

Nathasruang Phatthara-anuchitkul 2014: The Study of Influencing Between Marketing Mix Brand Equity and Purchase Intention for Tablet Dietary Supplement of Female Consumers in Bangkok. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Ms. Sirirat Kosakarika, Ph.D. 208 pages.

This research aim to study model of casual relationship between marketing mix, brand equity and purchase intention. The study is a quantitative research by using descriptive and survey research. Questionnaires used to collect from respondents are 400 sets. The data set is analyzed by applying descriptive statistics, confirmatory factor analysis, and structural equation model.

The results show that samples have opinion about marketing mix, brand equity and purchase intension in very act. The results of structural equation model can test hypothesis found that marketing mix in product has the positive correlate with brand equity in brand loyalty. Marketing mix in price has the positive correlate with brand equity in brand awareness, perceived quality, brand association and be the cause of purchase intention. Marketing mix in place has the casual relationship with brand equity in brand loyalty. Marketing mix in promotion has the casual relationship with brand equity in brand loyalty. And brand equity in brand loyalty and brand awareness has the casual relationship with purchase intention.

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Student's signature

Thesis Advisor's signature