

Nisachol Thonsuk 2013: Factors Affecting Consumer Intentions of Brand Switching and New Product Purchase In Consumers in the Electrical Appliance Industry. Master of Business Administration (Industrial Administration and Development), Major Field: Industrial Administration and Development, Faculty of Management Sciences. Thesis Advisor: Mr. Thanawut Limpanitgul, Ph.D. 144 pages

The purpose of this study was to examine the casual factors analysis among brand image, customer perceived value and trust affecting consumers intentions of brand switching and new product purchase in consumers in the electrical appliance industry. The instrument used for collecting data was questionnaires, the results obtained from 400 samples who residing in Chonburi with past an experience of buying electrical appliance. Data were analyzed using descriptive statistics and structural equation model.

The results show that increase in customer perceived value and trust also affected purchaser intention of new product. The results show negative relationship between brand image and purchase intention of new product. This study found that customer perceived value is the main influence of purchase intention of new product.

In addition, it was found that brand image, customer perceived value and trust negatively associated with brand switching intention with the most influential determinants being trust and customer perceived value.

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