

Akaradech Wongsiriwisarn 2010: Consumer-Based Brand Equity Measurement of Wannasorn Tutorial School. Master of Business Administration, Major Field: Business Administration, Interdisciplinary Graduate Program. Thesis Advisor: Associate Professor Chuenjit Changchenkit, M.B.A. 121 pages.

The purposes of this research were to study 1) To study the learning behavior of Users, Wannasorn Tutorial School 2) To measure the brand equity of Wannasorn Tutorial School 3) To study the personal factor that affect the brand equity of Wannasorn Tutorial School and 4) To study the learning behavior of Users that effect of brand equity Wannasorn Tutorial School.

The sample consisted of 400 students who where studying in academic year 2552, Tutor specialized in Bangkok branch. And use the statistics as frequency, percentage, mean, standard deviation, the t-test and the F-test at statistically significant at the 0.05 level.

The major finding were follows:

1. Measuring brand equity in recognition of the brand identity, Brand meaning, Brand response, were at highest level and Brand relationships was at high level.

2. The difference of personal factors that affect the brand equity of Wannasorn Tutorial School found that personal factors, the level of educational differences affect brand identity of Wannasorn Tutorial School, statistically significant at the 0.05 level

3. The difference in behavior learning tutorial that affect brand equity of Wannasorn Tutorial School found that behavioral learning tutorial by number of course that student difference affect brand identity of Wannasorn Tutorial School , statistically significant at the 0.05 level.

---

Student's signature

---

Thesis Advisor's signature