A Study of Thai Generation Y on OTOP Brand Awareness and Perceived Quality

Panicha Trakarnudomsuk

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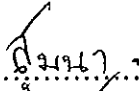
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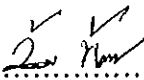
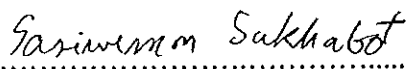**Thesis Title**   A Study of Thai Generation Y on OTOP Brand Awareness
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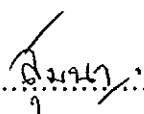**Major Program**   Business Administration (International Program)
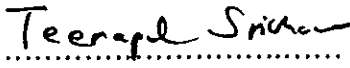

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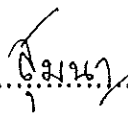
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I hereby certify that this work has not been accepted in substance for any degree, and is not being currently submitted in candidature for any degree.

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ชื่อวิทยานิพนธ์   การศึกษาการรับรู้ถึงแบรนด์และการรับรู้ถึงคุณภาพของแบรนด์โอทอป
ในกลุ่มผู้บริโภคเจนเนอเรชั่นวายในประเทศไทย
ผู้เขียน   นางสาว ปณิชา ตระการอุดมสุข
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ปีการศึกษา   2555

บทคัดย่อ

งานวิจัยนี้มีวัตถุประสงค์เพื่อการศึกษาถึงความสัมพันธ์ของปัจจัยด้านประชากรศาสตร์ ปัจจัยภายใน ปัจจัยภายนอกที่มีผลต่อการรับรู้ถึงแบรนด์และการรับรู้ถึงคุณภาพของแบรนด์โอทอป อีกทั้งยังศึกษาถึงระดับความสัมพันธ์ของแต่ละปัจจัยต่อการรับรู้ถึงแบรนด์โอทอปและคุณภาพ การวิจัยนี้เป็นการวิจัยเชิงสำรวจซึ่งนักวิจัยศึกษาทฤษฎีทางด้านคุณค่าตราสินค้าจากเอเคอร์ ปี2534และจัดทำขึ้นเพื่อสำรวจทัศนคติของเจนเนอเรชั่นวายอายุระหว่าง 20 ถึง 34ปีจำนวน 400 คนในกรุงเทพมหานคร โดยใช้การส่งแบบสอบถามแบบนำไปส่งเองด้วยวิธีการสุ่มตัวอย่างแบบโควตา การวิเคราะห์ทางสถิติหลักที่ใช้ในการทดสอบสมมติฐานวิจัย คือการวิเคราะห์การถดถอยเชิงเส้น ผลการวิจัยโดยภาพรวมพบว่าปัจจัยด้านประชากรศาสตร์ของเจนเนอเรชั่นวายไม่มีความสัมพันธ์ในเชิงสถิติกับการรับรู้ถึงแบรนด์โอทอปและการรับรู้ถึงคุณภาพ แต่ความสัมพันธ์ของปัจจัยภายในของแบรนด์โอทอปมีความสัมพันธ์เชิงบวกต่อการรับรู้ถึงแบรนด์และคุณภาพของแบรนด์โอทอป เมื่อพิจารณาถึงปัจจัยภายนอกของแบรนด์โอทอปมีความสัมพันธ์เชิงบวกกับทั้งสองตัวแปรเช่นกัน โดยเฉพาะปัจจัยด้านแหล่งกำเนิดสินค้าซึ่งมีความสัมพันธ์เชิงบวกกับการรับรู้ถึงแบรนด์และการรับรู้ถึงคุณภาพของแบรนด์โอทอปมากที่สุด อย่างไรก็ตามงานวิจัยชิ้นนี้จะเกิดประโยชน์ได้หากได้รับความร่วมมือจากรัฐบาลและกลุ่มผู้ผลิตสินค้าโอทอป ในการโปรโมทสินค้าโอทอปไทยตามคำแนะนำจากผลการวิจัย รวมไปถึงผู้บริโภค โดยเฉพาะคนไทยที่จะสนับสนุนสินค้าไทยด้วยกัน

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ABSTRACT

The main purpose of this study is to examine the relationship of demographic factors, intrinsic cue and extrinsic cues on OTOP brand awareness and its perceived quality as well as to explain how strong effect of each key elements on them. This research is an explanatory research, underlying brand equity theory from Aaker 1991 and surveying 400 Generation Y (hereafter, Gen Y) of aged from 20 to 34, in Bangkok via self-administrative questionnaire survey with quota sampling method. The relevant analytical statistics used to test the research hypotheses is linear regression. The results proved that in overall, there is no statistically significant relationship among demographic factors on both OTOP brand awareness and its perceived quality but positive relationship of intrinsic cue towards OTOP brand awareness and perceived quality. To consider extrinsic cues, in overall they are positively correlated with those two dependent variables. Particularly, country of origin is the strongest determinant positively associated to both OTOP brand awareness and its perceived quality. However, this research will be economic useful if there is collaboration from the government and OTOP communities to help promoting OTOP products as well as Thai consumers to supports their local products.

ACKNOWLEDGEMENT

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List of Abbreviations

OTOP	-	One Tambon One One Product
OVOP	-	One Village One Product
Gen Y	-	Generation Y
DEP	-	Department of Export Promotion
OSMEP	-	Office of Small and Medium Enterprises Promotion
AEC	-	ASEAN Economic Community
GDP	-	Gross Domestic Product
S.D.	-	Standard Deviation
R^2	-	R-square
F	-	F Test
P	-	P value
B	-	Beta

Chapter One

INTRODUCTION

1.1 Introduction

This thesis examines Generation Y attitudes towards OTOP brand awareness and its perceived quality which are influenced by those demographic factors, intrinsic cue and extrinsic cues. This study addresses dimensions of brand equity theory which are both brand awareness and perceived quality to measure attitudes. Moreover, the model of determinants and consequences of perceived product quality is the main reference for this thesis conceptual framework. However, this first chapter provides an introduction of this research and begins with background. This is followed by problem statement, purpose of the study, research questions, significance of the study and finished this chapter with limitation of the study.

1.2 Background

One Tambon One Product (OTOP) is a local entrepreneurship stimulus program by Thai government during 2001-2006 (ThaiTambon Dot Com, 2012). While "Tambon" is the target area, it is the equivalent of village or town in English. The program aimed to support the locally made and marketed products of each Thai Tambon (sub district). Drawing its inspiration from Japan's successful One Village One Product (OVOP) program, the OTOP program encourages village communities to improve the local products' quality and marketing, selecting one superior product from each Tambon to receive formal branding as its "starred OTOP product". It provides both a local and national stage to promote these products. OTOP products include a large

array of local products, including traditional handicrafts, cotton and silk garments, pottery, fashion accessories, household items, and food. So far a number of product groups have been classified for promotion; these include food items and beverages, textiles and clothing, woven handicrafts, artistry items, gifts, household and decorative items, and non-edible herbal products. These cover traditional items made in village communities, each lovingly crafted with the inimitable flavors and style of their localities (ThaiTambon Dot Com, 2012).

Regarding to OTOP quality, village-made OTOP products are selected for promotion because of their quality and export potential. Many of the silks and Benjarong ceramics, for instance, are works of art, intricately and lovingly crafted by hand. The project has strong government support on many levels which identify potential OTOP products, providing advice on production, quality control, packaging and designs that make them even more attractive to domestic and export markets. The entire OTOP product cycle comes under the supervision of a National OTOP Committee, with regional and provincial level committees to assist in identifying, developing and grading OTOP products. By its very nature, the OTOP project comes with its own set of challenges (Royal Thai Embassy Singapore, 2012).

In traditional societies, villagers would make products either for their own use or to be exchanged, bartered or sold to neighbors. These grassroots products are made during spare time, when farming or housework has been completed. Hence, production capacity and the ability to supply the volume of products required by buyers instantly becomes an issue. With the introduction of OTOP, village communities are faced with the complex realities of trading beyond borders, the issues of meeting deadlines, quality control, production capacity, design preferences and marketing challenges. Not all OTOP products in the past were of export quality. Fortunately, many government agencies have been providing these village communities the necessary support. For instance, the OTOP Task Force of the Department of Export Promotion (DEP), Ministry of Commerce, develops activities that will assist in exporting OTOP products, such as the display of selected products at trade fairs in Thailand and

overseas, as well as participating in in-store promotions and Thailand Exhibitions in other countries (Royal Thai Embassy Singapore, 2012). While the OTOP project aims to increase local incomes, the government is also offering a choice, to go into OTOP production full time with plenty of government assistance. Major government agencies provide support: the Interior Ministry's Department of Community Development works directly with the villages to fine tune their products; the Industry's Ministry's Department of Industrial Promotion plays a key role in product development, skills training and quality control; the DEP's Product Development Centre employs teams of designers to work with villagers to create marketable designs and packages for their products. On the contrary, after a military junta overthrew Thai government in 2006 following an election cancelled for irregularities, the OTOP program was canceled.

However, it was soon revived and rebranded. In addition, the purpose of this campaign was to improve upon/refine the locally available resources and produce goods that are acceptable internationally. Inspired by this idea, the Thai government has been promoting the local industry through the manufacturing of attractive specialty products based on the abundant native culture, tradition and nature (Kurokawa, Tembo & Willem te Velde, 2010). The following figure shows the OTOP basic conceptual principle diagram;

Figure 1.1: The OTOP Basic Conceptual Principle Diagram
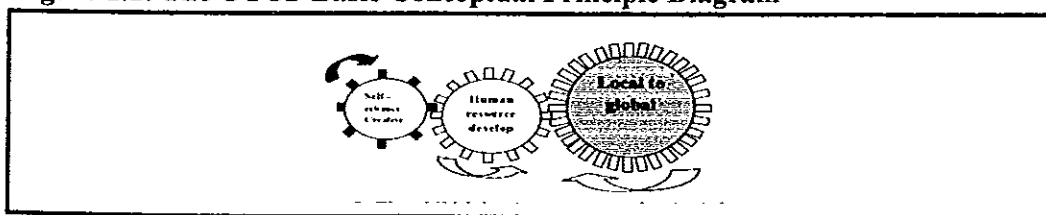
Source: Kitin Sripuachareon and Dr. Kitti Setavoraphan (2012: p.6)

OTOP project starts from turning a 'self-reliance & creativity' small spur gear same the black arrow's direction, to turn other bigger gears with the same speed it needs more power than turning the equal-sized gears. Next turning 'human resource

development gear' (Idler gear) is done by fostering communities with more knowledge and creative spirits to operate this gear. Then, the bigger local to global, it is too big component for OTOP's project that start from a small source of 'self-reliance & creativity' which is not enough own capabilities power to turn the bigger gears. Thus, the projects or communities need more supports from government in order to add more facilities, subsidies and other supports. On the other hand, if the communities required more outside supporters, the self-reliance has less to run itself (Kurokawa et al., 2010).

Regarding to OTOP product championship for Community groups, SMEs and individual entrepreneurs must register as manufacturers of OTOP products to participate in this contest. The general criteria for the contest are firstly, the product is exportable and has a brand quality. Secondly, production can be sustainable and with consistent quality. Thirdly, the product can provide customer satisfaction. Lastly, the product has an impressive background story. The grading of each product is made at various administrative levels according to established official procedures as shown in the following table 1.1 (OTOP 5 Star, 2010). Moreover, the numbers of registered producers and registered products in 2010 are also relevant to be aware which is displayed in Figure 1.2

Table 1.1: OTOP grading system

5 stars	90 points and above	Good quality. Exportable
4 stars	80-89 points	Fairly good quality. Nationally recognized. Exportable upon improvement.
3 stars	70-79 points	Average quality. Able to attain 4 stars upon improvement.
2 stars	50-69 points	Able to attain 3 stars. Periodically assessed.
1 star	Below 50 points	Product is unable to attain 2 stars due to its many weaknesses and difficulty for development.

Source: Sripuachareon & Dr. Setavoraphan (2012: p.19)

Figure 1.2: Numbers of registered producers and products in 2010
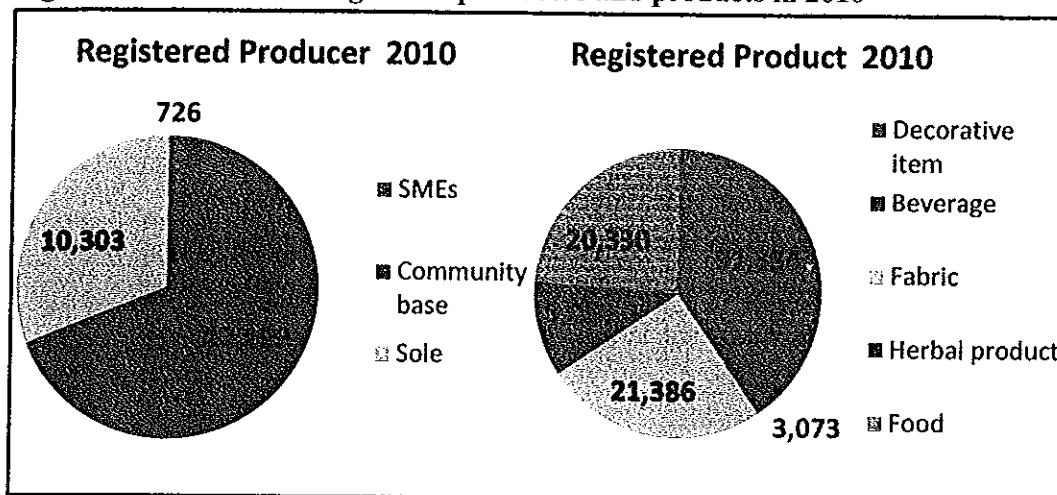
Source: Kosumas (2012: p.19)

According to figure 1.2, Numbers of registered producers and registered products in 2010, as the example year, the most amount of registered producer' types is community base which can be calculated as about 67% of the total of 33,228 producers. Besides, decorative item, fabric and food are numerously first three categories of 85,173 registered products, 37%, 25%, and 24% respectively.

Besides, OTOP campaign is namely on the occasion of the New Year festive season, people have been urged to buy One Tambon, One Product, or OTOP, goods as New Year gifts for their friends and relatives to help stimulate the local economy. This campaign was aimed to establish a mechanism to develop and empower local communities. The main objective was to encourage people in every village to create a product that represented the wisdom and culture of the community in order to generate extra income (The Government Public Relations Department, 2011). However, Office of Small and Medium Enterprises Promotion (OSMEP) of Thailand seized both domestic and international market opportunity for 4-5 star OTOP entrepreneurs in order to welcome ASEAN Economic Community (AEC) by 2015 under OTOP PLUS Project from 4 regions (MatichonOnline, 2012). To focus on OTOP 5 star products, the summary of 569 items of each province in Thailand can be classified into 6 categories which are food (263 items), beverage (29 items), clothes and garments (122 items), ware and decorations (85 items), handcrafts and souvenirs

(33 items) and herb supplements (37 items) (Community Development Department, 2013). By noticing the provided information, food category is counted as almost half of 5 star entire products. Also furthermore, Board of Committee of One Tambon One Product implemented "Quality and Standard of Product" policy since 2004 to select only specific standard-qualified products, especially food and beverage categories which are required to be strictly approved by community product standard (OTOPtoday, 2012). However, Thai Government is now pushing on and supporting OTOP communities/SMEs to be successful like OVOP in Japan by preparing 70-80 billion baht for credit under Government Savings Bank to be a benefactor so that they can move forward and are able to compete with global competition (Thaipost, 2013). As a consequence, this study mainly considered food products by focusing on sweets and snacks as a criterion for questionnaire survey.

1.3 Problem Statement

In generally, due to the increasing of globalization and homogenization of consumers' preferences in the world, global branding has become more widespread. That is why it is important to be aware of OTOP brand, especially Thai people who are supposed to be the potential group of customers supporting their nationally local products. By the time of globalization, more people explore the worldwide brand name products and found that they can upgrade social status in society and it is likely to happen by people in developing countries. As a result, Thai consumers are then hard to place themselves as their own national supporters when a dilemma appears. Nowadays, Thai Generation Y (hereafter, Gen Y), the generation preceded generation X and born between 1980 and 1990 (NationalMaster, 2010; Online), prefer consuming foreign brand name products, and ignoring their local products (Sriviroj, 2007). On the other hand, 7-11 is now the nation's most prevalent store, offering a variety of junk foods ranging from squid-flavored potato chips to sugar-loaded energy drinks around the clock, thus this can be potential substituted products of OTOP food products, especially OTOP sweets/snacks (Food safety news, 2010). Additionally, Thai people, especially women, tries to keep slim and concern more about their physical

appearance even some people considers the calories of food they eat per day. (Rongmuang et al., 2011) Therefore, it will particularly affect on OTOP sweets/snacks which are Thai local products and some contain a lot of calories may not be attractive enough for Thai Gen Y today to frequently purchase them. As a result, this research aims to test factors that have an influence on Gen Y's brand awareness and perceived quality on OTOP brand via enhancing Gen Y's attitudes through intrinsic and extrinsic cues as well as demographic factors for the results of their association. Furthermore, it would be statistically significance to find out which factors that have strong effects on OTOP brand awareness and perceived quality. For example, regarding to the problem, it is also interesting to analyze whether physical characteristics of OTOP products' self and distribution intensity of the products truly have an impact on OTOP brand awareness and its perceived quality. Hence, the research begins with a revision of the previous literatures on factors affecting brand awareness and perceived quality. Next, the effects of intrinsic/extrinsic cues and other determining factors on brand awareness and perceived quality will be analyzed to establish the conceptual framework.

1.4 Purpose of the Study

1) To test the relationship among demographic factors such as range of age, gender, educational level, occupation and income level that influence on OTOP brand awareness and its perceived quality.

2) To examine the relationship among intrinsic cues which are those physical characteristics of OTOP products towards OTOP brand awareness and its perceived quality.

3) To examine the relationship among extrinsic cues e.g. packaging, brand image, price, distribution intensity and country of origin towards OTOP brand awareness and its perceived quality.

4) To explain effect of the key elements how strong effects on OTOP brand awareness and its perceived quality.

1.5 Research Questions

1) What are the relationship among demographic factors towards OTOP brand awareness and its perceived quality?

2) What are the relationship among intrinsic and extrinsic cues towards OTOP brand awareness and its perceived quality?

3) What are the degree of influence among each investigating factor affecting on OTOP brand awareness and its perceived quality?

1.6 Significance of the Study

This research is conducted to examine the relationship and degree of both intrinsic and extrinsic cues affecting on brand awareness and perceived quality. Furthermore, there are not many researchers studying about how people in Thailand aware of OTOP brand and its perceived quality. As consequence, this study can be a prior research to get the attention from those who are interesting in Thai products or to be realized that Thai products need more supporters, especially from Thai national people. Thus, Thai local products will be grasped abundant amounts more after any changes by communities and able to drive local to global supported by outsiders' as well as from governmental supports, those economic indicators such as GDP, or national income will rise as well as reduce unemployment rate, then standard of living for Thai people will be better due to the fact that Thai people turn to support and promote Thai brand themselves.

1.7 Limitations of the Study

There are certain relevant limitations from quantitative research. This type of research will collect a much narrower and sometimes superficial dataset, moreover, the results are limited as they provide numerical descriptions rather than detailed narrative and generally provide less elaborate accounts of human perception. Preset answers will not necessarily reflect how people really feel about a subject and in some cases might just be the closest match (Darley, John M., Gross, Paget H, 2000). Besides, development of standard questions by researchers can lead to 'structural' bias and false representation, where the data actually reflects the view of them instead of the participating subject. Additionally, confirmation bias can be occurred, like a tendency of people to favor information that confirms their beliefs or hypotheses. People display this bias when they gather or remember information selectively, or when they interpret it in a biased way. The effect is stronger for emotionally charged issues and for deeply entrenched beliefs (Darley & Gross, 2000). Additionally, generalizability of the findings can be enhanced. However, due to the time limitation and financial constraint, the researcher can distribute the questionnaire only at certain attractive places and famous universities in the capital city of Thailand, Bangkok. Also, the targeted group of Gen Y is squeezed to be only in the range of 20-34 years old, based on one source of information about Thai Gen Y, to prevent misinformation effect from those who are in range from approximately 10 to19 years old.

Chapter Two

LITERATURE REVIEW

2.1 Introduction

As previously stated in Chapter 1, this study aims to examine the relationship among demographic factors, intrinsic cue, and extrinsic cues toward OTOP brand awareness and its perceived quality. Since there is no similar research which investigate OTOP brand awareness and its perceived quality explained by those four marketing mix variables, this study fills this gap in the literature by providing other perspectives in the analysis of the raised journals in this chapter. Accordingly, the first part of chapter two is to concentrate on the definition of three main words;

1. Generation Y
2. Intrinsic Cues
3. Extrinsic Cues
4. Brand Awareness
5. Perceived Quality

The second part of this chapter is focused on the theoretical foundations and other related journals;

1. The effect of demographic factors on brand awareness and perceived quality
2. The effect of intrinsic cue and extrinsic cues on brand awareness and perceived quality

The last part is a conceptual framework and its statements of hypothesis.

2.2 Generation Y

Generation Y (hereafter, Gen Y), is the next generation of Baby Boomer generation. They were roughly born between 1977 and 2002 (Brown et al., 2010) Several alternative names have been proposed by various people: Generation We, Global Generation, Generation Next, the Net Generation, The name "Echo Boomers" refers to the size of the generation and its relation to the Baby Boomer generation (Marino, 2006). They were also known as the Millennial Generation, the Thumb Generation, has no precise dates for their starting and ending (Francese, 2011). Not only that Generation Y is a completely new generation, but also they are just like the Baby Boomers who are a large group of people impacting society (Emahoney, 2008). However, to emphasize on Gen Y's definition based on Thai information provided, Gen Y is the group of people born between 1980 and 1990, age between 19 and 28 years old in the year 2010 (NationalMaster, 2010 : Online).

Regarding to Gen Y characteristics, there are 5 main traits which define Gen Y. Firstly, Tech-Savvy, generation y grew up with technology and armed with BlackBerrys, laptops, cellphones and other gadgets. They are plugged-in 24 hours a day, 7 days a week. Secondly, Gen Y legal professionals have a different vision of workplace expectations and prioritize family over work. On the other hand, "Family-Centric" can be defined as Gen Y. Moreover, they spend fewer billable hours, flexible schedules and a better work/life balance. Thirdly, Gen Y is achievement-oriented, confident, and ambitious. Team-Oriented is the fourth criteria. Generation Y value teamwork and seek the input and affirmation of others. Gen Y is loyal committed and wants to be included and involved. The last but not least, "Attention-Craving" is relevant to Gen Y due to the fact that it craves attention in forms of feedback and guidance. They may benefit greatly from mentors who help guiding and developing their young careers (Kane, 2012).

Referring to Thai Gen Y, they have multiple roles in life. They even can be doctors who love motion-graphics design; young bankers doing DJ spins at cool nightclubs;

school teachers bent over Indy music in bedroom studios. They belong to the Sneaker Society and love to share their own design collections with others, even if the other is only a messenger boy, a person who doesn't necessarily have such a job, but wants to share the lifestyle. As the Gen Y tribe, self-expression does not mean shouting things out loud. They have learned to freely say what's on their mind. In fact, the Internet, for instance, allows them to express their opinions, their thoughts, their likes and dislikes on just about any subject. Gen Y love branding, but it has to offer a really fresh and unique perspective. Any brand can allow them to share their point of view, open the stage for them and give them a chance to co-create brand stories. As a result, brand will have a strong chance to win their hearts such as Burburry and iPhone etc (Sanitwongse na Ayudhya, 2011).

In Summary, Regarding to this study's interest, Gen Y is the next generation of generation X and born between 1980 and 1990. They are characterized as high self-esteem as trophy generation that allows every child to get a medal or praise, leaving no one behind (Kristin Nelson, 2010). Most of all, it is widely believed that members of Gen Y are not easy to understand because they are the "iGeneration", very individualistic. Gen Y has grown up in a world with diverse Internet resources, iPods and MySpace, in which intense multi-tasking, like simultaneously chatting on an instant messenger, finishing a problem set, watching television and listening to music, are commonplace. They are very complex in their way of life and enjoy multiple tasks. They engage with many digital tools at the same time. To mention overall characteristics of Gen Y, They are identified with seven distinguishing traits which are special, sheltered, confident, team-oriented, achieving, pressured and conventional. These people are considered special to their parents' sense of purpose. Moreover, they value guidance and flexibility with rapid expansion of technology or technologically savvy digital natives (Howe & Strauss, 2000; Dr Schofield & Honoré, 2010).

2.3 Intrinsic Cues

Physical characteristics of the product such as size, color, flavor, or aroma that serve to influence the consumer's perceptions of product quality. Intrinsic cue actually is defined as the characteristics which are part of the physical product, which cannot be changed without also changing the physical product itself (Olson, 1977; Olson & Jacoby, 1972). Moreover, consumers can use these physical characteristics to judge product quality. Consequently, some companies invest heavily in improving physical characteristics of their products. For example, General Motor's Cadillac division hired an Italian automobile-design firm, Pininfarina, to design its new Allante to give it a European appearance (Vantamay, 2008). In conclusion, intrinsic cue is physical characteristics of products itself including size, color, appearance, design, flavor, and aroma.

2.4 Extrinsic Cues

Extrinsic Cues are external cues to the product, such as price, brand image, country of origin, or distribution intensity which serve to influence the consumer's perception of a product's quality (Vantamay, 2008). Besides, extrinsic is defined as not an inherent part of the thing or not contain in something (Hornby, 2010). Extrinsic factors of the product also include packaging which is another important extrinsic factor because consumer usually examined product by looking at the information provided on the packaging in the decision-making process (Ampuero & Vila, 2006).

To define brand image, usually consumers buy not only a product but also the image associated with the product. Generally, there are two possible ways for consumers to use brand image in their product evaluation. In the first, rational way, brand image is a construct that consumer use to simplify their product knowledge about a specific brand (Meenaghan, 1995). Thus, consumers will often refer to brand image prior to

their product attitude formation process. In the second, emotional way, consumers are assumed to seek a match between their self-concept and brand image (Heath & Scott, 1998). Consumers search information concerning the brand and they respond positively on that brand which are associated with their cognition and self-worth. Habitually, consumers focus on the brand's opportunities, suitability, benefit, and prestige when they evaluate brand image. When a brand can fulfill these expectations of a consumer, s/he holds positive impression toward that brand, that is, brand image may provide consumers a symbolic motivation in their product consumption.

Country of origin is also one of the interesting extrinsic cues. The "made in" image is the picture, the reputation and the stereotype that businessmen and consumers attach to products of a specific country (Nagashima, 1970). To examine the impact of "image" on consumers' actual behavior, country image is major consideration when they have no familiarity or knowledge about the product or brand. Several studies have examined country-of-origin effect on product evaluations (Li & Wyer, 1994; Maheswaran, 1994).

It is important to distinguish between consumer perceptions of the country with which the product or brand is identified and the country of manufacture, because of the increased sourcing of production by multinational firms and their use of global, standardized advertising for their products (Nebenzahl, Jaffe & Lampert, 1997). Taxonomy further distinguishes the various elements of country of origin as firstly Home Country which is the country in which the consumer resides. This element is included, because the consumer's home country effects his or her perceptions of products from other countries. Secondly, Origin Country is the country which a consumer associates with the product or brand, regardless of where the product was manufactured. Thirdly, Made-in Country is the country where final production takes place and which is specified on the label. Finally, Designed-in Country is the country a part or whole of the finished product is designed. In fact, there is a tendency that products from industrially developed countries are evaluated as being superior

compared to those from less developed countries. Most of the consumers believe that the industrially developed countries produce superior quality products because they are financially strong as well as their production and marketing capability is advanced.

To focus on distribution intensity, it is one of the most potent marketing contributors to sales and market share (Hanssens, Parsons & Schultz,2001; Bucklin, Siddarth & Silva-Risso, 2008). Regarding to OTOP distribution channel, mostly OTOP products are distributed to the end-users through exhibition arranged by Thai government as shown also in figure 2.1. In 2009 government decided to increase distribution channels across the country and stage a major fair in downtown Bangkok. However, E-marketing is another channel that has potential for OTOP operators (The Nation, 2009). The following figure shows the example of OTOP availability's places or its distribution channels.

Figure 2.1: Channel of Silk distribution and product in Nakhonchaiburin

Manufacturer						
17.13%	14.35%	13.48%	20.78%	6.74%	15.28%	12.24%
Shop in urban	Tourist place	Department store	Exhibition place	Internet/ Website	Shop for gifts /souvenir	Group of goods producer
End User						
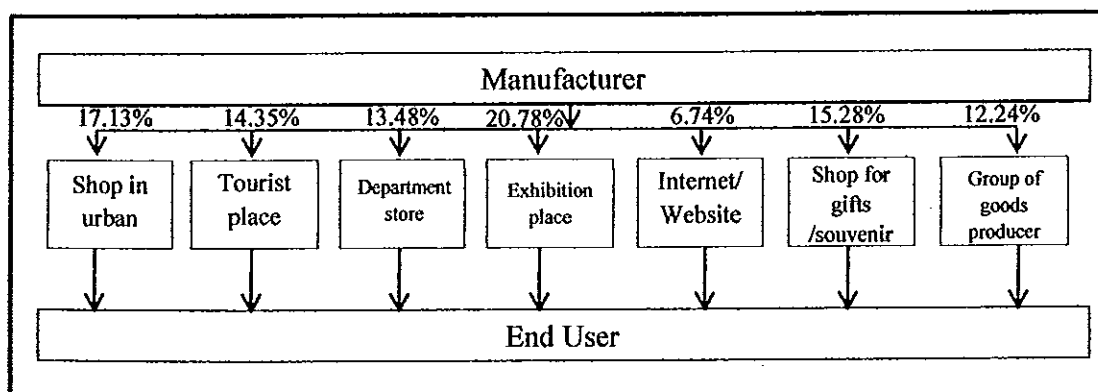
Source: Tangjaturasopon & Jantakat (2012: p.3)

In summary, extrinsic cues are the external factors that include mainly packaging, brand image, price, distribution intensity, and country of origin.

2.5 Brand Awareness

Brand awareness is the probability that consumers are familiar about the life and availability of the product. It is the degree to which consumers precisely associate the brand with the specific product. It is measured as ratio of niche market that has former knowledge of brand. In addition, brand awareness is the capacity of consumers to recognize or remember a brand, and there is a linkage between the brand and the product class, but the link does not have to be strong. Brand awareness is a process from where the brand is just known to a level when the consumers have put the brand on a higher rank; the brand has become the "top of mind" (Aaker, 1991) (See Figure 2.2).

Figure 2.2: Levels of Brand awareness

Unaware of Brand → [1]Brand Recognition → [2]Brand Recall → [3]Top of Mind

Source: Aaker (1991: p.62)

Figure 2.3: Brand awareness

Brand Awareness
- Anchor to which other associations can be attached
- Familiarity → Linking
- Signals of substance/ commitment
- Brand to be considered
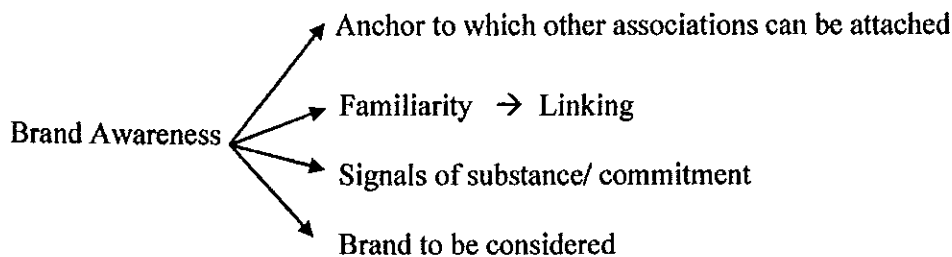
Source: Aaker (1991: p.63)

As shown in Figure 2.3, anchor to which other associations can be attached is when a new product has to work to win recognition, because there are few purchase decisions

that can be done without knowledge about the product. Moreover, without attained recognition, it is difficult to learn about the character and advantages of the new merchandise. With product identification, it is easy to create a new relationship to the item. The explanation of familiarity or linking is that people like familiarity, and knowledge make the product and brand more well-known and familiar. This contains most of all low-involvement products like sugar, salt, paper towels, when the knowledge about the brand often makes the buying decision. Substance or commitment can be seen in name awareness which means existence, promise and matter; things that are important for the buyer. The consumers do not have to know a lot about the company, but as long as the buyers have positive brand awareness they will buy the product. The level of is the first level to reach. When buying merchandise is to choose a collection of trade names to consider which is called a "consideration set" (Aaker, 1991).

Brand awareness includes both brand recognition as well as brand recall. Brand recognition is the ability of consumer to recognize prior knowledge of brand when they are asked questions about that brand or when they are shown that specific brand, i.e., the consumers can clearly differentiate the brand as having being earlier noticed or heard. While brand recall is the potential of customer to recover a brand from his memory when given the product class or category, needs satisfied by that category or buying scenario as a signal. In other words, it refers that consumers should correctly recover brand from the memory when given a clue or he can recall the specific brand when the product category is mentioned. It is generally easier to recognize a brand rather than recall it from the memory. Moreover, there are two types of brand awareness; firstly, aided awareness which means that on mentioning the product category, the customers recognize your brand from the lists of brands shown. Secondly, "top of mind" awareness (Immediate brand recall) which means that on mentioning the product category, the first brand that customer recalls from his mind is your brand (Aaker, 1991).

In summary, the ultimate goal of most businesses is to increase sales and income. Ideally, companies desire to attract new customers to companies' products and encourage repeating of purchases. Brand awareness is the first a prerequisite dimension of the entire brand knowledge system in consumers' minds, reflecting their ability to identify the brand under different conditions, the likelihood that a brand name will come to mind and the ease with which it does so. Thus, creating brand awareness initially involves linking the brand, brand name, logo, symbol and so forth to certain associations in memory (Keller, 1993, 2001, 2003). This is exceptionally high brand awareness. Ultimately, achieving successful brand awareness means that brand is well known and is easily recognizable. Brand awareness is crucial to differentiating companies' products from other similar products and competitors (Aaker, 1991).

2.6 Perceived Quality

Perceived quality is a first perception by customers. It is an intangible that defines the customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives (Aaker, 1991). It thus differs from several related concepts, such as:

1) Actual or objective quality: the extent to which the product or service delivers superior service.
2) Product-based quality: the nature and quantity of ingredients, features, or services included.
3) Manufacturing quality: conformance to specification, the "zero defect" goal.

If perceived product quality is to be managed efficiently, it is necessary to consider the dimensions of it. With respect to product quality, Harvard's David A. Garvin

suggests seven perceived product quality dimensions (Aaker, 1991). The first is performance, the primary operating characteristics of the product. For an automobile, these could include traits like acceleration, handling, cruising speed, and comfort. For a television set, they would include sound and picture clarity, color, and ability to receive distant stations. The second is features--the bells and whistles of products. They are secondary elements of products that supplement the product's basic functioning. Examples include free drinks on a plane flight, permanent press as well as cotton cycles on a washing machine, and automatic tuners on a color television set (Aaker, 1991). The third is conformance with specifications or the absence of defects. This is a traditional, manufacturing-oriented view of quality.

The fourth is reliability. It is the consistency of performance from each purchase to the next. Japanese manufacturers typically pay great attention to this dimension of perceived quality, and used it to gain a competitive edge in the automotive, consumer electronics, semiconductor, and copying machine industries (Garvin, 1984). Next, the fifth is durability or a measure of product life: How long will it last? For instance, Volvo has long positioned its car as durable. It once showed pictures of 10-year-old Volvos still running well (Aaker, 1991).

The sixth is serviceability. It reflects the ability to service the product, or the speed, courtesy, and competence of repair. A number of companies have begun emphasizing this dimension of perceived quality. Caterpillar Tractor promises that it will deliver repair parts anywhere in the world within forty-eight hours and Mercedes guarantees of twenty four- hour services in California and Arizona show that even top-of the-line producers believe that this approach has value (Garvin, 1984). The seventh is "fit and finish". It refers to the appearance or feel of quality. For automobiles, it might be reflected by the paint job and fit of the doors. "Fit and finish" is important because it is a dimension which customers can judge. The assumption is usually that if the business cannot produce good "fit and finish" products, the products will not probably have the other, more important, quality attributes (Aaker, 1991).

From various dimensions of perceived quality, it can be concluded that perceived product quality can be different from the actual quality of products as a manufacturing quality significantly; that is, although the actual quality of products is good, it's possible that the products may be perceived negatively. Thus, all marketing managers shouldn't overlook the perceived quality concept and they must make consumer perceptions of quality match actual quality. In fact, perceived quality cannot necessarily be objectively determined, in part because it is a perception and also because judgments about what is important to customers are involved. An evaluation of washing machines by a Consumer Report expert may be competent and unbiased, but it must make judgments about the relative importance of features, cleaning action, types of clothes to be washed, and so on that may not match those of all customers. After all, customers differ sharply in their personalities, needs, and preferences (Vantamay, 2008).

In conclusion, perceived quality is how a brand's quality is seen by consumers. Additionally, there is a connection between price and experienced quality. A strong brand often has a higher price. The higher price becomes a sign of high quality to the consumers. Further, the quality is highly associated with other reasons for buying a special brand. For example, consumers have to be aware of the brand and know the brand name to remember the good quality. Additionally, if the consumers' image of the brand is high quality, they may purchase the brand due to the quality image that they have (Uggla, 2001; Aaker 1991). Besides, perceived quality makes the consumers satisfied which make them repurchase the product and lead to loyalty (Lin & Chang, 2003).

2.7 The Effect of Demographic Factors on Brand Awareness and Perceived Quality

Demographic characteristics that generally associated with brand awareness are selected as age, income level, educational level and gender. The study of brand awareness in consumers' buying decision and perceived risk assessment refers the components of its demographic factors as follow;

> The influence of brand unaided awareness level on brand choice share and of brand aided awareness level on perceived risk assessment were statistically tested and analyzed, considering two particular product categories from durables and non-durables market types, and taking into consideration several consumer demographic characteristics like age, income level, education level and gender. (MOISESCU, 2009, P.3)

Besides, the study of factors affecting Malaysian Gen Y's green brand perception and purchase decision also investigates the role of moderating factors such as gender and educational level on the influence of relationship between five independent variables, which are premium price, simple green message setting, excessive green message setting, consistency between green brand personality and firm's green principles and subject's environmental consciousness between green brand personality and firm's green principles and subject's environmental consciousness, and green brand perception (Kei, 2010). Moreover, age, occupation, income, and education factors are considered as a demographic factor towards brand awareness and perceived quality, while the study investigated working mom's perspectives (Wonglorsaichon & Sathainrapabayut, 2008).

As a result, researcher can indicate that age, education, income, gender, and occupation are the relevant elements as a demographic factor to study brand awareness and perceived quality (MOISESCU, 2009; Kei, 2010; Wonglorsaichon & Sathainrapabayut, 2008).

2.8 The Effect of Intrinsic Cue and Extrinsic Cues on Brand Awareness and Perceived Quality

As shown in figure 2.4, the determinants of perceived product quality can be divided into two categories. One is an intrinsic cue that composes of physical characteristics of the product itself including size, color, flavor, appearance, and aroma. The other cue is extrinsic cues whose attributes are not part of the physical product. Thus, price, brand image, distribution channels, and country of origin can be considered as the examples of extrinsic cues (Vantamay, 2008).

Figure 2.4: Model of determinants and consequences of perceived product quality
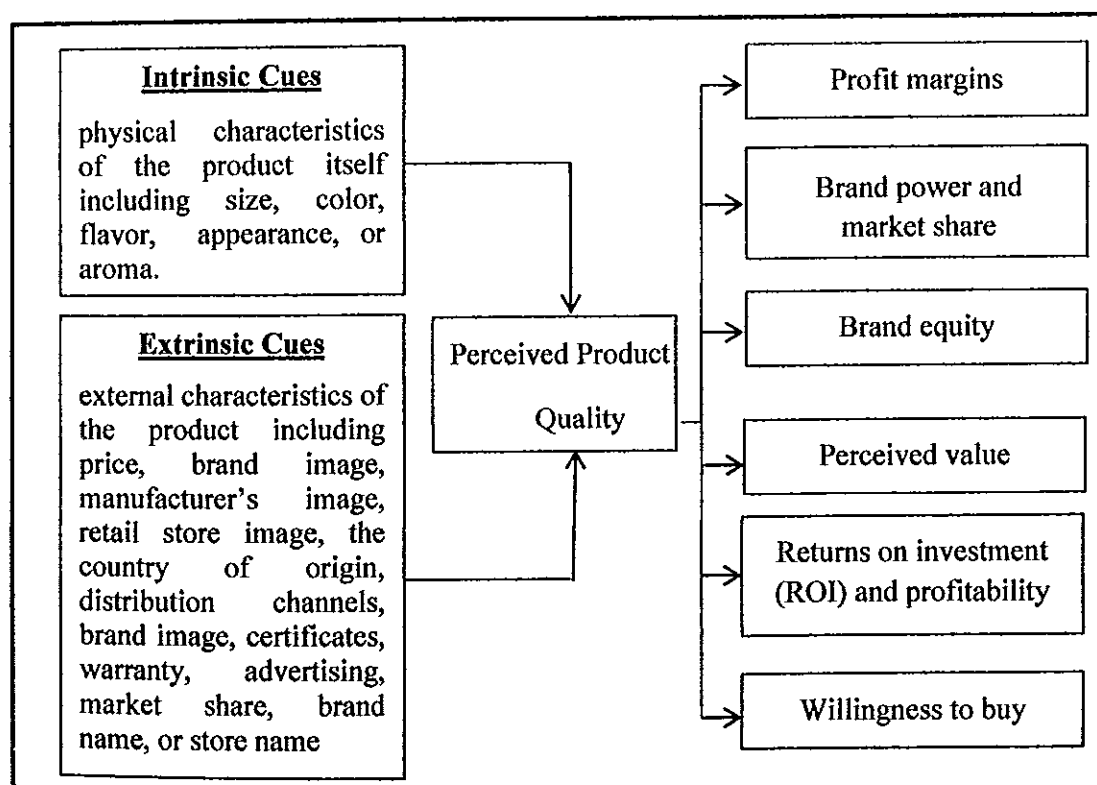
Source: Vantamay (2008: p.6)

Consumer perceptions of product quality are generally formed on the basis of an array of extrinsic cues because, in some cases, consumers can't use the physical characteristics to judge product quality easily. Hence, marketing practitioners shouldn't overlook these cues. In fact, the more consumers perceive product quality, the more businesses gain several benefits (Vantamay, 2008). Apart from intrinsic cue impacting the perceived products quality, all components of extrinsic cues which influence brand awareness and perceived quality are considered, from this part on. Packaging, brand image, price, and distribution intensity and country of origin are the examples of extrinsic cues which can impact perceived quality (Gil et al, 2007; Vantamay, 2008; Jaafar & Lalp, 2012).

Because of increasing large amount of homogenous product in the market, consumers perceived extrinsic factors more important than intrinsic factors in purchasing private label brand products. Packaging which is a part of extrinsic factors play a vital role to captivate consumers' attention. Packaging reaches almost all buyers and it presents at the crucial moment when the decision to buy is made (Ampuero & Vila, 2006). Brand image is a crucial cue of a brand. Moreover, it provides specific information about product quality, reputation, performance, credibility, prestige and so on about a brand. Hence, high image brands have significant and dominating influence in evaluating a brand (Parvin &Md. Chowdhury, 2006).

Likewise, the higher price of brand perceived by the young adult, the higher the perceived quality of the brand (Gill et al., 2007). In fact, price is one of the signals of product quality (Milgrom & Roberts, 1986). On the other hand, distribution channel is another relevant external factor. Regarding to figure 2.5 below, there are several relationships among marketing efforts on brand awareness and brand image (Villarejo-Ramos et al., 2007).

Figure 2.5: Model of effects of marketing efforts on brand awareness and brand image
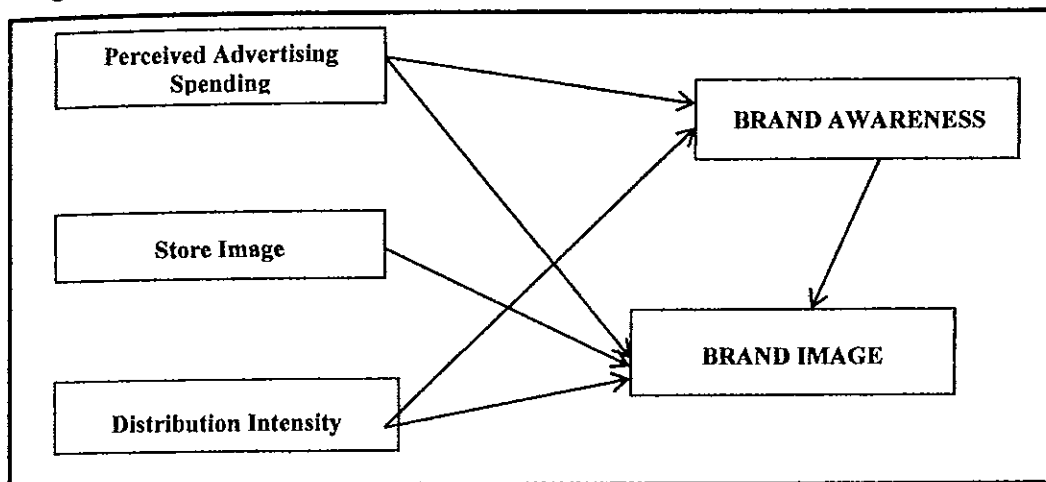
Source: Angel F. Villarejo-Ramos, Francisco J. Rondán-Cataluña and Manuel J. Sánchez-Franco (2007: p.12)

The intensity of the distribution represents the number of points of sale in which the product is available. In fact, some companies prefer selective or exclusive distribution for its products with the intention of managing to differentiate its brands by a high quality (Villarejo-Ramos et al, 2007). Nevertheless, the degree of intensity in the distribution does not affect in an equal way all the categories of products, differences between the distribution of goods of convenience and lasting goods being clear. However, according to some authors (Ferris, Oliver & Kluyver, 1989; Smith, 1992), the consumers will prove to be more satisfied if they can find the products in a great number of establishments, which imply that they will have the certainty of finding their favorite brand at any moment and place. However the level of intensity has a low positive influence on brand awareness (Villarejo-Ramos et al., 2007).

2.9 Conceptual Framework

Figure 2.6: Conceptual Framework
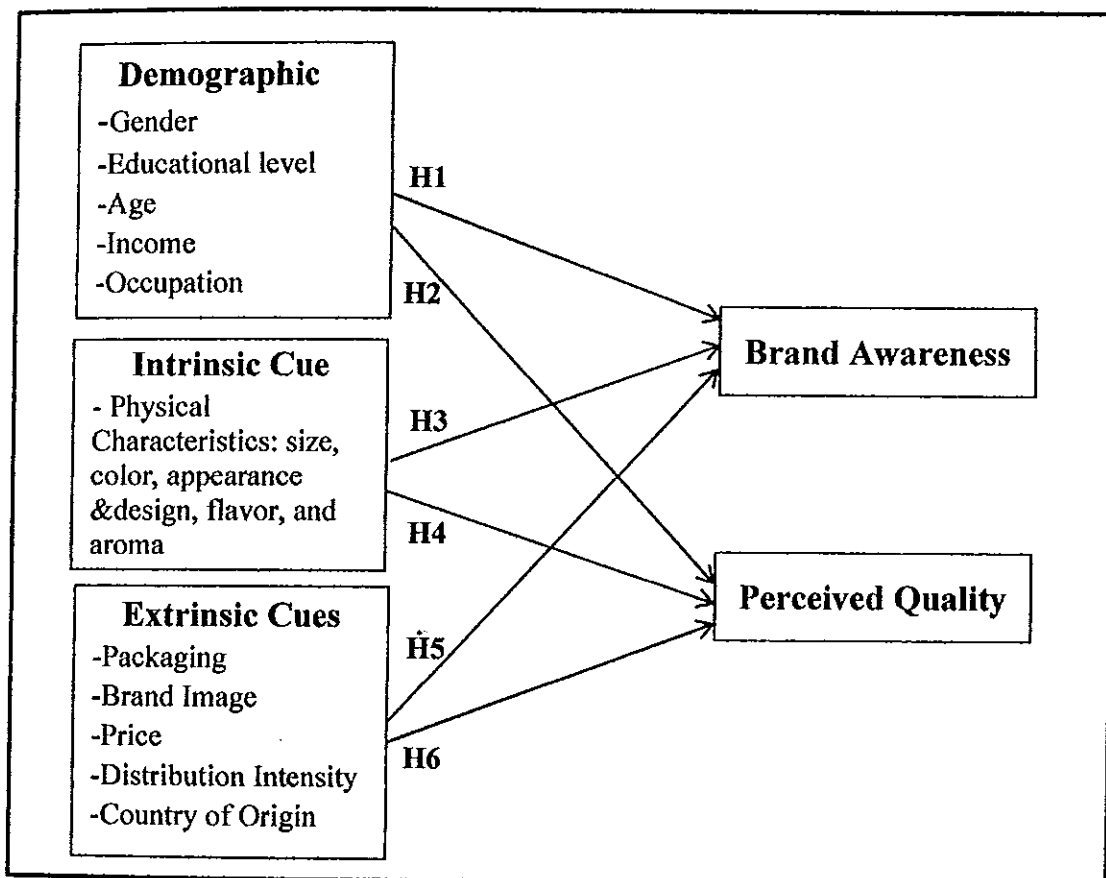
Source: This study

According to the literature review in part two, the effect of demographic characteristics towards brand awareness and perceived quality shows that, age, educational level, gender, occupation and income are the main components of demographic factor (MOISESCU, 2009; Kei, 2010; Wonglorsaichon & Sathainrapabayut, 2008). Thereby, the researcher can assume first two hypotheses as follows;

H1: There is a relationship between the demographic factors of Gen Y and OTOP brand awareness.

H2: There is a relationship between the demographic factors of Gen Y and OTOP perceived quality.

As OTOP sweets/snacks are the criteria of this study for examining the relationship among both intrinsic and extrinsic cues towards OTOP brand awareness and its perceived quality. To consider intrinsic cue, those physical characteristics can influence on perceived quality (Vantamay, 2008). However, the below hypotheses are also considered the impact of physical characteristics on OTOP brand awareness. The researcher can hypothesize as the following;

H3: There is a relationship between Intrinsic Cues of OTOP products and its brand awareness.

H4: There is a relationship between Intrinsic Cues of OTOP products and OTOP perceived quality.

Accordingly, brand awareness and perceived quality can also be influenced through external factors. The researcher determines to investigate consumer's brand awareness and perceived quality by packaging, brand image, price, distribution intensity, and country of origin. A less important factor in influencing the purchasing of food products are packaging characteristics of the food products. This factor became the source of product information. Based on this medium, consumers pick a product, examine it and perhaps try it and creating favorable brand perception of the products (Semeijn, Van Riel & Ambrosini, 2004.; Munusamy & Wong, 2008).

On the other hand, to conceptualize brand image as a perception of consumers when they see a brand and reflected by brand associations in their mind. And these associations of brand image are multidimensional and contain the emotional dimension or the attitudes regarding the brand and the perceived quality dimension. From consumers' overall picture of their experiences, brand image is important because through this technique, brand image will create the consumer's cognitive, emotional, and behavioral responses as an outcome (Keller, 1998; Padgett & Allen, 1997). Thus, investigating OTOP brand image on its brand awareness and perceived quality is one of the this study's objectives.

To investigate price factor, is also perceived as a quality signal (Milgrom & Roberts, 1986). Thus, high-price brands are generally perceived as higher quality brands than those with a low price and this has been outlined in numerous studies (Milgrom & Roberts, 1986). Along the same line of argument, price promotions may erode the brand's perceived quality since they reduce the product price (Suri, Manchada, & Kohli, 2000). However, to test the relationship between price and brand awareness is also intriguing.

Likewise, the increase in the distribution intensity has a positive effect on its brand awareness (Villarejo-Ramos et al., 2007). Anyway, *"perceived quality can also influence members of the distribution channels by increasing distribution because channel members want to carry brands that the consumer wants and perceives of high quality."* (Aaker, 1991, p.88). Since the distribution channels of OTOP products are classified by the type of middle merchant and non-middle merchant. There are 5 shops based on middle merchant such as exhibition place, shop in urban, tourist place and shop for gift or souvenir. On the other hand, group of goods producer and internet/website are grouped as a non-middle merchant (Tangjaturasopon & Jantakat, 2012).

Regarding to country of origin on brand awareness, the level of brand awareness is high; the brand is familiar and reputable to the consumers. Thus, consumers tend to have more positive brand awareness toward overseas brands compared to their home country's brands (Lee, Knight & Kim, 2008).

Consequently, the last two hypotheses can be postulated from the above mentioned five significant extrinsic cues as follows;

H5: There is a relationship between extrinsic cues of OTOP products and its brand awareness.

H6: There is a relationship between extrinsic cues of OTOP products and its perceived quality.

The underlying theory was fundamentally derived from managing brand equity of Aaker, David A. (1991) identifies five brand equity components which are brand loyalty, brand awareness, perceived quality, brand associations and other proprietary assets. Moreover, Aaker (1991) defines brand equity as the set of brand assets and liabilities linked to the brand. Brand equity will rise as brand loyalty increases, brand name awareness increases, perceived quality increases, brand associations become stronger, and the number of brand-related proprietary assets increase. If managed well, these assets add value to the product or service and create additional customer satisfaction, which, in turn, provide a number of benefits to the firm (Aaker, 1991).

To concentrate on brand awareness and perceived quality, two components of brand equity, brand awareness's and perceived quality's definitions were mentioned in definition part of this chapter. However, Brand awareness creates value in different ways. Brand awareness provides the anchor to which other associations can be linked. Recognition provides the brand with a sense of familiarity and people like the

familiar. In the absence of motivation to engage in attribute evaluation, familiarity may be enough. Brand awareness can be a signal of substance. The first set in the buying process often is to select a group of brands to consider. Brand awareness can be crucial to getting into this group (Aaker, 1991). Furthermore, Perceived quality is valuable in several ways. The perceived quality of a brand provides a pivotal reason to buy. It is influencing which brands are included and excluded from the consideration set and which brand is to be selected. A principal positioning characteristic of a brand is its location within the dimension of perceived quality. A perceived quality advantage provides the option of charging a premium price. The price premium can increase profits and provide resources with which to reinvest in the brand. Perceived quality can also be meaningful to retailers, distributors and other channel members and thus aid in gaining distribution. Channel members are motivated to carry brands that are well regarded. In addition, the perceived quality can be exploited by introducing brand extensions, using the brand name to enter new product categories. A strong brand with respect to perceived quality will be able to extend further, and will find a higher success probability than a weak brand (Aaker, 1991).

In conclusion, this study aimed to study basic components of brand equity which are brand awareness and perceived quality as dependent variables which are normally affected by many cues. Intrinsic cue and extrinsic cues are the main independent variables to test their relationships and degree of influences.

Chapter Three

RESEARCH METHODOLOGY

3.1 Introduction

This chapter deals in detail with the methodology which is applied in this study, the researcher conducts an explanatory research by selecting a deductive approach. Out of the theory the research model was created, which was used when finding the answers to the research questions by conducting Questionnaire Survey. Accordingly, this chapter will illustrate the research design as following topic;

1. Population and Sample
2. Research Procedure
3. Research Design
    3.1 Research Instrument
    3.2 Reliability and Validity Test
    3.3 Reliability and Validity Findings
4. Measures
5. Data Analysis Technique
    5.1 Quantitative Analysis
    5.2 Ethical Considerations

3.2 Population and Sample

In accordance with sample and sampling procedure, as this study targets demographically Gen Y group in Thailand, sample will be calculated from population which is the total amount of Thai people aging of 10 to 34 in 2012 who were born from 1977 to 2002 (Brown et al., 2010). Yamane, 1967 provides a simplified formula to calculate sample sizes. This formula was used to calculate the sample sizes in Tables 2 and 3 and is shown below. A 95% confidence level and P = .5 are assumed for following equation;

$$n = \frac{N}{1 + N(e)^2}$$

Regarding to global broad information about Gen Y' range of age, number of Gen Y population in Thailand, derived from population projections by age group and sex: 1990 -2020 data is acquired by selecting five range of age from ten to thirty-four for both male and female in 2555, the information is provided in the following table;

Table 3.1: Gen Y Population from Population Projections by Age Group and Sex

Range of age	Male (Unit:1000)	Female (Unit:1000)	Total (Unit:1000)
10-14	2,566	2,494	5,060
15-19	2,654	2,590	5,244
20-24	2,704	2,643	5,347
25-29	2,790	2,715	5,505
30-34	2,871	2,775	5,646
Total	**13,585**	**13,217**	**26,802**

Source: National Economic and Social Development Board, 2012

However, to conduct the research by selecting too wide range of age may cause bias from children especially by first two range of age from table 3.1. As a consequence, according to Misinformation effect, this effect refers to the tendency for post-event misleading information to reduce one's memory accuracy for the original event (Pickrell, Bernstein & Loftus, 2004).

Furthermore, young children are particularly susceptible to the misinformation effect. On the other hand, some researchers found that the youngest and oldest groups (subjects varied from five to seventy-five years old) showed large misinformation effects (Loftus, 1992). Additionally, in accordance with other source of Gen Y information based on numbers of Generation Y in Thailand, Gen Y is the group of people born between 1980 and 1990, aged from twenty-two to thirty-two years old in 2012 (NationalMaster, 2010).

The first two groups, therefore, are excluded from the preliminary set of sample size. The adjusting ranges of age are in the following table;

Table 3.2: Range of Age for Sample Size in This Study

Range of age	Male (Unit:1000)	Female (Unit:1000)	Total (Unit:1000)
20-24	2,704	2,643	5,347
25-29	2,790	2,715	5,505
30-34	2,871	2,775	5,646
Total	8,365	8,133	16,498

Source: This study

Thus, if the above total figures are plugged into the formula by choosing 95% confidence level and 5% confidence interval as the mentioned sample suggested, so numbers of sample size will be;

$$n = \frac{N}{1+N(e)^2} = \frac{16,498,000}{1+16,498,000(0.05)^2} = 400$$

3.3 Research Procedure

Besides, after the amount of sample size is figured out, sampling method is chosen as a "quota sampling technique". Hence, four hundred respondents are going to be served as a base or denominator in weighted calculation so that numbers of sub sample size will be derived from the following calculation;

Table 3.3: Numbers of Sample Size in This Study

Range of age	Total	Weight	Quota
20-24	5,347	32.41%	130
25-29	5,505	33.37%	133
30-34	5,646	34.22%	137
Total	26,802	100%	400

Source: This study

However, the structured questionnaires will be distributed, to Gen Y who know OTOP sweets/snacks, according to the above quota numbers. The most appropriate place for distributing those four hundred sets of questionnaire should be in Bangkok due to the fact that Bangkok firstly is a capital city of Thailand. Secondly, there are a

lot of commuters from almost all of the seventy seven provinces of Thailand which can be implied that Bangkok is the center point of people in Thailand. Thus, Bangkok then is a reasonable destination to distribute questionnaires.

A preliminary set of questionnaires should be tested before the collection of the actual research data, pilot test is conducted to improve questionnaire by assessing for respondent understanding of question meaning, appropriateness of response categories, question clarity (Ghauri, Granhaug & Kristianslund, 1995). To increase reliability as well as make questionnaire easier to be answered, the minimum sample size number for pilot test should be ten (Saunders, Lewis & Thornhill, 2003). In this research, the pilot test is undertaken with thirty respondents, ten of each range of age calculated based on the weight in Table 3.3, in Bangkok by applying quota sampling method.

3.4 Research Design

The research design will be a cross-sectional. Additionally, this study is conducted as an "applied research" which is done to solve specific, practical question. It is a kind of combination of three main researches. Firstly, it is called descriptive research which attempts to describe systematically a situation, problem, phenomenon, service or program, or provides information about , say, living condition of a community, or describes attitudes towards an issue. Next is a correlational research which attempts to discover or establish the existence of a relationship/ interdependence between two or more aspects of a situation. Lastly, an explanatory research which attempts to clarify why and how there is a relationship between two or more aspects of a situation or phenomenon. However, this study mainly focuses on explanatory research (Kumar, 2011).

In addition, the adaption of finding the answers in the research is inquired by applying the "structure approach" classified as a quantitative research. Furthermore, according

to data collection process, both primary and secondary data will be applied. The primary data will be explored from Structure observation which is going to be survey method by behaving structured survey and direct approach. As a consequence, this study will utilize a self-administrative questionnaire to gather primary data. In a contrary, the secondary data will come from secondary sources, typically peer-reviewed journal articles, textbooks, news stories and other media in which the purveyors of the information often provide interpretation or even analysis as well (Hox & Boeije, 2006).

3.4.1 Research Instrument

Regarding to questionnaire survey, it is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents. There are importantly numerous of benefits by using questionnaire. For example, it is practical and the large amounts of information can be collected from a large number of people in a short period of time and in a relatively cost effective way. Additionally, it also can be analyzed more 'scientifically' and objectively than other forms of research especially, when data has been quantified, it can be used to compare and contrast other research and may be used to measure change (Grosh & Paul, 2000).

Normally, it is claimed that there is no way to tell how truthful a respondent is being and respondents may read differently into each question and therefore reply based on their own interpretation of the question. That's the reasons why survey needs to have Cronbach's alpha value of higher than 0.7 to test the reliability of questionnaire preliminarily so that those biases could be prevented at the beginning phase. A high Cronbach's alpha (above 0.7) indicates that the scale is internally consistent (Johnson & Harris, 2002). Therefore, this study focuses on four response scales for closed-ended questions which are distinguished as firstly dichotomous such as gender, Nominal-polytomous e.g. Occupation, Ordinal-polytomous namely educational level, and ranking numbers of Gen Y characteristics. Lastly, Scale i.e. Age, Income,

frequency of OTOP purchase, likert scales for attitude test of three main independent variables which are composed of demographic factors, intrinsic cue, and extrinsic cues when the two dependent variables are brand awareness and perceived quality (Grosh et al., 2000).

3.4.2 Reliability and Validity Test

Reliability and validity is applied to lessen the risk of prejudices in the response, when transferring theory to empirical observations. The difference between reliability and validity is that reliability is concerned with whether the result is the same as what others would have observed, while validity is concerned whether the findings reflect the reality (Saunders et al., 2003).

a) Reliability in the empirical method

The reliability of the survey can be reduced due to the low amount of respondents as well as if the respondents guess the answer or cannot read and understand the questions (Saunders et al., 2003). An easy language was used, since English is not the respondents' official language. In addition, subject or participant bias can be shown if the respondents do not have enough knowledge and experience by marking an answer without knowing the context. To prevent uninformed response from the respondents due to lack of experience, the researcher provide alternative of choosing the never heard choice. That is why researcher selected a self-administrative questionnaire which respondents will not answer just to please the distributors or researcher. Observer bias is considered as the greatest threat to reliability (Saunders et al., 2003) and can appear in the result if the researcher construes it according to how researcher interpret it. It might mean something else for the respondents. To demonstrate test-retest reliability, it was expected, on the basis of the outcomes that there would be an almost perfect agreement with a correlation coefficient between 0.81 and 1.0 (Folio & Fewell, 2000). The evaluation of the expected agreement was used: 0.01- 0.20 = slight; 0.21 - 0.40 = fair; 0.41- 0.60 = moderate; 0.61- 0.80 = substantive; 0.81- 1.0 =

almost perfect (Landis & Koch, 1997). However, this study considers high Cronbach's alpha at above 0.7 (Johnson & Harris, 2002). As a consequence, to increase the reliability of questionnaire, 30-set pilot test is conducted. After pilot test is done, some unclear and hard questions are corrected, so the final respondents would find it easier to answer the questions and to increase the number of respondents (Saunders et al., 2003).

b) Validity in the empirical method

Validity is the extent to which a measurement instrument assesses the true exposure of interest. Validity is a different construct to reliability and is more difficult to measure (Wareham et al., 2002). There is a consensus that assessment tools used to measure exposures in epidemiology should be validated; the quality of the research is directly related to the quality of the instruments. There are three major categories of validity; content, criterion-related, and constructed validity (Malgady & Krebs, 1986).

i) Content validity

A test has content validity if it measures knowledge of the content domain of which it was designed to measure knowledge. Another way of saying this is that content validity concerns, primarily, the adequacy with which the test items adequately and representatively sample the content area to be measured. Content validity is primarily an issue for educational tests, and other tests of content knowledge. (Malgady & Krebs, 1986).

ii) Criterion-related validity

Wareham et al (2002) stated that criterion-related validity is a concern for tests that are designed to predict someone's status on an external criterion measure. A test has criterion-related validity if it is useful for predicting a person's behavior in a specified

situation. In Predictive validation, the predictor scores are collected first and criterion data are collected at some later or future point. This is appropriate for tests designed to assess a person's future status on a criterion. Moreover, the standard error of estimate is used to estimate the range in which a person's true score on a criterion is likely to fall. Regarding to factors affecting the criterion-related validity coefficient, this is about factors that potentially affect the magnitude of the criterion-related validity coefficient (Wareham et al., 2002).

iii) Construct validity

A test has construct validity if it accurately measures a theoretical, non-observable construct or trait. The construct validity of a test is worked out over a period of time on the basis of an accumulation of evidence. There are a number of ways to establish construct validity. The method of establishing a test's construct validity is correlation test. (Wareham et al., 2002).

In conclusion, Pearson's correlation is a potential tool in this study for measuring all three types of validity. However, the dependent variables are required be significantly correlated with each independent variable.

3.4.3 Reliability and Validity Findings

a) Reliability Test

The 30 sets of questionnaires was conducted to establish pilot study for reliability and validity test preliminarily for ensuring the appropriate scales, wording, as well as examining the understanding of respondents before launching the applicable 400 sets of questionnaire surveys. Cronbach's alpha, which should be exceed 0.7, is the potential instrument for measuring consistency of the data, reliability (Johnson & Harris, 2002). As shown in table 3.4 in appendix E, Cronbach's alpha of both intrinsic and extrinsic variables, covering brand awareness and perceived quality all valued exceed 0.7. When the maximum value of Cronbach's alpha, regarding pilot study, was

0.906 derived from country of origin variable, but 0.706 derived from brand image at the minimum. Nevertheless, the actual data administered the highest consistent value of 0.847 by those physical characteristics of OTOP sweets/snacks. Although the highest Cronbach's alpha value of pilot test was superior actual data's one, with the same line, the lowest value of actual data was exceed pilot study's value by 0.03. As a result, according to the analysis of Cronbach's alpha, the questionnaire instrument explains internal reliability for measurements of both intrinsic and extrinsic cues along with OTOP brand awareness and perceived quality.

b) Validity Test

Correlation coefficient (r) can imply the strength of the relationship between the variables and the direction of that relationship. The strength of relationship is very week or negligible when the correlation coefficient (r) is between 0.0 and 0.2. If it is between 0.2-0.4, the strength is weak or low. 0.4-0.7 of r can be interpreted as a moderate relationship. 0.7-0.9 is strong and 0.9-1.0 is considered as very strong or highly correlation. However, correlation coefficient can only be interpreted the correlation in terms of strength if the correlation is statistically significant (P-Value < 0.05) (Neil, 2009).

To analyze correlation coefficient among eight variables, the researcher considers the relationship of each independent variable affecting on each dependent variable. However, significance of each intersection was significant. Regarding to the results in table 3.5 (see appendix E), there are five correlations which were not significant. Not only price factor had no relationship with both brand awareness and perceived quality, but also distribution intensity had no effect with them. Moreover packaging was another factor which had no relationship with brand awareness.

Anyhow, Correlation Coefficients of each intrinsic and extrinsic variable, intersecting on each dependent variable and reported from actual 400 data, were all positively significant. The correlation value was minimum at approximately 0.2 from the

relationship between distribution intensity and perceived quality, and maximum at 0.481 under the relationship between country of origin and brand awareness. Hence the strength of correlations could be pondered into two ranges. First range exhibits weak or low relationship (0.2-0.4) and consisted of 6 intersects which were packaging and brand awareness and perceived quality (0.340, 0.307 respectively), brand image and perceived quality (0.32), price and perceived quality, distribution intensity and both brand awareness and perceived quality (0.239, 0.198 respectively). Second range indicated moderate relationship (0.4-0.7) such as the relationship among intrinsic cue, brand awareness and perceived quality (0.446, 0.340 respectively), brand image and brand awareness (0.404), price and brand awareness (0.469), and among country of origin, brand awareness and perceived quality (0.481, 0.432 respectively) (see table 3.6, appendix E).

3.5 Measures

The questionnaire instrument of this research consisted of three main parts. The first part is general information which composed of four sub-questions. The researcher is determined to distribute four-hundred set of questionnaires to only those who know at least one OTOP sweets/snacks as mentioned in the first sub-question, followed by purchasing history, frequency of OTOP sweets/snacks purchasing for those who ever bought products, and finished this first part with Gen Y characteristics ranking.

After that, attitude of OTOP sweets/snacks towards its brand awareness and perceived quality is the second part. It includes all together eight variables of intrinsic cue, extrinsic cues and those two dependent factors. Finally, the third part is specified as personal information comprising of gender, educational level, age, monthly income, and occupation.

Table 3.7: Scales of Physical Characteristics of Intrinsic Cue

Intrinsic Cue – Physical Characteristics of Products
In overall, sizes of X products are appropriate.
In overall, colors of X products are nice.
In overall, appearances of X products are attractive.
In overall, X products are good designed.
In overall, flavors of X products are various.
In overall, aromas of X products are good smell.
Note: X refers to the focal brand

Source: This study

All six measurements in table 3.7 are applied from this study conceptual framework ,based on literature review of Dr.Vantamay (2008), in order to test Gen Y attitudes of OTOP sweets/snacks' physical characteristics. However, the Cronbach's alpha as shown in table 3.4. is 0.847 which indicates the highest reliable scale measurement among other referable scales.

Table 3.8: Scales of Packaging, Brand Image, Price, Distribution Intensity, and Country of Origin of Extrinsic Cues

Extrinsic Cues – Packaging

It is important to visually display actual product contents on private label.

X products have an attractive packaging and label.

X products' label and packaging have good quality.

Extrinsic Cues – Brand Image

X comes with unique functions that distinguish from the others.

X is more concerned about customers.

The intangible attributes of X brand are reasonable enough to buy it.

X has a strong image, comparing to its competing brands.

In overall, X is a good brand.

Extrinsic Cues – Price

The price of X product is reasonable, comparing to its quality.

X brand is cheap, comparing to its competing brands.

The price compared to its quality is acceptable.

Extrinsic Cues – Distribution Intensity

Compared to its competitors, I can find X brand in more retailers.

X choose with extreme care, than competitors, the retailers where it sales its products.

X brand is available in the most stores.

The number of the stores that deal with X brand is more than that of its competing brands.

Extrinsic Cues – Country of Origin

I will get good results from using products made in Y.

Products made in Y are reliable.

I can depend on products made in Y.

Note: X refers to the focal brand, Y refers to the focal country

Source: This study

Noticing table 3.8, there are five extrinsic cues that the researcher aimed to test attitudes from Gen Y in Bangkok. It begins with packaging factors, which includes three sub-questions derived from Jaafar et al and Verdu Jover et al. Followed by brand image's five items, price's three items, distribution intensity's four items, and rounded off this extrinsic cue session with country of origin's three items. The references of all extrinsic cues's scales are duplicated from Parvin et al (2006); Aaker et al. (1995); Lassar et al. (1995); Yoo et al. (2000); et al. (2007) & Smith (1992). However, the details of each sub-scale's reference are provided in Appendix C and numbers of items with Cronbach's alpha values in table 3.4.

Similarly, table 3.9 also exhibits the scales of both dependent variables in order to measure Gen Y attitudes about brand awareness and perceived quality. The scale of brand awareness consists of six items which is less than numbers of perceived quality's items by one.

The references are facsimiled from Yoo, Donthu et al. (2000); Martin (2002); Martines et al. (2009); Besharat (2010), Gil et al. (2007) & Parvin et al. (2006). Despite the extra last one of perceived quality which is that levels of X stars can classify the distinguishable degree of products' qualities is derived from the research topic of marketing cues and perceived quality: Perceptions of Saudi consumers toward products of the U.S., Japan, Germany, Italy, U.K., and France, authored by Bhuian (1997).

Table 3.9: Scales of Brand Awareness and Perceived Quality

Brand Awareness
I know what X products look like.
I can recognize X among other competing brands.
When I think about Thai local sweets/snacks, X is the first brand that comes to my mind.
I can quickly recall the symbol or logo of X brand
X brand is familiar.
I am aware of X brand.
Perceived Quality
X has the best quality in the marketplace.
X products have something new that cannot be found in other products.
X products are very friendly to my body.
X products can improve my social status.
X products are good quality product.
I feel impressed by consuming X products.
Levels of X stars can classify the distinguishable degree of products' qualities.
Note: X refers to the focal brand

Source: This study

3.6 Data analysis Techniques

3.6.1 Quantitative Analysis

There are two key types of measures that can be taken whenever a set of scores from participants in a given condition is arranged. First, there are measures of central tendency, which provide some indication of the size of average or typical scores of mean, median, and mode. This study emphasized on only mean which calculated by adding up all the scores in a given condition, and then dividing by the number of participants in that condition. (Eysenck, 2005)

Second, there are measures of dispersion, which indicate the extent to which the scores cluster around the average or are spread out. Various measures of central tendency and of dispersion are considered next (Eysenck, 2005).

However, statistical tests are also significant to this study. First of all the researcher has to define the types of data to increase levels if precision (Stigler, 2008). There are four types as the follows;

a) Nominal: the data consist of the numbers of participants falling into various categories such as gender and occupation.

b) Ordinal: the data can be ordered from lowest to highest, for example; educational levels and ranking number of Gen Y characteristics.

c) Interval: the data differ from ordinal data, because the units of measurement are fixed throughout the range, for instance age, income, frequency of OTOP sweets/snacks purchase, levels of attitude point for brand awareness, perceived quality, intrinsic cue and extrinsic cues.

d) Ratio: the data have the same characteristics as interval data, with the exception that they have a meaningful zero point.

Regarding to statistical significant, In fact, there are two errors that may occur when reaching a conclusion on the basis of the results of a statistical test (Stigler, 2008):

a) Type I error: the null hypothesis is rejected in favor of the experimental hypothesis even though the findings are actually due to chance; the probability of this happening is given by the level of statistical significance that is selected.

b) Type II error: the null hypothesis is accepted even though the experimental hypothesis is actually correct.

As Psychologists generally use the 5% (0.05) level of statistical significance, certainly 5% level of significance will be applied in this study. The null hypothesis is rejected (and the experimental hypothesis is accepted) if the probability that the results were due to chance alone is 5% or less. This is often expressed as $p = 0.05$, where $p =$ the probability of the result if the null hypothesis is true. If the statistical test indicates that the findings do not reach the 5% (or $p = 0.05$) level of statistical significance, then the null hypothesis is not rejected, but the experimental hypothesis (Stigler, 2008).

Furthermore, the basics statistical analysis e.g. Reliability Test, Pearson correlation, Linear Regression appropriately are applied in the research to suit those categorical and continuous predictor variables (Eysenck, 2005). However, as the researcher also aimed to examine the relationship of demographic factors towards both brand awareness and perceived quality, dummy variables are necessary for gender, educational level, and occupation since age and income are already categorized as a ratio scale. Hence, values recoded for each dummy variable are defined as follows;

1. Gender: 0 = male

                  1 = female

2. Educational level: 0 = lower and higher than bachelor degree

                  1 = bachelor degree

3. Occupation   0 = owner of business, house wife, unemployed and others

                                  1 = student

                                  2 = hired/employed and government official

In conclusion, this study applied Cronbach's alpha under reliability test and Pearson correlation under validity test for both pilot study and actual set of questionnaires. To examine mode with the percentage (Frequency analysis), mean (analysis of mean), and linear regression analysis is statistically functional instrument for research's findings which are in the next chapter.

3.7 Ethical Considerations

The goal of research is to facilitate learning through a better understanding of research and how it influences practice. However, in undertaking the research, it is required to seek information from Gen Y in Bangkok who are not part of the educational process. The researcher ensured that no harm occurs to these voluntary respondents and that all respondents have made the decision to assist with full information as to what is required and what, if any, potential negative consequences may arise from such participation. In addition, all of the respondents' answers will be kept as confidential and anonymous. In terms of definition, anonymity requires that the questionnaire distributers do not know who the participants are, while confidentiality means that the participants who were known but that their identity will not be revealed in any way in the resulting report (Bulmer, 1982).

Furthermore, there are two broad communicating results such as plagiarism and academic fraud that the researcher was aware of when completing the research. The first issue of plagiarism relates to all work that was very careful when using material from others to ensure that it was adequately referenced. On the other hand, academic fraud involving with the intentional misrepresentation of what has been done. This would include making up data and results from the data or purposefully putting forward conclusions that are not accurate. (Churchill, 1991).

Chapter Four

RESEARCH FINDINGS

4.1 Introduction

This chapter contains an overview of findings of Gen Y attitudes towards OTOP brand awareness and its perceived quality. A total of four-hundred sets of questionnaires were weightily distributed through capital city of Thailand, Bangkok, numbering according to each range of Gen Y age. The questionnaires were completely collected with hundred percent of return rate and check for missing information on the spot. The structure of the chapter consists of frequency analysis, analysis of mean and regression analysis in sequence.

4.2   Frequency Analysis

4.2.1. Respondent Demographic

The demographic profile of Gen Y respondents in Bangkok describes female majority of 53.5% where 186 were male and 214 were female. While 67.2% of 400 respondents graduated with Bachelor's degree, the rest of 24 and 8.8% achieved under Bachelor's degree and higher than Bachelor's degree respectively. According to quota sampling method, this study was considered three ranges of age and the three highest rates of response represented by each group were 21 years old with 8.8%, 26 years old with 8% and 32 years old with 8.8%. In terms of income, majority of respondents earned around 10,000 to 20,000 baht a month, followed by 20,001 to 30,000 split by 26.5%, 27%, 14.8% and 14.5% for each range respectively. However, 11.5% of

respondent got less than 10,000 Baht and only 5.8% could earn more than 30,000 baht.

That's because the most of respondents were employees which was calculated as 37.5% from 400 Gen Y in Bangkok. Undoubtedly, according to the first survey group of 21 to 24, the second bulk should be student (23.5%), shown in table 4.1 (see appendix F), followed by owner of business (16.8%), government official (10.5%), unemployed (6%), other (3.5%) and House wife (2.2%) severally.

4.2.2. Behavioral and Personal Characteristics of Respondent

As the researcher targeted solely on four hundred Gen Y respondents who known at least one OTOP sweet or snack in order to study their attitudes towards OTOP products more precisely, there were all together seventy nine lists of known OTOP sweets/snacks with total five hundred and sixty two amounts, named by all four hundred respondents. Most of the respondents (59 respondents) known Golden Crispy Coconut Roll or Thong Muan in Thai, followed by Golden Threads or Foi Thong (49 respondents), Coconut Custard Squares or Kanom Hmor-gang (37 respondents), Mochi (36 respondents), Golden Balls or Thong Hyod (27 respondents), Thai Layer Pudding or Kanom Chan (23 respondents), Durian Crisps (22 respondents), Golden Flowers or Thong Hyib (20 respondents), Thai Sponge Cake or Kanom Salee (19 respondents), Shrimp/Fish Chips or Kao Griab (19 respondents), Crispy rice or Kao Tang (18 respondents), Sweet Banana Crisps (15 respondents), Kanom A-Rua (15 respondents), Sun-dried Banana (12 respondents) and Sugar-boiled durian (10 respondents) etc. (see Appendix D).

According to table 4.2 (see appendix F), three hundred and ninety four respondents had ever bought OTOP sweets/snacks while only six that had never bought them due to the fact that one respondent let her mom buy them instead, another one liked to buy sweets/snacks from convenient store regardless of what brand they were and the other four respondents didn't like to have sweets/snacks. However, one hundred and fifty

respondents out of four hundred purchased OTOP sweets/snacks 2-3 times a month (37.5%) and 144 purchased 2-3 times a year (36%), only 16.8% and 8.5% purchasing the products 2-3 times a week and every day or every other day in order.

Come to a single ranking question asking to sequence Gen Y characteristics, the results obviously shown that one hundred and fifty three and one hundred and fifty six respondents voted for tech-savvy and family-centric as the most exactly characteristic they are, one hundred and twelve respondents voted for characteristic of achievement-oriented as an exactly one, followed by attention-craving which obtained 49.2% of total four hundred respondents voted as a less exactly characteristic. On the other hand, team-oriented characteristic was voted as the least exactly trait of Gen Y from two hundred and twenty nine respondents.

4.3   Analysis of Mean

To proceed on characteristics of Gen Y, the analysis of mean showed a consistency of result that all of respondents statistically proved that they are exactly tech-savvy and family-centric. (Mean=2.40, 2.10 respectively), and came after with achievement-oriented as their not exactly characteristic (Mean=2.78). While Team-oriented and attention-craving were less exactly characteristics of Gen Y (Mean=3.52, 4.19 respectively).

To consider mean scores and standard deviation of each variable including brand awareness and perceived quality derived from Gen Y's attitudes in Bangkok, they were shown with ranking in the following table 4.3

Table 4.3: Mean Score & Standard Deviation of each predictors' attitudes towards OTOP brand awareness and perceived quality from Gen Y in Bangkok

Intrinsic Cue: Physical Characteristics	Gen Y in Bangkok (n=400)		
	Rank	Mean	Level of attitude
Q5.1 In overall, sizes of OTOP products are appropriate.	5	3.74	Agree
Q5.2 In overall, colors of OTOP products are nice.	4	3.78	Agree
Q5.3 In overall, appearances of OTOP products are attractive.	2	3.86	Agree
Q5.4 In overall, OTOP products are good designed.	1	3.88	Agree
Q5.5 In overall, flavors of OTOP products are various.	3	3.83	Agree
Overall: Physical Characteristics		3.81	
Extrinsic Cues: Packaging	Rank	Mean	Level of attitude
Q6.1 It is important to visually display actual product contents on private label.	1	3.90	Agree
Q6.2 OTOP products have an attractive packaging and label.	3	3.79	Agree
Q6.3 OTOP products' label and packaging have good quality.	2	3.83	Agree
Overall: Packaging		3.84	Agree
Extrinsic Cues: Brand Image	Rank	Mean	Level of attitude
Q7.1 OTOP comes with unique functions that distinguish from the others.	2	3.74	Agree
Q7.2 OTOP is more concerned about customers.	3	3.71	Agree
Q7.3 The intangible attributes of OTOP brand are reasonable enough to buy it.	5	3.47	Neutral
Q7.4 OTOP has a strong image, comparing to its competing brands	4	3.65	Agree
Q7.5 In overall, OTOP is a good brand.	1	3.79	Agree
Overall: Brand Image		3.67	Agree
Extrinsic Cues: Price	Rank	Mean	Level of attitude
Q8.1 The price of OTOP product is reasonable, comparing to its quality.	1	3.84	
Q8.2 OTOP brand is cheap, comparing to its competing brands.	3	3.80	Agree
Q8.3 The price compared to its quality is acceptable.	2	3.83	Agree
Overall: Price		3.82	Agree

According to intrinsic cue variable which is exclusively measured by physical characteristics of OTOP sweets/snacks, all of respondents agreed that in overall, OTOP products are good designed (Rank = 1, Mean = 3.86, S.D = 0.87). While respondents also agreed that it is important to visually display actual product contents on private label as the first rank among packaging measurements (Mean = 3.9, S.D = 0.918). In terms of Brand Image, respondents felt neutral for the intangible attributes of OTOP brand which are reasonable enough to buy it (Rank = 5, Mean = 3.47, S.D = 1.039) but agreed that in overall, OTOP is a good brand. However, Price factor is also an interesting one, all four hundred respondents agreed with indistinguishable means of 3.84, 3.8 and 3.83 that firstly the price of OTOP product is reasonable, comparing to its quality, secondly OTOP brand is cheap, comparing to its competing brands, and lastly the price compared to its quality is acceptable.

Extrinsic Cues: Distribution Intensity	Rank	Mean	Level of attitude
Q9.1 Compared to its competitors, I can find OTOP brand in more retailers.	1	3.45	Neutral
Q9.2 OTOP choose with extreme care, than competitors, the retailers where it sales its products.	2	3.37	Neutral
Q9.3 OTOP brand is available in the most stores.	4	3.315	Neutral
Q9.4 The number of the stores that deal with OTOP brand is more than that of its competing brands.	3	3.32	Neutral
Overall: Distribution Intensity		3.36	Neutral
Extrinsic Cues: Country of Origin	Rank	Mean	Level of attitude
Q10.1 I will get good results from using products made in Thailand.	3	3.77	Agree
Q10.2 Products made in Thailand are reliable.	2	3.90	Agree
Q10.3 I can depend on products made in Thailand.	1	3.99	Agree
Overall: Country of Origin		3.89	Agree

Brand Awareness	Rank	Mean	Level of attitude
Q11.1 I know what OTOP products look like.	6	3.71	Agree
Q11.2 I can recognize OTOP among other competing brands.	4	3.77	Agree
Q11.3 When I think about Thai local snacks, OTOP is the first brand that comes to my mind.	5	3.72	Agree
Q11.4 I car OTOP brar			
Q11.5 OTOP brand is familiar.	2	3.81	Agree
Q11.6 I am aware of OTOP brand.	1	3.83	Agree
Overall: Brand Awareness		**3.77**	**Agree**

Perceived Quality	Rank	Mean	Level of attitude
Q12.1 OTOP has the best quality in the marketplace	4	3.67	Agree
Q12.2 OTOP products have something new that cannot be found in other products	7	3.61	Agree
Q12.3 OTOP products are very friendly to my body	6	3.65	Agree
Q12.4 OTOP products can improve my social status	5	3.66	Agree
Q12.5 OTOP products are good quality product	2	3.79	Agree
Q12.6 I feel impressed by consuming OTOP products	3	3.76	Agree
Q12.7 Levels of OTOP stars can classify the distinguishable degree of products' qualities.	1	3.90	Agree
Overall: Perceived Quality		**3.72**	**Agree**

Source: This Study

Regarding to distribution intensity, All respondents felt neutral with OTOP retailers that compared to its competitors, they can find OTOP brand in more retailers as the first rank (Mean = 3.45, S.D = 1.02). With the highest Mean of 3.99 and SD of 0.884, entire 400 respondents agreed that they can depend in products made in Thailand. As a result, they agreed that they are aware of OTOP brand (Rank = 1, Mean = 3.83, S.D = 0.908). Moreover, they agreed that levels of OTOP stars can classify the distinguishable degree of products' qualities, as in perceived quality dimension (Mean = 3.9, S.D = 0.934). Generally, the overall mean of each both intrinsic cue and extrinsic cues is all as agree level, except Distribution Intensity factor whose overall mean is in neutral level (Mean = 3.36, S.D = 1.048).

However, country of origin's overall mean obtains the highest 3.89 with S.D of 0.912 as expected, followed by packaging's overall mean of 3.84 with 0.929 S.D and price's overall mean of 3.82 with 0.916 S.D.

4.4 Regression Analysis

Referring to this study's conceptual framework, there are three hypotheses involved with three main predictors which are demographic factors, intrinsic cue and extrinsic cues. As a consequence, this regression analysis part would follow the sequence of what hypotheses stated.

4.4.1 Regression Analysis for Demographic Factors

A below linear regression model manifested in table 4.4 (see appendix G) was established to examine the relationship among demographic factors, brand awareness and perceived quality. The overall model results of both brand awareness and perceived quality were not statistically significant (p-value = 0.530, p>0.05 and p-value= 0.424, p>0.05 respectively). However to emphasize on each sub-question determined demographic factors, barely educational level and occupation were statistically significant and had positive association with OTOP perceived quality but not the overall relationship between demographic factors and perceived quality.

4.4.2 Regression Analysis for Intrinsic Cue

The statistical significance of overall model ensured the association of intrinsic cue towards brand awareness as well as perceived quality which were explained by those physical characteristics, such as color, appearance &design, flavor and aroma, of OTOP sweets/snacks with R square of about 20% and 18% implying that the fitted

regression equation can explain approximately 20% and 18% of the variation in OTOP brand awareness and its perceived quality respectively, but not indicate how well the model would predict two dependent variables in the future (R^2=0.199, p-value = 0.000, p<0.05 and R^2=0.175, , p-value = 0.000, p<0.05). Besides, beta or the degree of strength, pulled out from linear regression equation, positively described correlation that intrinsic cue explained both brand awareness and perceived quality (B=0.439 and B=0.360 respectively). The regression coefficient or beta showed that if physical characteristics of intrinsic cue is improved, OTOP brand awareness and its perceived quality will moderately or 44% and 36% increase respectively as well.

4.4.3 Regression Analysis for Extrinsic Cues

The findings of this part regression analysis demonstrated that the overall model testing the relationship among those extrinsic cues brand awareness and perceived quality was statistically significant at 0.000*, (p<0.05). To consider r square of each two model, it was about 37% that those extrinsic cue's dimensions can explain the variation of OTOP brand awareness and about 27% that OTOP perceived quality can be explained. Furthermore, brand image, price distribution intensity and country of origin were positively significant and weakly associated to brand awareness as well (B = 0.156, 0.207, 0.143, 0.262 respectively). When brand image of OTOP is expected to increase by 1, OTOP brand awareness will increase by 0.156 or about 16%. Similarly to price, distribution intensity and country of origin which can change OTOP brand awareness by roughly 20%, 14% and 26% respectively, when they are estimated to be progressed by 1. Unlike the result of packaging indicated no effect on brand awareness (p=0.327 > 0.05). In the same direction, price, distribution intensity and country of origin were significantly positively correlated with perceived quality under a weak relationship (B =0.123, 0.112, 0.226 respectively). Price, distribution intensity and country of origin is expected to increase OTOP perceived quality by approximately 12%, 11% and 23% respectively when they are improved by 1 unit.

However, regarding model's report, there were two extrinsic factors which had no impact on perceived quality due to the fact that packaging's and brand image's significant value of 0.166 and 0.077 surpass 0.05. (see appendix G)

As a consequence, to retest the factor of extrinsic cues by excluding the statistically insignificant independent variables towards OTOP brand awareness and its perceived quality was arranged to reconsider the r square, beta, and p-value. Hence packaging was removed from the model towards brand awareness while packaging and brand image were the insignificant extrinsic cues on perceived quality. The adjusted regression summary of findings is shown in the following table 4.7;

Table 4.7: Summary of Regression Analysis of Significant Extrinsic Cues on OTOP Brand Awareness and Perceived Quality

Independent Variables	Extrinsic Cues on Brand Awareness		Extrinsic Cues on Perceived Quality	
	Beta	Sig.	Beta	Sig.
Brand Image	0.167	0.001*	-	-
Price	0.217	0.000*	0.158	0.000*
Distribution Intensity	0.141	0.000*	0.129	0.000*
Country of Origin	0.272	0.000*	0.257	0.000*
Overall:	R^2 0.367	Sig. 0.000*	R^2 0.255	Sig. 0.000*

* Significant at p<0.05

Source: This Study

The result of new adjusted extrinsic cues towards both brand awareness and perceived quality from table 4.7 exhibited identical findings when packaging were excluded from both models and brand image from model of extrinsic cue towards perceived quality. The overall significant values of both models were 0.000* which implied statistical significant relationship of extrinsic cues towards both OTOP brand awareness and its perceived quality. Regression coefficients of each extrinsic cues' dimensions, compared between the old model and adjusted model, went in the same

direction and about the same values. The discrepancies were a maximum at approximately 4 %, while minimum was approximately zero, the same value according to both models. When brand image, price, distribution intensity and country of origin is expected to increase by one, OTOP brand awareness will increase by approximately 17%, 22%, 14%, and 27% respectively. However, price, distribution intensity and country of origin will raise OTOP perceived quality by around 16%, 13% and 26%. R squared of the overall two models were not relevant difference from two unadjusted models ($R^2_{\text{brand awareness}} = 0.367$ and $R^2_{\text{perceived quality}} = 0.255$).

To be noticed, r square of overall model for all significant six outputs are considered as a weak prediction of future result. Another notice is that the researcher didn't place important on composing the regression equations because to examining the relationship among independent and dependent variable is the main purpose of this research, not to forecast any future outcome.

There are situations in which a high R-square is not necessary or relevant. When the interest is in the relationship between variables, not in prediction, the R-square is less important. An example is a study on how religiosity affects health outcomes. A good result is a reliable relationship between religiosity and health. No one would expect that religion explains a high percentage of the variation in health, as health is affected by many other factors. Even if the model accounts for other variables known to affect health, such as income and age, an R-square in the range of 0.10 to 0.15 is reasonable (Sweet & Grace-Martin, 2011).

Referring to model's outputs testing the relationship among intrinsic cue, extrinsic cues, brand awareness and perceived quality, r square value were a minimum at 0.175 and maximum at 0.517. Thus, r square values here were in a range of 0.10 to 0.15 which was reasonable enough (Sweet & Grace-Martin, 2011).

Chapter Five

Discussion and Conclusion

5.1 Introduction

This chapter 5 will be the final chapter concluding all the discussions of each hypothesis. The chapter will begin with discussion of six hypotheses and follow by research questions' answering, conclusion, significance of this research, recommendations to readers, OTOP communities as well as Thai Government for their best practices (Implication). However, this research will also benefit in terms of academic fields including further study. Limitation of the study is the last interesting topic of this final chapter 5.

5.2 Discussion

The objectives of this research were met due to the fact that the researcher could enhance the results of what factors such as demographic factors of Gen Y, OTOP intrinsic cue, and extrinsic cues are related or unrelated to OTOP brand awareness and perceived quality of OTOP brand. Additionally, to examine what factors that have strong effects to OTOP brand awareness and its perceived quality is another achievement of this study's aim.

Table 5.1: Summary of Each Dimension Significant Beta of Regression Analysis

	Brand Awareness		Perceived Quality	
	Sig. Beta	Rank	Sig. Beta	Rank
Intrinsic Cue				
Physical Characteristics	0.439	1	0.360	1
Extrinsic Cues				
Brand Image	0.156"	4	-	-
Price	0.217"	3	0.158"	3
Distribution Intensity	0.141"	5	0.129"	4
Country of Origin	0.272"	2	0.257"	2

" Result derived from new adjusted model   - Not Significant

Source: This Study

Nevertheless, to contemplate with table 5.1, the research questions are required to be answered in succession as followed;

a) What are the relationship among demographic factors towards OTOP brand awareness and its perceived quality?

In overall, there was no relationship among those demographic factors towards OTOP brand awareness and its perceived. Similarly to literature review of Kei (2010) indicated that educational level and gender were not relevant with those dimensions of brand perception, moreover MOISESCU (2009) also mentioned that age, gender, income and education were not matter to brand awareness.

However, a study of Wonglorsaichon & Sathainrapabayut (2008) including demographic factors, which were age, occupation, income, education, baby ages, brand used, influenced on brand perception of baby accessory products in working moms' perspective in Thailand explained that there was the relationship between the demographic of working Mom and dimensions of brand perception for baby

accessory products, which contributed the same result as this study's. To conclude, the hypotheses one and two were proved as statistically not true.

Demographic factors of Gen Y had no association with both OTOP brand awareness and its perceived quality. Gender, educational level, age, income of Gen Y were not relevant factors that could improve OTOP brand awareness and perceived quality of OTOP brand.

b) What are the relationship among intrinsic and extrinsic cues towards OTOP brand awareness and its perceived quality?

It was statistically true that intrinsic cue which consisted of those physical characteristics positively related to both OTOP brand awareness and its perceived quality. The more appropriate physical characteristics elucidated by size, color, appearance &design, flavor, and aroma, the higher OTOP brand awareness and its perceived quality apperceived by Gen Y. This can summarize the hypotheses three and four that there was a relationship of OTOP intrinsic cue towards both OTOP brand awareness and perceived quality of OTOP brand. Besides, the last two hypotheses can be proved by regression analysis also that there was a relationship of extrinsic cues towards OTOP brand awareness and its perceived quality.

However, when regression coefficient and each p-value are considered, only packaging was not significant with both OTOP brand awareness and its perceived quality. To review from literature, packaging was commented as a less important factor influencing on the purchasing of food products (Semeijn et al., 2004.; Munusamy & Wong, 2008) while the rest factors of price, distribution intensity, and country of origin lead positive correlation to OTOP brand awareness and its perceived quality.

These regression analysis's results are precisely straight to literature review in chapter 2. The higher price of brand perceived by the young adult, the higher the perceived quality of the brand (Gill et al., 2007). The level of intensity has a low positive influence on brand awareness (Villarejo-Ramos et al., 2007). When a country's name in the country of origin label is tied with good image, consumers' evaluation of that product becomes favorable. When a country's name in the country of origin label is tied with poor image, consumers' evaluation of that product becomes unfavorable (Chowdhury, 2001). Hence, according to the study's outcomes, the higher price of OTOP products, the higher intensity of OTOP distribution channels, as well as the better image of Thailand in customers' eyes, the higher chance Gen Y will aware of OTOP brand and its perceived quality.

On the other hand, brand image has positively impact on OTOP brand awareness, but not perceived quality. When literature is taken into the account, the quality of a product and its brand image remain important and competitive issue in the global market place (Md. Hossain, 2008). Therefore, as the results consisted of limitation such as time and financial constraints, they could bring variation of the outcomes as similarly as different country could generate distinct results too.

c) What are the degree of influence among each investigating factor affecting on OTOP brand awareness and its perceived quality?

In accordance with ranking beta in table 5.2, physical characteristic was the strongest factor influencing both OTOP brand awareness and its perceived quality under intrinsic cue dimension (B=0.439, 0.360 respectively). Followed by second rank regarding to results from the adjusted model, country of origin played next strongest role impacting on both of OTOP brand awareness and perceived quality, but under extrinsic cue dimension instead (B=0.272, 0.257 respectively). Deriving from Gen Y attitudes, they agreed that price was the third strongest influence on both OTOP brand awareness and its perceived quality. (B=0.217, 0.158 respectively), While brand Image was the next level of strength impacting on OTOP brand awareness (B=0.156).

Distribution Intensity was the least strength of effect to both OTOP brand awareness and perceived quality of OTOP brand (B=0.141, 0.129 respectively). As a result, to preliminarily emphasize on OTOP physical characteristics for instance, to adapt and improve size, color, appearance &design, flavor, and aroma to be more appropriate, nice, attractive, various and better smell in order to raise more OTOP brand awareness and together with its perceived quality. In conclusion, intrinsic cue was the strongest determinant positively related to both OTOP brand awareness and perceived quality of OTOP brand.

5.3 Conclusion

In the light of the result, it is clear that the scale measurement of each factor to evaluate Gen Y's attitudes on OTOP brand awareness and perceived quality is reliable and valid. As reliability test was ascertained through Cronbach's alpha exceed 0.7, (Johnson & Harris, 2002) and validity test was all statistically significant with correlation above 0.2. As a consequence this reflects that the basic structure of all variables applied to this study's questionnaire scale is appropriate. Regression outputs of overall models were also statistically significant (p=0.000<0.05). Incidentally, the low r squares is insignificant for examining the relationship among independent and dependent factors (Sweet & Grace-Martin, 2011). However, all of the research questions can be answered by discussing the regression analysis result as follows;

Table 5.2: Summary of Overall Model Significant of Regression Analysis

	Brand Awareness Sig.* (P<0.05)	Perceived Quality Sig.* (P<0.05)
Demographic Factors	0.530	0.424
Intrinsic Cue	0.000*	0.000*
Extrinsic Cues	0.000*	0.000*

Source: This Study

According to table 5.2, the above provided information is shown to prove those six postulated hypotheses. The result demonstrated a statistically insignificant relationship of demographic factors on both OTOP brand awareness and its perceived quality, but significant relationship among intrinsic cue and extrinsic cue on OTOP brand awareness and its perceived quality, where all of the six hypotheses as following are true;

Hypothesis 1: There is the relationship between the demographic factors of Gen Y and OTOP brand awareness. (Hypothesis was not statistically true)

Hypothesis 2: There is the relationship between the demographic factors of Gen Y and OTOP perceived quality. (Hypothesis was not statistically true)

Hypothesis 3: There is a relationship between Intrinsic Cues of OTOP products and its brand awareness. (Hypothesis was statistically true)

Hypothesis 4: There is a relationship between Intrinsic Cues of OTOP products and its perceived quality. (Hypothesis was statistically true)

Hypothesis 5: There is a relationship between Extrinsic Cues of OTOP products and its brand awareness. (Hypothesis was statistically true)

Hypothesis 6: There is a relationship between Extrinsic Cues of OTOP products and its perceived quality. (Hypothesis was statistically true)

5.4 Significance of this research

This conducted research meets all of the research objectives. The researchers can also further examine the relationship among brand awareness and perceived quality which can be proved as dimensions of brand perception or investigate further along with brand equity dimensions. For example, to add brand association on those two existing dependent factors all together will be dimensions of brand loyalty which can be ultimately interrelated to brand equity. In addition, regarding to characteristics of Gen Y, they listen to family and peers (APM Group, 2008).

Reference group such as family can be another interesting factor that influences dimensions on brand loyalty and brand equity. Furthermore, brand equity will be the next step that can push forwards valuable challenge for attaining sustainable goals as well as indirectly increase national income for Thai people, successfully like OVOP in Japan.

In addition, in term of economics, this study will be a significant endeavor to OTOP Thai brand products among Thai Gen Y so that they can realize their national or local products and perceived the products' qualities. However, the research results benefit not only to general readers but also the OTOP communities and perhaps Thai government as they will be able to acknowledge what the main criteria that causes Gen Y people to ignore or be unaware of OTOP brands' products. In addition, it allows Thai Gen Y to realize that there is a high chance in the near future that OTOP products will not be supported by this generation due to this expected tendency of unawareness towards OTOP brand.

In conclusion, this study was not only conducted for examining the relationship among demographic factors, intrinsic cue and extrinsic cues towards OTOP brand awareness and its perceived quality, but also was for indirectly support Thai local products by acknowledging those interests who can be general students to be aware of OTOP brand or OTOP communities and government to collaborate and establish Thai brand products progressive awareness in the near future.

5.5 Recommendations

5.5.1   Theoretical Contribution

This study derived theory of brand equity from Aaker (1991). Brand awareness and perceived quality, two of five dimensions of brand equity were selected as the fundamental dependent variables for examining how chosen demographic factors,

intrinsic cue, and extrinsic cues related to. Thereby this research was established a new conceptual model studying the relationship of those mentioned three independent and two dependent variables. Basically, the main ideal of this research originated from journal of Vantamay (2008) who reviewed and recommended about the understanding of perceived product quality. Hence, the researcher persevered the concept of intrinsic cue and extrinsic cue towards perceived product quality and applied for investigating respondents to find out statistical outcomes which have not yet been surveyed in Thailand. Furthermore, this study was developed new hypotheses for examining those intrinsic and extrinsic cues towards brand awareness as well. According to demographic factors, this research proposed a different solution of statistically insignificant relationship among demographic factors on OTOP brand awareness and its perceived quality by examining new territory which was Generation Y in Thailand and with different methodology of quota sampling method.

In conclusion, There are not many research studied about OTOP issue on Gen Y's attitudes. Additionally, this research could not only enhanced new solution from new hypotheses, but also compare the results with the existing others' studies through new sample of Gen Y plus quota sampling of new sampling method.

5.5.2   Managerial Implication

To focus on Gen Y characteristics, they voted tech-savvy and family-centric as the most exactly, this implied that online shopping can be another efficient distribution channel for OTOP brand. Thereby, social media such as Facebook will be one of the most effective channels attracting Gen Y community today as long as they automatically promote OTOP Facebook Fanpage to their peers and family members.

Despite demographic factors have statistically no effect on both OTOP brand awareness and its perceived quality, educational system is known as a significant foundation of national prosperity. Government can be the potential outside gear to play roles turning local communities to global (Kurokawa et al., 2010), This study

suggests them to promote OTOP products through education system to boost up awareness of Thai local brand. Furthermore, as intrinsic cue is the strongest strength positively impacting on both brand awareness and perceived quality. This current trend of healthy consumption, Thai Gen Y more concern about to have a slimming shape which directly related to healthy foods (Rongmuang et al., 2011). However, most of OTOP sweets/snacks contain high calories; this can bring great opportunities for OTOP communities to overthrow for new nutrient sweets/snacks and attracting them via those healthy ingredients such as grains, low-sugar products, products with no-fat etc.

Besides, as levels of OTOP stars can classify the distinguishable degree of products' qualities which got the highest mean of agreement, this shows a right direction to upgrade the quality of OTOP products in order to be able to launch into a new market or even export to other countries since Thai Office of Small and Medium Enterprises Promotion (OSMEP) of Thailand seized both domestic and international market opportunity for 4-5 star OTOP entrepreneurs in order to welcome AEC by 2015 under OTOP PLUS Project from 4 regions (MatichonOnline, 2012).

The findings of extrinsic cues exhibits that country of origin is the most significantly associated to OTOP brand awareness and perceived quality. Government or even OTOP communities can promote the campaign of "Thai people help Thai products" for stimulating Thai people to support their local products. Besides, the government can increase more convenience of distribution channels as well as distribution intensity of OTOP products to be more widely available. This will ultimately raise number of national income due to the fact that Thai people purchase their local Thai products more. Once OTOP owners can generate higher revenues to expand their business, they will also recruit greater workers and finally, Thai GDP as well as unemployment rates will be better as soon. By the way, although packaging has no impact on both of OTOP brand awareness and its perceived quality, respondents also gives an importance onto product contents on private label. It would be more thorough if producers will not overlook the attractiveness of products' packaging.

5.5.3 Further Research

As the researcher had suggested guidelines in the significance of this research, the below figure 5.1 is the clarified illustration as follow;

Figure 5.1: Researcher's recommendation for further study
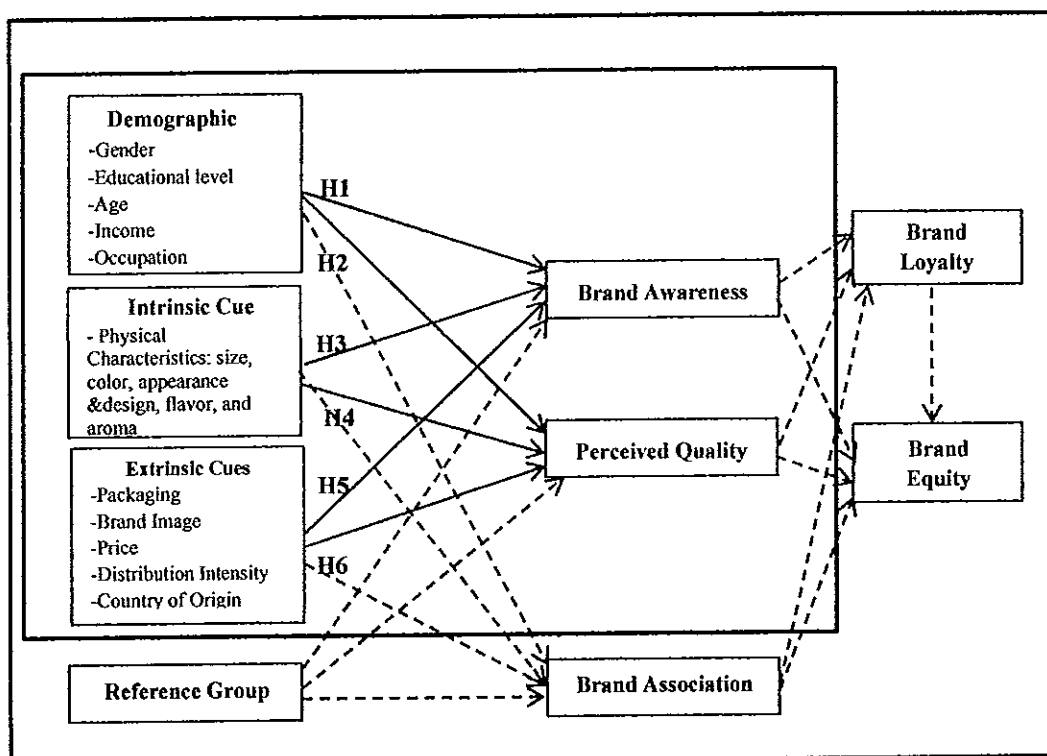
Source: This Study

Awareness and Associations have been proved to be determining factors of brand loyalty; this loyalty, in turn, significantly influences overall brand equity. Moreover, this joint dimension can lead to brand loyalty. In fact, awareness, associations or perceived quality are not enough arguments to establish the superiority of a brand over other competing brands. The reason may be that the previous dimensions have a cognitive or attitudinal character, whereas loyalty also involves the individual's commitment to purchase the brand, and thus it is closer to the concept of brand equity (Yoo et al., 2000; Zinnbauer & Bakay, 2004).

Moreover Farquhar and Aaker (1991) also quoted that each dimension of brand equity: awareness, associations, perceived quality and loyalty, has a positive effect on overall brand equity. Overall brand equity is regarded as a global preference for the brand over similar alternatives (Farquhar, 1990 and Aaker, 1991).

5.5.4 Limitation of This Research

Due to the fact that targeted sample of respondents in this study is Generation Y and they generally were born between 1977 and 2002 (Brown et al., 2010) or aged from 10 to 35 in 2012, the first limitation is that the researcher had necessarily crossed out first two range of age from10 to19. Moreover, the next limitation can lead variation of research results as well. Time and financial limitation restricted questionnaire distribution's place which was in Bangkok, capital city of Thailand. It would be more generalized if questionnaires had been distributed to all of seventy-seven provinces. Particularly, the lists of known OTOP sweets/snacks would be more varied according to each Tambon of the respondents' hometown where they were familiar with. In addition, to collecting data from respondents in different places might bring different statistical results as well.

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Appendixes

Appendix A: Questionnaire Survey in English

Questionnaire

"A Study of Thai Generation Y on OTOP Brand Awareness and Perceived Quality"

I am a graduate student studying IMBA (International Master Business Administration) program at Prince of Songkhla University. This questionnaire has been developed under the purpose of education only and the information will be treated with high confidentiality. Please answer the following question by marking "√" or fill in the space given below and do kindly answer truthfully and complete all questions.

Part I: General Information

1. Please list the name of OTOP sweets/snacks that you have known. (can be more than 1)

   ....

2. Have you ever bought OTOP sweets/snacks?

   ☐ Yes, I have (Continue Question#3)

   ☐ No, I haven't. Because...(Go to Question#4)

3. How often do you purchase OTOP sweets/snacks?

   ☐ A few times per year

   ☐ A few times per month

   ☐ A few times per week

   ☐ Every day or every other day

4. Please rank the below your characteristics from the most to the least.
   (1=The Most Exactly, 2=Exactly, 3=Not Exactly, 4=Less Exactly, 5=The Least Exactly)

   ☐ Tech-Savvy   ☐ Family-Centric

   ☐ Achievement-Oriented   ☐ Team-Oriented   ☐ Attention-Craving

1

Part II: Attitude towards OTOP Brand awareness and Perceived quality (OTOP products: Sweets/Snacks)

Please select by check (✓) one answer of each following statement.
① Strongly Disagree. ② Disagree. ③ Neutral. ④ Agree. ⑤ Strongly Agree

All variables measuring OTOP brand awareness and its perceived quality focusing on OTOP products: Sweets/Snack	Attitude Level ①- Strongly Disagree ②- Disagree ③- Neutral ④- Agree ⑤- Strongly Agree				
	①	②	③	④	⑤
5. Intrinsic Cue – Physical Characteristics of Products					
5.1. In overall. sizes of OTOP products are appropriate.					
5.2. In overall. colors of OTOP products are nice.					
5.3. In overall. appearances of OTOP products are attractive.					
5.4. In overall. OTOP products are good designed.					
5.5. In overall. flavors of OTOP products are various.					
5.6. In overall. aromas of OTOP products are good smell.					
6. Packaging					
6.1. I think it is important to visually display actual product contents on private label.					
6.2. OTOP products have an attractive packaging and label.					
6.3. OTOP products' label and packaging have good quality.					
7. Brand Image					
7.1. OTOP comes with unique functions that distinguish from the others.					
7.2. OTOP is more concerned about customers.					
7.3. The intangible attributes of OTOP brand are reasonable enough to buy it.					
7.4. OTOP has a strong image. comparing to its competing brands.					
7.5. In overall. OTOP is a good brand.					
8. Price					
8.1. The price of OTOP product is reasonable. comparing to its quality.					
8.2. OTOP brand is cheap. comparing to its competing brands.					
8.3. The price compared to its quality is acceptable.					
9. Distribution Intensity					
9.1. Compared to its competitors. I can find OTOP brand in more retailers.					
9.2. OTOP choose with extreme care. than competitors. the retailers where it sales its products.					
9.3. OTOP brand is available in the most stores.					
9.4. The number of the stores that deal with OTOP brand is more than that of its competing brands.					

2

10. Country of Origin						
10.1.	I will get good results from using products made in Thailand.					
10.2.	Products made in Thailand are reliable.					
10.3.	I can depend on products made in Thailand.					
11. Brand Awareness						
11.1.	I know what OTOP products look like.					
11.2.	I can recognize OTOP among other competing brands.					
11.3.	When I think about Thai local sweets/snacks, OTOP is the first brand that comes to my mind.					
11.4.	I can quickly recall the symbol or logo of OTOP brand					
11.5.	OTOP brand is familiar.					
11.6.	I am aware of OTOP brand.					
12. Perceived Quality						
12.1.	OTOP has the best quality in the marketplace.					
12.2.	OTOP products have something new that cannot be found in other products.					
12.3.	OTOP products are very friendly to my body.					
12.4.	OTOP products can improve my social status.					
12.5.	OTOP products are good quality product.					
12.6.	I feel impressed by consuming OTOP products.					
12.7	Levels of OTOP stars can classify the distinguishable degree of products' qualities.					

Part III: Personal Information

13. Gender

☐ Male   ☐ Female

14. Education Levels

☐ Under Bachelor Degree   ☐ Bachelor Degree

☐ Higher than Bachelor Degree

15. **Please fill in your age, currently you are .... years old.**

16. Average Monthly Income

☐ Less than 10,000   ☐ 10,000 - 15,000

☐ 15,001 - 20,000   ☐ 20,001 - 25,000

☐ 25,001 - 30,000   ☐ More than 30,000

17. Occupation

☐ Student   ☐ Owner of business   ☐ Other

☐ Hired/employed   ☐ Government official

☐ House wife   ☐ Unemployed

☺☺ **Thank you very much for your time** ☺☺

Appendix B: Questionnaire Survey in Thai

OTOP   แบบสอบถาม

       แบบสอบถามชุดนี้เป็นส่วนหนึ่งของการศึกษาวิจัยในหัวข้อ "การศึกษาการรับรู้ถึงแบรนด์และการรับรู้ถึง
คุณภาพของแบรนด์โอทอปในกลุ่มผู้บริโภคเจนเนอเรชั่นวายในประเทศไทย" ของนักศึกษาปริญญาโท
มหาวิทยาลัยสงขลานครินทร์ จัดทำขึ้นเพื่อศึกษาความรู้ ความเข้าใจเกี่ยวกับการรับรู้ถึงแบรนด์และคุณภาพของ
ผลิตภัณฑ์ ประเภทขนม

       ดังนั้นจึงขอความร่วมมือจากท่านกรุณาตอบแบบสอบถามให้สมบูรณ์และสอดคล้องกับความเป็นจริงมากที่สุด
โดยอ้างอิงจากผลิตภัณฑ์โอทอป ประเภทขนม ข้อมูลทั้งหมดที่ท่านตอบมาจะไม่มีผลกระทบใดๆต่อท่านทั้งสิ้น
ขอขอบพระคุณที่ท่านให้ความร่วมมือในการตอบแบบสอบถามในครั้งนี้

คำชี้แจง: แบบสอบถามชุดนี้มี 3 ส่วน ประกอบด้วย

        ส่วนที่ 1: ข้อมูลเชิงพฤติกรรม

        ส่วนที่ 2: ข้อมูลเชิงทัศนคติ

        ส่วนที่ 3: ข้อมูลส่วนบุคคลทั่วไป

<u>ส่วนที่ 1:</u> ข้อมูลเชิงพฤติกรรม

คำชี้แจง: โปรดทำเติมคำลงในช่องว่าง, ทำเครื่องหมาย ✓ ลงใน ☐ หรือเรียงลำดับตัวเลขให้ตรงตามความเป็นจริง

1. ท่านรู้จักผลิตภัณฑ์แบรนด์โอทอป ประเภทขนมอะไรบ้าง (ตอบได้มากกว่า 1 อย่าง)

....

2. ท่านเคยซื้อผลิตภัณฑ์แบรนด์โอทอป ประเภทขนมหรือไม่

   ☐ เคยซื้อ (ต่อข้อ 3)   ☐ ไม่เคยซื้อเพราะ................................(ข้ามไปข้อ 4)

3. ท่านซื้อผลิตภัณฑ์โอทอป ประเภทขนมบ่อยแค่ไหน

   ☐ 2-3 ครั้งต่อปี   ☐ 2-3 ครั้งต่อเดือน

   ☐ 2-3 ครั้งต่อสัปดาห์   ☐ ทุกๆวันหรือวันเว้นวัน

4. โปรดเรียงลำดับลักษณะนิสัยที่บ่งบอกถึงความเป็นตัวท่านจากมากไปหาน้อย

   (1=เป็นจริงมากที่สุด, 2=จริง, 3=ไม่เชิง, 4=ไม่ค่อยจริง, 5= เป็นจริงน้อยที่สุด)

   ☐ ติดในสิ่งที่เป็นเทคโนโลยี   ☐ มีครอบครัวเป็นศูนย์กลาง

   ☐ มุ่งความสำเร็จ   ☐ ทำงานเป็นทีม   ☐ สนใจในคำแนะนำติชม

1

<u>ส่วนที่ 2</u>: ทัศนคติที่มีต่อการรับรู้ถึงแบรนด์และการรับรู้ถึงคุณภาพของผลิตภัณฑ์โอทอป ประเภทขนม

คำชี้แจง: โปรดทำเครื่องหมาย ✓ ลงในช่องว่างตรงตามความเป็นจริง

①=ไม่เห็นด้วยอย่างยิ่ง, ②=ไม่เห็นด้วย, ③=ปานกลาง, ④=เห็นด้วย, ⑤=เห็นด้วยอย่างยิ่ง

ประเด็นวัดการรับรู้ถึงแบรนด์และการรับรู้ถึงคุณภาพของกลุ่มผลิตภัณฑ์ โอทอป ประเภทขนม	ระดับความคิดเห็น ①=ไม่เห็นด้วยอย่างยิ่ง ②=ไม่เห็นด้วย ③=ปานกลาง ④=เห็นด้วย ⑤=เห็นด้วยอย่างยิ่ง				
	①	②	③	④	⑤
5. ปัจจัยทางด้านรูปลักษณ์ของผลิตภัณฑ์					
5.1. ท่านคิดว่าตัวผลิตภัณฑ์ของแบรนด์โอทอปโดยภาพรวมมีขนาดที่เหมาะสม					
5.2. ท่านคิดว่าตัวผลิตภัณฑ์ของแบรนด์โอทอปโดยภาพรวมมีสีสันที่สวยงาม					
5.3. ท่านคิดว่าตัวผลิตภัณฑ์ของแบรนด์โอทอปโดยภาพรวมมีลักษณะที่น่าดึงดูดใจ					
5.4. ท่านคิดว่าตัวผลิตภัณฑ์ของแบรนด์โอทอปโดยภาพรวมถูกออกแบบมาดี					
5.5. ท่านคิดว่าตัวผลิตภัณฑ์ของแบรนด์โอทอปโดยภาพรวมมีรสชาติให้เลือกหลากหลาย					
5.6. ท่านคิดว่าตัวผลิตภัณฑ์ของแบรนด์โอทอปโดยภาพรวมมีกลิ่นหอม					
6. ปัจจัยทางด้านบรรจุภัณฑ์					
6.1. ท่านคิดว่าการให้ข้อมูลรายละเอียดของผลิตภัณฑ์บนฉลากผลิตภัณฑ์โอทอปเป็นสิ่งสำคัญ					
6.2. ท่านคิดว่าการบรรจุภัณฑ์และฉลากของผลิตภัณฑ์แบรนด์โอทอปน่าดึงดูดใจ					
6.3. ท่านคิดว่าการบรรจุภัณฑ์และฉลากของผลิตภัณฑ์แบรนด์โอทอปมีคุณภาพที่ดี					
7. ปัจจัยด้านภาพลักษณ์ตราสินค้า					
7.1. ท่านคิดว่าผลิตภัณฑ์แบรนด์โอทอปมีเอกลักษณ์เฉพาะตัวที่แตกต่างจากผลิตภัณฑ์ของคู่แข่งอื่นๆ					
7.2. ท่านคิดว่าภาพลักษณ์ของแบรนด์โอทอปดูห่วงใยลูกค้ามากกว่าแบรนด์คู่แข่งอื่นๆ					
7.3. ท่านคิดว่าคุณลักษณะที่เป็นนามธรรม(Intangible attributes) ของแบรนด์โอทอปเป็นเหตุผลที่ สามารถโน้มน้าวให้ท่านซื้อสินค้าได้					
7.4. แบรนด์โอทอปมีภาพลักษณ์ของแบรนด์ที่โดดเด่นเมื่อเทียบกับแบรนด์คู่แข่งอื่นๆ					
7.5. โดยภาพรวมภาพลักษณ์ของแบรนด์โอทอปจัดว่าเป็นแบรนด์ที่ดี					
8. ปัจจัยทางด้านราคา					
8.1. ท่านคิดว่าผลิตภัณฑ์แบรนด์โอทอปมีราคาที่สมเหตุสมผลเมื่อเทียบกับคุณภาพของผลิตภัณฑ์					
8.2. ท่านคิดว่าผลิตภัณฑ์แบรนด์โอทอปมีราคาเหมาะสมเมื่อเทียบกับราคาของแบรนด์คู่แข่งอื่นๆ					
8.3. ท่านรับราคาของผลิตภัณฑ์แบรนด์โอทอปได้เมื่อเทียบกับคุณภาพของผลิตภัณฑ์					
9. ปัจจัยทางด้านความหนาแน่นของช่องทางการกระจายสินค้า					
9.1. ท่านคิดว่าแบรนด์โอทอปมีสถานที่กระจายสินค้ามากกว่า เมื่อเทียบกับแบรนด์คู่แข่งอื่นๆ					
9.2. ท่านคิดว่าแบรนด์โอทอปเลือกสถานที่กระจายสินค้าดีกว่าแบรนด์คู่แข่งอื่นๆ					
9.3. ท่านคิดว่าแบรนด์โอทอปมีอยู่ในเกือบทุกร้านค้า					
9.4. ท่านคิดว่าจำนวนร้านค้าที่จำหน่ายผลิตภัณฑ์แบรนด์โอทอปมีจำนวนมากกว่าแบรนด์คู่แข่งอื่นๆ					

10. ปัจจัยทางด้านแหล่งกำเนิดสินค้า					
10.1.	ท่านคิดว่าท่านจะได้รับผลลัพธ์ที่ดีจากการบริโภคผลิตภัณฑ์ที่ผลิตในประเทศไทย				
10.2.	ท่านคิดว่าผลิตภัณฑ์ที่ผลิตในประเทศไทยเชื่อถือได้				
10.3.	ท่านคิดว่าท่านสามารถเชื่อมั่นในผลิตภัณฑ์ที่ผลิตในประเทศไทยได้				
11. ปัจจัยทางด้านการรับรู้ถึงแบรนด์					
11.1.	ท่านทราบถึงลักษณะของผลิตภัณฑ์แบรนด์โอทอป				
11.2.	ท่านคิดว่าท่านสามารถจดจำแบรนด์โอทอปได้เมื่อเทียบกับแบรนด์คู่แข่งอื่นๆ				
11.3.	เมื่อท่านนึกถึงผลิตภัณฑ์ประเภทขนมขบเคี้ยวท้องถิ่นไทย แบรนด์โอทอปเป็นแบรนด์แรกที่ท่านนึกถึง				
11.4.	ท่านคิดว่าท่านสามารถจำสัญลักษณ์หรือโลโก้ของแบรนด์โอทอปได้				
11.5.	ท่านคิดว่าแบรนด์โอทอปเป็นแบรนด์ที่ท่านคุ้นเคย				
11.6.	ท่านคิดว่าท่านรู้จักแบรนด์โอทอป				
12. ปัจจัยทางด้านการรับรู้ถึงคุณภาพ					
12.1.	ท่านคิดว่าผลิตภัณฑ์แบรนด์โอทอปมีคุณภาพที่ดีที่สุดในท้องตลาด				
12.2.	ท่านคิดว่าผลิตภัณฑ์แบรนด์โอทอปมีสิ่งอื่นที่แปลกใหม่ไม่เหมือนกับผลิตภัณฑ์ของแบรนด์คู่แข่งอื่นๆ				
12.3.	ท่านคิดว่าผลิตภัณฑ์แบรนด์โอทอปเป็นผลิตภัณฑ์ที่เป็นมิตรต่อร่างกาย				
12.4.	ท่านคิดว่าการบริโภคผลิตภัณฑ์แบรนด์โอทอปสามารถยกระดับสถานะทางสังคมของท่านได้				
12.5.	ผลิตภัณฑ์แบรนด์โอทอปมีคุณภาพดี				
12.6.	ท่านรู้สึกประทับใจเมื่อท่านได้บริโภคผลิตภัณฑ์แบรนด์โอทอป				
12.7	ท่านคิดว่าระดับดาวของผลิตภัณฑ์แบรนด์โอทอปสามารถบ่งบอกถึงความแตกต่างของคุณภาพของตัวผลิตภัณฑ์ได้				

<u>ส่วนที่ 3</u> ข้อมูลส่วนบุคคลทั่วไป

คำชี้แจง: โปรดทำเครื่องหมาย ✓ ลงใน ☐ หรือเติมข้อความลงในช่องว่างตรงตามความเป็นจริง

13. เพศ   ☐ ชาย   ☐ หญิง

14. ระดับการศึกษาสูงสุด

☐ ต่ำกว่าปริญญาตรี   ☐ ปริญญาตรี   ☐ สูงกว่าปริญญาตรี

15. ปัจจุบันท่านมีอายุ...ปี

16. รายได้เฉลี่ยต่อเดือน

☐ น้อยกว่า 10,000   ☐ 10,000 - 15,000   ☐ 15,001 - 20,000

☐ 20,001 - 25,000   ☐ 25,001 - 30,000   ☐ มากกว่า 30,000

17. อาชีพ

☐ นักศึกษา   ☐ เจ้าของธุรกิจ   ☐ พนักงาน/ลูกจ้าง   ☐ ข้าราชการ

☐ แม่บ้าน   ☐ ว่างงาน   ☐ อื่นๆ

3

Appendix C: Sources of Questionnaire Scales

Variables	Indexes	Reference
Intrinsic Cues	In overall, sizes of OTOP products are appropriate.	Noemi Raquel Pavon (2003)
	In overall, colors of OTOP products are nice.	Noemi Raquel Pavon (2003)
	In overall, appearances of OTOP products are attractive.	Noemi Raquel Pavon (2003)
	In overall, OTOP products are good designed.	Antonio J. Verdı u Jover, Francisco Javier Llorens Montes, Marıa del Mar Fuentes Fuentes (2004)
	In overall, flavors of OTOP products are various.	Noemi Raquel Pavon (2003)
	In overall, aromas of OTOP products are good smell.	Noemi Raquel Pavon (2003)
Packaging	I Think it is important to visually display actual product contents on private label.	Siti Nurafifah Jaafar and Pan Ein Lalp (2012)
	OTOP products have an attractive packaging and label.	Antonio J. Verdı u Jover, Francisco Javier Llorens Montes, Marıa del Mar Fuentes Fuentes (2004)
	OTOP products' label and packaging have good quality.	Antonio J. Verdı u Jover, Francisco Javier Llorens Montes, Marıa del Mar Fuentes Fuentes (2004)
Brand Image	OTOP comes with unique functions that distinguish from the others.	Nargis Parvin and Md. Humayun Kabir Chowdhury (2006)
	OTOP is more concerned about customers.	Nargis Parvin and Md. Humayun Kabir Chowdhury (2006)
	The intangible attributes of OTOP brand are reason enough to buy it.	Aaker and Álvarez del Blanco (1995), Lassar et al.(1995) & Yoo et al.(2000)
	OTOP has a strong image, comparing to its competing brands.	Aaker and Álvarez del Blanco (1995), Lassar et al.(1995) & Yoo et al.(2000)
	In overall, OTOP is a good brand.	Aaker and Álvarez del Blanco (1995), Lassar et al.(1995) & Yoo et al.(2000)
Price	The price of OTOP product is reasonable, comparing to its quality.	Nargis Parvin and Md. Humayun Kabir Chowdhury (2007)
	OTOP brand is cheap, comparing to its competing brands	R. Bravo Gil, E. Fraj Andre's and E. Martı'nez Salinas (2007)
	The price compared to its quality is acceptable.	Nargis Parvin and Md. Humayun Kabir Chowdhury (2006)
Distribution Intensity	Compared to its competitors, I can find OTOP brand in more retailers.	Smith, (1992) Yoo et al. (2000)
	OTOP choose with extreme care, than competitors, the retailers where it sales its products.	Smith, (1992) Yoo et al. (2000)
	OTOP brand is available in the most stores.	Smith, (1992) Yoo et al. (2000)
	The number of the stores that deal with OTOP brand is more than that of its competing brands.	Smith, (1992) Yoo et al. (2000)

Country of Origin	I think I will get good results from using products made in Thailand.	Nargis Parvin and Md. Humayun Kabir Chowdhury (2006)
	Products made in Thailand are reliable.	Nargis Parvin and Md. Humayun Kabir Chowdhury (2006)
	I think I can depend on products made in Thailand.	Nargis Parvin and Md. Humayun Kabir Chowdhury (2006)
Brand awareness	I know what OTOP products look like.	Yoo, Donthu and Lee (2000) Martin (2002)
	I can recognize OTOP among other competing brands	Martines et al (2009) Besharat (2010)
	When I think about Thai local sweets/snacks, OTOP is the first brand that comes to my mind.	R. Bravo Gil, E. Fraj Andre´s and E. Martı´nez Salinas (2007)
	I can quickly recall the symbol or logo of OTOP brand	Boonghee Yoo, Naveen Donthu, Sungho Lee (2008)
	OTOP brand is familiar.	Martines et al (2009) Besharat (2010)
	I am aware of OTOP brand.	R. Bravo Gil, E. Fraj Andre´s and E. Martı´nez Salinas (2007)
Perceived Quality	OTOP has undoubtedly the best quality in the marketplace.	R. Bravo Gil, E. Fraj Andre´s and E. Martı´nez Salinas (2007)
	OTOP products have something new that cannot be found in other products.	Nargis Parvin and Md. Humayun Kabir Chowdhury (2006)
	OTOP products are very friendly to my body.	Nargis Parvin and Md. Humayun Kabir Chowdhury (2006)
	OTOP products improve my social status.	Nargis Parvin and Md. Humayun Kabir Chowdhury (2006)
	OTOP products are good quality product.	Nargis Parvin and Md. Humayun Kabir Chowdhury (2006)
	I feel impressed by having OTOP products.	Nargis Parvin and Md. Humayun Kabir Chowdhury (2006)
	Levels of OTOP stars can classify the distinguishable degree of products' qualities.	Bhuian, S. N. (1997)

Appendix D: Lists of Gen Y Known OTOP Sweets/Snacks
from 400 sets of Questionnaires

No.	Lists of Known OTOP Sweets/Snacks in English (Thai)	Amount
1	A-Rua (อาร้ัว)	15
2	Bean-paste (ถั่วกวน)	6
3	Bird's nest snack (ขนมรังนก)	1
4	Black coconut sweet pudding (ขนมเปียกปูน)	1
5	Cake/Banana cake/Golden thread cake (เค้ก เค้กกล้วยหอมฝอยทอง)	9
6	Candied mango (มะม่วงเชื่อม)	2
7	Caramelized crisps (ตังเมแตว)	2
8	Cashew cookies/singapore cookies (คุกกี้มะม่วงหิมพานต์ คุกกี้สิงคโปร์)	3
9	Coconut Balls (มะพร้าวแก้ว)	6
11	Coconut cake (ขนมถ้วย)	1
12	Coconut Custard Squares (ขนมหม้อแกง)	37
13	Coconut milk jelly (วุ้นกะทิ)	1
14	Crispy fish skin (หนังปลาทอดกรอบ)	5
15	Crispy rice/Rice crackers with pork dip (ข้าวตัง)	18
16	Curry puff (กะหรี่ปั๊บ)	3
17	Deletable imitation fruits (ขนมลูกชุบ)	2
18	Dried cooked-rice (ข้าวพอง)	1
19	Dried Sugar-boiled mango (มะม่วงกวน)	22
20	Dried, salted cashew/crispy cashew nut (อัลมะม่วงหิมพานต์)	1
21	Fried Durian/dried Durian/Durian Crisps (ทุเรียนทอดกรอบ)	22
22	Fried fruits (ผลไม้อบแห้ง)	2
23	Fried Jackfruit (ขนุนทอดกรอบ-ขนุนอบกรอบ)	7
24	Fried Potato (มันทอด)	2
25	Fried pumpkin crispy (ฟักทองทอด-ฟักทองกรอบ)	7
27	Fried/Sweet taro Crisps (เผือกทอด-เผือกกวน)	3
28	Glutinous rice roasted in bamboo joints (ข้าวหลาม)	2
29	Golden Balls (ทองหยอด)	27
30	Golden Crispy Coconut Roll (ทองม้วน)	59
31	Golden Dried Longan (ลำไยอบแห้ง)	1
32	Golden Flowers (ทองหยิบ)	20
33	Golden Thread (ฝอยทอง)	49
34	Grass jelly (เฉาก๊วย)	1
35	Kanom ping (ขนมปิ้ง)	5
36	Lod Chong Dessert in Coconut Milk (ลอดช่อง)	1
37	Mochi (โมจิ)	36
38	Notrhern Thai Spicy Sausage (ไส้อั่ว)	1
39	Popcorn (ข้าวโพดคั่ว)	1
40	Pork rind snack (แคบหมู)	8

No.	Lists of Known OTOP Sweets/Snacks in English (Thai)	Amount
41	Rice Chips/Shrimp Chips/Fish Chips (ข้าวเกรียบปลา/ข้าวเกรียบกุ้ง)	19
42	Rice Crackers (ข้าวแตน/ข้าวแต๋น)	4
44	Rice, bean, sesame, and sugar cooked into a sticky paste (กระยาสารท)	1
45	Roasted-chestnut (เกาลัด)	2
46	Roselle Candy (กระเจี๊ยบแก้ว)	1
47	Rosted sunflower seed (เมล็ดทานตะวัน)	1
48	Sesame Stick (งาเส้น)	2
50	Snow Skin Mooncake (ขนมโก๋)	2
51	Steamed palm (ขนมตาล)	3
52	Sticky rice with coconut in palm leaf (ขนมจาก)	1
53	Sticky sweet (ตีม)	3
55	Sugar-boiled banana (กล้วยกวน)	4
56	Sugar-boiled durian (ทุเรียนกวน)	10
58	Sugar-boiled pineapple (สับปะรดกวน)	1
59	Sun-dried Banana (กล้วยตาก)	12
60	Sweet Banana Crisps (กล้วยฉาบ)	10
61	Sweet Banana Crisps/Honey-coated Banana (กล้วยกรอบ/กล้วยฉาบน้ำผึ้ง)	15
62	Sweet crispy noodles (หมี่กรอบ)	3
63	Sweet Crispy nuts (ถั่วกรอบแก้ว)	2
64	Sweet mango in thick syrup (มะม่วงเชื่อม)	1
65	Sweet monkey apple in thick syrup (พุทราเชื่อม)	3
67	Sweet potato in thick syrup (มันเชื่อม)	1
68	Tamarind-candy (มะขามกวน/มะขามแก้ว)	6
69	Thai bean cake with salted egg yolk (ขนมเปี๊ยะ)	6
70	Thai Caramel (กะละแม)	8
71	Thai Coconut pancake (ขนมบ้าบิ่น)	2
72	Thai Dessert Set (ขนมไทยรวมมิตร)	1
73	Thai Layer pudding (ขนมชั้น)	23
75	Thai Shortbread Cookies (คุกกี้สำปะนี)	3
77	Thai Sponge cake (ขนมสาลี่)	19
78	Thai stick (ขนมไข่)	2
79	Thai sweetmeat made of egg yolk and sugar (ขนมทองหยอด)	1
Total		562

Appendix E: Table 3.4, 3.5 and 3.6 Supporting Reliability and Validity Findings in Chapter 3

Table 3.4: Pilot Study and Actual Survey Cronbach's Alpha Result

All Variables	Number of Items	Cronbach's Alpha	
		Pilot Test	Actual
		Bangkok (n=30)	Bangkok (n=400)
Q5.Intrinsic Cue: Physical Characteristics	6	0.900	0.847
Q6.Packaging	3	0.757	0.791
Q7.Brand Image	5	0.706	0.736
Q8.Price	3	0.761	0.780
Q9.Distribution Intensity	4	0.871	0.809
Q10.Country of Origin	3	0.906	0.806
Q11.Brand Awareness	6	0.880	0.833
Q12.Perceived Quality	7	0.885	0.785

Source: This Study

Table 3.5: Pearson Correlation Coefficient of Intrinsic Cue, Extrinsic Cues, Brand Awareness and Perceived Quality for Pilot Test

		Pearson Correlation Coefficient							
		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
Q1	Intrinsic Cues	1.000							
Q2	Packaging	0.536"	1.000						
Q3	Brand Image	0.455'	0.390'	1.000					
Q4	Price	0.339	0.395'	0.611"	1.000				
Q5	Distribution Intensity	0.336	0.358	0.318	0.067	1.000			
Q6	Country of Origin	0.645"	0.407'	0.258	0.386	0.106	1.000		
Q7	Brand Awareness	0.510"	0.157	0.491"	0.385	0.337	0.450'	1.000	
Q8	Perceived Quality	0.696"	0.679"	0.437'	0.385	0.308	0.784"	0.694"	1.000

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

*. Correlation is significant at the 0.05 level (2-tailed).

Source: This Study

Table 3.6: Pearson Correlation Coefficient of Intrinsic Cue, Extrinsic Cues, Brand Awareness and Perceived Quality for Actual Data

		Pearson Correlation Coefficient							
		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
Q1	Intrinsic Cues	1.000							
Q2	Packaging	0.523"	1.000						
Q3	Brand Image	0.364"	0.386"	1.000					
Q4	Price	0.494"	0.436"	0.386"	1.000				
Q5	Distribution Intensity	0.024	0.026	0.288"	0.083	1.000			
Q6	Country of Origin	0.616"	0.440"	0.332"	0.494"	0.004	1.000		
Q7	Brand Awareness	0.446"	0.340"	0.404"	0.469"	0.239"	0.481"	1.000	
Q8	Perceived Quality	0.418"	0.307"	0.320"	0.380"	0.198"	0.432"	0.517"	1.000

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

*. Correlation is significant at the 0.05 level (2-tailed).

Source: This Study

Appendix F: Table 4.1 and 4.2 Supporting Demographic Profile of Respondents and Behavioral and Personal Characteristics of Respondent in Chapter 4

Table 4.1: Demographic Profile of Respondent

Profile	Description	Bangkok (n=400)	
		Frequency	Percentage (%)
Gender	Male	186	46.5
	Female	214	53.5
	Total	400	100
Educational level	Under Bachelor Degree	96	24.0
	Bachelor Degree	269	67.2
	Higher than Bachelor Degree	35	8.8
	Total	400	100
Age	20	27	6.8
	21	35	8.8
	22	28	7.0
	23	20	5.0
	24	20	5.0
	25	22	5.5
	26	32	8.0
	27	29	7.2
	28	25	6.2
	29	25	6.2
	30	26	6.5
	31	23	5.8
	32	35	8.8
	33	23	5.8
	34	30	7.5
	Total	400	100
Income	< 10,000 Baht	46	11.5
	10,000 – 15,000 Baht	106	26.5
	15,001 – 20,000 Baht	108	27.0
	20,001 – 25,000 Baht	59	14.8
	25,001 – 30,000 Baht	58	14.5
	> 30,000 Baht	23	5.8
	Total	400	100

	Student	94	23.5
	Owner of Business	67	16.8
	Hired/employed	150	37.5
	Government Official	42	10.5
Occupation	House wife	9	2.2
	Unemployed	24	6.0
	Other	14	3.5
	Total	**400**	**100**
	20 – 24	130	32.5
Range of Age	25 – 29	133	33.2
	30 – 34	137	34.2
	Total	**400**	**100**

Source: This Study

Table 4.2: Behavioral and Personal Characteristics of Respondent

Characteristics	Description	Gen Y in Bangkok (n=400)		
		Frequency	Percentage (%)	Rank
Have you ever bought OTOP sweets/snacks?	Yes, I have	394	98.5	1
	No, I haven't	6	1.5	2
	Total	400	100	
How often do you purchase OTOP sweets/snacks?	2-3 times per year	144	36.0	2
	2-3 times per month	150	37.5	1
	2-3 times per week	67	16.8	3
	Every day or every other day	34	8.5	4
	Never bought	5	1.2	5
	Total	400	100	
Tech-Savvy	The most exactly	153	38.2	1
	Exactly	96	24.0	2
	Not exactly	48	12.0	4
	Less exactly	42	10.5	5
	The least exactly	61	15.2	3
	Total	400	100	

Family-Centric	The most exactly	156	39.0	1
	Exactly	102	25.5	2
	Not exactly	99	24.8	3
	Less exactly	30	7.5	4
	The least exactly	13	3.2	5
	Total	**400**	**100**	
Achievement-Oriented	The most exactly	67	16.8	3
	Exactly	112	28.0	1
	Not exactly	110	27.5	2
	Less exactly	65	16.2	4
	The least exactly	46	11.5	5
	Total	**400**	**100**	
Team-Oriented	The most exactly	14	3.5	5
	Exactly	61	15.2	3
	Not exactly	78	19.5	2
	Less exactly	197	49.2	1
	The least exactly	50	12.5	4
	Total	**400**	**100**	
Attention-Craving	The most exactly	9	2.2	5
	Exactly	31	7.8	4
	Not exactly	66	16.5	2
	Less exactly	65	16.2	3
	The least exactly	229	57.2	1
	Total	**400**	**100**	

Source: This Study

Appendix G: Table 4.4, 4.5 and 4.6 Supporting Regression Analysis in Chapter 4

Table 4.4: Regression Analysis of Demographic Factors on OTOP Brand Awareness and Perceived Quality

Independent Variables	Demographic Factors on Brand Awareness				
	B	SE B	β	t	Sig.
Constant	3.611	0.261		13.831	0.000
Q13 Female	-0.062	0.071	-0.045	-0.869	0.385
Q14 Bachelor	0.395	0.209	0.271	1.892	0.059
Q15 Age	-0.006	0.009	-0.040	-0.656	0.512
Q16 Income	0.008	0.031	0.017	-0.271	0.786
Q17 Dummy Occupation	0.287	0.152	0.271	1.883	0.060
R^2 Value	0.01			F	0.828
Adjusted R^2	-0.002			Sig.	0.530

a. Predictors: (Constant), Q17 Occupation, Q16 Income, Q13 Gender, Q14 Educational Level, Q15 Age

b. Dependent Variable: Brand Awareness

* Significant at $p < 0.05$

Independent Variables	Demographic Factors on Perceived Quality				
	B	SE B	β	t	Sig.
Constant	3.687	0.228		15.337	0.000
Q13 Female	-0.023	0.062	-0.019	-0.374	0.708
Q14 Bachelor	0.402	0.183	0.315	2.200	0.028*
Q15 Age	-0.004	0.008	-0.029	-0.478	0.633
Q16 Income	0.017	0.027	0.040	-0.629	0.530
Q17 Dummy Occupation	0.284	0.133	0.307	2.135	0.033*
R^2 Value	0.012			F	0.989
Adjusted R^2	0.000			Sig.	0.424

a. Predictors: (Constant), Q17 Occupation, Q16 Income, Q13 Gender, Q14 Educational Level, Q15 Age

b. Dependent Variable: Perceived Quality

* Significant at $p < 0.05$

Source: This Study

Table 4.5: Regression Analysis of Intrinsic Cue on OTOP Brand Awareness and Perceived Quality

Independent Variables	Intrinsic Cue on Brand Awareness				
	B	SE B	β	t	Sig.
Constant	2.101	0.171		12.312	0.000*
Intrinsic Cue: Physical Characteristics	0.439	0.044	0.446	9.952	0.000*
R² Value	0.199*			F	99.040
Adjusted R²	0.197*			Sig.	0.000*

a. Predictors: (Constant), Intrinsic Cue: Physical Characteristics
b. Dependent Variable: Brand Awareness
* Significant at p<0.05

Independent Variables	Intrinsic Cue on Perceived Quality				
	B	SE B	β	t	Sig.
Constant	2.348	0.152		15.493	0.000*
Intrinsic Cue: Physical Characteristics	0.360	0.039	0.418	9.189	0.000*
R² Value	0.175*			F	84.440
Adjusted R²	0.173*			Sig.	0.000*

a. Predictors: (Constant), Intrinsic Cue: Physical Characteristics
b. Dependent Variable: Perceived Quality
* Significant at p<0.05

Source: This Study

Table 4.6: Regression Analysis of Extrinsic Cues on OTOP Brand Awareness and Perceived Quality

Independent Variables	Extrinsic Cues on Brand Awareness				
	B	SE B	β	t	Sig.
Constant	0.748	0.210		3.565	0.000*
Packaging	0.042	0.042	0.047	0.981	0.327
Brand Image	0.156	0.050	0.149	3.134	0.002*
Price	0.207	0.044	0.231	4.703	0.000*
Distribution Intensity	0.143	0.035	0.175	4.153	0.000*
Country of Origin	0.262	0.043	0.296	6.099	0.000*
R^2 Value	0.368*			F	45.952
Adjusted R^2	0.360*			Sig.	0.000*

a. Predictors: (Constant), Packaging, Brand Image, Price, Distribution Intensity, and Country of Origin

b. Dependent Variable: Brand Awareness

* Significant at $p < 0.05$

Independent Variables	Extrinsic Cues on Perceived Quality				
	B	SE B	β	t	Sig.
Constant	1.475	0.198		7.460	0.000*
Packaging	0.055	0.040	0.071	1.387	0.166
Brand Image	0.083	0.047	0.090	1.771	0.077
Price	0.123	0.042	0.156	2.962	0.003*
Distribution Intensity	0.112	0.033	0.156	3.435	0.001*
Country of Origin	0.226	0.040	0.292	5.595	0.000*
R^2 Value	0.267*			F	28.756
Adjusted R^2	0.258*			Sig.	0.000*

a. Predictors: (Constant), Packaging, Brand Image, Price, Distribution Intensity, and Country of Origin

b. Dependent Variable: Perceived Quality

* Significant at $p < 0.05$

Source: This Study

VITAE

Name   Panicha Trakarnudomsuk

Student ID   5410520006

Educational Attainment

Degree	Name of Institution	Year of Graduation
Bachelor's Degree	Assumption University	2010

Scholarship Awards during Enrolment

The "The 60th Anniversary of His Majesty the King's Accession to the Throne" Scholarship Awards from Assumption University during 2007 to 2010