Influence of Marketing Mix on Brand Equity, Perceived Value, Satisfaction and Customer Loyalty of TrueMove 3G's Customers in Bangkok

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Abstract

The objectives of this research were to develop and validate a causal relationship model of influence of marketing mix on brand equity, perceived value, satisfaction and customer loyalty of TrueMove 3G's customers in Bangkok. The model involved eight latent variables: marketing mix which consist of service, price, place, and promotion, brand equity, perceived value, customer satisfaction and customer loyalty. The researchers used quantitative methods which involved empirical research. The research tool was a questionnaire to collect data from 330 TrueMove 3G's customers in Bangkok. The statistics used in data analysis were frequency, mean, and structural equation model analysis.

It was found that the model was consistent with the empirical data. Goodness of fit measures were found to be: Chi-square 448.273 (df=552, p-value=0.991); Relative Chi-square (x^2/df) 0.859; Goodness of Fit Index (GFI) 0.936; Adjusted Goodness of Fit Index ($AGFI$) 0.900; Comparative Fit Index (CFI) 1.000; Standardized Root Mean Square Residual ($SRMR$) 0.027 and Root Mean Square Error of Approximation ($RMSEA$) 0.000. It was also found that (1) Marketing mix in the dimension of price had a positive and direct influence on brand equity (2) Marketing mix in the dimension of promotion had a positive and direct influence on brand equity (3) Brand equity had a positive and direct influence on perceived value (4) Brand equity had a positive and direct influence on customer satisfaction (5) Perceived value had a positive and direct influence on customer satisfaction (6) Perceived value had a positive and direct influence on customer loyalty and (7) Customer satisfaction had a positive and direct influence on customer loyalty.

Keywords: Marketing MIX, Brand Equity, Perceived Value, Customer Satisfaction, Customer Loyalty