

Nattapong Plabtong 2012: Measuring Brand Equity and Corporate Social Responsibility Influencing Market Response Factors of PTT Public Company Limited in Bangkok Metropolitan Area. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Mr. Nawin Minakan, Ph.D. 181 pages.

The objectives of this research were 1) to study level of consumer-based brand equity of PTT Public Company Limited; 2) to compare level of consumer-based brand equity of PTT Public Company Limited by different personal characteristics; 3) to study level of corporate social responsibility of PTT Public Company Limited from consumer's perception; 4) to compare level of corporate social responsibility of PTT Public Company Limited by different personal characteristics; and 5) to study relationships between Corporate Social Responsibility with Market Response Factors of PTT Public Company Limited. The samples for this research were 400 men and women from the age of 15 in Bangkok. Questionnaires were used as a tool for data collecting. The statistics were applied in data analysis include 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 samples had high level of consumer-based brand equity of PTT Public Company Limited; the samples had high level of overall corporate social responsibility of PTT Public Company Limited and from the level of corporate social responsibility of PTT Public Company Limited effect the samples had high level of overall Market Response Factors of PTT Public Company Limited. The testing of hypothesis indicated that the level of consumer-based brand equity of PTT Public Company Limited had no effect by different personal characteristics. The level of overall corporate social responsibility of PTT Public Company Limited was found to be significantly varied by gender and age. All corporate social responsibility of PTT Public Company Limited was positive significantly with All Market Response Factors of PTT Public Company Limited.

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