

Paradee Changprayoon 2014: The Study of Influencing between Brand Equity Brand Preference and Purchase Intention for Men's Skin Care of Metrosexual Consumers in Bangkok. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Miss Sirirat Kosakarika, Ph.D. 141 pages.

This research aim to study (1) causal relationship between brand loyalty, brand awareness, brand association, perceived quality and brand equity (2) causal relationship between brand equity and brand preference and (3) causal relationship between brand preference and purchase intention for men's skin care of metrosexual consumers in Bangkok. This study is a quantitative research by using method of description research and survey research. The questionnaires collect data from 400 sets of respondents and then analyzed by applying descriptive statistics including frequency, percentage, mean, standard deviation, confirmatory factor analysis, and structural equation model that test SPSS for Windows AMOS Version 22 program in statistically significance at the 0.05 level.

The results of structural equation model show that brand equity was the most affect by perceived quality, brand loyalty, brand awareness and brand association respectively. Brand equity affects to brand preference and brand preference affects to purchase intention. Hypothesis tests found that brand loyalty, brand awareness, brand association and perceived quality have the causal relationship with brand equity. Brand equity has the causal relationship with brand preference. And brand preference has the causal relationship with purchase intention. It means that brand equity affect to brand preference be the cause of purchase intention.

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Thesis Advisor's signature