู้บริโภคมีทัศนคติที่ดีต่อตราสินค้าหนึ่ง และเกิดการซื้อซ้ำต่อเนื่องตลอดมา					
2. Price / ราคา						
2.1	Price has an impact when purchasing a lingerie product. ราคาเป็นปัจจัยสำคัญในการเลือกซื้อชุดชั้นในของฉัน					
2.2	How likely would it be for you to switch brands if an alternative brand was cheaper? ฉันจะเปลี่ยนยี่ห้อชุดชั้นในที่ใช้ประจำ หากยี่ห้ออื่นมีราคาถูกกว่า					
2.3	How likely would it be for you to switch brands if the brand that you usually purchase increases the price? หากยี่ห้อชุดชั้นในที่ฉันใช้ประจำขึ้นราคาสินค้า ฉันจะเปลี่ยนไปซื้อยี่ห้ออื่นแทน					
3. Quality / คุณภาพ						
3.1	How likely would it be for you to switch brands if an alternative brand's product was of better quality? ฉันจะมองหายี่ห้อชุดชั้นในใหม่ หากพบว่าชุดชั้นในยี่ห้ออื่นมีคุณภาพที่ดีกว่า					
3.2	The durability of the lingerie product has an impact on your purchasing. อายุการใช้งานของยี่ห้อชุดชั้นในที่ใช้ประจำ มีผลต่อการเลือกซื้อในครั้งถัดไป					
3.3	The well made of lingerie product brand has an impact on your purchasing. คุณภาพของการตัดเย็บมีผลต่อการเลือกซื้อชุดชั้นในของฉัน					

No.	Questions / คำถาม	1	2	3	4	5
4. Perceived value / การรับรู้คุณค่าของผู้บริโภค						
4.1	How likely would it be for you to be loyal to the brand if the product benefit equal to cost that you have to pay? ยี่ห้อชุดชั้นในที่ฉันใช้ประจำมีราคาเหมาะสมกับเงินที่ฉันต้องจ่าย					
4.2	I trust my lingerie brand that I usually use ฉันมีความไว้ใจ เชื่อใจในยี่ห้อชุดชั้นในที่ฉันใช้อยู่					
4.3	How likely would it be for you to switch brands if an alternative brand offered more value? ฉันจะมองหายี่ห้อชุดชั้นในใหม่ หากพบว่าชุดชั้นในยี่ห้ออื่นมีความคุ้มค่ามากกว่า					
5. Service / บริการ						
5.1	The well-trained of the salesperson have an impact on your brand loyalty ความรู้และทักษะของพนักงานขายมีผลต่อการซื้อของฉัน					
5.2	The willingness to help of salesperson have an impact on your brand loyalty การบริการด้วยความเต็มใจของพนักงานขายมีผลต่อการซื้อของฉัน					
5.3	Being friendly and courteous of salesperson have an impact on your brand loyalty ความเป็นมิตรและความสุภาพของพนักงานขายมีผลต่อการซื้อของฉัน					
6. Customer satisfaction / ความพึงพอใจ						
6.1	How likely are you satisfied your lingerie product brand that you usually use? ฉันมีความพอใจในยี่ห้อชุดชั้นในที่ฉันใช้อยู่					
6.2	The lingerie brand that you usually use fulfill your requirement ยี่ห้อชุดชั้นในที่ฉันใช้อยู่ตอบโจทย์ความต้องการของฉัน					
6.3	How likely are you to recommend the lingerie brand that you use to someone else? ฉันจะแนะนำยี่ห้อชุดชั้นในที่ฉันใช้อยู่ให้กับเพื่อนหรือคนที่ฉันรู้จัก					
6.4	Do you have any factors that have an impact on your brand loyalty? ปัจจัยอื่นๆที่ส่งผลต่อการเกิดความภักดีต่อตราสินค้าของฉัน คือ ……………………………………………………………………………… …………………					

7. What is your age? / อายุ

- o 15 – 24 years old
- o 25 – 34 years old
- o 35 years old and above

8. What is your marital status?

- o Single / โสด
- o Married / แต่งงานแล้ว

9. What is the highest level of education you have completed? / วุฒิการศึกษา

- o Below Bachelor's degree / ต่ำกว่าปริญญาตรี
- o Bachelor's degree / ปริญญาตรี
- o Master's degree & above / ปริญญาโท และสูงกว่าปริญญาโท

10. What is your occupation? / อาชีพ

- o Student / นักเรียน -นักศึกษา
- o Office worker / พนักงานบริษัท
- o Business owner / เจ้าของธุรกิจ
- o Housewife / แม่บ้าน
- o Unemployed / ว่างงาน
- o Other ………………………………………………

11. What is your income per month? / รายรับต่อเดือน

- o < 5,000
- o 5,001 – 15,000
- o 15,001 – 35,000
- o 35,001 – 50,000
- o > 50,000

---------------**Thank you /**ขอขอบคุณในความร่วมมือ-------------