

Ekkapong Arunwuttipong 2012: Measurement of Brand Equity and Corporate Social Responsibility of SCG Value Product Certified. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration.
Thesis Advisor: Mr. Nawin Minakan, Ph.D. 179 pages.

The objectives of this research were 1) to study the level of customer-based brand equity of SCG eco value 2) to study the level of corporate social responsibility of SCG eco value 3) to compare the level of customer-based brand equity of SCG eco value by different personal characteristics 4) to compare the level of corporate social responsibility of SCG eco value by different personal characteristics and 5) to study the relationships between corporate social responsibility and customer-based brand equity of SCG eco value. This qualitative research used 400 of questionnaires from the samples that age over 20 years old in Bangkok and must be users of SCG eco value. This research use Multi-stages sampling and the statistics were applied in data analysis includes percentage arithmetic mean and standard deviation. To test the hypothesis, each issue was tested by Independent Samples t-test, One-Way ANOVA (F-test), and Pearson's product moment correlation coefficients at the 0.05 level.

The research found that the customer were in a high level of customer-based brand equity and corporate social responsibility. In addition, the level of Corporate Social Responsibility awareness on environment by the samples had a relationship with the level of customer-based brand equity in the high level. The test of hypothesis indicated that the level of customer-based brand equity of SCG eco Value was found to be significantly different by age, marriage status, education, and career. The level of corporate social responsibility was found to be significantly different by gender, age, and career. All corporate social responsibility of SCG eco values was significantly positive with customer-based brand equity.

Student's signature

Thesis Advisor's signature