



**Factors Enhancing Brand Awareness of Design Hotels on Thailand's
Andaman Coastline**

Chantima Angsuwan

**A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of
Master of Business Administration in Hospitality and Tourism Management
(International Program)**

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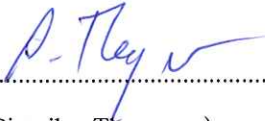
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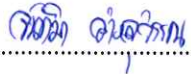

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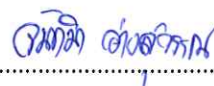

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บทคัดย่อ

การวิจัยครั้งนี้จัดทำขึ้นเพื่อค้นคว้าหาเหตุอันเป็นผลให้นักเดินทางรู้จักในตราของดีไซน์ไฮเตลที่ตั้งอยู่บนชายฝั่งทะเลอันดามันในประเทศไทยเพิ่มขึ้นและเพื่อค้นคว้าหาผลกระทบทางบวกของการที่ตราของดีไซน์ไฮเตลเป็นที่รู้จักของลูกค้าเป้าหมายของการศึกษาวิจัยครั้งนี้คือดีไซน์ไฮเตลที่มีทำเลที่ตั้งอยู่บนชายฝั่งทะเลอันดามันประเทศไทยการที่ชื่อหรือตราของดีไซน์ไฮเตลเป็นที่รู้จักของนักเดินทางนั้นเป็นผลดีสำหรับดีไซน์ไฮเตลเพราะการรับรู้ในตราของโรงแรมจะเป็นขั้นตอนแรกในการสื่อสารรายละเอียดสินค้าหรือบริการของโรงแรมไปยังลูกค้า การรู้จักตราสินค้ามักจะเกิดขึ้นก่อนที่จะมีการซื้อสินค้า เมื่อลูกค้ารู้จักชื่อของสินค้านั้น โอกาสที่ลูกค้าจะเลือกซื้อสินค้านั้นก็จะเพิ่มขึ้น และก็จะกลับมาซื้ออีก ดังนั้นดีไซน์ไฮเตลควรจะทำให้ความสำคัญต่อการทำให้ตราหรือชื่อของดีไซน์ไฮเตลเป็นที่รู้จัก การทำให้ตราของดีไซน์ไฮเตลเป็นที่รู้จักมีผลต่อการเลือกเข้าพักของลูกค้า งานวิจัยเชิงปริมาณฉบับนี้เก็บข้อมูลจากนักเดินทาง 400 คน นักเดินทางทุกคนต้องที่รู้จักดีไซน์ไฮเตลเท่านั้นถึงจะทำการตอบแบบสอบถามได้ ดังนั้นนักเดินทางจะถูกถามก่อนว่ารู้จักดีไซน์ไฮเตลหรือไม่ การศึกษาครั้งนี้ใช้วิธีการสุ่มหาประชากรตัวอย่างแบบ ใ้ควตา ขนาดของกลุ่มตัวอย่างจะถูกแบ่งตามพื้นที่ที่โรงแรมตั้งอยู่ทั้ง 4 แห่ง โดยมี 3 พื้นที่ในจังหวัดภูเก็ต คือ หาดสุรินทร์ หาดกมลา และ หาดในยาง และ 1 พื้นที่ในจังหวัดพังงา คือ เขาหลัก ดังนั้นแต่ละมีขนาดของกลุ่มตัวอย่างพื้นที่ละ 100 คน

จากผลการวิจัยจะเห็นว่า ปัจจัยที่มีผลต่อการเพิ่มความรู้จักให้ตราสินค้าของดีไซน์ไฮเตลมี 5 ปัจจัย นั่นคือ ลักษณะเฉพาะของตรา, สื่อสังคม, การมีส่วนร่วมและรับผิดชอบต่อชุมชนและสถานะแวดล้อมของโรงแรม, การทำโฆษณาตรงไปยังนักเดินทางเป้าหมายโดยไม่ผ่านสื่อโฆษณาหลัก, และการทำโฆษณาผ่านสื่อหลักตามผลการวิเคราะห์เชิงพรรณนา จะเห็นว่า ค่าเฉลี่ยของปัจจัยด้านการทำโฆษณาตรงไปยังนักเดินทางเป้าหมายโดยไม่ผ่านสื่อโฆษณาหลักมีค่าสูงที่สุด และการทำโฆษณาผ่านสื่อหลักมีค่าเฉลี่ยต่ำที่สุดตามผลการวิเคราะห์แบบสถิติสมการถดถอยพหุคูณ พบว่าลักษณะเฉพาะของตราไม่มีผลต่อการทำให้ตราเป็นที่รู้จักเพิ่มมากขึ้น และ อีก 4 ปัจจัยที่

เหลือมีผลต่อการทำให้ตราเป็นที่รู้จักเพิ่มมากขึ้น โดยสื่อสังคมมีค่าความสัมพันธ์กับการเพิ่มการรับรู้ในตรามากที่สุด จากค่าความมั่นคงของค่าเบต้าพบว่าน่าจะมีเหตุอื่นๆที่มีผลต่อการทำให้ตราเป็นที่รู้จักเพิ่มมากขึ้น ซึ่งน่าจะศึกษาเพิ่มเติมในอนาคตนอกจากนี้งานวิจัยฉบับนี้ยังพบว่าการรับรู้ในตรามีความสัมพันธ์ทางบวกกับการตัดสินใจ, การรับรู้ในคุณภาพของตราสินค้า, การภักดีในตรา, และความตั้งใจซื้อ ซึ่งการรับรู้ในตราที่มีค่าความสัมพันธ์มากที่สุดกับการตัดสินใจ อีกทั้งความภักดีในตราที่มีความสัมพันธ์กับการรับรู้ในคุณภาพของตราและการตัดสินใจ

ดังนั้น เจ้าของหรือผู้บริหารของดีไซน์โฮเทลควรจะส่งเสริมการรับรู้ในตราสินค้าผ่านการทำโฆษณาตรงไปยังนักเดินทางเป้าหมายโดยไม่ผ่านสื่อโฆษณาหลัก, ลักษณะเฉพาะของตรา, การมีส่วนร่วมและรับผิดชอบต่อชุมชนและสถานะแวดล้อมของโรงแรม, สื่อสังคม, และการทำโฆษณาผ่านสื่อหลัก ทั้งนี้เมื่อตราสินค้าเป็นที่รู้จักของลูกค้าเพิ่มขึ้น จะทำให้การตัดสินใจ, การรับรู้ในคุณภาพของตรา, การภักดีในตรา, และการตั้งใจซื้อของนักเดินทางสูงขึ้นตามไปด้วย

งานวิจัยฉบับต่อไปควรจะใช้รูปแบบการวิจัยทั้งเชิงคุณภาพและเชิงปริมาณ เพื่อให้ได้ข้อมูลจากทางดีไซน์โฮเทลเองและนักท่องเที่ยว นอกจากนี้งานวิจัยฉบับต่อไปควรจะศึกษาดีไซน์โฮเทลฝั่งทะเลอ่าวไทย

Thesis Title Factors enhancing brand awareness of design hotels on Thailand's Andaman coastline

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ABSTRACT

The objectives of this study are (1) to examine factors enhancing brand awareness of design hotels on Thailand's Andaman Coastline; (2) to identify the impacts of brand awareness on the design hotels. The target of this study is the design hotels on Thailand's Andaman Coastline. It is essential for the design hotels to promote their brand awareness because brand awareness can connect to other communication effects and it happens before purchasing. When a brand has strong awareness in customer's mind, the possibility to buy that brand and repeat purchasing also increases. Thus, the design hotels should focus on brand awareness enhancement since business performance is a main result of brand awareness. The study adopts quantitative approach with quota sampling method. The 400 sets of questionnaire are used by distributing questionnaires at four areas where each design hotel is located which are Surin Beach (Phuket), Nai Yang Beach (Phuket), Kamala Beach (Phuket) and Khaolak (Phang-gna). The tourists who know the design hotels are requested to complete the questionnaires, and therefore the screening question is asked before giving the questionnaires.

The findings present that there are five factors effecting brand awareness enhancement which are brand identity, social media, corporate social responsibility, above-the-line advertising and below-the line advertising. According to the mean values, below-the-line advertising mostly enhances brand awareness while above-the-line advertising less effects brand awareness enhancement. In relation to the multiple regression analysis, the results show that one of five factors which is brand identity is not making a significant unique contribution to brand awareness and social media makes the strongest unique contribution to brand awareness. From the high β value of constant, it can be referred that there should be other factors influencing brand awareness that should be studied in the future. In addition, this study discovers that there is

positive relationship between brand awareness and decision making, perceived quality, brand loyalty, and purchase intention. The analysis presents that brand awareness has the strongest relationship with decision making. Furthermore, the analysis shows that brand loyalty is positively associated with decision making and perceived quality.

In conclusion, the study recommends that the owner and management of the design hotels should promote their brand awareness through below-the-line advertising, brand identity, corporate social responsibility, social media and above-the-line advertising. When brand awareness is high, decision making, perceived quality, brand loyalty, and purchase intention will increase.

The future study should apply the combination of qualitative and quantitative approaches in order to receive two-way results from the hotel and tourist sides and should be conducted with the design hotels which are located on the gulf of Thailand.

Keywords: Design Hotels, Brand Awareness, Thailand's Andaman Coastline

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Chantima Angsuwan

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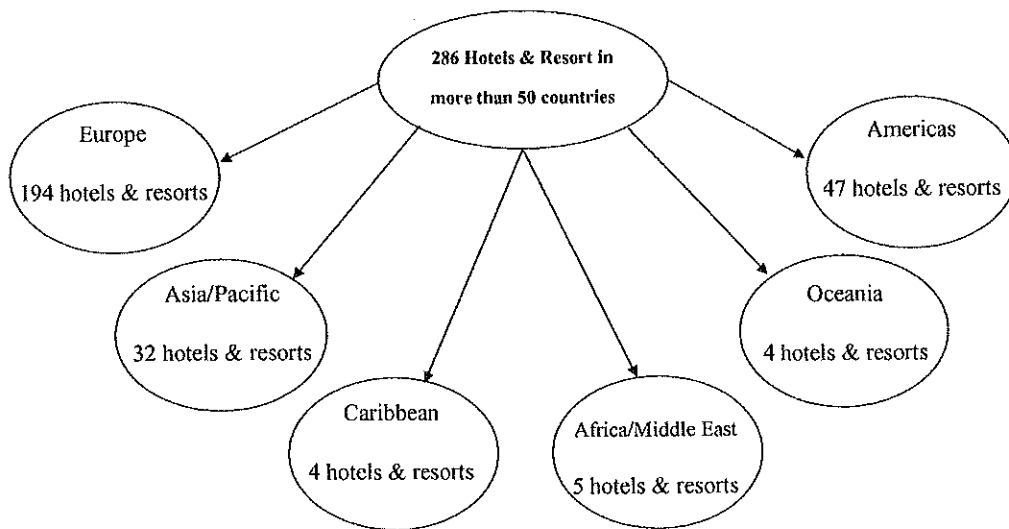
CHAPTER 1

INTRODUCTION

1.1 Background

Over 286 hotels in more than 50 countries around the world are selected as members of Design Hotels. The Design Hotels has founded by Claus Sendlinger in 1993 and the company has expanded its services into a full-service hospitality marketing consultant and interior design balanced with functionality and exceptional service. The customized services offered by the company include global sales representation, revenue management, strategic marketing, public relations and branding. The head quarter of company is located in Berlin and its branches are situated in London, Barcelona, New York, Singapore and Perth. The Design Hotels is not only a collection of hotels but also a collection of stories. The Design Hotels has growth into a global lifestyle brand which is equivalent to distinctive architecture. There are more than 400 hotels applying for membership each year but there is only average of five percent of those hotels being approved. Each member hotel is very carefully chosen in order to fulfill the needs of modern travelers who are looking for extra-ordinary and individual experiences (design hotels, retrieved from <https://www.designhotels.com/>).

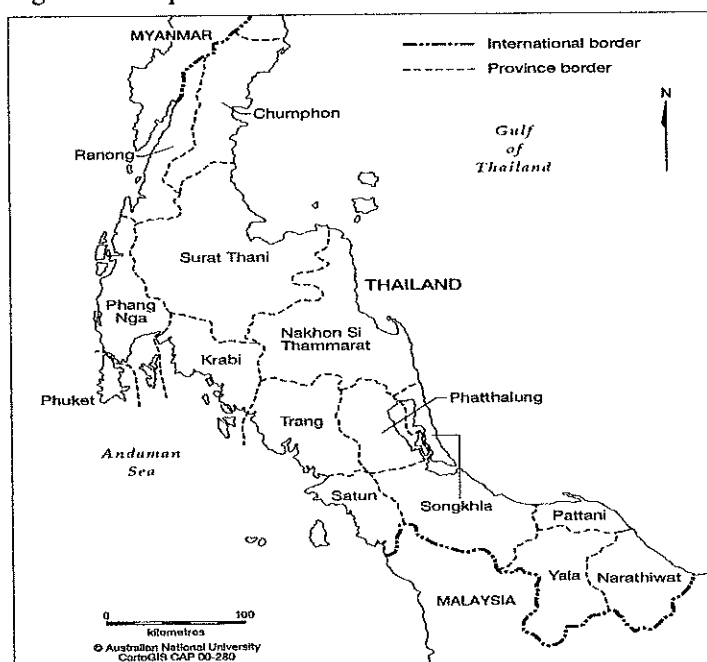
Figure 1.1 Number of design hotels around the world



Source: Design Hotels, <https://www.designhotels.com/hotels>

In Thailand, there are only seven design hotels while four of them are located in Phuket and Phang-nga, one of them is located in Bangkok and two of them are located in Surat Thani. Six of them are located in the southern part of Thailand. The west coast on Southern Thailand is Andaman Sea with the length of 960 kilometers. It is featured by beautiful white sandy beaches, dramatic karst limestone islands, coral reefs, deep oceanic water and mangrove forests (Prasertcharoensuk and Shott, 2010). Thailand's Andaman coast covers 6 provinces which are Ranong, Phang-nga, Phuket, Krabi, Trang, and Satun (Marine Knowledge Hub, retrieved from <http://www.mkh.in.th/index.php/2010-03-22-18-06-15>). Thus, four design hotels are located on the Andaman coastline which is Nai Yang, Surin, and Kamala Beaches in Phuket and Khaolak in Phang-nga (design hotels, retrieved from <https://www.designhotels.com/>).

Figure 1.2 Map of Thailand's Andaman Coastline



Source: Australian National University-Map online ANU College of Asia & the Pacific, Southern Thailand Provinces

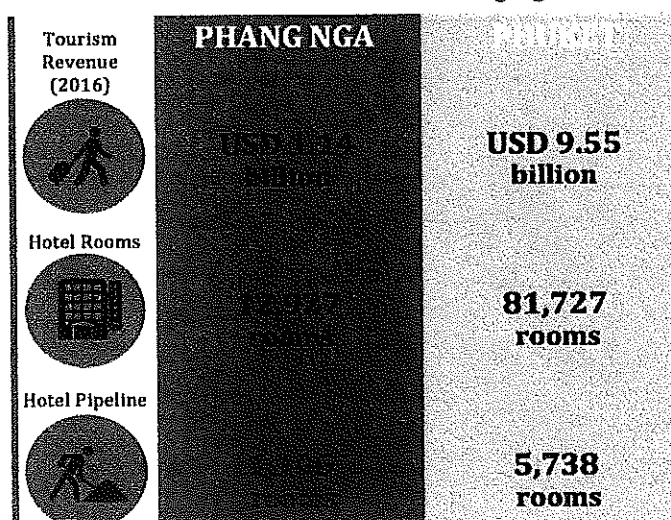
Brand awareness owns a crucial role for sales income of companies in global market nowadays. Each business spends a big amount of money for this part in order to get the large market share. Studies are conducted to investigate methods for increasing brand awareness. When companies want to measure brand awareness, they present a brand and ask customers whether they know that brand or not (Ragavendran, Devakumar, and Upadhyay, 2009). Brand

awareness is originated from brand recognition and recall (Aaker, 1991; Keller, 1993). When potential customers are able to recognize and recall that a certain product category belongs to a certain brand (Aaker, 1991). Besides, it is one of components of brand equity (Aaker, 2005). Many studies prove that brand awareness is essential for all businesses, and therefore design hotels need to promote their brand awareness to tourists.

1.2 Statement of Problem

Thailand's Andaman Coastline is a beautiful destination and it is the destination where many international and well-known hotels are located. According to Barnett (2017), there are 12,927 hotel rooms in Phang-nga while number of hotel rooms of one design hotel in Phang-nga is 36 rooms. Within 81,727 hotel rooms in Phuket, there are 374 rooms for three design hotels. Over the past five years, the tourism industry has risen steeply with a compound annual grow rate of 29%. For Phuket, there were 7.5 million passengers arriving at Phuket Airport, so in 2016 Phuket faced a higher year-on-year growth rate of 18% compared to 13% of the previous year. Thus, creating brand awareness in design hotels is essential in order to be able to compete with the international, branded or other hotels there.

Figure 1.3 Number of hotel rooms in Phuket & Phang-nga



Source: Phuket International Airport, Ministry of Sports and C9 Hotelworks Market Research

If considering the number of hotel rooms for upscale hotels in Phuket, there are 21,500 rooms within 125 hotels reported in the first quarter of 2017. Four new hotels were opened in this quarter, so 317 rooms were added into total hotel supply. Further to statistics from

STR Global, the average occupancy rate H1 2017 for Phuket was 79% which increased 0.2 % point from the last year. As seen from the figure 1.4 and 1.5, the design hotels also face completion from these hotels.

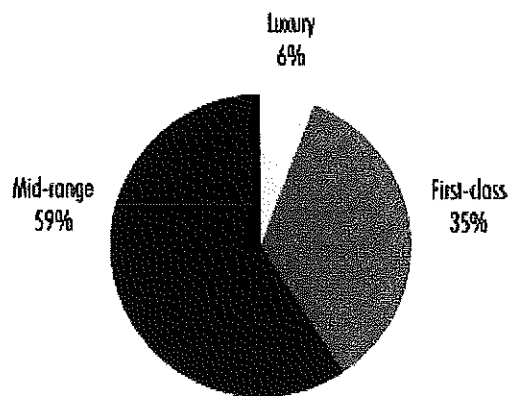
Figure 1.4 Number of hotel rooms of upscale hotels in Phuket

| | 2013 | 2014 | 2015 | 2016 | H1 2017 |
|--|--------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| Total Existing/Completed | 16,200 keys 98 hotels | 17,200 keys 105 hotels | 18,200 keys 112 hotels | 21,200 keys 121 hotels | 21,500 keys 125 hotels |
| New Completions/Opening (Upscale Hotels) | 1,800 keys 12 hotels | 980 keys 8 hotels | 1,100 keys 7 hotels | 1,800 keys 9 hotel | 370 keys 4 hotel |

Source: CBRE Research, H1 2017

When dividing the upscale hotels supply in Phuket into the chart, there are 59% of mid-range hotels, 35% of first-class hotels and 6% of luxury hotels.

Figure 1.5 Total upscale hotel supply by grade



Source: CBRE Research, H1 2017

Moreover, brand awareness is absolutely required by the design hotels because brand awareness has positive impacts on the design hotels. There are previous studies investigating the importance of brand awareness. According to Hoyer and Brown (1990) who claims that brand awareness acts as a topmost choice tactic among inexperienced customers. Consequently, it can be suggested that consumers who do the first-time purchase probably rely on awareness when choosing a brand. Moreover, when customers are aware of the brand, they are more likely to try fewer brands than those who are unaware of the brand (Hoyer and Brown,

1990). Additionally, when customers are aware of a brand in a choice set, there are more likely to choose that known brand although it has lower quality than other unknown brands (Hoyer and Brown, 1990). According to Chi, Yeh, and Yang, 2009), firms have to convince customers to love their product if they want to compete with its competitors. Likewise, the design hotels' marketers may need to make their guests love staying at their hotels when they want to have market share from competitors. Although, customers are familiar with and willing to buy a product, brand awareness is still a vital factor that has impact on decision making. When a product owns high brand awareness, the brand name of that product goes immediately to customers' minds when they want to purchase that product (Macdonald and Sharp, 2000). Therefore, purchase decision of customers can be supported when a product owns the higher brand awareness (Dodds, Monroe, and Grewal, 1991; Grewal, Monroe, and Krishnan, 1998). According to Keller (1993), and Macdonald and Sharp (2000), customers are more likely to purchase a product that they are familiar with and aware of. It means that brand awareness has a crucial effect on the intention to buy. Customers would highly prefer a product with a higher level of brand awareness because of its high market share and quality appraisal (Dodds et al., 1991; Grewal et al, 1998). Brand equity is one of the most valuable assets of any business and brand awareness is one of components of brand equity in accordance with the Aaker's model (Parsa, Eidelou, Abdolahi, Maleki, and Mehrabi, 2013). Consumers make decision on buying based on knowledge, awareness or experience of a particular brand and this makes brand awareness important for generating a brand in customers' minds. When customers feel confident with the product quality, they would repeat to buy that product. Thus, brand awareness may lead to brand loyalty (Soonarong, 2011).

Since brand awareness is important for a company which is proved by the empirical studies, it is necessary for the design hotels to promote their brand awareness. The design hotels' marketers would need to work on methods and tactic of increasing their hotels' brand awareness. Previous studies provide the methods and suggestion on factors enhancing brand awareness. The empirical studies very much interest the research to examine factors creating brand awareness in design hotels. However, there is no research on brand awareness specifically for the design hotels. For this reason, further investigations are needed in order to identify factors effecting creating brand awareness for the design hotels. This study uses the guidelines and findings of these empirical studies as the base.

1.3 Research question

The research questions of this study are;

1.3.1 What are factors enhancing brand awareness of design hotels on Thailand's Andaman Coastline?

1.3.2 What are the impacts of brand awareness on the design hotels?

1.4 Objectives of the study

The research objectives of this study are;

1.4.1 To examine factors enhancing brand awareness of design hotels on Thailand's Andaman Coastline

1.4.2 To identify the impacts of brand awareness on the design hotels.

1.5 Significance of the Study

There is no empirical finding about how to build and enhance the brand awareness of hotels particularly the design hotels on Thailand's Andaman Coastline. Therefore, this study works to provide information of factors influencing on brand awareness and its significance will be:

1.5.1 The study clarifies the factors affecting brand awareness enhancement. The findings are useful for the owner and management of the design hotels as well as general people who are interested in the brand awareness in the design hotels.

1.5.2 The brand awareness is one of four brand equity dimensions and one component of brand knowledge as well as is a key to market performance which leads to financial performance. For these reasons, it is important that the design hotels should create awareness to their hotel names and manage priority of each implementation in order to increase the awareness for their hotel names.

1.5.3 The findings of this research can be applied to use with general upscale independent hotels because all of design hotels are luxury hotels.

1.6 Scope of the Study

This research is to examine factors influencing brand awareness of design hotels on Thailand's Andaman Coastline. The study emphasizes only the hotels which are members of Design Hotels and located on Thailand's Andaman Coastline (Design Hotels, retrieved from <https://www.designhotels.com/hotels/thailand>).

The primary data information will be gathered from the questionnaire survey conducting with tourists who know the design hotels. The survey is conducted at four areas where four design hotels are located which are Surin Beach, Nai Yang Beach, Kamala Beach and Khaolak. Hence, the tourists who are at those areas and know the design hotels can complete the questionnaires.

1.7 Definition of Key Terms

1.7.1 Design Hotel is a hotel which is chosen as a membership of Design Hotels and displayed on its website; www.designhotels.com.

1.7.2 Brand awareness is the extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. Brand awareness refers to the functions of brand identities in consumers' memory and can be reflected by how well the clients can recognize the brand under various conditions. Brand awareness includes brand recall and brand recognition performance. Brand recognition relates to the ability of the customer to exactly differentiate the brand they previously have been exposed to.

1.7.3 Brand identity is how the business identifies its product or service and differentiates them from competitors. It is the visible brand elements that helps identify and differentiates a brand in target customer minds. The elements of brand identity generally consist of names, logos, typeface, tagline and colors.

1.7.4 Social media is the online place where people who have a common interest can gather for sharing comments, opinions, and thoughts.

1.7.5 Corporate social responsibility is a management concept that companies include environmental and social concerns into their business operations and interact with their stakeholders.

1.7.6 Above-the-line (ATL) advertising is the mass media which is used to promote brands and reach the target consumers. It includes conventional media as we know it, radio and television advertising, print as well as internet. It is the communication that is targeted to the big amount of audience, and is not specific to individual consumers.

1.7.7 Below-the-line (BTL) advertising involves the distribution of pamphlets, handbills, stickers, promotions, brochures placed at point of sale, on the roads through banners and placards. It is more one to one and can also involve product demos and samplings at busy places like malls and market places or residential complexes.

CHAPTER 2

LITERATURE REVIEW

This chapter explains key theories, definitions and concepts pertaining to factors affecting brand awareness of the design hotels on Thailand's Andaman coastline. The structure of this chapter is organized into the following section:

2.1 Design Hotels: Definition

2.1.1 Being a member of design hotels

2.2 Brand: Definition

2.3 Brand Awareness

2.3.1 Brand Awareness Component

2.3.1.1 Brand Recognition

2.3.1.2 Brand Recall

2.3.2 Brand Awareness as a Component of Brand Knowledge

2.3.3 Brand Awareness as a Component of Brand Equity

2.4 Factors Enhancing Brand Awareness

2.4.1 Brand Identity

2.4.2 Social Media

2.4.2.1 Facebook

2.4.2.2 Youtube

2.4.2.3 Twitter

2.4.2.4 The role of social media networks

2.4.2.5 The power and value of social network

2.4.2.6 Impact of social media on brand awareness

2.4.3 Corporate Social Responsibility: Definition and Concepts

2.4.3.1 CSR in lodging industry

2.4.3.2 Benefits of CSR to hotels

2.4.3.3 Effect of CSR on brand equity

2.4.4 Above-the-line marketing and brand awareness

2.4.5 Below-the-line marketing and brand awareness

2.5 Significance of Brand Awareness

2.5.1 Impact of Brand Awareness on Purchase Intention

2.5.2 Impact of Brand Awareness on Decision Making

2.5.3 Impact of Brand Awareness on Perceived Quality

2.5.4 Impact of Brand Awareness on Brand Loyalty

2.6 Hypothesis of the Study

2.7 Conceptual Framework of the Study

2.1 Design hotels: definition

Design hotels are hotels that are memberships of Design Hotels and displayed on www.designhotels.com. The criteria set by Design Hotels for being chosen as the membership are “holistic concept, location, architecture, design, local integration, corporate ethics, and the people who are behind the concept and their commitments towards their hotels which is the most important key.”

“Design Hotels represents and markets a curated selection of more than 260 independent hotels in over 50 countries across the world.”

Design Hotels is beyond a hotel collection but it is a story collection. Every member hotel represents the idea of a visionary hotelier, a person who has a passion in real cultural authenticity and hospitality. Claus Sendlinger established Design Hotels in 1993 and the company has expanded its service to a marketing consultant and full-service hospitality. The CEO of the company predicted in the past 20 years that “design will become an integral part of hotels” and “design-driven hotels will become a lifestyle choice for future travelers.” This has made the company grow in 1993. Design Hotels provides its member hotels with customized services such as revenue management, global sale representation, public relations, strategic marketing and branding. “Design” is involved in everything like clothes, furniture and objects but the concept of design is just become necessary for hotels in current years. Nowadays, most hotels are decorated and designed in contemporary style. Since each hotel offers a specific experience, the member hotels of Design Hotels are so special. The perfect location, architecture, design, service and gastronomy are coming together to create a consistent and coherent concept.

Being a member of Design Hotels

According to the email conversation with Samantha, Head of Portfolio Development EMEA at Head Quarter in Berlin, Germany (personal communication, July 27, 2015), Design Hotels has a very different approach of selecting new member hotels. The applying hotels must have a holistic concept which is visible in all areas of the hotels. The main criteria are as:

1. Concept: The Design Hotels needs a holistic concept description which includes the overall experience of guests at the hotels. The organization also requires to know how the concept is fulfilled and the staff understand and transmit the concept as well as the unique selling point of the hotel.

2. Architecture and Design: The Design Hotels checks whether it contributes to the concept and see who translates the concept into visual design and the way they translate it. Moreover, the The Design Hotels sees whether there is a history behind the building which is involved in the concept and adds to the overall experience.

3. Local integration: With regards to this, the Design Hotels looks at the way that the hotel connects to its neighborhood and ensures that the hotel is also a place to be for locals. Further it checks whether the locals use the restaurant and bar and hotel guests get information of other places of where the hotel is located. Local integration can also mean local staff, local cuisine, and local atmosphere within the hotel.

4. The people behind or they are called "Originals": The Design Hotels reviews whether it reflects the story of the owners and what their passion to build the hotel is as well as how they are engaged with in the hotel business and what drive them to open the hotel.

5. Brand: The Design Hotels looks at the own brand of the hotel and the way that it is created, the meaning of the brand and the look of the logo as well as how much strength of its visibility for the guests.

6. Corporate Social Responsibility: it also reviews whether the hotel is engaged in CSR and gives back to nature or the people living there.

7. Some renderings of the hotel including the outside, public spaces and hotel rooms are required to see by the Design Hotels.

Table 2.1 Design Hotels Attribute

| Authors | Design Hotels Attributes |
|---|--|
| www.designhotels.com | <ul style="list-style-type: none"> - Holistic concept - Location - Architecture - Design - Service - Gastronomy - Local integration - Corporate ethics - People who are behind the concept & their commitment toward the hotels |
| Personal communication with Samantha, Head of Portfolio Development EMEA at Head Quarter in Berlin, Germany | <ul style="list-style-type: none"> - Holistic concept - Architecture and design - Local integration - “Originals”, people behind - Brand - Corporate Social Responsibility - Some rendering of the hotels |

2.2 Brand: Definition

The word “brand” originates from the Old Norse word “brandr” that means “to burn”. The farm’s owner use brands in the farm of cows and buffalos to mark the animals for identifying them. According to The American Marketing Association (AMA), brand is referred to a “name term, sign, symbol or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competition” (Keller, 2003, p.3). Stephen King (WPP Group, London) gives the difference between a brand and product: “A product is something that is made in a factory; a brand is something that is bought by a customer. A product can be copied by a competitor; a brand is unique. A product can be quickly outdated; a successful brand is timeless” (Aaker, 1991, p.1).

One of the brand's aims is an identity to the products and services. The identity can separate a product or service from other services and products in the same category. Thus, the customers can certainly indicate the product by seeing the name or the logo (Aaker, 1991). According to Hankingson & Cowling (1996, in Paliwoda & Thomas, 2013: p. 1), the brand should promote the product differentiation. The brand is defined as "a product or service which can be distinguished from its competitors". Brand does not act as identifier. Moreover, a good image and memorable name are insufficient; the business must bring experiences. Schmitt (2003) advises two means to branding; the first is to act as an identifier where the logos, slogans and names give the customer a specific image and awareness. Another approach is to act as an "experience provider" where the slogans, names, logos, even other client contacts give the consumer affective, creative and sensory relations and lifestyles with the brand. It is believed by Keller and Armstrong (2004, in Uggla, 2006) that brand is beyond an identifier. It represents the consumer emotions and sensitivity to the product. Furthermore, Keller (2003) explains that a "small brand" has a difference from a "big brand". The definition of a small brand can be the same as the AMA's definition; to build a brand is to create a logo or symbol and name for a new product. Nevertheless, to build a big brand is to create a small amount of reputation, awareness, prominence etc. in the market place.

There is an agreement among Keller (2003), Keller (2006), Shiva (2004), Kotler & Duncan, (2005, in Mindrut, Manolica, & Roman, 2013) which mentions that a brand is a service or product distinguished by its positioning comparative to the competitors. One definition and conceptualization is that a brand is not only a product but it is the product's meanings, essence and direction and it defines its identity in space and time. Brand is too often investigated through its element parts which are the logo, design or packaging, brand name, advertising or image or sponsorship or brand recognition (Mindrut, Manolica, & Roman, 2013).

Table 2.2 Brand Attribute

| Authors | Brand Attributes |
|--|--|
| American Marketing Association (AMA) | <ul style="list-style-type: none"> - Name term, - Sign - Logo - Symbol - Design |
| Stephen King (WPP Group, London) (2009) | <ul style="list-style-type: none"> - Being brought by customers |
| Aaker (1991) | <ul style="list-style-type: none"> - Name - Logo - Being unique - Being timeless |
| Hankingson & Cowling (1996, in Paliwoda & Thomas, 2013) | Product differentiation Identifier |
| Henderson, Cote, Leong, & Schmitt (2003) | <ul style="list-style-type: none"> - Logo - Slogans - Name - Identifier - Specific image and awareness - Experience provider |
| Keller and Armstrong (2004, in Uggla, 2006) | <ul style="list-style-type: none"> - Consumer emotion and sensitivity to products |
| Keller (2003) | <ul style="list-style-type: none"> - Logo or symbol - Name - Reputation - Prominence - Awareness |
| Keller, (2003); Keller, (2006); Shiva, (2004), Kotler, & Duncan, (2005, in Mindrut, Manolica, & Roman, 2013) | <ul style="list-style-type: none"> - Product or service's positioning - Product's meaning |
| Mindrut, Manolica, & Roman, (2013) | <ul style="list-style-type: none"> - Logo - Design - Packaging - Brand name - Image |

2.3 Brand Awareness

Keller (2008) reveals that brand awareness is about consumers' brand recognition and brand recalling. Building brand awareness is preceded by the brand awareness and memory nodes in customers' minds provided by the brand name (Aaker, 1991). Thus, brand awareness enhances brand market outcome. Furthermore, it is considered by Aaker (1991) that brand awareness is one of the core stakes of a brand's consumer-based brand equity. In particular, this research emphasizes that brand awareness is whether customers can recall or recognize a brand.

Keller (2003, p.76) also gives a definition of awareness in the below context:

"The customers' ability to recall and recognize the brand as reflected by their ability to identify the brand under different conditions and to link the brand name, logo, symbol, and so forth to certain associations in memory."

The ability of customers to recognize or remember a brand is the definition of brand awareness defined by Aaker (1991). There is a connection between a product class and a brand but the connection does not need to be strong. The process of brand awareness is categorized from the level where the brand is just known to a level where customers place a brand on the higher range which the brand is getting to the "Top of Mind" level. Moreover, Aaker (1991, p. 63) describes recall and awareness of a name as: *"A name is like a special file folder in the mind which can be filled with name-related facts and feelings. Without such a file readily accessible on memory, the facts and feelings become misfiled, and cannot be readily accessed when needed."*

Figure 2.1 The awareness Pyramid



Source: Aaker, 1991.

Brand recognition: it is the first step of brand awareness. It is a capability of customers to recognize a specific brand amongst others. This is called “aided recall”. In addition, the aided recall can be described as a condition when a set of given brand awareness from a provided product class is displayed. The case is to identify the recognized names. Brand recognition plays a key role when customers encounter the purchasing procedure.

Brand recall: Besides the first stage, it is called “unaided recall” as no any examples of specific brands are given. Brand recall owns an important role for regularly purchase products such as coffee, detergent, and headache medicine. Selecting brands is usually made before going to shops.

Top of mind: the brand being on the “top of mind” level is the first brand that clients think of within a provided product class (Aaker, 1991).

According to Melin (1999), brand awareness is vital because many customers feel that the well-known brand has good quality. However, being well-known of the brand is the most important, the importance is what it is known for. Furthermore, awareness is a very vital brand advantage but the product cannot be sold by the awareness particularly a new product (Aaker, 1991).

2.3.1 Brand awareness component

Brand awareness has two components which are recognition and recall. The recognition is the scope of product range which the customers can recognize the brand which they have been disclosed to. The recall is the capability of customers to recall the brand from their remembrance when a related indication is given. Brand recognition can be built by raising the familiarity of the brand through frequent exposure while brand recall can be created by strong associations with relative product category and consumptions indication (Keller, 2003). Furthermore, Aaker (1991) has studies about brand awareness and advises that brand awareness is implemented by two factors which are brand recall and brand recognition. Shimp (2012) defines brand recognition as ability of customers to classify a brand when it is exposed to them by a list of cues and hints. Shimp (2012) also give a definition of brand recall that it is ability of customers to remember a brand from memory without reminders and brand recall is the thing that marketers want their brands to have. Booth and Marton (1997) give great samples of awareness: people get previous experience of an exact experience and know about it. They know who they are, the

circumstance background, where being located as well as the feeling to the place, what day and year they are, and also what to do the rest of the day. Although, awareness of everything is existing at the same time, the intensity alters. People's awareness is remodeling its structure constantly, and the awareness is called as the amount of the individual's experience. Consequently, there is a possibility to do a thing while still be aware of many other things.

2.3.1.1 Brand recognition

Brand recognition is the number to which a brand is recognized for acknowledged brand characteristic and communications amongst customer. Brand recognition encourages customers to lean toward a product which they have never heard of (Hamid, Rasool, Kiyani, and Ali, 2012). Shimp, Samiec, and Sharma (2005) reveal that lower stair of brand recognition compromises unimportance in choice process of the customer while high stair of brand recognition represents the specialty of brand origin. One of the key sources to differentiate our products from competitors is brand recognition. According to Freeling, Leiter, and Person (1997), the recognition of brand is hanging over the firm door while the product name describes a service. Kim and Chung (1997) argue that the customer perception about the product quality is also connected with the brand recognition which can be outer signal for the quality product which can be willingly given to customer and can therefore immediately control their assessment of choices. The recognition of brand or product can be generally acknowledged by having positive attractive quality (Singh, Rothschild, and Churchill. Jr, 1988). Another definition of brand recognition is the ability of customer to classify a brand among brand cues and customers is able to tell a brand accurately if they have ever seen or heard it (Chi, Yeh, & Yang, 2009). When giving a cue, customers accurately classify the brand that they have formerly seen or heard. Customers may recognize several brands but may only recall a small brand even only one brand in sometimes. Hence, the lowest stage of brand awareness can be brand recognition and it is based on aided recall (Mariotti, 1999; Laurent et al., 1995, in Radder & Huang, 2008). Brand recognition is vital especially when a customer selects a brand at the buying station.

2.3.1.2 Brand recall

The higher stage of brand awareness is brand recall. It is based on unaided recall (Laurent et al., 1995; Holden, 1993; Mariotti, 1999, in Radder & Huang, 2008). Brand recall is the customers' capability to regain the brand from remembrance when a related hint is given

(Harradine & Ross, 2004). Since a customer is not aided by providing a brand name, brand recall signifies that the brand owns a stronger brand position in customers' mind. Therefore, the first named brand in an unaided recall acts as the top level of brand awareness (Mariotti, 1999; Laurent et al., 1995).

2.3.2 Brand awareness as one component of brand knowledge

Brand knowledge comprises of two elements which are brand awareness and brand image (Keller, 2001). The role of brand image is to attract the customers to purchase the product or service while the awareness creates knowledge of the brand to customer. According to Keller et al. (2008), brand image is defined as the association that people have towards the brand. The preference and positivity of these associations as well as with the customer's perception in the customers' mind influence the brand power. The relationship of the brand and customer supports the brand image identification (Keller et al., 2008). According to Sen (1999) and Keller et al. (2008), the brand awareness of customer is the first critical stage in the brand knowledge development.

2.3.3 Brand awareness as one component of brand equity

Another study of Aaker (1996) reveals that brand awareness is one of the five components of brand equity; "*brand awareness, perceived quality, brand association, brand loyalty, and other proprietary brand assets.*" Brand awareness plays a significant role of brand equity because it works with the power of brand's presence in customer's mind. There are different levels of brand awareness and it is measured from how well the customer recalls the brand. The lowest categories of brand awareness are started:

- Recognition; consumers have been exposed to the brand
- Recall; consumers can retain the brands within the product group
- Top of mind; the first brand which consumers can recall
- Dominant; the only brand that consumers can recall (Aaker, 1996)

Instead of focusing on brand equity in term of brand recall, Weber (2009, in Johansson, 2010) claims against traditional way that brand equity is a living item and should be measured by dynamic measures such as customer word of mouth because a new marketing mindset is shifted to the social media stadium with contemporary way, it is mostly focusing on

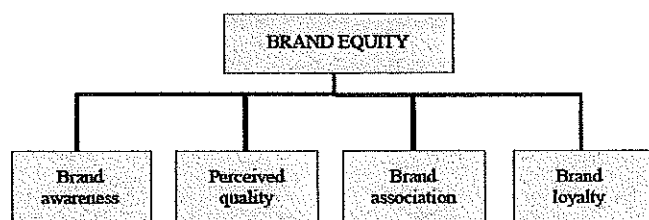
greatly recommending products and services to other instead of creating brand awareness through brand recall. According to Aaker (1996) and Weber (2009, in Johansson, 2010) about brand awareness defense, the analysis will be combined of the traditional and contemporary ways. The following assumptions are appeared as;

- Word of mouth (the strongest form of brand awareness)
- Dominant (the very strong brand awareness that the brand is the only one that the customer can remember)
- Top of mind (the first brand that customer think of)
- Medium brand awareness (recall)
- Weak brand awareness (recognition)

Aaker (1991a, b in Macdonald, & Sharp, 2003) argues that one of four major brand assets is brand name awareness which enhance value to the service or product and/or its customers. Spending in brand equity especially brand awareness is able to encourage sustainable competitive advantages and finally develop to long term value. Value is able to be added by brand awareness by:

1) putting the brand in the customer's memory, 2) pretending as a fence to enter to new established brand (Stokes, 1985, in Teas & Agarwal, 2000), 3) reassuring the business' commitment and product quality to customer, and 4) providing influence in the distribution channels (Aaker, 1992).

Figure 2.2 Brand equity dimensions.



Source: Aaker and Joachimsthaler (2000)

Table 2.3 Brand Awareness Attribute

| Authors | Brand Awareness Attributes |
|---|--|
| Keller (2008) | <ul style="list-style-type: none"> - Brand recognition - Brand recall |
| Aaker (1991) | <ul style="list-style-type: none"> - Brand recognition - Brand recall - Top of mind - Aided recall - Unaided recall - Dominant |
| Shimp (2012) | <ul style="list-style-type: none"> - To classify a brand - To remember a brand |
| Mariotti, 1999; Laurent et al., 1995, in Radder & Huang, 2008 | <ul style="list-style-type: none"> - Brand recognition - Aided recall - Brand recall - Unaided recall |
| Aaker (1996) & Weber (2009, in Johansson, 2010) | <ul style="list-style-type: none"> - Word of mouth - Dominant - Top of mind - Recall - recognition |

2.4 Factors enhancing brand awareness

The study about brand awareness enhancement for a hotel is quite scarce. More than that, there is no research on the brand awareness for the design hotels. However, there are related studies regarding brand awareness enhancement for other businesses and products. The study of Tsuji, Bennett, and Leigh (2015) examines factors affecting brand awareness of virtual advertising for a sport game. Their study finds that repetition of virtual advertising affect brand awareness levels. The virtual advertising that can do multiple exposures in the event create higher unaided recall. Also, multiple exposures of virtual advertisements affect the aided recall. The

viewer who sees the virtual advertising more than one time recalls the brand better than who see only once.

Team identification is another factor of virtual advertising that affects brand awareness levels. The fans are likely to look for sponsors that support their identified team; however, the more involvement of participants with sport game is less-likely to affect brand awareness levels. In their study, main effects of virtual advertising are repetition, baseball involvement, and team identification which are important contributions to the sport marketing field. There is another study about factors enhancing brand awareness by social media in Malaysia. The research conducted by Shojaee and Azman (2013) reveals that customer engagement, brand exposure and electric-word of mouth are positively correlated with brand awareness. The most effective factor belongs to customer engagement. The finding of their study leads to the suggestion that social media has profit to brands in term of creating and enhancing brand awareness. Moreover, the benefits of social media can be mostly increased by implementing the interactivity features of the media to connect clients more closely to a brand. The result of this study concludes that the brand awareness is positively influenced by social media. Another study of Hutter, Hautz, Dennhardt, and Fuller (2016) also confirms the effect of social media on brand awareness. It demonstrates that the involvement of brand activities on social media and its users supports brand awareness, purchase intention and word-of-mouth activities. Also, social media is a workable marketing communication channel for brand. In addition, the study of Hamid, Rasool, Kiyani, and Ali (2012) claims that brand perception, product quality and product innovation are importance factors affecting brand recognition. The brand recognition is one of components of brand awareness in accordance with Keller (2008) and Aaker (1991).

However, their study emphasizes brand recognition at international level because the brands in Pakistan are not internationally recognized. Although the product quality has positive association with brand recognition, the good quality products of Pakistan are not recognized. This is because Pakistani entrepreneurs like to export their raw material more than value-added products. Then, the foreigners produce their products from these raw materials and sell the products under their brand. The Pakistani people also prefer to buy international brand. The products innovation is also positively affected brand recognition but development and

research facilities of most Pakistani businesses are insufficient which lead to the lack of competitive innovation needed for brand recognition. There are more relevant studies about brand awareness enhancement through other factors but they are still not conducted with design hotels. The research of Chen, Yeh, and Jheng (2013) presents that brand management alternatives comprising of susceptibility to global consumer culture, perceived brand globalness and brand investment influence brand cognition including brand creditability and awareness. This study also claims that brand cognition has a relationship with brand association. According to MacInnis, Shapiro, & Gayathri (1999), brand symbols enhance brand awareness when brand symbols in their study are described in four dimensions which are pictorial depiction of the brand name, pictorial depiction of the product category, physical interaction and a brand name that communicates product benefits. Brand symbols also play crucial role as marketing communication instruments.

The combination of any of two of a pictorial brand name or a pictorial product category and a high benefit brand name can generate larger cued recall than having only one factor. Also, symbols using a pictorially depicted brand name, pictorially depicted product category, or both a pictorially depicted brand name and product category can enhance recognition of the brand symbol. A pictorial brand name, a pictorial product category or both of them enhance recognition. According to the brand equity model of Aaker (1991) and Keller (1993), there are five dimensions which are brand awareness, brand association, perceived quality of brand, brand image and brand loyalty. The study of Taleghani and Almasi (2011) regarding factors effecting brand equity based on the model of Aaker (1991) and Keller (1993) reveals that brand awareness is one of five dimensions of brand equity and brand awareness is positively direct affected by brand accessibility, advertising spending and positive brand information given by family. Brand equity is both directly and indirectly affected by brand awareness, perceived quality and brand loyalty while brand loyalty is on indirect path of mediating effect on brand equity. There is interrelationship among the dimensions of brand equity. Perceived quality, brand image, brand association and brand awareness are positively associated with brand loyalty. Since the brand awareness plays an important role in product selling of companies, every firm spends a big budget in creating brand awareness in order to get the large share of market (Ragavendran, Devakumar, and Upadhyay, 2009). They mention that brand can be built through name, sign, term, design or

symbols or mix of these elements. The customers are unwilling to buy an unknown brand, therefore the companies work very hard in building brand through an influential advertising. Thus, one of the high-power tools for improving brand awareness is advertising. A two-dimensional awareness regarding the product category and the brand name is generated by advertising. The study of Ragavendran, Devakumar, and Upadhyay (2009) also reveals that brand awareness increment can be made through television advertisement especially more frequencies in prime time per day. Martin (2014) argues that promotion covers all activities concerning interaction between customers and companies. According to the paper of Martin (2014), when companies produce a product and do pricing, the communication with customers about product detail is started together with raising awareness by different methods to increase sale volume. One of purposes of promotional activities is to build awareness for brands. Five elements of promotional mix are advertising, public relations and sponsorship, personal selling, direct marketing, and sales promotions. Not only a new company or product need building brand awareness through promotional activities, but also a rebranding company and failing product need building awareness for its brand. Thus, the company can select the promotional activities that promote communication with consumers about the goods and firm. Companies bring brand characters/personalities, brand name, slogans, logos, jingles, URL, signage, letterhead paperwork, packaging, and advertising to increase brand awareness (Girard et. al., 2013). A logo is a vital part of the brand because it represents brand personality of a company.

The core duty of the logo is to remind the brand (Herskovits and Crystal, 2010, p.21). According to Mindrut, Mnaolia and Roman (2015), logos are one of elements of brand identity. It is revealed by Rossiter and Percy (1991) that brand awareness can be concerned packaging shape, color, or other related characteristic brand features and it is not always concerned the brand name. As revealed by Keller (2006: 140), brand identity and brand elements work together in identifying a brand and in enhancing brand awareness as well as in promoting unique brand associations which can differentiate the brand. In addition to the study on brand elements of Farhana (2012), different brand elements have differentiating approach which always causes a high level of brand awareness and familiarity between target customers. Also, brand elements act as a key to brand recall and recognition of the customers. Brand elements are sometimes called brand identities which mainly consist of brand names, URLs, logos, symbols,

characters, spokespeople, slogans, jingles, packages, and signage (Keller, 2003). Attaining the precise brand identity concerns creating brand awareness, so brand elements can be chosen to enhance brand awareness (Keller, 2001; 2003). Yildirim and Aydin (2012) have their study on how TV series can influence brand awareness of audience and the result presents that brand awareness can be influenced by TV series. Their study also suggests the companies to take benefit from TV series and its characters to build brand awareness and increase the level of brand recognition.

There is one study working on impact of social media marketing on brand awareness. It reveals that brand awareness has a positive relationship with engagement with social media marketing (Sarangan & Ragel, 2014). According to Bader (2005), Bird et al. (2007), Bohdanowicz (2005), Han et al., (2009), Kirk (1995), Mair and Jago (2010) cited in Levy and Park (2011), one of benefits of corporate social responsibility implementation in hotels is to improve brand image and reputation. There is one more study which proves that CSR has a positive effect on brand awareness. Mattera, Baena, and Cervino (2012) claims that CSR practices influence brand awareness like having an ISO 26,000 certification and global reporting initiative (GRI) report review organism. Moreover, the research of Pais (2012) expresses that implantation of corporate social responsibility (CSR) is positively associated with brand identification and reputation.

This study is conducted with children, and therefore CSR activities are beneficial to brands that have children target. In addition, the reference on brand awareness affected by corporate social responsibility is made from the study of Chirimubwe (2013). The results displays that brand awareness is influenced by corporate social responsibility. The findings also give suggestion that the company should more focus on sport activities, making a contribution to education and livelihood improvement and activities that promote close-up relationship between clients or community and organization. There are many studies about the effect of advertising on brand awareness. Further to the paper of Clark, Doraszelski, and Draganska (2009) which also mentions that advertising positively affect brand awareness. However, advertising can be made through many methods, channels and media in order to differently work for different audience targets and purposes of businesses. According to the study on below-the-line (BTL) marketing practices of Siddiqi, Sohail, Ali, and Nasi (2014), advertising excluding four main advertising

media (press, television, radio and cinema) is called below-the-line advertising. It consists of sponsorships, direct mail, road shows, one-to-one meetings, point of sales, telephonic conversation, billboards, sign boards, campaigns, discount offers etc. BTL activities in this study are price promotions, samples, gift offer, door-to-door selling, availability, word of mouth, point of sales display, and billboards and only two factors of BTL create the highest brand awareness of Tetra Pack Milk which is availability and word of mouth. Other factors of BTL have low effect on the brand awareness. BTL marketing activities are beneficial in highlighting the product details to clients. On the other hand, above-the-line promotion is costly advertisement using a wide range of mass media channels which comprise printing advertisement in newspaper or magazine, television, radio and cinema advertising, online advertising and websites, billboards in great visible areas. It reaches an extensive audience and is an efficient method for building brand awareness (An Infiniti case study. Above-the-line promotion. Obtained through the Internet: <http://businesscasestudies.co.uk/infiniti/using-sponsorship-to-increase-brand-awareness/above-the-line-promotion.html>).

Table 2.4 Dimension of factors enhancing brand awareness

| Author | Dimension of factors enhancing brand awareness | Related Findings |
|--|---|--|
| Tsuji Y., Bennett G., & Leigh H. J. (2009) | Virtual advertising - repetition - baseball involvement - team identification. | The animation does not affect on the levels of brand awareness for the watcher of a sport game. When the virtual advertising which allows for multiples exposures in the occasion can generate the larger brand recall. Moreover, if the brand can make the participant more involved in the game, there will be possibility for the participant to recall that brand. The fans are likely to pay more attention to the brand that supports their identified team. |

Table 2.4 Continued

| Author | Dimension of factors enhancing brand awareness | Related Findings |
|---|--|---|
| Shojaee S. & Azman b A. (2013) | Social media - customer engagement - brand exposure - electronic-word of mouth | Brand awareness has positive correlation with customer engagement, brand exposure and electronic-word of mouth in the social media context. The customer engagement is the most effective factors. |
| Hamid, M., Rasool, S., Kiyani, AA., & Ali F. (2012) | Brand perception, product quality and product innovation | Brand recognition has relationship with brand perception, product quality and product innovation. |
| Chen, T., Yeh, T., & Jheng, W. (2013) | Brand management alternatives - susceptibility to global consumer culture - perceived brand globalness - brand investment | Susceptibility to global consumer culture, perceived brand globalness and brand investment has effects on brand credibility and brand awareness. |
| MacInnis, D J., Shapiro, S., & Gayathri (1999) | Brand symbols - pictorial depiction of the brand name - pictorial depiction of the product category - physical interaction - a brand name that communicates product benefits | Brand symbols using a pictorially depicted product category with a high benefit brand name, physical interaction, or both a high benefit brand name and physical interaction enhance cued recall of the brand name and symbols using a pictorially depicted brand name, pictorially depicted product category, or both a pictorially depicted brand name and product category can be used to enhance recognition of the brand symbol. |
| Taleghani, M. & Almasi, M. (2011) | - brand accessibility - advertising spending - positive brand information given by family | Brand awareness is one of five dimensions of brand equity based on the models of Aaker (1991) and Keller (1993) is positively direct affected by brand accessibility, advertising spending and positive brand information given by family. |

Table 2.4 Continued

| Author | Dimension of factors enhancing brand awareness | Related Findings |
|--|---|--|
| Ragavendran, P. G., & Devakumar, P., & Upadhyay, S. (2009) | Television advertisements | Television advertisement increases brand awareness. |
| Martin (2014) | Promotional activities - advertising - public relations & sponsorship - personal selling - direct marketing - sales promotion | One of purposes of promotional activities is to build awareness for brands. |
| Girard et. al., (2013) | Logos | Logos play an important role in creating brand awareness which leads to the performance of the retailers. |
| Yildirima, Y. & Aydin, K. (2012) | TV Series | Brand awareness can be influenced by TV series. |
| ManagementParadise. Com (enter 08/08/2015) | Brand name, parent of company, celebrity, advertising, sale promotions & offers, 1st mover advantage, PR, direct selling, peer group opinion, and recall of advertising. | There are many factors influencing and creating brand awareness which are brand name, parent of company, celebrity, advertising, sale promotions & offers, 1st mover advantage, PR, direct selling, peer group opinion, and recall of advertising. |
| Sarangan, B. and Ragel, R. V. (2014) | Social media marketing | Engagement with social media marketing has a positive relationship with brand awareness in creating through Facebook fan page. |
| Farhana, Mosarrat (2012) | Brand elements; sometimes are called as brand identities (Keller, 2003) | A high level of brand awareness and familiarity among target customers is always caused by differentiating approach of different brand elements. and brand elements acts as a key role in customers' brand recall and recognition. |

Table 2.4 Continued

| Author | Dimension of factors enhancing brand awareness | Related Findings |
|--|---|--|
| Bader (2005), Bird et al. (2007), Bohdanowicz (2005), Han et al., (2009), Kirk (1995), Mair & Jago (2010), | Corporate social responsibility | Corporate social responsibility can improve brand image and reputation. |
| Mattera, M., Baena, V., and Cervino, J., (2012) | Corporate social responsibility (CSR) - holding ISO 26,000 certification - global reporting initiative (GRI) report review organism. | There is a positive relationship between brand awareness and corporate social responsibility. |
| Pais (2012) | Corporate Social Responsibility (CSR) | The results display that brand identification and reputation can be influenced by CSR programs. |
| Chirimubwe, R.G. (2013) | Corporate Social Responsibility (CSR) | There is a positive relationship between CSR and brand awareness. |
| Clark, C. R., Doraszelski, U., and Draganska, M. (2009) | Advertising | The study proves that brand awareness is positively affected by advertising. |
| Hutter, K., Hautz, J., Dennhardt, J., and Fuller, J. (2016) | Social media | The results display that engagement with a Facebook fanpage is positively affected brand awareness, intention to purchase and word-of-mouth activities |
| Siddiqi, Z., Sohail, S., Ali, S. G., and Nasi, S. (2014) | Below-the-line marketing activities a. Price promotions b. Samples c. Gift Offer d. Door to door selling e. Availability f. Word of mouth g. Point of sales display h. Billboards | Among the various below-the-line-marketing activities, word of Mouth and availability create the highest brand awareness of Tetra Pack Milk. |

Table 2.4 Continued

| Author | Dimension of factors enhancing brand awareness | Related Findings |
|---|---|---|
| An Infiniti case study. Above-the-line promotion. Obtained through the Internet: http://businesscasestudies.co.uk/infiniti/using-sponsorship-to-increase-brand-awareness/above-the-line-promotion.html , [accessed 29/11/2015]. | Above-the-line advertising | It is a paid-for advertising which reaches wide-ranging audiences and is efficient method for creating brand awareness. |

2.4.1 Brand identity

Brand identity is ways that the business requires the customers to see its brand; the assumptions that the firms desire to establish in the market. Also, identity is the things that the organization is delivering to customer and image is the customers' view of the brand in the minds. Brand identity has diverse perspectives and they support building strategic meaning and association around the brand. The different perspectives include organization, product, symbol and person.

- The product perspective relates to items like attribute, quality and country of origin. It can be generous to create the brand around the product because of short life cycle of the products.

- The organization may concern values and focus. It is also difficult to create the brand around the organization

- The brand personality is usually to provide the brand with a soul and it is easier to manipulate. Creating and maintaining a personality is the purpose of advertising.

- When the symbol is successfully created around the brand, the symbol can stand individually and therefore the customers are able to link the symbol to the brand (Uggla, 2006).

Aaker (1996, p. 68) reveals that brand identity is “a unique set of brand associations that the brand strategist aspires to create or maintain. These associations request what

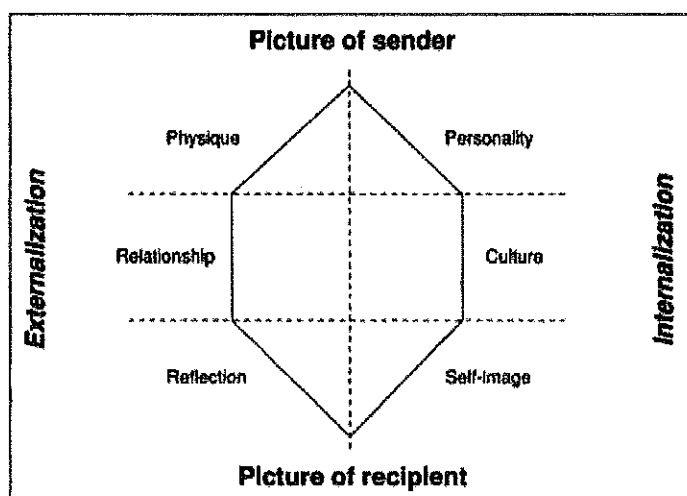
the brand stands for and imply a promise to the customers from the organization members.” In addition, brand identity is the thing that the brand wants to be, not necessary what it is (Aaker, 1996). Furthermore, brand identity is explained through three aspects; extended identity, core brand identity, and value promise. The brand’s unique and unchangeable quality is the core brand identity. The components in the identity that can be adjusted and compliant to different markets are called as the brand’s extended identity. Moreover, the identity has a value proposition with emotional, functional, and self-expressive advantages. When the business selects what it requires the brand to represent (identity) in the value proposition that they want to place the concentration (e.g. self-expression), they have to create the brand positioning when the positioning is the slogan excerpted from the value promise and identity (Aaker, 1996).

Brand theory of Aaker is concluded in the main concepts as:

1. Identity: The brand as an organization, symbol and/or person.
2. Value of promise: emotional elements, functional elements, and self-expressive elements.
3. Propositioning: the part of the identity which is delivered to a target customer.

According to Jean Noel Kapferer, a sender and recipient picture with the hexagonal prism describes brand identity

Figure 2.3 Kapferer’s hexagonal prism.



Source: Kapferer, 1997, p. 100, cited in De Chernatony (2010).

Three dimensions parallel with the left side of the prism are reflection, relationship, and physique which support the firm to externalize the brand. Other three dimensions parallel with the right side of the prism are self-image, culture, and personality that promote leading the brand into the customers' mind and the firm. The physique and personality are in picture of sender when the exterior is considered as the physique like the color and form etc. On the other hand, the personality is about value of the brand and the soul while the brand can be linked to the customers by the relation. The culture is the tools that take the brand into the firm. The self-image and reflection represent the picture of recipient where a cursory generalization by brand users is the reflection and the customers' inner thoughts about the brand are the self-image. The own word of Kapferer (1997, p. 104, in De Chernatony (2010) is "if the reflection is the target's outward mirror, self-image is the target's own internal mirror."

Brand identity is the visible tools that are used to characterize a firm. Identity systems are the set of visible elements which is joined with style guideline and used as a framework to assure that the company image is consistent and cohesive. Marketing collateral, stationery, signage, packaging, and messaging are some examples of the visible tools that influence the brand elements. A logo is an identifiable visible component that encourages customers to share and remember a company's brand. Normally, the logo forms from an icon (mark or symbol), logotype, or a combination of both of them. (Brand identity. Retrieved from <https://creativemarket.com/blog/2013/07/23/designing-a-brand-identity>). Moreover, brand identity is how a company seeks to identify itself and represents the way that the company wishes to be perceived in the market. The company delivers its identity to the customers through marketing strategies and its brand. Its identity makes a brand unique. It is a method for a company to externally explain its brand to the world. In addition, brand identity is the visual components of a brand that differentiates and identifies a brand in target customer minds and some of them are trademark color, logo, name and symbol. A company who has unique brand identity can improve brand awareness and also can lead to brand loyalty, brand preference, and high credibility. It creates an instant connection between an organization and customers. Brand identity is a fundamental method of customer recognition and displays the brand's distinction from its competitive companies. (brand identity. Retrieved from <http://www.managementstudyguide.com/brand-identity.htm>). When brand identity effectively works, the customers are able to

recognize a brand although the customers do not see the logo. There are eight crucial components to a comprehensive brand identity. (Brand identity. Retrieved from <http://www.visiblelogic.com/blog/2010/04/8-essential-elements-to-a-comprehensive-brand-identity/>).

1. Logo or word mark. A logo is a graphic symbol when a logotype or word mark is words of a product or company name set in a fixed and specific way.

2. Different logo “lockups”. While a logo should always be consistently rendered, a company needs alterations based on usage and placement. For instant, a logo may be needed in black and white and color variations. The logo may need to be horizontal and square versions. However, the same essential qualities should be maintained.

3. Key colors. The colors in a logo are usually used as a corporate color palette. It often consists of one or two colors.

4. Additional color palette options. Besides the colors in the logo, there can be loosely defined colors like bold and bright, cool colors, and pastel can be additional color palette options. What really connect one point of contact to the next is these additional colors.

5. Corporate typefaces. It is a handful font that a company uses with all printed materials and is available on all computers.

6. Standard typographic treatments. The typographic identity includes how to handle key types of text and a consistent way of pull-out text or headlines. It can be the way that an organization writes its URLs, or capitalize the headlines.

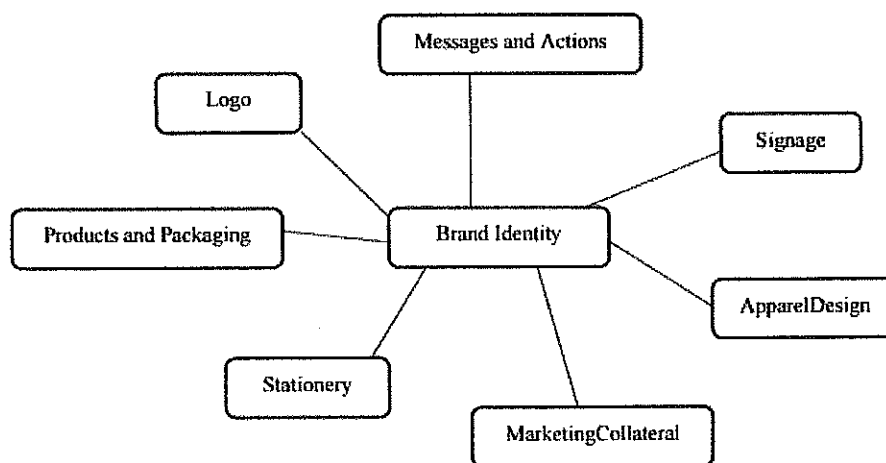
7. Consistent style for images. It is unnecessary to use the same photos every time but all photos and images should contain a consistent feel and look. The consistent style of images and photos must be in all materials when printing and using online.

8. Have a full library of graphic elements. It collects all small details that can really create a branding system. It may include a line style treatment, a use of white space or color blocks, and a background texture.

Symbol, sign, term, name, design or a blending of them are aimed to differentiate them from those of competitors and to identify the services or products of companies (American Marketing Association, n.d.). Brand identity is how a firms being identified. The consistency of the brand identity is shaped from vision, positioning, culture, personality relationships, presentation, and entity and other meaning beliefs. Moreover, brand identity is

transmitted in one or more of the following elements to give a preferred outcome on brand image; signage, logo, stationery, marketing collateral, apparel, product and packaging, messages and actions, emotions and other components. These elements act as the vehicle driving to the purposed brand image. Hence, brand identity has been defined as the direction which the vehicles must follow to get their destination which is understood as customers' perception. Generally, companies use branding strategies to convey their identity and value to potential customers and stakeholders.

Figure 2.4 Brand Identity Elements.



Source: Mindrut, S., Manolica, A., & Roman, C.T. (2015)

A brand element is verbal or visual information which promote identifying and differentiating a product. The brand components generally consist of logos, names, packaging, slogans, and characters. Brand components can be selected to create brand awareness or help to form the favorable, unique and strong brand associations (Keller, Aperia & Georgson, 2008). The most visible information by customers is brand name (De Chernatony, 2010). It is the basis of communication and brand awareness (Keller, Heckler & Houston, 1998) and able to assist in creating preferred brand image and enhancing brand awareness for a new product. A key element of brand's visual identity is logo (Kohli, Suri & Thakor, 2002 in Kohli, Leuthesser, & Suri, 2007). There are studies that prove the significance of logo graphic design on brand recognition and awareness (Janiszewski & Meyvis, 2001; Henderson & Cote, 1988).

Logos, Brand name, brand characteristic, slogans, jingles, URL, personality, and signage are used by companies and organization as well as institute to enhance brand awareness

as a part of their external branding efforts. Brand logos are also put on employee uniforms, promotion material, and labels. These external branding strategies assist companies to create brand persona and corporate identity to make themselves different from the competitors and promote brand loyalty. Crystal and Herskovitz (2010) explain that brand awareness is important in motivating the stability of the overall brand message. A vital part of a brand is a logo because it signifies brand character through a stylized treatment of the firm. The main duty is to remind the brand and ensure that “it remain at the forefront of the audience’s thoughts.” Logo is defined as “the official visual representation of a corporate or brand name and the essential component of all corporate and brand identity program.” Despite the fact that the evidence and theoretical assumption from practice identify the significance of logos in customer perception of firms and their products (Schechter, 1993) and brand preference, experimental research on the added value of logos are sparse (Lovelock and Green, 1994 cited in Girard, Anitsal, M.M. & Anitsal, I., 2013). Since the brands are more similar and exert to achieve the unique associations in the presence of strong competitors, examining the association of brand and logos are significant. Logos may play an important role in eliciting stronger association than only attributes and assist in differentiating in the presence of strong competitors. According to suggestion of Boyle (2003), brand creating efforts are more likely to succeed if associations are built based on personal identification more than on abstract concepts. Herskovits and Crystal (2010) support this idea by suggesting story – telling to create brand persona.

Table 2.5 Brand Identity Attribute

| Authors | Brand Identity Attributes |
|---|---|
| Uggla (2006) | <ul style="list-style-type: none"> - Product quality - Values of organization - Symbol |
| Aaker (1996, p. 68) | <ul style="list-style-type: none"> - Quality - Symbo |
| Kapferer (1997, p. 100, in De Chernatony, 2010) | <ul style="list-style-type: none"> - Color - Form - Self-image |

Table 2.5 Continued

| Authors | Brand Identity Attributes |
|--|--|
| Brand identity. Retrieved from https://creativemarket.com/blog/2013/07/23/designing-a-brand-identity . | <ul style="list-style-type: none"> - visible tools - Logo - Mark or symbol - Logotype - Marketing collateral - Stationery - Signage - Packaging - Messaging |
| Brand identity. Retrieved from http://www.managementstudyguide.com/brand-identity.htm | <ul style="list-style-type: none"> - Being differentiable - Identifier - Trademark color - Logo, - Name - Symbol |

2.4.2 Social media and brand awareness

The importance of social media keeps increasing since it is a channel for collecting information about products and services (Radwanick, Lipsman, & Aquino, 2011; Tutun, 2008, in Sabate, Berbegal-Mirabent, Canabate, & Lebherz, 2014). Brands are improving its appearance through social media to reach awareness of brand engagement and word of mouth. People gradually change their trust to recommendation and experiences from other customers. Moreover, social networking sites users are able to post and exchange experiences and opinions about brands and products as well as services through social networking sites (Henforth, SNS). According to Enginkaya & Yilmaz (2014), social media (SM) with all of its applications creates powerful contributions to companies in achieving brand awareness, connectivity, and customer engagement. In the environment of competition nowadays, interaction and attainable knowledge resources are more important than ever for brands. Social networks create connectivity between brands and other consumers, and therefore consumers may have more interactivity with brands

which allow brand to deeply create relationship with the customers. Companies use SM to handle customer service, generate innovation idea and build engaged brand communities. Brands become strengthened by building participation and allowing outside audiences to identify with them and get concerned (Yan, 2011). There are several forms of social media which includes the types of content communities, and social networking sites, and blogs. Social media combines consumers with their voices, so it enables the brands to connect with active users of brand communities rather than passive respondents (Lammas & Miller, 2010). These means it permits brands to meet the right customers at the right place and at the right time. Social media becomes a perfect vehicle for companies to create a relationship with clients. Businesses provide customers with information about their brands, products and promotions though their official fan pages created by the companies (Zadeh & Sharda, 2014). Customers can be their fan pages, like, share, post, comment or mark the brand pages as favorite. Marketing departments are using these activities to enhance brand awareness. The evolution of internet base social media generates a new channel for companies to communicate with customers and offer chances for businesses to understand customer and connect with them rapidly. Social media applications are used by million people during the past few years and the social media applications become regularly online activities. There were 50 percent of the users following the brands on social media sites in 2011, and therefore brands increase their spending on social media to crowd source marketing activities. Kaplan & Haenlein (2010) give an explanation of social media that it is the usage of web-based and mobile technology to convert communication into interactive conversation. Social media is defined in this context:

“Social Media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content.”

Weber (2009) defines that social media marketing as a new channel of communicating between business and target customers in the digital environment. However, the expansion of social media affected the communication means of organization. Through the development of Web 2.0, the internet creates a group of instruments that gives an opportunity to share information online and create business connection and social. In addition, Weber (2009)

defines that the social web is the online channel which allows people to gather and exchange thought, comments and opinions and refers the term of “social web” instead of social media.

Forrester Research, Inc. expects that the interactive marketing techniques continue to increase and forecasts that this trend keeps continuing. In 2014, there were 21 percent of all advertising spending in this year which was higher from 12 percent in 2007. According to Johansson (2010), social media becomes a channel where easily connect to people with internet access. Increasing of communication for organization creates brand awareness and improves customer service. Aaker forecasts that the profusion of new media has developed and it is probably to expand in the future. Therefore, it is an immediate challenge to build this brand awareness among the new media. The companies who are able to convey their branding messages through all media are the winner in the war if enhancing brand awareness (Aaker, 1996).

The importance of social media is increasing in the role of a channel for gathering product and service information. Appearance of brand presenting on social network is improving to meet brand awareness, engagement and word of mouth. Since the brands are highly valuable assets for companies, the businesses focus on building strong brands with a clear and rich knowledge structure in customer mind by writing interesting brand stories (Srivastana, Shervani, & Fahey, 1998; Keller 1993). Companies may attempt to vigorously persuade consumer-generated brand stories and their effect on brand performance which is represented by customers and brands. Firms can encourage and raise consumer-generated brand stories which promote brands and respond the negative consumer-generated brands stories which damage brands. Furthermore, companies would take consumer-generated brand stories to supplement the firm stories. Therefore, firms may take advantages of combination of consumer-generated brand stories and the business’ stories to make the success of brand in marketplace. However, the impact of social media on consumer-generated brand performance and brand stories can depend on market characteristics (Fischer, Volckerner, & Sattler, 2010), brand characteristics and consumer-brand relationship characteristics.

In the past few years, social media has achieved a lot of popularity. The consequence of this popularity makes other traditional media face the decreasing in both popularity and business. Lewis and Palmer (2009) reveal that the main stream media channels have experienced several difficulties which have caused television experiencing down turn in

their profit levels. They combine the performance of these outdated channels with the brand management and social media in marketing. Since companies are facing challenging economic environment, they have squeezed the budgets particularly advertising budgets that are changing to online channels. Forrester research study (2011) by David M., Ernst J., Dernoga M., and Cooperstein cited in Odhiambo (2012) find that brands are gradually changing their advertising priorities to straighten better with nowadays customers. The recent customers are expert in technology and crazed with social media. Thus, there is an increment of the services of social media network in marketing and brand management. There are many different kinds of social media channel which link people to each other. The most popular social media channels which are broadly used by companies to create brand awareness or engaging with their customers over facebook, twitter, and youtube.

2.4.2.1 Facebook

Facebook is the most popular social network on the internet and it has been found in 2004. Facebook users can publicly and privately share contents, all information, and posts with and connect with people in their network. As of March 2013, there are more than 1.1 billion accounts globally and almost 250 million visitors a day (<http://news.yahoo.com/number-active-users-facebook-over-230449748.html>, retrieved 23-03-2013) (Sarangan & Ragel, 2014). Facebook is defined as *“a social utility that helps people communicate more efficiently with friend, family and co-workers”* (facebook.com, 2010). Its users are able to create personal profiles with detail about activities and photos, location and interest. Moreover, the users can show and update private data (Schumacher & Ganster, 2009). In other words, Facebook has been defined as a social networking. It allows users to be friend other site users and create profiles containing personal data, photos, the like, and interests. Furthermore, facebook permits its users to join a huge range of activities like writing on friend’s timelines, commenting on links, liking brands, and participating in forum discussions. People are allowed to create or keep social community, communicate with people, update situation of people’s lives and learn rumors and gossip (Smith, Fischer & Yongjian, 2012).

The company marketing method has been rapidly change by social media. It has created a link between marketers and other customers. Moreover, it has established new positioning and chances to increase customer brand awareness (Comscore Media, 2009).

Advertising on Facebook provides users or customers the chance to create an active interaction with the advertising on the customers' page which allow users to "like" and "share" as well as view people or which friends like or share the similar adverts. Some researches reveal that social media like Facebook pretend as a check on the creditability of brands. Kim and Lee (2011) reveal that customers see customer-generated message on Facebook. It is different from advertising created by advertisers because the advertising generating on social media is persuaded by altruism. In nowadays trend of corporate market, the failure or success of any business relies on public perception. Facebook builds extensive platform for viral online and suggestion (Ellison, Smock, Wohn, & Lampe, 2011). It persuades organization or firm who want to use a fair part of budgets on analyzing policies of future client determining and target them with advertisement on facebook (Falls, 2009). Nevertheless, the push advertising is changed to trust-based advertising that the customers are engaged with brands and encourage word-of-mouth (WOM) promotion (Knight & Kristina, 2007 cited in Dehghani & Tumer, 2015). Businesses or firms promote word-of-mouth through facebook which is an efficient approach of increasing the brand image of many services and products (Haenlein & Kaplan, 2010).

2.4.2.2 Youtube

Youtube has been launched in 2005 and defined as a content community. Its users can link to, view, post, and comment on videos on the Youtube. Personal profiles can be created through the site which show who they subscribe to, current activity, friends, liked videos, and comments. The most commented-on videos on Youtube are likely to be user-produced (Green & Burgess, 2009) while the most viewed videos are likely to be professionally created (Nack & Kruitbosch, 2008). According to the present study of Green and Burgess (2009), the most popular user-produced videos on Youtube are music video, blog, like performance, informational contents (like reviews) and scripted shows.

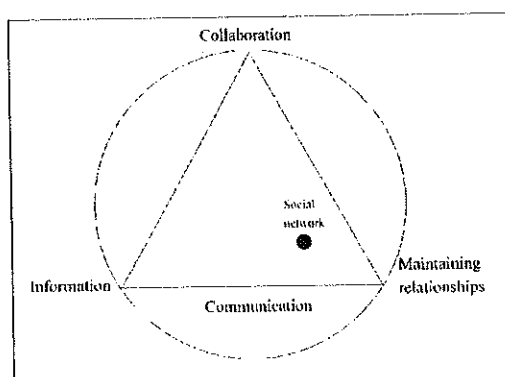
2.4.2.3 Twitter

Twitter has been defined as a micro-blogging site and launched in 2006. Users can display (tweet), answer, and forward posts that contain less than 140 characters. Posts can be hyperlinks to news stories, blogs, photos, etc., and they display in the stream of those who follow the poster. Tweets normally share or ask for information, details about daily activities, complaints, opinions or news.

2.4.2.4 The role of social media networks

According to the definition of Lewis and Palmer (2009), social media can be described as online application, media, and platform that focus on facilitating interactions, collaborations and the content sharing. Although communication is the key element of social media, all platform ranges are not evenly fitting for all marketing purposes since all platforms are differently fitted for collaboration, cultivating relationships, and information (Fauser et al., 2011 cited in Odhiambo, 2012). The main aim of social media is fundamentally for share of ideas of interest and communication between same communities or groups. According to Gummesson (2002), a long term friendship between customers and firms can be developed and maintained through frequent communication created by a marketing person on the interactive social networks. On the other hand, Janal (1998) implies that the brand communities are created with their social network constructs, and therefore vocal members and employees of these lead discussions. Moreover, the vocal members become the opinion leader (Janal, 1998; 214-215). Through this method, collaboration among online customers and information provider is expanded. It is referred that there is not a serious engagement amongst the online communities if there is no information flowing within the communities and the brand. The table below presents a picture of the interaction types which take place with the confines of the Social Sphere.

Figure 2.5 The dynamic of social in the social network sphere



Source : Adopted from Fauser et al., 2011, in Odhiambo, 2012)

2.4.2.5 The power and value of social networks

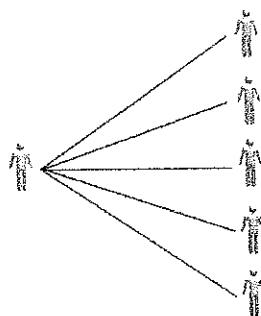
Gummesson (2002: 4) exposes that networks are “a set of relationships which can grow into enormously complex patterns.” To establish this kind of relationship on

business to client level, an interface between the consumer and the online marketer has to be created on the appropriate social media platform. It is claimed that a company may decide to go online because of many reasons; develop contacts, going online is able to create brand save money or create sales by using processes that reduce current cost that a firm is recently paying. There are three value–governance laws applying to communities and social networks. The laws have the significance in getting huge complex patterns on a relationship.

1. Sarnoff's Law

This law is coined by David Sarnoff, the founder of National Broadcasting Company (NBC). He is an American businessman and pioneer of American commercial radio and television networks. Sarnoff law is created in relating to the value of a radio station to the number of listeners. Within this theory, the network value increases in direct ratio of the number of listener on the network. Thus, it is assumed that a network which has 100 listeners is ten times more valuable (Evan, 2008, p. 51). For social media, this theory insinuates that the effect increases when more people are connected to the brand via social network (Odlyzko, & Tilly, 2005).

Figure 2.6 A network representative of Sarnoff's law



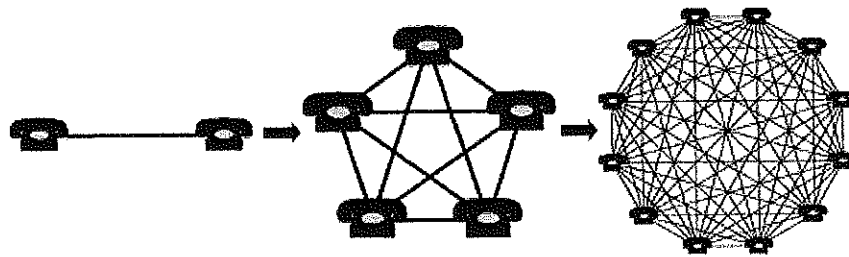
Source : <http://www.socialmediaonline.com>

2. Metcalfe's law

This law is credited to Robert Metcalfe, one of the inventors of the Ethernet and founder of the networking firm 3COM. He is a Massachusetts Institute of Technology (MIT) graduate. He is. The network identifies several effects of technologies of communication and networks like World Wide Web, social media, and internet. This theory specifies that the more users with the services, the greater valuable the service become the community. Hence, this theory has been brought to the context of social network. It can signify

that each new added or accepted member on the networking site influence the user's profile more valuable of (Evan, 2008: p. 51). Most of people like to get involved with the things that they get value from and love and also they love to chat about the favorite stuffs to relatives and friends. It can be done via the sharing on the social media websites, so the connectivity chain is enlarged further to others. This action can advise to information provider that increasing of sharing is an outcome of the satisfaction arisen from their services and products (Odlyzko, & Tilly, 2005).

Figure 2.7 Metcalfe's law

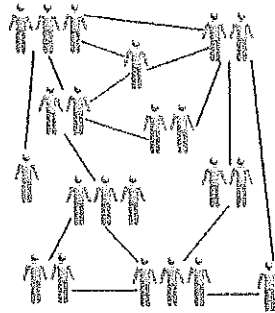


Source : mshare.net (2012)

3. Reed's Law

Referring to Reed's law, the large network function is able to extremely increase with the extent of the network. Reed's law is attributed to David P. Reed who is an expertise in the scope of computer networking and scientist in computer at Massachusetts Institute of Technology (MIT). This model involves with the use of the social networks and focus on the impact on network value by supporting and recognizing groups of members. The creation of strong subgroups and communication flow is stimulated by a good connected network when the stream of communication give more focus on concerning and key information within the network (Evan, 2008, p. 52). Generating a chance to each person to add to the network in order to connect to each other can build the member's supporting group. Each addition of a new member can expand the amount of new connection, and therefore more subgroup can be established (Odlyzko, & Tilly, 2005).

Figure 2.8 The connectivity within networks



Source: <http://www.socialmediaonline.com>

2.4.2.6 Impact of Social Media on Brand Awareness

Marketing communication channels are the method for businesses to remind, convince, and notify customers about their services, products, and brands (Keller & Kotler, 2009, cited in Shojaee & Azman, 2013), however, it is hard to select methods to convey the information. The arrival of the internet has built new ways for searching customers participating particularly using social media channels to keep and find customers are new challenge of information providers. Social media provides businesses with instant reaction to customer service cases by giving an opportunity to learn bad or good news quickly (Brown, 2010), creating the interactive activities, and sharing of information (Palmer & Koenig – Lewis, 2009) in a quick wide spread, vital and low-expense mean (Stokes, 2008; Miller et al., 2009, cited in Palmer & Koenig-Lewis, 2009). It is essential for brands to create a strong association with clients to gain the diverse levels of brand awareness, recognition, recall, top of the mind and dominant.

Further to the study of Shojaee and Azman (2013), brand awareness has positive correlation with customer engagement, brand exposure and electric-word of mouth in the social media context. The findings suggest that customer engagement is the most effective factors in affecting brand awareness. This research emphasizes on the three attributes as below.

1. Brand exposure

After knowing the target customers, the brand should commence reveals itself by implementing some tactics. This is called “Brand Exposure” (Gole, 2009, cited in Shojaee & Azman, 2013). Exposing a brand helps clients to emphasize on small brands selected for products or services that are in demand. According to Zajonc (1968), “Mere Exposure

Theory” is an appropriate model for explaining the relationship of brand exposure and brand awareness. The mere-exposure effect is psychological phenomenon by which individuals who are encouraged would create a priority to people of things that have familiarity to them. This theory is employed to describing communication effects on low information circumstance (Matthes et al., 2007; Grimes, 2008, cited in Shojaee & Azman, 2013). During a psychological and intellectual procedure, the favorable impression is generated in people’s minds because they are familiar with the item created by the exposure. Brand exposure is able to rearrange non-consumer behavior via cognitive methods since it can rearrange non-conscious behavior (Fitzsimon et al., 2008). Brand exposure enhances purchasing intention and the brand attitude (Laroche et al., 1996) as well as brand awareness (Cornwell et al., 2000; Pitts & Slattery, 2004, cited in Shojaee & Azman, 2013).

Figure 2.9 Picture of Mere-Exposure Effect



Source: <http://study.com/academy/lesson/mere-exposure-and-the-propinquity-effect-theory-examples.html>

2. Customer engagement

Customer who may not purchase a big volume of products or services but always creates and rates reviews which can stimulate other existing or potential customers (Haven et al., 2007). Thus, markets want new perspective to brand awareness characterized by social media which is known as engagement. The Use-and-Gratification theory (U&G Theory) (Calder et al., 2009, cited in Shojaee & Azman, 2013) is employed by Bond (2010, in Shojaee & Azman, 2013) to describe precedents and impact of engagement in social media. A pattern for consumer engagement with brands toward social media and impact of engagement like brand awareness has been found by Bond (2010, in Shojaee & Azman, 2013). Customer engagement with a brand is defined by Hollebeek (2011) as a combination of intellectual and emotional interactions identifying consumer’s contextual and brand-related state of mind. Actually, engagement consists of four modules; interaction, involvement, influence, and intimacy (Haven et

al., 2007). When a brand updates its status and shares a photo, the members instantly talk and think about them. Therefore, brands can involve their clients instantly and easily (Manning-Schaffel, 2009, cited in Shojaee & Azman, 2013). Engagement among a brand and customers positively affects on customer satisfaction and service quality by receiving feedback of clients (Moorthi, 2002). Moreover, this interactive media creates creditability and involvement sense (Bhattacharya & Sen, 2004).

3. Electronic-Word- of- Mouth (E-WOM)

E-WOM is come with the arrival of computer-generated mediums and is the extension of WOM (Dellarocas, 2003, cited in Jansen, Zhang, Sobel, & Chowdury, 2009). E-WOM is the communication among people while recipients and senders do not know each other. Nevertheless, the influence of E-WOM is high in case of believable websites due to the amount of people who involve in a discussion. E-WOM helps reducing the advertising cost because sharing a kind experience is more effective than advertising. Buyers believe communications from other buyers more than communications from the firm itself (Jansen et al., 2009). When a person loves a product or brand, social media produces a chance to connect and deliver his ideas from some people to the entire world quickly. E-WOM may be an influential method to promote a brand which is used as one of the advertising means like recommending a brand from the firm page of a brand to others who may not know the brand (Weber, 2009, cited in Sarangan, & Ragel, 2014). Social media interactivity links to the increase of creditability of E-WOM due to high transparency of information (Bickart & Schindler, 2012). E-WOM is faster, broader and easier than other types of marketing communication mix (Thackeray et al., 2008). It helps and stimulates customers to transfer the message of the information providers or products' details.

Table 2.6 Social Media Attribute

| Authors | Social Media Attributes |
|--|--|
| Radwanick, Lipsman, & Aquino, 2011; Tutun (2008) | - A channel for collecting information about products and services |
| Henforth (SNS) | - A place for posting and exchanging experience and opinions |
| Yan, J (2011) | - Participation |

Table 2.6 Continued

| Authors | Social Media Attributes |
|---------------------------|---|
| Enginkaya & Yilmaz (2014) | <ul style="list-style-type: none"> - Powerful contribution - Connectivity - Customer engagement - Interaction - Relationship |
| Lammas & Miller (2010) | <ul style="list-style-type: none"> - Relationship |
| Zadeh & Sharda (2014) | <ul style="list-style-type: none"> - Information provider - Communication |
| Kalpan & Haenlein (2010) | <ul style="list-style-type: none"> - Interactive Communication |
| Weber (2009) | <ul style="list-style-type: none"> - Communication - Information sharing - Business connection - A place for gathering and exchanging thoughts, comments and opinions |

2.4.3 Corporate Social Responsibility: Definition and Concepts

There are different definitions of CSR. According to Bohdanowicz and Zientara (2008), CSR concerns dealing with different stakeholders including customers, suppliers, and employees. Moreover, supporting local events, promoting environmental protection, and participation in charity work are parts of CSR programs. Dahlsrud (2008) reveals the five dimensions of CSR concept; social, voluntariness, stakeholders, economic and environmental. Some studies gives more focused and specific definitions of CSR to a certain area like emphasizing on the social dimension. In addition, minimizing the company's bad effects of its operations on community and maximizing its good effects are the definition of CSR in term of management practices (Pinny, 2001, cited in Dahlsrud, 2008). Moreover, Kilcullen and Kooistra (1999) has focused on voluntariness dimension as "the degree of moral obligation that may be ascribed to corporations beyond obedience to the laws of the state" (p. 158). Woodward –Clyde (1999, in Dahlsrud, 2008) gives explanation of the stakeholder as agreement between community and organization in which the community allows a company to run its business in meeting with

financial, and novelty. In conclusion, implementation of these CSR classifications is internal and external stakeholders alongside environment issues where hotel sector is located.

2.4.3.2 Benefits of corporate social responsibility to hotels

There are many factors driving the implementation of Corporate social responsibility (CSR) activities like brand positioning, company profit, community pressure, employee relations, and ethical consideration of management team and hotel owners (e.g., Han et al., 2009; Butler, 2008; Tzschentke et al., 2008b; Kasim, 2007; Mair & Jago, 2010, cited in Levy & Park, 2011). Besides operational performance, practices of corporate social responsibility give a positive effect to organization value (Kang et al., 2007; Bader, 2005; Lee & Heo, 2009, cited in cited in Levy & Park, 2011) and return on assets (Park & Lee, 2009, cited in cited in Levy & Park, 2011). In addition, CSR makes a key marketing benefit above competitors (Williams et al., 2007; Butler, 2008; Atakan & Ecker, 2007, cited in Levy & Park, 2011) and increase lodging reputation and image (Bird et al., 2007; Bader, 2005; Mair & Jago, 2010; Bohdanowicz, 2005; Kirk, 1995; Han et al., 2009, cited in Levy & Park, 2011). Therefore, many hospitality industries particularly international hotel chains consider CSR as the important thing and develop CSR policies and initiatives (Kasim, 2004; Kasim, 2007a, 2007b). Cost saving is a benefit of corporate social responsibility implementation to hotel operations especially environmental responsibility programs encourage (e.g., Han et al., 2009; Mair & Jago, 2010; Bader, 2005) decreasing of energy expenses. The cost saving has been considered to be the main factors persuading hotels to implement green programs (Tzschentke et al., 2008b; Bohdanowicz, 2006). According to revenue view, sustainability programs and corporate social responsibility are able to link to increasing room revenue and repeated business (McGehee et al., 2009; Huimin & Ryan, 2011, cited in Levy & Park, 2011). A number of varied reports refer to customer readiness to pay more (e.g., Kuminoff et al., 2010; Kasim, 2004).

2.4.3.3 Effect of corporate social responsibility on brand equity

There are several studies investigating corporate social responsibility outcomes, however, there is no study examining the effect of corporate social responsibility on global brand equity. Thus, global brand equity is expected to be positively affected by CSR while brand equity measure concerns both a customer and financial dimensions. There are two lines of reason why this effect may happen (Torres, H.A. Bijmolt, A. Tribo, & Verhoef, 2012). Firstly,

CSR may effect customer loyalty and customer brand performances (e.g., Sen & Bhattacharya, 2004; Orliczky et al., 2003; Du et al., 2007a;). Secondly, a brand's financial performance may be affected by CSR (Luo & Bhattacharya, 2006). With the interesting marketing literature, it is normally accepted that corporate social responsibility can positively influence consumers' brand perception (e.g., Lemon, Zeithaml, & Rust, 2004). Significantly, social responsibility plays an important role in driving global brand evaluation. With customer, however, the role of CSR in driving brand equity depends on the creditability of such policies. The second line of reasoning involves the connection between a brand's financial performance and CSR. There is a theory on two potential means in which corporate social responsibility may affect financial performance (Orliczky et al., 2003). First way is through the development of proficiency and the second involves the increment of an organization's reputation among its stakeholder. Credible CSR may particularly create a good image amongst investors, customers, suppliers, and bankers (Sen et al., 2006; Shanley & Fombrun, 1990).

Within the marketing literature, sufficient evidence proves that individual customer consequences such as brand loyalty, positive word-of-mouth, and brand preference and are affected by customer beliefs concerning CSR. Also, Hoeffler and Keller (2002) and Keller (2003) give evidence that customer brand metrics like brand image, brand awareness, brand engagement, and brand creditability. According to Drumwright, Braig, and Lichtenstein (2004), consumers of a supermarket chain who strongly believe in CSR are likely to have brand loyalty to that chain. Moreover, Du et al. (2007) reveals that noticeable CSR can produce stronger, brand loyalty, brand advocacy, and brand identification. According to current work of Tsamakos, Vlachos, Avramidis, and Vrechopoulos (2009), it claims that corporate social responsibility is related to recommendation intentions and repeat patronage intentions. This type of customer loyalty related to corporate social responsibility performs as an inherent brand insurance (Chandler & Werther, 2005). These researchers claim that *"CSR is about incorporating commonsense policies into corporate strategy, culture, and day-to-day decision making to meet stakeholders' needs, broadly defines. It is about creating strategies that will make firms and their brands more successful in their turbulent environments. Stripped of the emotionalism and name calling, we see strategic CSR as global brand insurance."*

Nowadays, most of organizations concentrate on CSR initiatives and also actively join CSR activities because there are positive influence of CSR participation and the negative impact of CSR violation (Lai, Chiu, Yang, & Pai, 2010). Within the daisy-wheel model at brand equity of Jones (2005), brand equity arises from co-creative collaboration between stakeholders of the brand and the brand. That is to say, the value of the brand equity increases when stakeholders' expectations are more fulfilled. In between these two things, one of the most projected expectations is socially responsible behavior. It is recognized that a firm's reputation for socially responsible behavior establishes on vital part of its brand capital (Brickley et al., 2012, cited in Lai, Chiu, Yang, & Pai, 2010). Actually, cause-related marketing focuses on increasing sale and revenues via product differentiation by building socially responsible characteristic related to brands (Varadarajan & Menon, 1988). Higgins & Smith (2000, p. 309) reveal that "the brand managers use customer concern for business responsibility as a medium for securing competitive advantage." In addition, the study of Lai, Chiu, Yang, and Pani (2010), argues that perceptions of customers about sellers' CSR programs may be an antecedent to company's brand equity since this perception promote the customers' positive brand association and awareness of sellers' products, builds brand loyalty, brings about brand satisfaction, and improves perceived quality about these products.

Table 2.7 Corporate Social Responsibility Attribute

| Authors | Corporate Social Responsibility Attributes |
|-------------------------------|--|
| Bohdanowicz & Zientara (2008) | <ul style="list-style-type: none"> - Dealing with different stakeholders - Supporting local events - Promoting environmental - Protection - Participation in charity work |
| Dahlsrud (2008) | <ul style="list-style-type: none"> - Social - Voluntariness - Stakeholders - Economic - Environmental |

Table 2.7 Continued

| Authors | Corporate Social Responsibility Attributes |
|--|--|
| Pinny (2001, in Dahlsrud, 2008) | Management practices; <ul style="list-style-type: none"> - Reduce bad effects of companies' operations on community - Increase good effects of companies' operation on community |
| Woodward- Clyde (1999, in Dahlsrud, 2008) | Stakeholders; <ul style="list-style-type: none"> - Agreement between community and organization - Management - Shareholder - Customers - Employees - Suppliers - Community - Natural environment |
| Zadek et al (1997) | <ul style="list-style-type: none"> - Energy - Environmental - Human resources - Faire business practices - Product and safety - Community involvement |
| Mattera, Baena & Cervino (2012) | <ul style="list-style-type: none"> - Responsibilities of organizations toward surrounding community - Commitment of organizations toward surrounding community |
| Kay (1997, in Abaciana, Yeoh, & Khong, 2014) | <ul style="list-style-type: none"> - Sustainability program - Responsibility to community |

Table 2.7 Continued

| Authors | Corporate Social Responsibility Attributes |
|----------------------------|--|
| Levy & Park (2011) | <ul style="list-style-type: none"> - Employee relations - Diversity issues - Community relations - Product quality - Environmental issues |
| Gu, Ryan, Bin & Wei (2013) | <ul style="list-style-type: none"> - Customer rights - Philanthropic initiatives - Employee rights - Environmental awareness - Benchmarking - Health concerns - Wider community - Ethics |
| Kucukusta et al (2013) | <ul style="list-style-type: none"> - Market place - Vision and values - Environment - Workforce - Community |
| Tsai, Tsang & Cheng (2012) | <ul style="list-style-type: none"> - Internal and external consumers - State of affair - Community interest - Business ethics - Financial - Novelty |

2.4.4 Above-the-line advertising (ATL) and brand awareness

Above-the-line advertising (ATL) is one of marketing strategies which can be used to promote a product (Carter, 2003). ATL is fundamentally advertising in mass media in the form of newspaper, magazine, TV and radio (Carter, 2003). ATL is the expensive method of promoting the product and it is normally handled by advertising (Ezissa, 2013). The purpose of

using this method is to attract the big number of customers and also to create a name for business. Therefore, choosing the method of promoting the business and products and building the name for promoting the business is depending on target market, customer segment and ways to approach customer. For example, KFC use TV to advertise its menu and food as it is visible to people. Famous cosmetic brands select magazine for promoting their products such as Dior and Givachy (Ezissa, 2013). Moreover, a case study of Infiniti explains that ATL marketing is paid-for advertising covering an extensive variety of mass media channels. This marketing type is an effective method for building brand awareness since it reaches a mass audience. However, the cost of this market costs big amount of money and it is hard to target precise customer because the advertising messages are driven to the wide clients. In addition, Infiniti reveals that before each F1 Grand Prix, it runs ATL advertising together with below-the-line campaigns to build maximum expose and enhance brand recognition among (an Infiniti case study, retrieved from <http://businesscasestudies.co.uk/infiniti/using-sponsorship-to-increase-brand-awareness/above-the-line-promotion.html>). Riley (2011) also insists that ATL advertising can be seen by anyone who is not the targeted customers. The purposes of ATL are to inform customers, raise awareness and create brand positioning. Nevertheless, Carter (2003) reveals that there are some practitioners and marketing theorists arguing that ATL is relatively poor value and simple especially for media-user, cynical, and young markets.

Generating and maintaining brand awareness is one of main target of advertising in conditions of low concerning or interest (McMahan, 1980, in Hoyer & Brown, 1990). Bogart (1986, p. 208, cited in Hoyer & Brown, 2011) claims that marketers take repeating technique to impress “the advertised name upon the consumers’ consciousness and make them feel comfortable with the brand.” Likely, it is expected by advertisers that awareness will put a brand in a customer’s recall set, whereby the possibility for brand to be purchased is increasing. Significantly, advertising expenditures are positively affected on brand awareness. Because awareness is the most basic information type which a customer can have for a brand, advertisement plays a key role in providing information (Clark, Doraszelski, & Draganska, 2009). Brand awareness is built and enhanced through advertising by revealing brands to clients (Batra et al., 1995; Aaker 1991; Rossiter & Percy, 1987; Yoo et al., 2000; Keller, 1993, cited in Huang, & Sarigollu, 2011). Moreover, advertising is likely to increase opportunity for the brand to be

included in customer consideration set, thereby increasing market performance of the brand (Chakravarti & Krishnan, 1993, cited in Huang, & Sarigollu, 2011). There is great relationship between advertising expenditure spent on the brand and brand awareness (Yoo et al., 2000). In conclusion, evidence proves that advertising positively relates to brand awareness.

Table 2.8 Above-the-line advertising (ATL) Attribute

| Authors | Above-the-line advertising (ATL) Attributes |
|---------------------------------------|--|
| Carter (2003) | Mass media advertising; <ul style="list-style-type: none"> - Newspaper - Television - Magazine - Radio |
| Ezissa (2013) | <ul style="list-style-type: none"> - Expensive method of product promoting - Attract big number of customers |
| Clark, Doraszelski, & Draganska, 2009 | <ul style="list-style-type: none"> - Provide product information |
| A case study of Infiniti (F1) | <ul style="list-style-type: none"> - Paid-for advertising - Covering extensive variety of mass media channels - Reach mass audience |

2.4.5 Below-the-line advertising (BTL) and brand awareness

Below-the-line (BTL) is another method to promote the products and it relates to activities that are organized by companies themselves. The forms of below-the-line are direct personal selling and sale promotion. The target of BTL is to enhance customers' awareness of the products or business and its reputation (Ezissa, 2013). Below-the-line strategies are increasingly recalled as personal, unique, and economical ways to achieve "cut through" in the supersaturated advertising environment (Carter, 2003). The Infiniti case study explains that below-the-line is a narrow communication to approach more targeted customers because the method owns more control and can be adopted to create deeper engagement with target clients through specific techniques. Riley (2011) reveals that BTL promotion is activities where the business owns the direct control over the target customers. Moreover, below-the-line activities create relationships between customers and the businesses and offer value added benefits. The research of Tetra Pack

Milk (2014) reveals that milk industries are using BTL method for building awareness which helps in increasing sale volume. BTL methods are very helpful in building a confidence of the awareness and recall of the brand. Moreover, it specifies the products detail to customers (Siddiqi, Sohail, Ali, and Nasi, 2014). BTL techniques are used to create a certain perception of a product in the minds of customers. Advertising including direct mail, sponsorships, point of sale, roadshow, billboard, signboard campaign and discount is called below-the-line advertising (Siddiqi, Sohail, Ali, and Nasi, 2014). However, the reach of Tetra Pack Milk (2014) shows that only two factors of below-the-line which are word-of-mouth and availability create highest brand awareness of Tetra Pack Milk. The key to regular marketing and powerful marketing practice is the ingratiation of a scope of complementary above-the-line and /or below-the-line strategies to offer complex assistance to a brand.

Table 2.9 Below-the-line advertising (ATL) Attribute

| Authors | Below-the-line advertising (ATL) Attributes |
|---------------------------------|---|
| Ezissa (2013) | - Direct selling - Sale promotion |
| A case study of Infiniti (F1) | - Narrow communication - Approach targeted customers |
| The research of Tetra Pack Milk | - Direct mail - Sponsorships - Point of sale - Roadshow - Billboard - Signboard campaign - Discount |

2.5 Significance of brand awareness

According to Percy and Rossiter (2009), communications process essentially requires brand awareness because it leads to other steps of the process. When brand awareness does not happen, other communication effects cannot arise. The customers have to be made aware of the brand before purchasing a brand. In addition, without occurring of brand awareness, brand

attitude cannot be created and purchasing intention cannot happen (Rossiter et al., 1991; Percy and Rossiter, 1987). In the memory theory, brand awareness is posted at the first step in creating the bunch of communication that is enclosed to the brand in remembrance (Stokes, 1985, cited in Macdonald and Sharp, 2003). The brand is connected as a button in recollection that permits other brand information to be tied to it (Aaker, 1997b).

There is a hypothesis playing a vital role of brand awareness in defining the consideration sets: *"the small set of brand which a consumer gives services attention when making a purchase"* (Markin & Narayana, 1975; Sheth & Howard, 1969). The configuration of this small set of brands that are considered between the process of decision-making is crucial. A brand which is considered cannot be selected (Baker et al., 1986). Then, other brands have possibilities to be in the consideration set and being chosen. In the case that customers know a number of brands matching with the related criteria, the customer is unlikely to attempt to find detail on unaware brands. A customer is likely to consider and choose a brand which has some steps of brand awareness more than unknown brands. Moreover, strong awareness of a brand with consideration set is also important. Wilson (1981) cited in Wilson & Woodside (1985) confirms the significance of top-of-mind awareness and reveals that the intention to buy with relevant purchase of brands increases when the position of brands in customers' memory measured by unsupported recall is higher. Brand awareness can be a vital aim of the marketing communication efforts of business since brand awareness owns a number of crucial functions. It is largely known that brand attitude and brand image cannot be generated when brand awareness does not occur. Nevertheless, similar important but less broadly recognized is the importance of brand awareness in the role of a heuristic that can influence inclusion in the consideration set. In addition, it can be itself adequate in many cases to decide an option from the consideration set.

In addition, according to the awareness pyramid of Aaker (1991), each level of brand awareness examines how effective branding is for the firm. When a customer has strong brand awareness in mind, there is greater possibility that customers purchase that brand or product and then repeat to purchase that product which creates loyalty to the brand (De Pelsmacker et al., 2007). Furthermore, brand awareness is a key to the process of decision making of customers. The brand awareness emphasizes brand image in how it can attract a customer (De Pelsmacker et al., 2007). An image is the first thing which a customer sees about a brand. It

allows customers to notice the brand whether it is exact visible part or intangible assets of brands and brand reputation. The brand awareness enables customers to have information of brands and brand associations. The brand awareness could be a factor influencing on customer's decision making (Keller et al., 2008). The continued brand awareness is increasingly important for firms because it can ensure that customers are familiar with the brand that is able to create comfortably and recognition. The repetitive marketing is key to the brand awareness (Keller et al., 2008).

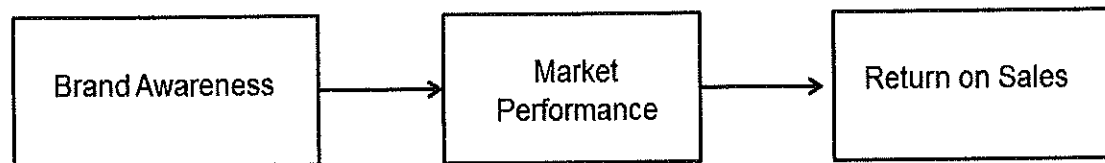
There are interviews with marketing manager conducted by Kelly. Many managers claim that the advertising is directed towards creating long-term effects to strong brand loyalty and brand image. Some of manager express that the business does not require the short term outcomes but the old advertising gives a corporate the chance to build image and branding that is mainly directed to long term (Kelly, 1991 p. 5, cited in Macdonald & Sharp, 2003). In conclusion, these managers are interested in long-term goal such as brand image and brand-building more than short term aims like sales.

Also, brand awareness probably plays a crucial character in moving brand equity in business markets (Golicic, Marquardt & Davis, 2008). Especially, many business-to-business (B2B) industries focus branding activities only on the circulation of a logo and brand name without improving a more inclusive brand identity (Freeling, Court, Parsons, & Leiter, 1997; Pfoertsch & Kotler, 2006 cited in cited in Homburg, Klarmann, & Schmitt, 2010). Consequently, building brand awareness of many B2B firms is a core component of brand tactic (Eagle & Celi, 2008; Kumar & Munoz, 2004 cited in Homburg, Klarmann, & Schmitt, 2010).

Based on the theory of information economics, brand awareness is expected to be involved with market performance via reduction of perceived risk and information costs for buyers (Valenzuela, Swait, & Erdem, 2006). Brand awareness is a vital branding dimension (e.g. Aaker, 1996) and has an effect on brand choice, even in the disappearance of other brand associations. Increasing sale volume is a key objective of branding activities mentioned in previous research (Chaudhuri & Holbrook, 2001). Thus, market performance is considered as a key result of brand awareness (Homburg & Klarmann, & Schmitt, 2010). Market performance has been defined as business performance which means of the increment of amount of services and products sold, customer loyalty, new customer, achievement of required market share and growth

rate (Homburg & Pflesser, 2000). These are concluded into financial performance which means return on sales.

Figure 2.10 The effect direction of brand awareness on market performance and return on sale



Source : Homburg, Klarmann, & Schmitt (2010, p. 202)

2.5.1 Impact of brand awareness on purchase intention

According to Hoeffler & Keller (2002), brand awareness is distinguished from width and depth. Width infers that when consumers buy products, brand names will instantly come to customers' mind while depth is how to encourage consumers to recall or easily identify brands. Products which have brands width and depth at the same time encourage customers to think of a specific brand when they wish to buy products. This means that products own the higher level of brand awareness. Moreover, Marquardt, Golicic, and Davis (2008) claims that the most important component in brand awareness is brand name. Consequently, purchase decision is influenced by brand awareness through brand association. When products have good brand image, it promotes marketing activities (Keller, 1993). The brand name gives a symbol helping customer to forecast service result and to identify service providers (Moore & Turley, 1995; Van Osselaer & Janiszewski, 2000; Milewicz & Herbig, 1993, cited in Chi, Yeh, & Yang, 2009). Brand awareness owns a significant impact on purchase intention because clients mostly purchase a well-known and familiar product (Sharp & MacDonald, 2000; Keller, 1993). Brand awareness is able to promote brand recognition from a product type and help customer to make purchase decision (Rossiter & Percy, 1992). Moreover, brand awareness owns a good impact on choosing and can be a prior consideration base in a product type (Brown & Hoyer, 1990). Also, it is considered as a key aspect in the customer purchase intention, certain brands accumulate in clients' memory to encourage purchase decision of customer. Products owning high level of brand awareness get higher customer preferences as it owns higher quality evaluation and market share (Grewal et al., 1998; Dodds et al., 1991).

When brand awareness is high, its brand loyalty will also increase (Chi, Yeh, & Yang, 2009). The perceived quality of product of customers is evaluated from their purchase experience. The most recognized pattern of customer purchase decision-making is presented by Miniard, Engel, and Blackwell (1995, in Chi, Yeh, & Yang, 2009). Within this model, the process of customer purchasing decision is categorized into five steps; “1) *problem recognition*, 2) *information search*, 3) *alternative evaluation* 4) *purchase decision* 5) *post-purchase behavior*.” Moreover, Minor & Mowen (2001) explain that customer decision making is series of processing results from following steps; “*perceiving problems, searching for solutions, evaluating alternatives, and making decisions*.” Engel et al.(1995) continues to argue that purchase intention can be categorized into unplanned buying, partially planed buying and fully planned buying. Customers make all decision to buy a brand and product category at shops is called “unplanned buying.” Customers only select the specification and product category before purchasing the product while the types and brands are selected in shops later is called “partially planed buying.” Fully planed buying is that customers already choose product and brand to purchase before entering stores. According to Kotler (2003, in Chi, Yeh, & Yang, 2009), purchase intention is affected by individual attitudes and unpredictable situation. Individual attributes are inclusive of personal preferences to others and compliant to other’s expectation and unpredictable situation represents that customer’s change purchase intention because there is a situation happening such as higher price than expectation (Dodds et al., 1991).

Brand awareness moves on to the ways to raise awareness of products and services to current and potential customers (Gustafson & Chabot, 2007). When a company achieves a successful brand awareness, the company’s product and service have a good reputation in the market and easily acceptable (Chabot & Gustafson, 2007). The brand awareness acts as a key factor when buying a service or product. It can control perceived risk assessment of customers and their assurance level about purchasing decision because of its uniqueness and brand awareness. A brand association must be existing when customers are making decision to buy a service or product. When customers do not have anything to consider, there is possibility that nothing is selected (Nedungadi, J, & Baker W, 1986, cited in Malik, Ghafoor, & Iqbal, 2013). Stokes (1985) reveals that brand awareness builds a perfect association about certain brand in the

customers' mind. Without brand awareness, transaction and communication cannot be arisen (Percy, 1987). Some clients create a rule to buy only famous brand in the market (Keller, 1993).

Brand awareness magnifies ability of consumer to recognize and recall a brand inside a given category in enough information to buy (Keller & Kotler, 2006, cited in Kakkos, Trivellas, & Sdrolas, 2014). High level of brand awareness amongst customers creates high familiarity with brands and decreased risk perceptions when price cannot affect customers' perceived product value (Lin, 2008). Brand awareness and image support in making decisions of customers when objective evaluation of a product cannot be made (Lin, 2008). Brand awareness is connected to purchase intentions as customers conduce to excerpt from their remember products that are aware of before purchasing. The brands which are more likely to be purchased are the ones that are easier to recall (Huang & Radder, 2008).

2.5.2 Impact of brand awareness on decision making

Customers make their decision on a brand with high brand awareness faster than the non-awareness brand (MacDonald & Sharp, 2000). Their study in 1996 argues that brand awareness has vital influence on customer's decision making by inducing brands entering into the consideration set, and also it influences brand to be chosen from the consideration set. Brand awareness has an effect on the latter through its use as a heuristic for choice, for example; "I will choose the brand that I know". There are studies showing that customers are more confident toward brands when they are more familiar with the brands and this signifies that those brands have high awareness (Zhou, Laroche, & Kim, 1996). Moreover, they are more likely trust in those brands (Wheeler & Smith, 2002). According to Sharp and MacDonald (2000), brand awareness is used as a heuristic while selecting a product because customers feel that high-awareness brands are more reliable than unaware brands. Keller (2002, p. 50-53) argues that customers are likely to make decision quickly on products when they recognize or know the brands of products. Furthermore, the more clients can retain, recognize, and remember brands, the more they shop that brand. This is a good opportunity for the firm among competitors because customers ignore other qualities and the rate when they already know and trust the brand. It becomes a part of consumers' lifestyle that they like to shop when they have confidence in and are familiar with the brand. The higher stage of brand awareness highly dominates brands which increase the possibility for brands to be considered in several purchase situations. Thus, increasing the

awareness level raises the possibility for brands to be in consideration set (Nedungadi, 1990) which affects customers' decision making. Past studies presents that brand awareness is a dominant choice tactic amongst customers (e.g. Cobb-Walgren et al., 1995; D'Souza & Rao, 1995; Reynolds & Olsan, 1995, cited in Ogonje, 2010). The brand is familiar and reputable when its awareness is high amongst customers. There are studies revealing that the brand that customers recognize its name has more chance to be purchased as familiar products are usually preferred more than those who have less familiarity (Hoyer, 1990; MacDonald and Sharp, 2000).

2.5.3 Impact of brand awareness on perceived quality

Brand awareness has effect on perceived quality, for example, "*I have heard of the brand, so it must be good*" (Sharp & MacDonald, 2000). Perceived quality is an outcome of subjective judgment of customers on products (Dodds et al., 1991; Aaker, 1991; Zeitham, 1988). According to Bhuian (1997), the judgment on the consistency of product specification is considered as perceived quality. Moreover, Garvin (1984) gives an advice that objective quality is defined on the basis of product orientation while perceived quality is referred to the basis of users' recognition. Perceived quality is different from objective quality because perceived quality is affected by external and internal product attributes which is an assessment basis for clients but objective quality has a pre-design standard to products (Olshavsky, 1985; Zeithaml, 1988). Perceived quality differs from real quality because of a previous bad image of products which influence customers to judge the quality of products in the future. Furthermore, although a product quality has been changed, customers will not believe in that product as they have former bad experience (Aaker, 1996). Customers and manufacturer have different thoughts on the judgment of product quality (Aaker, 1996; Morgan, 1985, cited in Chi, Yeh, & Yang, 2009). Clients have adequate information to objectively evaluate a product but it can be insufficient in motivation and time to do a further judgment and they can finally choose small important information to assess the quality of product (Wan, 2006; Aaker, 1996, cited in Chi, Yeh, & Yang, 2009). In conclusion, perceived quality is influenced by many factors like past experience, education level and perceived risk as well as situation variable like purchase purpose and time pressure (Holbrook & Corfman, 1985). Brands' perceived quality of customers is concerned their perception process which is concerned the process of decision –making. When customers recognize the difference and outstanding of the brand concerning competitor brands, it affects

customer purchase decisions and can lead to the brand selection greater than the brand of competitors (Yoo et al., 2000).

2.5.4 Impact of brand awareness on brand loyalty

The consistency of a customer who continues to buy the same brand of a certain product is the definition of brand loyalty (Peter & Churchill, 1994, cited in Soonarong, 2011). Normally, although there is a lower price product, these customers do not change to purchase another brand. Moreover, brand loyalty is a measurement of customers' engagement to a brand. The vulnerability of customer to competitive action is lower when the brand loyalty is higher (Aaker, 1991). Thus, the brand loyalty is an indicator which confirms future sale (Soonarong, 2011). According to Aaker(1991), brand awareness is the capability of potential customer to recognize and recall that a particular brand is a member of a particular product type. Brand awareness acts as a key factor which influence creating a brand in the consumers' minds because customers make decision on purchase based on knowledge, awareness or experience of a certain brand. As a result, consumers may buy consecutively since they have confidence in its quality. Hence, brand awareness is associated with brand loyalty in making decision on purchase because it is associated with customers' views. When customers' loyalty to their favorite brands is stronger, the degree of brand loyalty is higher (Soonarong, 2011).

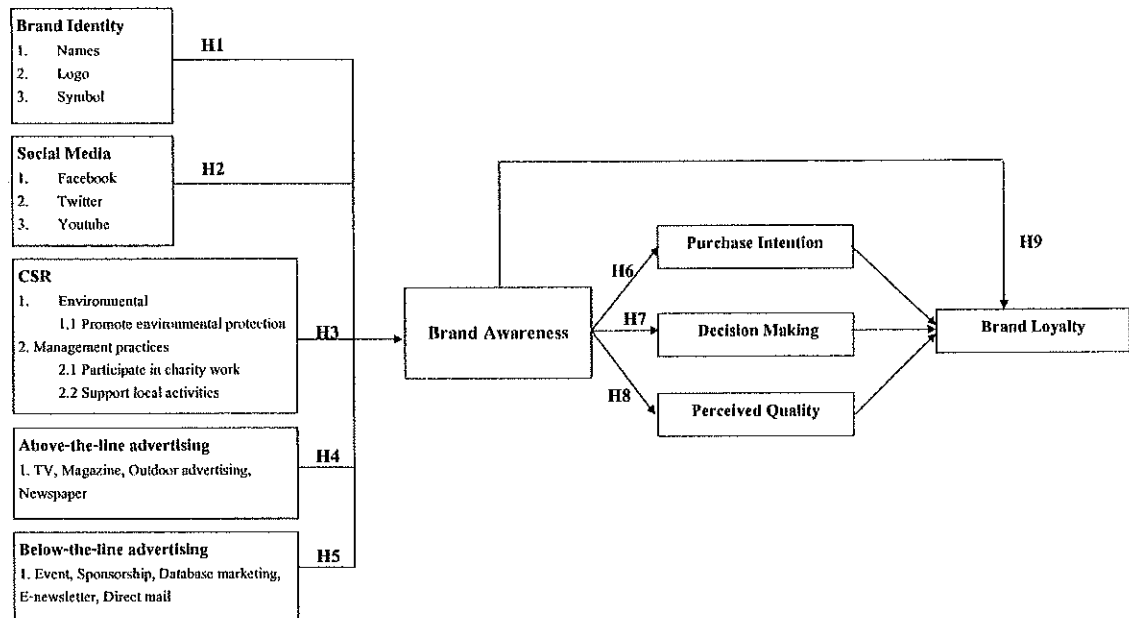
2.6 Hypothesis of the study

The hypotheses of this study are the following;

- H1: Brand identity creates brand awareness
- H2: Social media creates brand awareness
- H3: Corporate social responsibility creates brand awareness
- H4: Above-the-line advertising creates brand awareness
- H5: Below-the-line advertising creates brand awareness
- H6: Brand awareness influences purchase intention
- H7: Brand awareness influences decision making
- H8: Brand awareness influences perceived quality
- H9: Brand awareness influences brand loyalty

2.7 Conceptual Framework

Figure 2.11 Conceptual framework



CHAPTER 3

METHODOLOGY

The research of factors enhancing brand awareness of design hotels on Thailand's Andaman coastline is undertaken by a quantitative research technique. The overall purpose of this study is to examine factors enhancing brand awareness and to identify the impact of brand awareness on design hotels. Consequently, the methodology is designed to investigate the factors effecting brand awareness and impact of brand awareness. This chapter explains the methodology used to achieve the objective of this study as follows;

3.1 Population of the Study

3.2 Sampling

3.3 Data Collection

3.3.1 Primary Data

3.3.2 Secondary Data

3.4 Research Instrument : Questionnaire

3.5 Validity and Variability

3.5.1 Validity

3.5.2 Variability

3.6 Data Analysis Method

3.6.1 Quantitative data analysis

3.1 Population of the Study

Tourists, who are at Nai Yang Beach, Surin Beach, Kamala Beach, and Khaolak and know the design hotels, are the population of this study.

3.2 Sampling

This research uses a quantitative methodology. A quantitative method is carried out with tourists on how they can recall and recognize the names of the design hotels on Thailand's Andaman coastline through each factor and which factors that help them to recognize

or recall the name of the design hotels. Referring to the objectives of this study, quota sampling technique is used because of four locations of four design hotels.

Where the population is unknown, the sample size can be derived by computing the minimum sample size required for accuracy in estimating proportions by considering the standard normal deviation set at 95% confidence level (1.96) and the confidence interval (0.05 = $\pm 5\%$). Therefore, the formula of Vichit U-on (2007) is employed.

The formula is:

$$n = \frac{Z^2}{4e^2}$$

Where:

n = sample size

z = standard normal deviation set at 95% confidence level (1.96)

c = confidence interval at +/- 5% (0.05)

Thus, the sample size of the research is:

$$n = \frac{1.96^2}{4(0.05)^2}$$

$$n = 384.16$$

From the above calculation, the sample size of this study has been specified at 400 people, and therefore the 400 sets of questionnaire are used. Moreover, to prevent an error occurrence, pre-testing questionnaires are carried out with 30 tourists. With this sample size, quota sampling method is employed by dividing sample sizes into four because there are four locations where the design hotels are situated. Thus, sample size is 100 tourists per destination according to the locations where each design hotel is located which are Surin Beach (Phuket), Nai Yang Beach (Phuket), Kamala Beach (Phuket) and Khaolak (Phang-gna). At this stage, the convenient sampling technique is used for selecting samples. In order to select only the tourists who know the design hotels, the tourists at each area are asked with the screening question whether they know that design hotel or not. When the tourists say "*Yes, I know*", the researcher explains that that hotel is a member of Design Hotels and the questionnaires are given to them to complete.

3.3 Data Collection

3.3.1 Primary Data

The primary data is collected from a questionnaire survey. The survey is conducted at Surin Beach, Nai Yang Beach, Kamala Beach and Khaolak. The questionnaire is divided into the general topics of demographics, how each factor affects brand awareness enhancement, and impacts of brand awareness.

3.3.2 Secondary Data

The secondary data is collected from other sources such as journals, websites, online book, and other places where are related to this research. The case studies and research which is relevant to brand awareness enhancement are also collected.

3.4 Research Instrument: questionnaire

The questionnaire is developed for tourists in English version. It is self-administered and used to collect quantitative data. The questionnaire is created in close-ended format and mostly uses the Likert scale response, checklist response, and multiple choice response strategies. The tourists are asked on how much they agree or disagree on the factors affecting brand awareness and impacts of brand awareness for design hotels on Thailand's Andaman coastline. Moreover, the tourists are also asked about their travelling and booking detail. The questionnaire consists of four parts. The first part contains a demographic section which gathers information on age, gender, region of residence, occupation and income. The second part of the questionnaire contains the details of travelling and room booking. The question format of these parts is close-ended with using checklist and multiple choice response strategies. The third section involves the details on how each factor enhances brand awareness of the design hotels. The fourth part is concerned the impacts of brand awareness for design hotels. The question format of the third and fourth parts is close-ended with using Likert scale response strategies. The questionnaire is divided into four general topics:

Part 1: Personal demographic characteristics of tourists.

Part 2: General detail of travelling and accommodation arrangement.

Part 3: Factors affecting brand awareness enhancement.

Part 3.1: Brand identity enhances brand awareness of design hotels on Thailand's Andaman coastline

Table 3.1 Attributes of brand identity's questions

| Variables | Instruments | Sources |
|--|---|--|
| 1. Brand identity encourages the hotel to create its image in your mind | Likert scale (1 = Strongly disagree, | Keller, Heckler & Houston (1988) |
| 2. Hotel name helps you to recognize and recall the hotel | 2 = Disagree, 3 = Neutral, | De Chernatony (2010) |
| 3. Logo, tagline and marketing collateral can signify the character of hotel brand. | 4 = Agree, 5 = Strongly agree) | Brand identity. Retrieved from https://creativemarket.com/blog/2013/07/23/designing-a-brand-identity |
| 4. Logo, typeface, color, tagline and name can together identify and distinguish the brand in your mind. | | Brand identity. Retrieved from http://www.managementstudyguide.com/brand-identity.htm . American Marketing. Keller, Aperia& Georgson (2008). Association. |
| 5. Logo, typeface, color, tagline and name can differentiate your hotel from other hotels | | American Marketing Association. Keller, Aperia& Georgson (2008). Lovelock& Green (1994) |
| 6. Logo, typeface, color, tagline and name encourage you to remember the hotel. | | Brand identity. Retrieved from https://creativemarket.com/blog/2013/07/23/designing-a-brand-identity |
| 7. The unique color, typeface, tagline, name and logo improve brand recall and recognition. | | Brand identity. Retrieved from http://www.managementstudyguide.com/brand-identity.htm |

Part 3.2 : Social media enhances brand awareness of design hotels on Thailand's Andaman coastline.

Table 3.2 Attributes of social media's questions

| Variables | Instruments | Sources |
|--|--|---|
| 1. Social media is a channel for collecting information about the hotels. | Likert scale (1 = Strongly disagree, | Radwanick, Lipsman & Aquino (2011); Tutun (2008). Zadeh & Sharda (2014). |
| 2. Social media is a channel where the hotels can connect and communicate with you. | 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree) | Enginkaya & Yilmaz (2014). R. & Lammas, Miller, N. (2010). Zadeh & Sharda (2014). Weber (2009). Johansson (2010) |
| 3. Social media is a perfect vehicle for the hotels to create a relationship with you. | | Enginkaya & Yilmaz (2014). R. & Lammas, Miller, N. (2010) |
| 4. Social media is a place where provide an active interaction between you and the hotels. | | Enginkaya & Yilmaz (2014). Kalpan & Haenlein (2010) |
| 5. Social media's activities such as like, share, post, comment, or mark the brand pages as favorite encourage you to recall and recognize the hotel more. | | Zadeh & Sharda (2014) |
| 6. Social media with all of its application encourages you to engage and connect with the hotels. | | Enginkaya & Yilmaz (2014). |
| 7. Social media creates new chances for the hotels to increase their brand recall and recognition. | | Aaker (1996). |

Part 3.3: Corporate social responsibility enhances brand awareness of design hotels on Thailand's Andaman Coastline.

Table 3.3 Attributes of corporate social responsibility's questions

| Variables | Instruments | Sources |
|---|--|--|
| 1. Corporate social responsibility helps the hotels to be recognized and recalled by people. | Likert scale (1 = Strongly disagree, | Sen and Bhattacharya, 2004; Orlitzky et al., 2003; Du et al., 2007a |
| 2. Corporate social responsibility helps to create a positive image and reputation to the hotels. | 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree) | Bird et al., 2007; Bader, 2005; Mair & Jago, 2010; Bohdanowicz, 2005; Kirk, 1995; Han et al., 2009. Orlitzky et al., 2003. Sen et al., 2006; Shanley & Fombrun, 1990. Hoeffler and Keller (2002) and Keller (2003) |
| 3. Implementation of corporate social responsibility's activities creates the positioning of the hotel. | | Han et al(2009); Butler (2008); Kasim (2007); Tzschentke et al (2008b); Mair & Jago (2010) |
| 4. The perception of guests about hotels' corporate social responsibility program positively promotes brand recall and recognition. | | Lai, Chiu, Yang, and Pani (2010). |
| 5. Increasing the hotels' positive impacts of their operations on community create positive image of the hotels. | | Pinny (2001). Lai, Chiu, Yang, and Pani (2010). |
| 6. Visible corporate social responsibility participation can produce strong brand identification and brand advocacy. | | Du et al (2007) |

Table 3.3 Continued

| Variables | Instruments | Sources |
|---|-------------|--|
| 7. Visible corporate social responsibility participation can create positive word-of-mouth. | | Hoeffler & Keller (2002) & Keller (2003) |

Part 3.4: Above-the-line advertising enhances brand awareness of design hotels on Thailand's Andaman Coastline.

Table 3.4 Attributes of above-the-line advertising's questions

| Variables | Instruments | Sources |
|---|---|---|
| 1. Advertising in magazine, television, and newspaper is good to promote the hotel products. | Likert scale (1 = Strongly disagree, | Carter (2013). Ezissa(2013). |
| 2. Advertising in magazine, television, and newspaper can attract big number of customers. | 2 = Disagree, 3 = Neutral, 4 = Agree, | Carter (2013). Ezissa(2013). |
| 3. Advertising in magazine, television, and newspaper can create names to the hotels. | 5 = Strongly agree) | Carter (2013). Ezissa(2013). |
| 4. Advertising in magazine, television, and newspaper provide information of the hotel products to customers, raise awareness and create positioning of the hotels. | | Riley (2011). Clark, Doraszelski, & Draganska, 2007 |
| 5. Advertising in magazine, television, and newspaper can generate and maintain brand recognition and recall in situations of low interest and concerning. | | McMahan (1980) |

Table 3.4 Continued

| Variables | Instruments | Sources |
|--|-------------|---------------|
| 6. Advertising in magazine, television, and newspaper is relatively simple and poor value for young, cynical and media-user markets. | | Carter (2003) |
| 7. Advertising magazine, television, and newspaper can enhance hotels' reputation. | | Ezissa (2013) |

Part 3.5: Below-the-line advertising enhances brand awareness of design hotels on Thailand's Andaman Coastline.

Table 3.5 Attributes of below-the-line advertising's questions

| Variables | Instruments | Sources |
|---|--|-------------------------------|
| 1. Direct personal selling, sale promotion, e-newsletter, sponsorship and billboard are good to promote the hotel products. | Likert scale (1 = Strongly disagree, 2 = Disagree, | Ezissa (2013) |
| 2. Direct personal selling, sale promotion, e-newsletter, sponsorship and billboard create relationship between the hotels and customers. | 3 = Neutral, 4 = Agree, 5 = Strongly agree) | Riley (2011) |
| 3. Direct personal selling, sale promotion, e-newsletter, sponsorship and billboard create deep engagement with targeted customers. | | A case study of Infini (n.d.) |

Table 3.5 Continued

| Variables | Instruments | Sources |
|--|-------------|--|
| 4. Direct personal selling, sale promotion, e-newsletter, sponsorship and billboard can create a certain perception of products in the minds of customers. | | Siddiqi, Sohail, Ali, & Nasi (2014). |
| 5. Direct personal selling, sale promotion, e-newsletter, sponsorship and billboard can enhance customers' awareness of the hotels and its reputation | | Siddiqi, Sohail, Ali, & Nasi (2014). Ezissa (2013) |
| 6. Direct personal selling, sale promotion, e-newsletter, sponsorship and billboard can specify the products detail to customers. | | Siddiqi, Sohail, Ali, & Nasi, (2014). |
| 7. Direct personal selling, sale promotion, e-newsletter, sponsorship and billboard can reach more targeted clients. | | Riley (2011) |

Part 4: The impact of brand awareness on purchase intention, decision making, perceived quality, and brand loyalty.

Table 3.6 Attributes of brand awareness impact's questions

| Variables | Instruments | Sources |
|---|---|--|
| 1) The impact of brand awareness on decision making. | | |
| 1. A well-known hotel is more reliable than an un-known hotel. | Likert scale (1 = Strongly disagree, | Sharp & MacDonald (2000) |
| 2. You are more likely to make decision quickly on a hotel when you know or recognize it. | 2 = Disagree, 3 = Neutral, | Keller (2000, p. 50-53) |
| 2) The impact of brand awareness on perceived quality. | 4 = Agree, 5 = Strongly agree) | |
| 1. "I have heard of the brand, so it must be good." | | Sharp & MacDonald (2000) |
| 2. Previous experience influences you to judge a product or service quality. | | Aaker (1996) |
| 3) The impact of brand awareness on purchase intention. | | |
| 1. You mostly stay at a well-known hotel. | | Sharp & MacDonald (2000); Keller (1993) |
| 2. A well-known hotel is always your preferred hotel. | | Grewel et al (1998); Dodds et al (1991) |
| 4) The impact of brand awareness on brand loyalty. | | |
| 1. A hotel will have more returning guests when it is well recognized and recalled by its guests. | | Soonarong (2011), Aaker (1991) |
| 2. You will return to stay at a hotel when you are confident with its brand. | | Aaker (1991) |

3.5 Validity and Variability

3.5.1 Validity

The researcher presents the proposed questionnaire relied on information collected from articles, journal and websites as well as online book which are relevant to the research. The questionnaire is reviewed by two lecturers in the faculty of Hospitality and Tourism and a professional expert in hospitality industry particularly in sales and marketing field.

3.5.2 Variability

After the survey questionnaire is rectified and adjusted as recommended by the advisor, professor, and expert, the researcher does pre-testing questionnaires with 30 tourists who have the same qualification as the targeted samples. After the 30 questionnaires are completed, Alpha Coefficient (Nunnally, 1978) is analyzed. The Alpha Coefficient should be at 0.7 or above. The pre-test is conducted at Surin Beach, Nai Yang Beach and Kamala Beach in January 2016 and the Alpha Coefficient result is at 0.810 as following;

Table 3.7 Reliability statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .810 | 83 |

3.6 Data Analysis Method

The researcher employs descriptive analysis to summarize basic features of the data in this study which provides simple summaries about the sample particularly demographical information of samples. The statistics is displayed in a combination of tabulated description (i.e., tables) and statistical commentary (i.e., a discussion of the results). Multiple Regression and Pearson Correlation Coefficients are methods to test hypothesis.

CHAPTER 4

RESULTS

This chapter explains the finding of this study and they are analyzed based on self-administered questionnaire which is used to collect quantitative data. The findings are respectively reported in accordance with the objectives and hypotheses. Firstly, simple findings are demographic profiles and travelling and booking arrangement of respondents. Secondly, the findings explain the factors that enhance brand awareness of Design Hotels on Thailand's Andaman Coastline. Lastly, these findings explain the impacts of brand awareness on Design Hotels. The structure of this chapter is organized into the following section:

4.1 Personal Demographic Characteristics

4.2 Travelling and booking information

4.3 Factors those are important when guests consider choosing a hotel to stay

4.4 Factors enhancing brand awareness of design hotels on Thailand's Andaman Coastline

4.5 Impacts of brand awareness on the design hotels.

4.6 Hypothesis testing

4.7 The level of brand awareness of design hotels among the respondent types (the respondents who have stayed at the design hotels and the respondents who have never stayed at any design hotels).

4.8 Factors enhancing brand awareness of the design hotels among the respondent types (the respondents who have stayed at the design hotels and the respondents who have never stayed at any design hotels).

4.9 The impacts of brand awareness on the design hotels.

4.10 The relationship between brand awareness towards four impact as follows; decision making, perceived quality, purchase intention, and brand loyalty

4.11 Hypothesis testing

4.1 Personal Demographic Characteristics

The result presents that there are more males (50.7%) than females (49.3%). For the age group, the result shows that the highest percentage of respondents' age group is 21-30 (36.5%) and followed by the age group of 31-40 (26%). Then, the respondents aged 20 below, 41-50 and 51-60 are 13.8%, 11% and 9% respectively. The lowest percentage of the respondents' age group is 60 above (3.8%). Within the regions of respondents in this research, the major regions are Asia (41.8%) and Europe (37.5 %). The other regions are Australia (8%), North America (6.8%), South America (3.8%), and Africa (2%). In term of employment status, the respondents are mostly employed for wages (66%) and followed by self-employed (13.5%). Meanwhile, the great majority of monthly household income is less than USD 2,000 (36%) and 2,001-4,000 (28.5%). The next range of monthly household income of the respondents of this study is 4,001-6,000 (19.5%).

Table 4.1 Demographic profiles of respondents

| Demographic Characteristics | Frequency | Percent |
|-----------------------------|-----------|---------|
| Gender | | |
| Male | 203 | 50.7 |
| Female | 197 | 49.3 |
| Age | | |
| 20 below | 55 | 13.8 |
| 21-30 | 146 | 36.5 |
| 31-40 | 104 | 26.0 |
| 41-50 | 44 | 11.0 |
| 51-60 | 36 | 9.0 |
| 60 above | 15 | 3.8 |
| Region of residence | | |
| Asia | 167 | 41.8 |
| Europe | 150 | 37.5 |
| South America | 15 | 3.8 |
| North America | 27 | 6.8 |
| Australia | 32 | 8.0 |

Table 4.1 Continued

| Demographic Characteristics | Frequency | Percent |
|---------------------------------------|-----------|---------|
| Africa | 8 | 2.0 |
| Other | 1 | 0.3 |
| Employment status | | |
| Employed for wages | 264 | 66 |
| Self-employed | 54 | 13.5 |
| Unemployed | 20 | 5 |
| Homemaker | 18 | 4.5 |
| Student | 20 | 5 |
| Retired | 12 | 3 |
| Unable to work | 12 | 3 |
| Monthly household income (USD) | | |
| Less than 2,000 | 144 | 36.0 |
| 2,001-4,000 | 114 | 28.5 |
| 4,001-6,000 | 78 | 19.5 |
| 6,001-8,000 | 37 | 9.3 |
| 8,001 and above | 27 | 6.8 |

4.2 Travelling and booking information of respondents

Most respondents in this study are repeating tourists to Thailand's Andaman coastline. The highest percentage belongs to the second visit (27.3%), followed by the first visit (25.6%) and third visits (20.3%). The main purpose of this visit is for holidays, leisure and recreation (81%), followed by business and professional purposes (18%) while some of them come for visiting friends and relatives (14.2%). In relation to accommodation arrangement, most respondents stay at non-design hotel in upscale category (52%) while second group of respondents stay at design hotels (18.8%). The third group of respondents stays at non-design hotel in midscale category (16.3%). When considering of transportation arrangement, there are two main kinds of transportation arrangement to their staying hotels which are by themselves (42.5%) and travel agency (40.5%). For booking channel, the highest percentage belongs to hotel websites (30.8%) while the second channel of booking is online travel agents (23.5%). The third

booking channel is travel agents (20.8%). In addition, it is found that the respondents have stayed at the design hotel on Nai Yang Beach (22%), followed by the design hotel on Kamala Beach (15.3%), the design hotel in Khaolak (11%) and the design hotel on Surin Beach (10.5). In the meantime, the respondents who have never stayed at any design hotels have the highest percentage (55%). In consideration of potential guests for these design hotels, the respondents who have never stayed at any design hotels are asked about their future plan of staying at one of design hotels. For those tourists who have stayed at design hotels are requested to skip this question. The under table displays that there are 220 respondents have never stayed at any design hotels on the Andaman coastline (55%). The great majority of them have plans to stay at the design hotels (45%) and those who do not have any plans to stay are only 10%.

Table 4.2 Travelling and booking information of respondents

| Travelling and booking information | Frequency | (%) |
|--|------------------|------------|
| Times of travelling (including this time) | | |
| 1 | 103 | 25.6 |
| 2 | 109 | 27.3 |
| 3 | 81 | 20.3 |
| 4 | 45 | 11.3 |
| 5-10 | 61 | 15.4 |
| >10 | 1 | 0.3 |
| Purpose of this travelling | | |
| Business and professional purposes | 72 | 18 |
| Holidays, leisure and recreation | 324 | 81 |
| Visiting friends and relatives | 57 | 14.2 |
| Education and training | 19 | 4.8 |
| Health and medical care | 10 | 2.5 |
| Religion/pilgrimages | 5 | 1.3 |
| *Remark: Respondents can select more than one choice | | |
| Staying hotel | | |
| Design hotel | 75 | 18.8 |
| Non-design hotel in upscale | 208 | 52 |

Table 4.2 Continued

| Travelling and booking information | Frequency | (%) |
|---|------------------|------------|
| Non-design hotel in midscale | 65 | 16.3 |
| Non-design hotel in lower scale | 52 | 13 |
| Transportation arrangement | | |
| Transportation arranged by hotel | 69 | 17.3 |
| Transportation arranged by travel agents | 162 | 40.5 |
| Transportation arranged by yourself | 169 | 42.5 |
| Booking channel | | |
| Walk in | 26 | 6.5 |
| Through hotel website | 123 | 30.8 |
| Direct to hotel reservation | 74 | 18.5 |
| Through travel agents | 83 | 20.8 |
| Through online travel agents | 94 | 23.5 |
| Design Hotels which respondents have stayed at | | |
| The design hotel on Surin beach | 42 | 10.5 |
| The design hotel on Naka beach | 61 | 15.3 |
| The design hotel on Nai Yang beach | 88 | 22 |
| The design hotel in Khao Lak | 44 | 11 |
| None of them | 220 | 55 |
| *Select more than one choice | | |
| Plan to stay at Design Hotels | | |
| Yes | 180 | 45 |
| No | 40 | 10 |

4.3 Factors those are important when guests consider choosing a hotel to stay

The table 4.3 describes the factors that are important when travelers consider choosing a hotel to stay through descriptive analysis. The first important factor is service of a hotel (Mean=4.32) and the second important factor is location of a hotel (Mean=4.31). Moreover, room rate (Mean=4.26) is the third important factor and luxury and comfortable hotel facilities (Mean=3.99) is the fourth important factor. Besides, "outstanding design and unique decoration

style of a hotel is the fifth important factor ($M=3.85$). On the other hand, “Hotel is a member of Design Hotels” is the last important factor (Mean=3.46) for the tourists when they consider choosing the hotel to stay.

Table 4.3 Factors that are important when travelers consider choosing a hotel to stay

| Factors that are important when tourists consider choosing a hotel to stay | M | SD |
|--|------|------|
| Luxury and comfortable hotel facilities | 3.99 | 0.93 |
| Outstanding design and unique decoration style of a hotel | 3.85 | 0.92 |
| Location of a hotel | 4.31 | 0.79 |
| Room rate | 4.26 | 0.73 |
| Service of a hotel | 4.32 | 0.74 |
| Hotel is a member of Design Hotels | 3.46 | 1.24 |

Remark: Mean ranges from 1 (Strongly disagree) to 5 (Strongly agree)

4.4 Factors enhancing brand awareness of design hotels on Thailand's Andaman Coastline

In this research, there are five channels that the respondents get to know these four design hotels. The five channels compose of brand identity, social media, corporate social responsibility, above-the-line advertising, and below-the-line advertising.

The first channel is brand identity; four attributes are rated to measure 'brand identity' factor. Most respondents know these design hotels from their names (45%) and marketing collaterals (33%). Other attributes have small percentages; logo and color has 12.5% while tagline has only 8.3%.

The second channel is corporate social responsibility; two attributes are rated to measure this factor and have percentages as follows; “Sponsorship or charities” owns 30.8% while “participation in community activities” owns 26%.

The third channel is social media; three attributes are rated to measure the “social media” channel. With this channel, most travelers get to know the design hotels from Facebook (57.8%) while Youtube and twitter have only 17% and 9% respectively.

The fourth channel is above-the-line advertising; four attributes are rated to measure this factor. Tourists mostly know the design hotels from magazines (57.5%) while only some of them know the design hotels from television (11.3%) and newspaper (10.5%).

The last channel is below-the-line advertising; four attributes are rated to measure this channel. Most tourists get to know the design hotels from sales promotion (51.7%), and followed by billboard (21.3%). Other two attributes of direct personal selling and e-newsletter have percentages of 13.5% and 10% respectively.

Table 4.4 Channels where the tourists get to know the design hotels from

| Channels | Frequency | (%) |
|--|------------------|------------|
| Brand identity | | |
| Name | 180 | 45 |
| Logo & Color | 50 | 12.5 |
| Tagline | 33 | 8.3 |
| Marketing collaterals | 132 | 33 |
| Corporate social responsibility | | |
| Sponsorship or charities | 123 | 30.8 |
| Participation in community activities | 104 | 26 |
| Social media | | |
| Facebook | 231 | 57.8 |
| Youtube | 68 | 17 |
| Twitter | 36 | 9 |
| Above-the-line advertising | | |
| Magazine | 230 | 57.5 |
| TV | 45 | 11.3 |
| Radio | 16 | 4 |
| Newspaper | 42 | 10.5 |
| Below-the-line advertising | | |
| Billboard | 85 | 21.3 |
| E-newsletter | 40 | 10 |
| Sale promotion | 207 | 51.7 |
| Direct personal selling | 54 | 13.5 |

Remark: Respondents can select more than one choice.

Five factors are studied to examine factors enhancing brand awareness of design hotels on Thailand's Andaman Coastline. Seven attributes of each factor are rated by using five-point Likert scale when 1 represents "strongly disagree" and 5 represents "strongly agree". The results are shown in Table 4.5. Among five factors, the first factor which has the highest grand mean is below-the-line advertising (Grand Mean = 4.15), the second factors are brand identity (Grand Mean = 4.05) and corporate social responsibility (Grand Mean = 4.05). Meanwhile, social media (Grand Mean = 4.03) is the third factor while the last factor enhancing brand awareness in this study is above-the-line advertising (Grand Mean = 4.01).

The first factor effecting brand awareness enhancement is below-the-line advertising. Travelers agree on all attributes of this factor as means are above 4. The highest mean belongs to "Direct personal selling, sale promotion, e-newsletter, sponsorship and billboard create relationship between the hotels and customers" (Mean=4.24), followed by "Direct personal selling, sale promotion, e-newsletter, sponsorship and billboard are good to promote the hotel products" (Mean=4.19), and "Direct personal selling, sale promotion, e-newsletter, sponsorship and billboard create deep engagement with targeted customers" (Mean=4.18).

The second factor is brand identity. Respondents agree on all attributes of this factor because means are from 4 and above. The respondents agree most on "Hotel name helps you to recognize and recall the hotel" (Mean=4.09), and followed by "Brand identity encourages the hotel to create its image in your mind" (Mean=4.08). As a result, all respondents agree that brand identity can enhance brand awareness.

The third factor is corporate social responsibility (CSR). The highest mean belongs to the attribute of "CSR helps to create a positive image and reputation to the hotels" (Mean=4.23). Moreover, most of attributes of this factor have means from 4 and above except one attribute which is "Increasing the hotels' positive impacts of their operations on community create positive image of the hotels" (Mean=3.97). Overall, respondents agree that CSR can enhance brand awareness.

The fourth factor is social media. Respondents mostly agree that social media is a channel where the hotels can connect and communicate with their customers (Mean=4.14). The second mean value goes to "Social media is a channel for collecting information about the hotels" (Mean=4.07). On the other hand, tourists feel neutral that "social media is a perfect vehicle for the

hotels to create a relationship with them” (Mean=3.99) and “Social media with all of its application encourages you to engage and connect with the hotels” (Mean=3.99). However, the respondents generally agree that social media can create brand awareness because of grand mean at 4.03.

The last factor effecting brand awareness enhancement is above-the-line advertising (ATL). Most travelers agree that advertising in magazine, television, and newspaper can attract big number of customers as it displays the highest mean of 4.08. Nevertheless, many of respondents feel neutral of three attributes which are “Advertising in magazine, television, and newspaper provide information of the hotel products to customers, raise awareness and create positioning of the hotels” (Mean=3.99), “Advertising in magazine, television, and newspaper can generate and maintain brand recognition and recall in situations of low interest and concerning” (Mean=3.97), and “Advertising in magazine, television, and newspaper is relatively simple and poor value for young, cynical and media-user markets” (Mean=3.99). The rest of attributes are also agreed by the travelers because of mean value above 4. However, above-the-line advertising creating brand awareness is also agreed by tourists because of grand mean at 4.01.

Table 4.5 Descriptive analysis of factors enhancing brand awareness

| Factors enhancing brand awareness of Design Hotels on Andaman Coastline | Mean | SD |
|--|-------------|-------------|
| Brand identity | | |
| 1. Brand identity encourages the hotel to create its image in your mind | 4.08 | 0.77 |
| 2. Hotel name helps you to recognize and recall the hotel | 4.09 | 0.82 |
| 3. Logo, tagline and marketing collateral can signify the character of hotel brand. | 4.06 | 0.74 |
| 4. Logo, typeface, color, tagline and name can together identify and distinguish the brand in your mind. | 4.00 | 0.71 |
| 5. Logo, typeface, color, tagline and name can differentiate your hotel from other hotels | 4.05 | 0.73 |
| 6. Logo, typeface, color, tagline and name encourage you to remember the hotel. | 4.06 | 0.76 |
| 7. The unique color, typeface, tagline, name and logo improve brand recall and recognition. | 4.02 | 0.70 |
| Grand | 4.05 | 0.49 |

Table 4.5 Continued

| Factors enhancing brand awareness of Design Hotels on Andaman Coastline | Mean | SD |
|--|-------------|-------------|
| Social media | | |
| 1. Social media is a channel for collecting information about the hotels. | 4.07 | 0.78 |
| 2. Social media is a channel where the hotels can connect and communicate with you. | 4.14 | 0.81 |
| 3. Social media is a perfect vehicle for the hotels to create a relationship with you. | 3.99 | 0.72 |
| 4. Social media is a place where provide an active interaction between you and the hotels. | 4.01 | 0.68 |
| 5. Social media's activities such as like, share, post, comment, or mark the brand pages as favorite encourage you to recall and recognize the hotel more. | 4.00 | 0.73 |
| 6. Social media with all of its application encourages you to engage and connect with the hotels. | 3.99 | 0.71 |
| 7. Social media creates new chances for the hotels to increase their brand recall and recognition. | 4.04 | 0.76 |
| Grand | 4.03 | 0.49 |
| Corporate Social Responsibility | | |
| 1. Corporate social responsibility helps the hotels to be recognized and recalled by people. | 4.00 | 0.76 |
| 2. Corporate social responsibility helps to create a positive image and reputation to the hotels. | 4.23 | 0.79 |
| 3. Implementation of corporate social responsibility's activities creates the positioning of the hotel. | 4.05 | 0.74 |
| 4. The perception of guests about hotels' corporate social responsibility program positively promotes brand recall and recognition. | 4.02 | 0.72 |
| 5. Increasing the hotels' positive impacts of their operations on community create positive image of the hotels. | 3.97 | 0.75 |
| 6. Visible corporate social responsibility participation can produce strong brand identification and brand advocacy. | 4.01 | 0.76 |
| 7. Visible corporate social responsibility participation can create positive word-of-mouth. | 4.03 | 0.72 |
| Grand | 4.05 | 0.49 |

Table 4.5 Continued

| Factors enhancing brand awareness of Design Hotels on Andaman Coastline | Mean | SD |
|---|-------------|-----------|
| Above-the-line-advertising | | |
| 1. Advertising in magazine, television, and newspaper is good to promote the hotel products. | 4.03 | 0.78 |
| 2. Advertising in magazine, television, and newspaper can attract big number of customers. | 4.08 | 0.76 |
| 3. Advertising in magazine, television, and newspaper can create names to the hotels. | 4.01 | 0.77 |
| 4. Advertising in magazine, television, and newspaper provide information of the hotel products to customers, raise awareness and create positioning of the hotels. | 3.99 | 0.75 |
| 5. Advertising in magazine, television, and newspaper can generate and maintain brand recognition and recall in situations of low interest and concerning. | 3.97 | 0.74 |
| 6. Advertising in magazine, television, and newspaper is relatively simple and poor value for young, cynical and media-user markets. | 3.99 | 0.80 |
| 7. Advertising in magazine, television, and newspaper can enhance hotels' reputation. | 4.05 | 0.69 |
| Grand | 4.01 | 0.50 |
| Below-the-line-advertising | | |
| 1. Direct personal selling, sale promotion, e-newsletter, sponsorship and billboard are good to promote the hotel products. | 4.19 | 0.75 |
| 2. Direct personal selling, sale promotion, e-newsletter, sponsorship and billboard create relationship between the hotels and customers. | 4.24 | 0.71 |
| 3. Direct personal selling, sale promotion, e-newsletter, sponsorship and billboard create deep engagement with targeted customers. | 4.18 | 0.72 |
| 4. Direct personal selling, sale promotion, e-newsletter, sponsorship and billboard can create a certain perception of products in the minds of customers. | 4.14 | 0.70 |
| 5. Direct personal selling, sale promotion, e-newsletter, sponsorship and billboard can enhance customers' awareness of the hotels and its reputation | 4.10 | 0.70 |

Table 4.5 Continued

| Factors enhancing brand awareness of Design Hotels on Andaman Coastline | Mean | SD |
|---|------|------|
| 6. Direct personal selling, sale promotion, e-newsletter, sponsorship and billboard can specify the products detail to customers. | 4.10 | 0.69 |
| 7. Direct personal selling, sale promotion, e-newsletter, sponsorship and billboard can reach more targeted clients. | 4.11 | 0.68 |
| Grand | 4.15 | 0.45 |

Remark: Mean ranges from 1 (Strongly disagree) to 5 (Strongly agree)

The relationship between brand awareness and brand identity, social media, corporate social responsibility, above-the-line advertising, and below-the-line advertising

This study adopts multiple regression analysis to examine the relationship between brand awareness and five factors (brand identity, social media, corporate social responsibility, above the line advertising, and below the line advertising). Dependent variable is brand awareness while independent variables are five factors. As seen from the table 4.6, the five factors exert positive correlation with the level of brand awareness. Social media (0.25) owns the largest Beta score which indicates that social media makes the strongest unique contribution to explaining brand awareness. The Beta value of corporate social responsibility (CSR) is slightly lower than social media (0.22) indicating it makes less of a unique contribution. Meanwhile, above-the-line and below-the-line advertising has the same Beta value (0.12) when the Beta value of brand identity is the lowest. From the result in table 4.6, brand identity is not making a significant unique contribution to the prediction of brand awareness because the Sig. value is above 0.05. The result probably proves that social media factor mostly affects the level of brand awareness of the design hotels. Thus, if the design hotels want to enhance their brand awareness, they should focus on the social media strategy. In addition, corporate social responsibility's activities can also increase brand awareness, and therefore the hotels can promote their CSR programs. Furthermore, both above-the-line and below-the-line advertising can support brand awareness enhancement. In conclusion, the four factors enhance brand awareness of the design hotels.

Table 4.6 Multiple Regression results on factors enhancing brand awareness

| Model | Unstandardized | | Standardized | | Sig. |
|---|----------------|------------|--------------|------|------|
| | Coefficients | | Coefficients | | |
| | β | Std. Error | Beta | t | |
| (Constant) | .90 | .23 | | 3.85 | .00 |
| Brand Identity | .07 | .05 | .07 | 1.31 | .19 |
| Social Media | .25 | .05 | .25 | 5.04 | .00* |
| Corporate Social Responsibility | .22 | .05 | .22 | 4.24 | .00* |
| Above-the-line advertising | .12 | .05 | .12 | 2.42 | .02* |
| Below-the-line advertising | .13 | .05 | .12 | 2.56 | .01* |
| $R^2 = .34$ SEE = 0.44 F = 40.57 Sig = 0.00 | | | | | |

*indicates statistically significant at $p \leq 0.05$

From the results of Multiple Regression in table 4.6, H1 is not supported because its significant value is above 0.05. It can be concluded that brand identity does not create brand awareness. H2, H3, H4, and H5 are supported because Sig. value is under 0.05. These can be inferred that social media, corporate social responsibility, below-the-line and above-the-line advertising create brand awareness of the design hotels on Thailand's Andaman Coastline.

4.5 The level of brand awareness of each design hotel rated by the respondents in each location

In this study, the sample size is divided into four according to locations of each design hotel which are Khaolak, Nai Yang beach, Surin Beach, and Kamala Beach. The respondents rate the level brand awareness of each design hotel as per table 4.7. The design hotel on Nai Yang is given the highest rating by the respondents (Mean=4.13), and followed by the design hotel on Surin Beach (Mean=4.12). The third level belongs to the design hotel in Kamala Beach (Mean = 4.03) and the last one is the design hotel in Khaolak (Mean=4.00). It can be inferred that the design hotel on Nai Yang beach is the more well known by the tourists than other design hotels in other areas. Overall, the level of brand awareness of the design hotels on Thailand's Andaman coastline is high (Grand Mean=4.07).

Table 4.7 Descriptive analysis of the level of brand awareness of each design hotel among tourists in each location

| How much do you rate brand awareness of this design hotel? | M | SD |
|--|-------------|-------------|
| The design hotel in Khaolak, Phang-nga | 4.00 | 0.51 |
| The design hotel on Surin Beach, Phuket | 4.12 | 0.59 |
| The design hotel on Kamala Beach, Phuket | 4.03 | 0.36 |
| The design hotel on Nai Yang Beach, Phuket | 4.13 | 0.44 |
| Grand Mean | 4.07 | 0.49 |

4.6 Factors enhancing brand awareness of each design hotel analyzed in each location

The table 4.8 shows that below-the-line advertising is the most influential factors for enhancing brand awareness of the design hotel in Khaolak because of the highest mean value (Mean=4.11). The second factor belongs to brand identity (Mean = 3.99). On the other hand, social media and corporate social responsibility has the same mean value which is the lowest value among other factors.

Table 4.8 Descriptive analysis of factors enhancing brand awareness of the design hotel in Khaolak, Phang-nga province

| Factors enhancing brand awareness | N | M | SD |
|-----------------------------------|-----|------|------|
| Brand identity | 100 | 3.99 | 0.53 |
| Social media | 100 | 3.95 | 0.55 |
| Corporate social responsibility | 100 | 3.95 | 0.57 |
| Above-the-line advertising | 100 | 3.98 | 0.56 |
| Below-the-line advertising | 100 | 4.11 | 0.51 |

In relation to the design hotel on Surin Beach, the highest mean belongs to below-the-line advertising (Mean = 4.08) while the second highest mean belongs to social media. Above-the-line advertising has the lowest mean among other factors (Mean=3.99).

Table 4.9 Descriptive analysis of factors enhancing brand awareness of the design hotel on Surin Beach, Phuket province

| Factors enhancing brand awareness | N | M | SD |
|-----------------------------------|-----|------|------|
| Brand identity | 100 | 4.00 | 0.51 |
| Social media | 100 | 4.04 | 0.51 |
| Corporate social responsibility | 100 | 4.02 | 0.54 |
| Above-the-line advertising | 100 | 3.99 | 0.51 |
| Below-the-line advertising | 100 | 4.08 | 0.50 |

In term of the design hotel on Kamala beach, the most influential factor is below-the-line advertising (Mean = 4.21), and followed by corporate social responsibility (Mean=4.12). As presented in the table 4.10, all factors are agreed by tourists because the mean values are above 4. Thus, it can be inferred that all factors influence brand awareness enhancement for this design hotel.

Table 4.10 Descriptive analysis of factors enhancing brand awareness of the design hotel on Kamala Beach, Phuket province

| Factors enhancing brand awareness | N | M | SD |
|-----------------------------------|-----|------|------|
| Brand identity | 100 | 4.09 | 0.42 |
| Social media | 100 | 4.05 | 0.41 |
| Corporate social responsibility | 100 | 4.12 | 0.39 |
| Above-the-line advertising | 100 | 4.03 | 0.48 |
| Below-the-line advertising | 100 | 4.21 | 0.37 |

The table 4.11 presents that the most influential factor for enhancing brand awareness of the design hotel on Nai Yang beach is below-the-line advertising (Mean = 4.19) while the second influential factor is brand identity (Mean=4.12). In addition, the factors are all agreed by tourists since their mean values are above 4. Hence, it can be concluded that all factors influence brand awareness enhancement for this design hotel.

Table 4.11 Descriptive analysis of factors enhancing brand awareness of the design hotel on Nai Yang Beach, Phuket province

| Factors enhancing brand awareness | N | M | SD |
|-----------------------------------|-----|------|------|
| Brand identity | 100 | 4.12 | 0.50 |
| Social media | 100 | 4.09 | 0.47 |
| Corporate social responsibility | 100 | 4.10 | 0.43 |
| Above-the-line advertising | 100 | 4.06 | 0.48 |
| Below-the-line advertising | 100 | 4.19 | 0.41 |

In conclusion, the most influential factor for all design hotels is below-the-line advertising. This can be referred from the highest mean value among other factors. Therefore, each design hotel can focus on this factor in enhancing brand awareness.

4.7 The level of brand awareness of design hotels among the respondent types (the respondents who have stayed at the design hotels and the respondents who have never stayed at any design hotels).

The table 4.12 presents that there are not significant differences between the respondents who have stayed at the design hotels and the respondents who have never stayed at any design hotels toward their rating for brand awareness of the design hotels.

Table 4.12 Independent samples T-Test result of brand identity VS the respondent types

| Level of brand awareness of the design hotels | Stayed (N=180) | | Never stayed (N=220) | | p-value |
|---|--|------|-------------------------|------|---------|
| | Mean | S.D. | Mean | S.D. | |
| | How much do you rate brand awareness of this design hotel? | 4.07 | 0.51 | 4.07 | |

Remark: * p-value \leq 0.05 ** p-value \leq 0.01

4.8 Factors enhancing brand awareness of the design hotels among the respondent types (the respondents who have stayed at the design hotels and the respondents who have never stayed at any design hotels).

Brand identity VS the respondents who have stayed at the design hotels and the respondents who have never stayed at any design hotels

The table 4.13 shows that there is significant difference between the respondents who have stayed at the design hotels and who have never stayed at any design hotels and brand identity toward “Hotel name helps you to recognize and recall the hotel” attribute ($p \leq 0.05$). The respondents who have never stayed at any design hotels agree that hotel name helps them to recognize and recall the hotel more than the respondents who have stayed at the design hotels. Overall, there is no significant difference between the grand mean of brand identity and the respondent types.

Table 4.13 Independent samples T-Test result of brand identity VS the respondent types

| Brand identity | Stayed (N=180) | | Never stayed (N=220) | | p-value |
|---|--|-------------|-------------------------|-------------|-------------|
| | Mean | S.D. | Mean | S.D. | |
| | Brand identity encourages the hotel to create its image in your mind | 4.03 | 0.85 | 4.13 | |
| Hotel name helps you to recognize and recall the hotel | 3.99 | 0.89 | 4.17 | 0.74 | 0.03* |
| Logo, tagline and marketing collateral can signify the character of hotel brand. | 4.05 | 0.79 | 4.07 | 0.70 | 0.81 |
| Logo, typeface, color, tagline and name can together identify and distinguish the brand in your mind. | 3.98 | 0.75 | 4.02 | 0.68 | 0.53 |
| Logo, typeface, color, tagline and name can differentiate your hotel from other hotels | 4.07 | 0.77 | 4.03 | 4.07 | 0.59 |
| Logo, typeface, color, tagline and name encourage you to remember the hotel. | 4.03 | 0.81 | 4.08 | 0.72 | 0.52 |
| The unique color, typeface, tagline, name and logo improve brand recall and recognition. | 3.99 | 0.71 | 4.03 | 0.69 | 0.60 |
| Grand mean | 4.02 | 0.53 | 4.08 | 0.46 | 0.26 |

Remark: * $p\text{-value} \leq 0.05$ ** $p\text{-value} \leq 0.01$

Social media VS the respondents who have stayed at the design hotels and the respondents who have never stayed at any design hotels

From table 4.14, the results present that there is significant difference between the respondent types and social media toward “social media is a channel for collecting information about the hotels” attribute ($p\text{-value} \leq 0.05$). The respondents who have never stayed at any design hotels agree that social media is a channel for collecting information about the hotels more than the respondents who have stayed at the design hotels. Overall, there is no significant difference between the grand mean of social media and the respondent types.

Table 4.14 Independent samples T-Test result of social media VS the respondent types

| Social media | Stayed (N=180) | | Never stayed (N=220) | | p-value |
|---|-------------------|-------------|-------------------------|-------------|-------------|
| | Mean | S.D. | Mean | S.D. | |
| Social media is a channel for collecting information about the hotels. | 3.97 | 0.77 | 4.15 | 0.78 | 0.03* |
| Social media is a channel where the hotels can connect and communicate with you. | 4.04 | 0.86 | 4.21 | 0.75 | 0.37 |
| Social media is a perfect vehicle for the hotels to create a relationship with you. | 3.99 | 0.70 | 3.99 | 0.73 | 0.98 |
| Social media is a place where provide an active interaction between you and the hotels. | 3.99 | 0.68 | 4.02 | 0.69 | 0.62 |
| Social media's activities such as like, share, post, comment, or mark the brand pages as favorite encourage you to recall and recognize the hotel more. | 3.95 | 0.76 | 4.04 | 0.71 | 0.22 |
| Social media with all of its application encourages you to engage and connect with the hotels. | 3.98 | 0.71 | 3.99 | 0.71 | 0.92 |
| Social media creates new chances for the hotels to increase their brand recall and recognition. | 4.01 | 0.77 | 4.06 | 0.75 | 0.53 |
| Grand mean | 3.99 | 0.50 | 4.07 | 0.48 | 0.13 |

Remark: * $p\text{-value} \leq 0.05$ ** $p\text{-value} \leq 0.01$

Corporate social responsibility VS the respondents who have stayed at the design hotels and the respondents who have never stayed at any design hotels

As seen in the table 4.15, there is significant difference between the respondent types and corporate social responsibility toward “corporate social responsibility helps to create a positive image and reputation to the hotels” attribute ($p\text{-value} \leq 0.01$). The respondents who have never stayed at any design hotels agree that corporate social responsibility helps to create a positive image and reputation to the hotels more than the respondents who have stayed at the design hotels. Overall, there is no significant difference between the grand mean of corporate social responsibility and the respondent types.

Table 4.15 Independent samples T-Test result of corporate social responsibility VS the respondent types

| Corporate social responsibility | Stayed (N=180) | | Never stayed (N=220) | | p-value |
|--|-------------------|-------------|-------------------------|-------------|-------------|
| | Mean | S.D. | Mean | S.D. | |
| Corporate social responsibility helps the hotels to be recognized and recalled by people. | 3.91 | 0.79 | 4.08 | 0.72 | 0.29 |
| Corporate social responsibility helps to create a positive image and reputation to the hotels. | 4.11 | 0.87 | 4.33 | 0.71 | 0.01** |
| Implementation of corporate social responsibility’s activities creates the positioning of the hotel. | 4.05 | 0.73 | 4.05 | 0.75 | 0.95 |
| The perception of guests about hotels’ corporate social responsibility program positively promotes brand recall and recognition. | 4.05 | 0.73 | 4.00 | 0.71 | 0.49 |
| Increasing the hotels’ positive impacts of their operations on community create positive image of the hotels. | 3.98 | 0.75 | 3.96 | 0.74 | 0.75 |
| Visible corporate social responsibility participation can produce strong brand identification and brand advocacy. | 3.99 | 0.77 | 4.02 | 0.76 | 0.66 |
| Visible corporate social responsibility participation can create positive word- of- mouth. | 3.96 | 0.76 | 4.09 | 0.69 | 0.08 |
| Grand mean | 4.01 | 0.50 | 4.08 | 0.48 | 0.17 |

Remark: * $p\text{-value} \leq 0.05$ ** $p\text{-value} \leq 0.01$

Above-the-line advertising VS the respondents who have stayed at the design hotels and the respondents who have never stayed at any design hotels

From table 4.16, there are not significant differences between above-the-line advertising factor and the respondent types.

Table 4.16 Independent samples T-Test result of above-the-line advertising VS the respondent types

| Above-the-line advertising | Stayed (N=180) | | Never stayed (N=220) | | p-value |
|--|---|-------------|-------------------------|-------------|-------------|
| | Mean | S.D. | Mean | S.D. | |
| | Advertising in magazine, television, and newspaper is good to promote the hotel products. | 4.00 | 0.83 | 4.05 | |
| Advertising in magazine, television, and newspaper can attract big number of customers. | 4.03 | 0.76 | 4.12 | 0.77 | 0.27 |
| Advertising in magazine, television, and newspaper can create names to the hotels. | 3.99 | 0.80 | 4.01 | 0.75 | 0.81 |
| Advertising in magazine, television, and newspaper provide information of the hotel products to customers, raise awareness and create positioning of the hotels. | 4.00 | 0.78 | 3.98 | 0.73 | 0.77 |
| Advertising in magazine, television, and newspaper can generate and maintain brand recognition and recall in situations of low interest and concerning. | 3.98 | 0.79 | 3.96 | 0.70 | 0.80 |
| Advertising in magazine, television, and newspaper is relatively simple and poor value for young, cynical and media-user markets. | 3.96 | 0.83 | 4.01 | 0.77 | 0.51 |
| Advertising in magazine, television, and newspaper can enhance hotels' reputation. | 4.04 | 0.76 | 4.05 | 0.64 | 0.83 |
| Grand mean | 4.00 | 0.56 | 4.03 | 0.47 | 0.63 |

Remark: * p-value \leq 0.05** p-value \leq 0.01

Below-the-line advertising VS the respondents who have stayed at the design hotels and the respondents who have never stayed at any design hotels

The Independent-Samples T Test in table 4.17 presents that there is a significant difference between the respondent types and below-the-line advertising factor toward “direct personal selling, sale promotion, e-newsletter, sponsorship and billboard create relationship between the hotels and customers” attribute ($p < 0.05$). The respondents who have never stayed at any design hotels agree that direct personal selling, sale promotion, e-newsletter, sponsorship and billboard create relationship between the hotels and customers more than the respondents who have stayed at design hotels. Overall, there is no significant difference between the grand mean of below-the-line advertising and the respondent types.

Table 4.17 Independent samples T-Test result of below-the-line advertising VS the respondent types

| Below-the-line advertising | Stayed (N=180) | | Never stayed (N=220) | | p-value |
|---|--|------|-------------------------|------|---------|
| | Mean | S.D. | Mean | S.D. | |
| | Direct personal selling, sale promotion, e-newsletter, sponsorship and billboard are good to promote the hotel products. | 4.19 | 0.75 | 4.19 | |
| Direct personal selling, sale promotion, e-newsletter, sponsorship and billboard create relationship between the hotels and customers. | 4.16 | 0.73 | 4.30 | 0.70 | 0.04* |
| Direct personal selling, sale promotion, e-newsletter, sponsorship and billboard create deep engagement with targeted customers. | 4.20 | 0.70 | 4.16 | 0.74 | 0.57 |
| Direct personal selling, sale promotion, e-newsletter, sponsorship and billboard can create a certain perception of products in the minds of customers. | 4.20 | 0.70 | 4.09 | 0.70 | 0.12 |

Table 4.17 Continued

| Below-the-line advertising | Stayed | | Never stayed | | p-value |
|--|-------------|-------------|--------------|-------------|-------------|
| | (N=180) | | (N=220) | | |
| | Mean | S.D. | Mean | S.D. | |
| Direct personal selling, sale promotion, e-newsletter, sponsorship and billboard can enhance customers' awareness of the hotels and its reputation | 4.13 | 0.76 | 4.08 | 0.64 | 0.52 |
| Direct personal selling, sale promotion, e-newsletter, sponsorship and billboard can specify the products detail to customers. | 4.04 | 0.70 | 4.15 | 0.69 | 0.15 |
| Direct personal selling, sale promotion, e-newsletter, sponsorship and billboard can reach more targeted clients. | 4.08 | 0.66 | 4.13 | 0.69 | 0.47 |
| Grand mean | 4.14 | 0.46 | 4.16 | 0.45 | 0.76 |

Remark: * p-value \leq 0.05** p-value \leq 0.01

4.9 The impacts of brand awareness on the design hotels.

In this study, four factors are studied to identify the impacts of brand awareness on the design hotels which are decision making, perceived quality, purchase intention, and brand loyalty. Two attributes of each factor are rated by using five-point Likert scale when 1 represents "strongly disagree" and 5 represents "strongly agree". Among four factors, the first factor which has the highest grand mean is brand loyalty (Grand Mean = 4.25), the second factor is perceived quality (Grand Mean = 4.24) and the third factor is decision making (Grand Mean = 4.22). Meanwhile, purchase intention (Grand Mean = 4.15) is the last factor which has impact from brand awareness.

The first factor is brand loyalty. Travelers also agree on both attributes of this factor. The higher mean belongs to "You will return to stay at a hotel when you are confident with its brand" (Mean=4.27) and the lower mean belongs to "A hotel will have more returning guests when it is well recognized and recalled by its guests" (Mean=4.24).

The second factor is perceived quality. Respondents agree on both attribute of this factor. The attribute of “Previous experience influences you to judge a product or service quality” (Mean=4.30) has higher mean than the following one; “I have heard of the brand, so it must be good” (Mean=4.17).

The third factor is decision making. Tourists agree on both of attributes of this factor. The highest mean belongs to the attribute of “You are more likely to make decision quickly on a hotel when you know or recognize it” (Mean=4.26) and closely followed by “A well-known hotel is more reliable than an un-known hotel” (Mean=4.18).

The last factor is purchase intention. Tourists agree on both of attributes of this factor. The attribute of “A well-known hotel is always your preferred hotel” (Mean=4.18) has higher mean than this attribute “You mostly stay at a well-known hotel” (Mean=4.11).

Table 4.18 Descriptive analysis of the impacts of brand awareness

| The impact of brand awareness | M | SD |
|---|-------------|-------------|
| On decision making | | |
| 1. A well-known hotel is more reliable than an un-known hotel. | 4.18 | 0.80 |
| 2. You are more likely to make decision quickly on a hotel when you know or recognize it. | 4.26 | 0.75 |
| Grand | 4.22 | 0.68 |
| On perceived quality | | |
| 1. “I have heard of the brand, so it must be good.” | 4.17 | 0.78 |
| 2. Previous experience influences you to judge a product or service quality. | 4.30 | 0.74 |
| Grand | 4.24 | 0.63 |
| On purchase intention | | |
| 1. You mostly stay at a well-known hotel. | 4.11 | 0.77 |
| 2. A well-known hotel is always your preferred hotel. | 4.18 | 0.82 |
| Grand | 4.15 | 0.70 |
| On brand loyalty | | |
| 1. A hotel will have more returning guests when it is well recognized and recalled by its guests. | 4.24 | 0.72 |
| 2. You will return to stay at a hotel when you are confident with its brand. | 4.27 | 0.76 |
| Grand | 4.25 | 0.64 |

Remark: Mean ranges from 1 (Strongly disagree) to 5 (Strongly agree)

4.10 The relationship between brand awareness towards four impact as follows; decision making, perceived quality, purchase intention, and brand loyalty

Pearson Correlation Coefficients are used to examine the relationship between brand awareness towards each impact. As presented in the table 4.19, brand awareness and decision making has the strongest linear positive relationship ($r = 0.33^{**}$), closely followed by perceived quality ($r = 0.31^{**}$) and brand loyalty ($r = 0.30^{**}$). Meanwhile, the weakest relationship belongs to purchase intention (0.21^{**}).

Further to the result of the strongest relationship between brand awareness and decision making, it can refer that travelers quickly make decision to stay at hotels when they recognize them and they are more confident with the high-brand-awareness hotels than the low-brand-awareness hotels. Moreover, the positive relationship between brand awareness and perceived quality can be inferred that customers assume that the brand that they have heard must be good. Also, their judgments on the quality of service and product are influenced by their previous experience. Additionally, when the guests recognize and recall a hotel well, they keep revisiting that hotel and when they are confident with the hotel, they return to stay at that hotel. On other the hand, purchase intention is probably not much affected by brand awareness when considering their lowest positive correlation. Consequently, it describe that the well-known hotels are perhaps the hotels where they consider staying and their preferred hotels. As a result, the strength of relationship between brand awareness and decision making, perceived quality and brand loyalty ($r=0.33$) is at medium level when purchase intention and brand awareness has a small relationship ($r=0.21$).

Table 4.19 Pearson Correlation Coefficients results on relationship between brand awareness towards decision making, perceived quality, purchase intention, and brand loyalty

| | Brand Awareness | |
|--------------------|-----------------|---------|
| | r | P-value |
| Decision making | 0.33** | 0.00 |
| Perceived quality | 0.31** | 0.00 |
| Purchase intention | 0.21** | 0.00 |
| Brand loyalty | 0.30** | 0.00 |

**Correlation is significant at the 0.01 level (2-tailed)

From the results of Pearson Correlation Coefficients in table 4.19, it can be summarized that H6, H7, H8, and H9 are fully supported. Hence, decision making, perceived quality, purchase intention and brand loyalty are positively influenced by brand awareness.

The relationship between brand loyalty towards decision making, perceived quality and purchase intention

The literature review leads to further investigation and Pearson Correlation Coefficients are adopted to examine relationship between brand loyalty towards decision making, perceived quality and purchase intention. As displayed in the table 4.20, brand loyalty and decision making has the strongest linear positive relationship ($r = 0.55^{**}$), followed by perceived quality ($r = 0.41^{**}$) and purchase intention (0.26^{**}). To conclude, decision making and brand loyalty have the strongest relationship ($r=0.55$), so it can be inferred that decision making has positive effect on brand loyalty at the large level. Meanwhile, perceived quality and brand loyalty has a medium correlation between each other ($r=0.41$) whereas the small correlation belongs to purchase intention and brand loyalty suggesting their weak relationship ($r=0.26$).

Table 4.20 Pearson Correlation Coefficients results on relationship between brand loyalty towards decision making, perceived quality and purchase intention

| | Brand loyalty | |
|--------------------|---------------|---------|
| | r | P-value |
| Decision making | 0.55** | 0.00 |
| Perceived quality | 0.41** | 0.00 |
| Purchase intention | 0.26** | 0.00 |

**Correlation is significant at the 0.01 level (2-tailed)

4.11 Hypothesis testing

In this study, there are nine hypotheses and eight of them are fully supported in accordance with all the findings as displayed in the table 4.10.

Table 4.21 Summary of hypothesis testing

| Hypothesis | Results |
|-------------------|----------------|
| H1 | Not support |
| H2 | Fully support |
| H3 | Fully support |
| H4 | Fully support |
| H5 | Fully support |
| H6 | Fully support |
| H7 | Fully support |
| H8 | Fully support |
| H9 | Fully support |

CHAPTER 5

CONCLUSION AND RECOMMENDATION

This chapter consists of conclusion of this research. The study emphasizes on the factors enhancing brand awareness of design hotels on Thailand's Andaman coastline and the impacts of brand awareness on the design hotels. The quantitative approach with quota sampling method is employed for this research. The self-administered questionnaires are distributed to tourists who know the design hotels and at four areas where each design hotel is located. The four locations where the data collection is conducted are Surin Beach, Nai Yang Beach, Kamala Beach and Khaolak. This method brings the results of each hypothesis which develops to the conclusion and discussion of each objective. The structure of this chapter is organized into the following sections:

5.1 Conclusion and discussion

5.1.1 Objective 1: to examine factors enhancing brand awareness of design hotels on Thailand's Andaman Coastline

5.1.2 Objective 2: to identify the impacts of brand awareness on the design hotels.

5.2 Suggestion

5.3 Limitation and recommendations for future research

5.1 Conclusion and discussion

5.1.1 Conclusion and discussion of objective 1

According to descriptive analysis, the findings of this study reveal that there are five factors enhancing brand awareness of the design hotels which are brand identity, social media, corporate social responsibility (CSR), above-the-line advertising (ATL) and below-the-line advertising (BTL). The mean scores of these factors are above 4 that mean most respondents agree that these factors can create awareness of brand for the design hotels. The tourists agree most on BTL enhancing brand awareness of the design hotel. In this factor, the majority of tourists agree that BTL creates relationship between the design hotels and customers. The lowest

mean is found on above-the-line advertising, so less of tourists agree that ATL enhances brand awareness of the design hotels.

In addition, this research employ the multiple regression analysis to examine the relationship between brand awareness of design hotels and each factor. The result indicates that brand identity does not have relationship with brand awareness of the design hotels as it is not statically significant. Other four factors including social media, corporate social responsibility, above-the-line advertising and below-the-line advertising have positive relationship with brand awareness as the significance values are below 0.05. As a result, H1 is not supported which suggests that brand identity may not create brand awareness of the design hotels. Later, H2 is fully supported and it can be implied that social media can create brand awareness of the design hotels which supports Aaker (1996) who reveals that communication through social media can enhance brand awareness. Also, the result of this study is consistent with Srivastana, Shervani, & Fahey (1998) and Keller (1993) who state that appearances of brands on social media can improved brand awareness. Additionally, the finding of this research conform to the study of Radwanick, Lipsman, & Aquino (2011); Tutun (2008); Zadeh and Sharda (2014) which reveal that social media is a channel for collecting information about the design hotels. Social media is a channel where the guests can connect with the design hotels (Enginkaya & Yilmaz, 2014; R. & Lammas, Miller, 2010; Zadeh & Sharda, 2014; Weber, 2009); Johansson, 2010) because the guests may find the information of and require any assistance from the design hotels through social media. Following this, social media is a perfect vehicle for the design hotels to create a relationship with their guests (Enginkaya & Yilmaz, 2014; R. & Lammas, Miller, 2010). Moreover, an active interaction between the design hotels and their guests can be happened through social media (Enginkaya & Yilmaz, 2014; Kalpan & Haenlein, 2010). Consequently, activities of social media such as like, share, post, comment, or mark the brand pages as favorite encourage their guests to recall and recognize the design hotel more (Zadeh & Sharda, 2014).

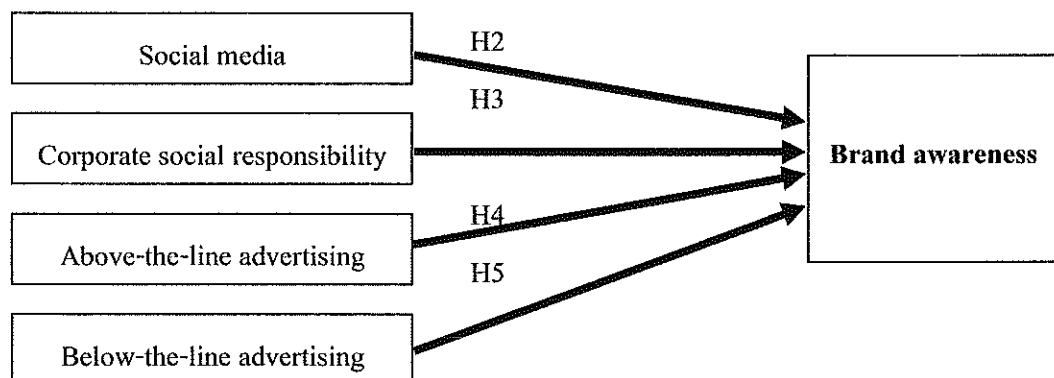
These activities encourage the guests to keep connecting with the design hotels. Because of this reason, the design hotel always updates and posts its information or news on social media. As a result, social media with its application encourage guests to engage with the design hotels (Enginkaya & Yilmaz, 2014). This result also goes along with Aaker (1996) who claims that social media create new chances for firms to increase their recognition and recall. In

conclusion, the finding in term of social media creating brand awareness is consistent with the empirical studies as explained. Next, H3 is fully supported which means corporate social responsibility (CSR) creates brand awareness. It supports Sen and Bhattacharya, (2004); Orlitzky et al., (2003); Du et al., (2007a) who mention that CSR helps companies to be recognized and recalled by people. When the design hotel implements their CSR activities, people can recognize that design hotel from its CSR activities. In addition, it is agreed by tourists that CSR helps to create a positive image and reputation to the design hotels (Bird et al., 2007; Bader, 2005; Mair & Jago, 2010; Bohdanowicz, 2005; Kirk, 1995; Han et al., 2009; Orlitzky et al., 2003; Sen et al., 2006; Shanley & Fombrun, 1990; Hoeffler & Keller, 2002; Keller, 2003). Moreover, this finding is fully agreed that CSR implementation creates the positioning of the design hotels (Han et al., 2009; Butler, 2008; Kasim, 2007; Tzschentke et al., 2008b; Mair & Jago, 2010). As a result, if design hotels participate in CSR program and activities, it can lead to positive word-of-mouth (Hoeffler & Keller, 2002; Keller, 2003) and positive image (Pinny, 2001; Lai, Chiu, Yang, & Pani, 2010). Additionally, it is agreed by tourists that guests' perception about CSR positively promotes brand recognition and recall (Lai, Chiu, Yang, & Pani, 2010).

According to this, the hotel guests have a positive perception towards the design hotels when they implement or participate in CSR programs, and this can lead to the promotion of brand awareness. Briefly, the finding in term of CSR creating brand awareness of design hotels is consistent with previous studies. Lastly, H4 and H5 are also fully supported which refers that above-the-line advertising (ATL) and below-the-line advertising (BTL) create brand awareness. The findings also support Riley (2011) who claims that the purposes of ATL are to give information to customer, raise awareness of brand and create brand positioning. Furthermore, it supports McMahan (1980) who declares that ATL can generate and maintain brand awareness in conditions of low interest or concerning. Besides, the results support the finding of Batra et al., (1995), Aaker (1991), Rossiter & Percy (1987), Yoo et al. (2000), and Keller (1993) which mentions that ATL builds and enhances brand awareness by informing brands to clients. This method of advertising is good to promote hotel products and create names because it can reach big amount of audiences (Carter, 2013; Ezissa, 2013). The design hotel can use this advertising to create their positioning and create names to their hotels, so this can help guests get aware of that design hotels more. Moreover, the result of H5 supports Ezissa (2013) that BTL create awareness

of the products or business. It is also agreed by tourists that BTL is good to promote the products to customers (Ezissa, 2013). Within this result, the design hotels can use this method to promote their products and promotion to their guests because it can reach more targeted guests (Riley, 2011) and can specify the product details to guests (Siddiqi, Sohail, Ali, & Nasi, 2014). Moreover, the finding supports Riley, 2011 who claims that BTL creates relationship between the design hotels and guests and also go along with the A case study of Infini (n.d.) which mentions that BTL creates deep engagement with targeted customers. Following these reasons as explained, BTL can affect brand awareness enhancement. To finish, this finding in term of BTL enhancing brand awareness of the design hotels is consistent with empirical studies.

Figure 5.1 The influences of social media, corporate social responsibility, above-the-line advertising, and below-the-line advertising on brand awareness



5.1.2 Conclusion and discussion of objective 2

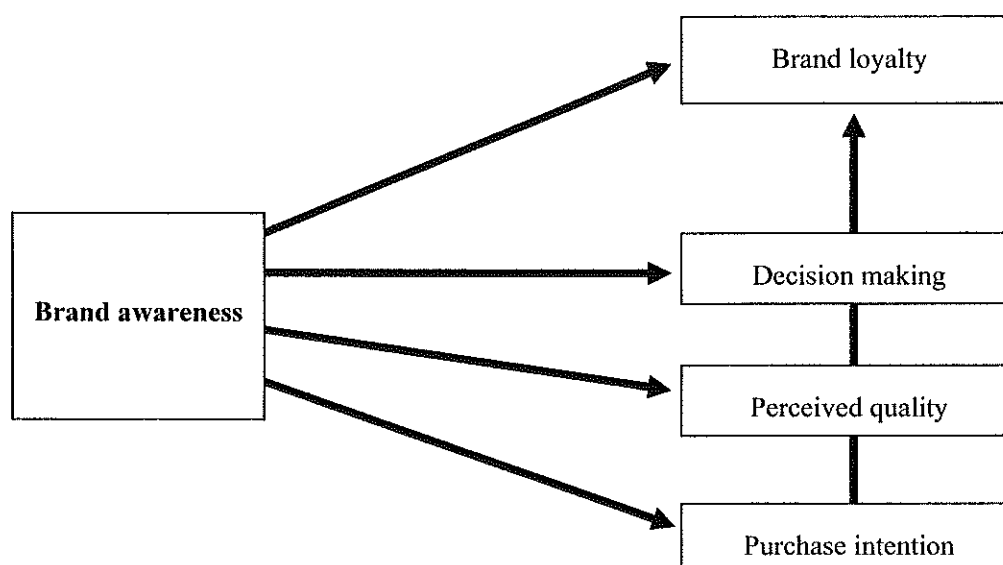
In this study, four impacts are taken into analysis to investigate the relationship with brand awareness which are decision making, perceived quality, purchase intention and brand loyalty. Generally, the results show that brand awareness has positive impacts on all mentioned factors. If describing the detail of each impact, brand awareness has the most impact on decision making. This supports MacDonals & Sharp (2000) who reveals that customers make decision on a high-awareness brand faster than the non-awareness brand. Moreover, the finding also supports Wheeler & Smith (2002) who explain that customers trust on the high-awareness brand. Within this finding, the design hotels that have high brand awareness probably have more chances to receive bookings as their potential guests trust on it. Additionally, this finding also support Keller (2002, p. 50-53) who argues that customers are likely to make decision quickly on products when

they recognize or know the brands of products. From this finding, when the design hotels are well known by tourists, they may have more possibilities to be selected to stay because the tourists are confident with the names of design hotels. In term of the impact on perceive quality, the correlation analysis also proves that it is positively affected by brand awareness. The finding is consistent with the study of Sharp and MacDonald (2000) who claim that the brand which customers have heard must be good. Thus, the design hotels which raise awareness to their potential guests probably create perceived quality to their guests as they believe in the quality of those design hotels just because they know them. Besides, respondents also agree that customers judge the quality of brand from their previous experience (Aaker, 1996).

Following this, it can be concluded that when the first stay of guests is pleasant, the guests believe that the second stay at the design hotel is also pleasant. In addition, the purchase intention is positively associated with brand awareness. The result supports Grewel et al. (1998), and Dodds et al. (1991) who assert that a well-known brand is mostly preferred by customers. When the design hotels own high brand awareness among their guests, they are preferred choice of the guests. If the guests set one of the design hotels as a preferred hotel to stay, they do not change it easily. Moreover, tourists agree that they mostly stay at the well-known design hotels (Sharp & MacDonald, 2000); Keller, 1993). Further to this, the design hotels just make themselves well-know, then they are selected to stay. Lastly, the study finds that brand awareness influences brand loyalty in the positive way and this result supports Chi, Yeh, and Yang (2209) who disclose that brand loyalty will increase when brand awareness is high. To support this, respondents agree that the hotel will get more repeating guests when it is more recognized and recalled since the guests feel confident with it (Soonaroong, 2011; Aaker, 1991). This is probably inferred that the design hotels which have high brand awareness promote the confident feeling to the guests. Consequently, when they are confident with that design hotel, they select that hotel to stay and do not change to other hotels.

Additionally, literature review lead to analysis of relationship between brand loyalty and decision making, perceived quality, and purchase intention. The Pearson Correlations Coefficient results disclose that these three factors are positively related to brand loyalty while decision making correlates most with brand loyalty.

Figures 5.2 The relationship between brand awareness towards purchase intention, perceived quality, decision making and brand loyalty



5.2 Suggestions

From the findings, the analysis shows that the below-the-line advertising (BTL) has the highest mean value. This provides the suggestion that it is the most influential factor that the design hotels should use to increase their brand awareness. There are many reasons why BTL can promote the brand awareness of the design hotels. It is because BTL can reach more target guests and also it can specify the detail of design hotels to the guests. One of the examples, when the design hotels want to promote their products or special promotion to a specific market, they may do an e-newsletter and select only database emails of that market to be recipients. Also, BTL is able to create deep engagement with target guests since it can specifically communicate with only target guests. From this, the design hotels can do billboard advertising at Phuket international airport which can be outside the terminal and inside terminal. It can focus on only the tourists who travel to Phuket and Phang-nga. Additionally, it helps creating a certain perception of design hotels in the customers' minds.

When considering multiple regression analysis, social media has the strongest positive relationship with brand awareness. Consequently, the design hotels should also consider social media as one of most effective method for enhancing brand awareness of the design hotels. The literature explains that social media is a channel where the design hotels can communicate with and give hotels information to their guests. Likewise, customers and design hotels can

interact between each other through social media and this helps build a good relationship and engagement. This can be seen from the Facebook fan page of each design hotel. It keeps posting information, activities, news and photos on each page and this can help its guests or fan page to like, share and comment the posts. The activity encourages the design hotels to keep active interaction with their guests. It can be also seen on the Youtube of each design hotels. There are both photos and videos of each design hotels posting on the Youtube and those photos and videos are posted by both the design hotels themselves and by their guests. This can be inferred that the social media's application is very helpful in term of interaction between the design hotels and their guests. However, marketers should assure that photos and videos should professionally represent the good image of the design hotels because every photo and video posting on social media will be broadly and rapidly seen by the fans of their pages. In summary, the design hotels should take both marketing methods to work together in term of building brand awareness. For example, sale promotion and e-newsletter can be conveyed to customers through Facebook, YouTube and Twitter.

In relation to corporate social responsibility (CSR), the evidence is made from the second highest mean and the second Beta value. The design hotels should also implement CSR activities because it can improve the positive image of the hotels. Basically, CSR program should be required by the Design Hotels. Therefore, the marketers of each design hotel should work with human resources department in term of promoting their implemented CSR to their guests. Besides, if the design hotels promote their CSR activities like charity, sponsorship and community participation through social media and BTL as well as ATL, it can also promote their brand awareness and hotel image. Through social media, the photos of activities together with captions can be posted on Facebook fan page, Instagram and Youtube of that design hotel. Meanwhile, advertising of CSR programs can be also made on e-newsletter of the design hotels.

According to brand identity, it has the second highest mean value. Brand identity is very important for the design hotels since it is the fundamental tool for marketing. Without the brand identity, the further marketing process could not happen. It can be seen that brand identity like logo, color, and slogan must be put in all marketing activities. This can prove that brand identity identify and differentiate the design hotels from others. Moreover, the unique brand identity can encourage the guests to remember the design hotels. As seen from the logo of the design hotels,

when the logo is displayed on the websites of each member hotel, the guests may recognize that this hotel is a member of the design hotels. Furthermore, the slogan and color of the design hotels can also pull the attention of the guests. To insist the importance of brand identity for the design hotels, the brand identity such as logo, name, color and slogan are always used together with other factors. To illustrate, advertising in both BTL and ATL need the brand identity to be in. For these reasons, the design hotels should always improve their brand identity. However, the design hotels have to assure that improvement will not make the guests unable to remember the brand identity.

In term of above-the-line advertising (ATL), some design hotels may not focus on this method because of high costs and concerning expenses. However, ATL is also a good method to create reputation and positioning of the design hotels. Importantly, ATL can attract numerous customers and produce and maintain brand recognition and recall in the situation of low interest and concerning of the guests. This method should also work very well for the design hotels when considering the positioning of the design hotels. From reference of the finding in term of benefits and characteristic of ATL, the research would suggest the design hotels to use this method to create their brand awareness. For example, if a design hotel does advertising in magazine particularly in in-flight magazine will make the guests both potential and general guests feel confident and trust on that design hotel. Likewise, if the design hotel does the nice ads, it can catch the eyes of guests although they are not interested in that design hotel. Each of design hotels are very well designed and unique as well as beautiful, so they would use this kind of marketing to promote these to their target guests. For these reasons, the design hotels should prepare some budgets for this marketing method.

In relation to the significance of brand awareness, there are many reasons why brand awareness plays an important role for design hotels. The finding of this study disposes that brand awareness has positive effects on decision making, perceived quality, purchase intention and brand loyalty. As confirmed by the result, customer would make decision on selecting a hotel quickly and trust on it just because they know it. Thus, the design hotels should promote their brand awareness through the above mentioned factors. Another reason why the design hotels should focus on enhancing brand awareness is that it influences generating perceived quality of that design hotel. When the tourists know and hear about that design hotels, they imply by

themselves that the hotel that they know must be good. It is because they judge that design hotel from what they have heard and experienced. Because of this, perceived quality can protect the guests from competitors and preserve the guests from selecting other hotels. When the quality is implanted in the customers' minds, it is difficult to delete and change. As a result, this can lead to the guest loyalty. Within this cause, the design hotels should raise their brand awareness. Likewise, brand awareness has positive effect on intention to purchase. When guests intend to stay at a design hotel, they may not book that design hotel at the end because they may receive negative information about that hotel before they make decision. On the contrary, they may choose that design hotel to stay when it owns the high awareness and it would be finally their preferred hotel because the awareness of brand helps reducing perceived risk of customers. As a consequence, although purchase intention to a design hotel happens in its guests' minds, it does not mean that guests will always stay at that design hotel since there may be some factors coming into their consideration process and may affect the guests' decision making. Similarly, it cannot be refused that brand loyalty is one of the most important impact for and mostly required by the design hotels. Of course, hotel guests will return to stay at the hotel that they feel confident with and they will recognize and recall it. As seen from many luxury hotels, their loyalty customers will always revisit those hotels even if their entire stays at each time might not be complete and pleasant stays. However, they keep returning because they are confident with and trust on the brand or name of the hotels and that cannot be changed easily. It can be said that the more highly guests recognize and recall that design hotel, the more they are willing to stay at that design hotel. Further to above explanation, the researcher would definitely suggest the design hotels to enhance their brand awareness because of its positive effects which can finally lead to the good income for the design hotel.

Additionally, when considering the important factors effecting consideration of hotel selection, travelers are more likely to consider about service of the hotel and followed by location of the hotel. This means that when hotels have a good service and location, they are in options of customers. Thus, it can be guideline to the hotel management to always maintain and improve their service quality. Although the location of the hotel is the factor that the hotel cannot change, they can find selling points of their location together with finding target customers who match with the location. For example, design hotels on Thailand's Andaman coastline are located

in different beaches which are very beautiful and matched with different tourists. Besides, room rate is another factor that influences choosing hotels to stay. It cannot be concluded that travelers like cheap hotels as room rate may also represent the positioning of hotels. Hotels can apply dynamic pricing structure, so the room rate will depend on the demand of customers. Thus, when the demand is high, the room rate should be also high. In contrast, when the demand is low, the room rate should be also decreased as this may help producing the demand. On the other hand, “outstanding design and unique decoration style of a hotel” is also another factor that hotel guests consider when they choose a hotel to stay. Surprisingly, “hotel is a member of Design Hotels” is the last point that the guests will consider when choosing the hotel to stay. From this point, it can be inferred that the customers are interested in and focus on the design and unique decoration style of a hotel but they do not care for being membership of the Design Hotels. Consequently, the hotels with an outstanding design and unique decoration style can attract the customers whether it is a member of Design Hotels or not.

To conclude, the above suggestion on factors enhancing brand awareness of the design hotels can be guidelines for marketers to promote the awareness of their hotels. The marketers of each design hotel may select only the factors and methods which work well for their hotels due to different target guests, locations and other situations. As explained, brand awareness can create good impacts on the design hotels and they are really needed for the design hotels particularly in this high competitive situation. Besides, these impacts are also leading to revenue earning of the design hotels. Because of these reasons, it is important for the design hotels to work on enhancing brand awareness. In relation to the factors which are important for considering a hotel to stay, the most important factor is service of a hotel, and followed by location of a hotel, room rate, luxury and comfortable of hotel facilities, and outstanding design and unique decoration style of a hotel while hotel is a member of Design Hotels is the last thing that customers will consider when choosing a hotel to stay.

5.3 Limitation and recommendations for future research

5.3.1 Limitation

While this study is performed, there are some difficulties and limitations. At the stage of data collection, the self-administered questionnaire was mostly concerned marketing, and

therefore it was quite difficult to collect data with tourists and spent longer time to explain each question to the tourists. Moreover, the questionnaires must be only given to tourists who knew the design hotels. All travelers would be asked with the screening question whether they knew one of the design hotels and if they answered “Yes, I knew”, they would be able to complete the questionnaires. This condition also limited the respondents. Because of this, the timeframe of data collection was longer than the schedule.

Additionally, another limitation was collecting data at four areas. The data collection was divided into four areas according to the location of each design hotel. Thus, this created more obstacles in finding appropriate respondents.

5.3.2 Recommendations for future research

The combination of quantitative and qualitative approaches should be applied for the future research because the study should have two-side data from both design hotels and tourists. The data from hotel side can provide the results of factors that are suited to their hotels while the tourists will confirm which factor really works best for that hotel. Subsequently, this will help the design hotels to combine, adjust and select the factors to build brand awareness at each hotel. Following this, the in-depth interview should be conducted with marketers, general manager and human resources manager in order to get the detailed information of corporate social responsibility (CSR) and marketing strategies as well as other relevant information. The interview will provide the information of target customers, potential customers and characteristics of customers who will stay at each design hotel. This will be the most useful information and they could explain further marketing information that they implement at their hotels. Also, marketers of each design hotel can recommend the most effective strategies that will create brand awareness of each hotel in different ways because of different targeted customers. Furthermore, human resources manager is the perfect person to provide the CSR detail of that hotel while general manager will be the ones who can give the overall information of marketing. Finally, the marketing people will confirm which strategy works well for their hotels. At the beginning, this study would adopt qualitative and quantitative approaches for the purpose of getting the results from the sides of hotels and tourists. However, the in-depth interview could not be conducted as the hotels did not allow the interview. Therefore, the qualitative approach was removed from this study. Since this part was cut, one of the objectives which was “to investigate the suggestions on

the most effective factors in creating brand awareness of each design hotel on Thailand's Andaman coastline" was also removed. Finally, only quantitative approach was adopted for this study.

Besides, the future study should be conducted with the design hotels which are located on the Gulf of Thailand. There are another two design hotels on Samui Island, Surat Thani province. It may provide a different result from this study because of different coastal location of Thailand and targeted customers. Its result can be compared with the results of the present study.

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APPENDIX A



QUESTIONNAIRE

Master of Business Administration in Hospitality and Tourism

Prince of Songkhla University

This questionnaire is required for the thesis entitled “**Factors Enhancing Brand Awareness of Design Hotels on the Andaman Coastline**”. Your participation is very important to the study and it is on the volunteer basis. Please rest assured that the result of this questionnaire is anonymous used and for the academic purpose only

PART 1: Demographic Information

1. Gender
 - Female
 - Male

2. Age
 - 20 below
 - 21-30
 - 31-40
 - 41-50
 - 51-60
 - 60 above

3. Region of residence
 - Asia
 - Europe
 - South America
 - North America
 - Australia
 - Africa
 - Other(please specify) _____

4. Employment status
 - Employed for wages
 - Self-employed
 - Unemployed
 - Homemaker
 - Student
 - Retired
 - Unable to work

5. Monthly household income (USD)
 - Less than 2,000
 - 2,001-4,000
 - 4,001-6,000
 - 6,001-8,000
 - 8,001 and above

PART 2: Your travelling and booking information

6. How many times have you traveled to Andaman Coastline including this time? _____time(s)

7. What is your purpose of this travelling?

- | | |
|--|--|
| <input type="radio"/> Business and professional purposes | <input type="radio"/> Holidays, leisure and recreation |
| <input type="radio"/> Visiting friends and relatives | <input type="radio"/> Education and training |
| <input type="radio"/> Health and medical care | <input type="radio"/> Religion/pilgrimages |
| <input type="radio"/> Other | |

8. Which hotel are you staying at? Please specify _____

9. How did you travel from airport to your hotel?

- | | |
|---|--|
| <input type="radio"/> Transportation arranged by hotel | <input type="radio"/> Transportation arranged by travel agents |
| <input type="radio"/> Transportation arranged by yourself | |

10. How did you reserve your accommodation?

- | | | |
|---|---|---|
| <input type="radio"/> Walk in | <input type="radio"/> Through hotel website | <input type="radio"/> Direct to hotel reservation |
| <input type="radio"/> Through travel agents | <input type="radio"/> Through <u>online</u> travel agents | |

11. Which of followings have you stayed at? **You can select one or more choices**

- | | | |
|--|---|------------------------------------|
| <input type="radio"/> The Surin Phuket | <input type="radio"/> Indigo Pearl | <input type="radio"/> None of them |
| <input type="radio"/> The Naka Phuket | <input type="radio"/> La Flora Khao Lak | |

If you have stayed at the above mentioned hotel(s), please skip the question no. 12

12. If you have not stayed at the above mentioned hotels, do you have any plan to stay at one or more of the above mentioned hotels?

- | | |
|---------------------------|--------------------------|
| <input type="radio"/> Yes | <input type="radio"/> No |
|---------------------------|--------------------------|

13. Please indicate the importance of these factors when you consider choosing a hotel to stay. Please note that “5” represents “Very important and “1” represents “Not at all important.”

| | Statements | Not at all important | Slightly important | Moderately important | Important | Very important |
|---|---|----------------------|--------------------|----------------------|-----------|----------------|
| 1 | Luxury and comfortable hotel facilities | 1 | 2 | 3 | 4 | 5 |
| 2 | Outstanding design and unique decoration style of a hotel | 1 | 2 | 3 | 4 | 5 |
| 3 | Location of a hotel | 1 | 2 | 3 | 4 | 5 |
| 4 | Room rate | 1 | 2 | 3 | 4 | 5 |
| 5 | Service of a hotel | 1 | 2 | 3 | 4 | 5 |
| 6 | Hotel is a member of Design Hotel | 1 | 2 | 3 | 4 | 5 |

PART 3: Factors that affect the Design Hotels’ brand awareness enhancement.

14. How did you get to know these hotels; The Surin Phuket, Indigo Pearl, The Naka Phuket, and Casa De La Flora Khao Lak? **You can select one or more choices**

- 14.1 From its brand identity;
- Name Logo & Color
 Tagline Marketing collaterals

- 14.2 From its corporate social responsibility;

- Sponsorship or charities
 Participation in community activities

- 14.3 From social media;
- Facebook Youtube twitter

- 14.4 Advertising;
- Magazine TV
 Radio Newspaper

| PART 3.2 Social media enhances brand awareness of design hotels on the Andaman coastline. Social media refers to Facebook, Twitter, Youtube., Instagram, etc. | | | | | | |
|--|---|-------------------|----------|---------|-------|----------------|
| Statements | | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 1 | Social media is a channel for collecting information about the hotels. | 1 | 2 | 3 | 4 | 5 |
| 2 | Social media is a channel where the hotels can connect and communicate with you. | 1 | 2 | 3 | 4 | 5 |
| 3 | Social media is a perfect vehicle for the hotels to create a relationship with you. | 1 | 2 | 3 | 4 | 5 |
| 4 | Social media is a place where provide an active interaction between you and the hotels. | 1 | 2 | 3 | 4 | 5 |
| 5 | Social media's activities such as like, share, post, comment, or mark the brand pages as favorite encourage you to recall and recognize the hotel more. | 1 | 2 | 3 | 4 | 5 |
| 6 | Social media with all of its application encourages you to engage and connect with the hotels. | 1 | 2 | 3 | 4 | 5 |
| 7 | Social media creates new chances for the hotels to increase their brand recall and recognition. | 1 | 2 | 3 | 4 | 5 |
| PART 3.3 Corporate Social Responsibility (CSR) enhances brand awareness of design hotels on the Andaman coastline. CSR concerns dealing with different stakeholders including employees, customers and suppliers such as participation in charity work, supporting local activities and promoting environmental protection. | | | | | | |
| Statements | | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 1 | Corporate social responsibility helps the hotels to be recognized and recalled by people. | 1 | 2 | 3 | 4 | 5 |
| 2 | Corporate social responsibility helps to create a positive image and reputation to the hotels. | 1 | 2 | 3 | 4 | 5 |

| | | | | | | |
|---|--|-------------------|----------|---------|-------|----------------|
| 3 | Implementation of corporate social responsibility's activities creates the positioning of the hotel. | 1 | 2 | 3 | 4 | 5 |
| 4 | The perception of guests about hotels' corporate social responsibility program positively promotes brand recall and recognition. | 1 | 2 | 3 | 4 | 5 |
| 5 | Increasing the hotels' positive impacts of their operations on community create positive image of the hotels. | 1 | 2 | 3 | 4 | 5 |
| 6 | Visible corporate social responsibility participation can produce strong brand identification and brand advocacy. | 1 | 2 | 3 | 4 | 5 |
| 7 | Visible corporate social responsibility participation can create positive word- of- mouth. | 1 | 2 | 3 | 4 | 5 |
| <p>PART 3.4 Above-the-line advertising enhances brand awareness of design hotels on the Andaman coastline. Above-the-line advertising is where mass media is used to promote brands and reach out to the target consumers such as television and radio advertising, print as well as internet.</p> | | | | | | |
| Statements | | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 1 | Advertising in magazine, television, and newspaper is good to promote the hotel products. | 1 | 2 | 3 | 4 | 5 |
| 2 | Advertising in magazine, television, and newspaper can attract big number of customers. | 1 | 2 | 3 | 4 | 5 |
| 3 | Advertising in magazine, television, and newspaper can create names to the hotels. | 1 | 2 | 3 | 4 | 5 |
| 4 | Advertising in magazine, television, and newspaper provide information of the hotel products to customers, raise awareness and create positioning of the hotels. | 1 | 2 | 3 | 4 | 5 |
| 5 | Advertising in magazine, television, and newspaper can generate and maintain brand recognition and recall in | 1 | 2 | 3 | 4 | 5 |

| | | | | | | |
|---|---|--------------------------|-----------------|----------------|--------------|-----------------------|
| | situations of low interest and concerning. | | | | | |
| 6 | Advertising in magazine, television, and newspaper is relatively simple and poor value for young, cynical and media-user markets. | 1 | 2 | 3 | 4 | 5 |
| 7 | Advertising magazine, television, and newspaper can enhance hotels' reputation. | 1 | 2 | 3 | 4 | 5 |
| PART 3.5 Below-the-line advertising enhances brand awareness of design hotels on the Andaman coastline. Below-the-line advertising is more one to one, and involves the distribution of pamphlets, handbills, stickers, promotions, brochures placed at point of sale, on the roads through banners and placards. | | | | | | |
| Statements | | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 1 | Direct personal selling, sale promotion, e-newsletter, sponsorship and billboard are good to promote the hotel products. | 1 | 2 | 3 | 4 | 5 |
| 2 | Direct personal selling, sale promotion, e-newsletter, sponsorship and billboard create relationship between the hotels and customers. | 1 | 2 | 3 | 4 | 5 |
| 3 | Direct personal selling, sale promotion, e-newsletter, sponsorship and billboard create deep engagement with targeted customers. | 1 | 2 | 3 | 4 | 5 |
| 4 | Direct personal selling, sale promotion, e-newsletter, sponsorship and billboard can create a certain perception of products in the minds of customers. | 1 | 2 | 3 | 4 | 5 |
| 5 | Direct personal selling, sale promotion, e-newsletter, sponsorship and billboard can enhance customers' awareness of the hotels and its reputation | 1 | 2 | 3 | 4 | 5 |
| 6 | Direct personal selling, sale promotion, e-newsletter, sponsorship and billboard can specify the products detail to customers. | 1 | 2 | 3 | 4 | 5 |

| | | | | | | |
|---|---|---|---|---|---|---|
| 7 | Direct personal selling, sale promotion, e-newsletter, sponsorship and billboard can reach more targeted clients. | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|---|

15. How would you rate the overall brand awareness of this design hotel on a 1 to 5 scale, where 1 is "Lowest level" and 5 is "Highest level" ?

| | | | | |
|--------|-----|---------|------|---------|
| Lowest | Low | Average | High | Highest |
| 1 | 2 | 3 | 4 | 5 |

PART 4: The impact of brand awareness on purchase intention, decision making, perceived quality and brand loyalty.

Please read each statement and circle only ONE appropriate number 1, 2, 3, 4 or 5 to indicate your disagreement/agreement of the impact of brand awareness on purchase intention, decision making, perceived quality and brand loyalty. Please note that "5" represents "Strongly Agree" and "1" represents "Strongly Disagree."

| Statements | | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|--|--|-------------------|----------|---------|-------|----------------|
| PART 4.1 The impact of brand awareness on decision making. | | | | | | |
| 1 | A well-known hotel is more reliable than an un-known hotel. | 1 | 2 | 3 | 4 | 5 |
| 2 | You are more likely to make decision quickly on a hotel when you know or recognize it. | 1 | 2 | 3 | 4 | 5 |
| PART 4.2 The impact of brand awareness on perceived quality. | | | | | | |
| 1 | "I have heard of the brand, so it must be good." | 1 | 2 | 3 | 4 | 5 |
| 2 | Previous experience influences you to judge a product or service quality. | 1 | 2 | 3 | 4 | 5 |
| PART 4.3 The impact of brand awareness on purchase intention. | | | | | | |
| 1 | You mostly stay at a well-known hotel. | 1 | 2 | 3 | 4 | 5 |

| | | | | | | |
|---|--|---|---|---|---|---|
| 2 | A well-known hotel is always your preferred hotel. | 1 | 2 | 3 | 4 | 5 |
| PART 4.4 The impact of brand awareness on brand loyalty. | | | | | | |
| 1 | A hotel will have more returning guests when it is well recognized and recalled by its guests. | 1 | 2 | 3 | 4 | 5 |
| 2 | You will return to stay at a hotel when you are confident with its brand. | 1 | 2 | 3 | 4 | 5 |

----- *End of the questionnaire* -----

Thank you very much for your kind participation and support.

APPENDIX B

Online application form of Design Hotels™ (www.designhotels.com)

THE PROJECT

TYPE OF PROJECT *

PROPERTY TYPE *

MANAGEMENT COMPANY *

HOTEL NAME *

ADDRESS LINE 2

REGION *

COUNTRY *

STATUS *

PROJECT OWNERSHIP *

OPENING DATE *

ADDRESS LINE 1 *

CITY *

POSTAL CODE *

WEBSITE

I THE CONCEPT

THE BRIEF *

PLEASE DESCRIBE THE HOTEL'S CONCEPT IN 100 WORDS

CITY

LEISURE

SPA

ART

RESORT

MEDICAL

BEACH

MOUNTAIN

SPORT

I HOTEL DATA

DAYS OPEN PER YEAR *

NUMBER OF ROOMS *

HOTEL CLASSIFICATION *

AVERAGE ROOM RATE *

AVERAGE OCCUPANCY *

AVERAGE LENGTH OF STAY *

SOURCE MARKETS *

CURRENT GDS PROVIDER *

BUSINESS MIX (LEISURE / BUSINESS GUESTS IN %)

CURRENT BOOKING ENGINE PROVIDER *

CURRENT MARKETING COOP. *

THE DESIGN

ARCHITECT *

(E.G. NAME / DESCRIPTION)

INTERIOR DESIGNER *

(E.G. NAME / DESCRIPTION)

REFERENCES *

E.G. FURNISHING BRANDS, MATERIAL BRANDS, COMMISSIONED ARTWORKS/ARTISTS, LIGHTING DESIGNERS, ETC

EXPECTATIONS

WHAT DO YOU EXPECT FROM DESIGN HOTELS?

(PLEASE DESCRIBE)

| SERVICES REQUIRED

CONCEPT DEVELOPMENT SERVICES

HOTEL DEVELOPMENT SERVICES

| CONTACT

FIRST NAME *

COMPANY NAME *

EMAIL ADDRESS *

FAX *

WEBSITE

NEWSLETTER *

SUBSCRIBE TO THE DESIGN HOTELS™ ESCAPE NEWSLETTER.

LAST NAME *

JOB TITLE *

PHONE *

PLEASE CONTACT ME VIA *

PLEASE ATTACH SUPPORTING DOCUMENTS AND IMAGES: ARCHITECTURAL BLUEPRINTS, FLOOR PLANS AND SCHEMATICS ARE WELCOME FOR NEW PROJECTS. IF EXISTING HOTEL, PLEASE INCLUDE PHOTOGRAPHS AND WEBSITE.

**SIZE: < 5MB
FORMAT: PDF, JPG, Zip Files (Only one file for upload possible, thus preferably compress all files in 1 Zip file)**

No file chosen

ALL INFORMATION PROVIDED WILL NOT BE DISCLOSED TO ANY THIRD PARTIES WITHOUT PRIOR CONSENT.

→ SUBMIT APPLICATION

APPENDIX C

Certificate



VITAE

Name Miss Chantima Angsuwan

Student ID 5730120016

Educational Attainment

| Degree | Name of Institute | Year of Graduation |
|-------------------------------------|---|--------------------|
| Bachelor of Arts: English | Phranakhon Rajabhat University | 2006 |
| Bachelor of Arts: Communications | Sukhothai Thammathirat Open University | 2006 |

Employment

Resort Manager at Ocean Breeze Resort, Khaolak

Address

35/298 Moo 3, Chaofah Garden Home 5, Chaofah-West Road, Wichit, Muang, Phuket 83000

E-mail Address

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Scholarly Presentation

Chantima Angsuwan and Kullada Phetvaroon (2017). Factors enhancing brand awareness of Design Hotels on Thailand's Andaman coastline. Presented at International Conferences on Tourism (ICOT), June 28 – July 1, 2017, Chiang Mai, Thailand.