

Jumphol Ramol 2013: A Causal Relationship Model of the Factors Influencing Private School Brand. Doctor of Education (Educational Administration), Major Field: Educational Administration, Department of Education. Thesis Advisor: Associate Professor Suchada Nanthachai, Ph.D. 215 pages.

The objectives in this thesis were 1) To study causal relationship of factors for school branding and marketing communication strategies of private schools that influencing private school brand in basic education level, 2) To develop and test model developed by the researcher with empirical data. 140 school directors and 140 school managers in kindergarten level to secondary school level of private schools in Bangkok and surrounding districts in academic year 2553 were used as population. Then 140 five years-experience school teachers were purposive sampling. The instrument used in this study was the questionnaire including reliability coefficient .960. Total number of the questionnaire sending were 420. The returned completed questionnaire was 335 that was 79.76 %. Data were analyzed by using descriptive analysis and structural equation model.

The results revealed that 1) Component of branding and marketing communication strategies had both direct and indirect effects to school brand, and 2) The causal relationship model fitted the empirical data (chi-square = 47.990, df = 40, p-value = 0.180, RMSEA = 0.024). The variables in the model accounted for 62 percent of variance of school brand, by the matter that component of branding and marketing communication strategies had both effects on themselves. Component of branding was very much influenced on school brand, and precipitated by marketing communication strategies, achieved brand image and brand equity.

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Thesis Advisor's signature