

Brand Loyalty of 'Mae Samarn' Thai Baked Mung Bean Cake, Petch Buri Province

Prathana Eiamsiri¹, Watchara Yisuntes²

^{1,2}Postgraduate school of Business Administration, Kasembundit University, Bangkok
Email address: tos-49@hotmail.com

Abstract— The research on brand loyalty of Mae Samarn Thai baked mung bean cake(Khanom Mo Kaeng), Petch Buri province had objectives to study factors for brand development of Thai baked mung bean cake in Petch Buri province and loyalty level of consumer in Mae Samarn brand Thai baked mung bean cake. It was a quantitative research having personal factor and brand development factor as independent variables; and brand loyalty of Thai baked mung bean cake as dependent variable. Sample for the study was 100 consumers who had purchased Thai baked mung bean cake. Questionnaire was used as research instrument; statistics applied to analyze data were Percentage and Mean; and statistic used to test the hypothesis was Regression Analysis by Linear Regression.

The study revealed that most of the questionnaire respondents were female, 41-50 years, married, graduated with bachelor's degree, working in private company, and earning monthly income of 10,000-15,000 Baht. Their opinion on factors to develop brand for Thai baked mung bean cake showed that the most significant factor was quality with the highest mean, then supporting factors, innovations, consistency, and differentiation respectively. For brand loyalty, significant factors included centrality, accessibility, and confidence in the brand respectively. Hypothesis test found consistency and supporting factors to have relationship with brand loyalty to Thai baked mung bean cake product.

The research suggested that Mae Samarn Thai baked mung bean cake brand owner should focus on developing the brand to achieve brand loyalty of consumers. It can: select materials from quality sources to produce the quality product with standard taste; promote the market by introducing to customers so that they remember the brand Mae Samarn and member card should be promoted; give discount or use cumulative stamps with the customers to redeem for products or premiums in order to persuade repurchasing and spreading the brand awareness by word of mouth.

Keywords— Brand loyalty; Mae Samarn Thai baked mung bean cake.

I. INTRODUCTION

Petch Buri province has long reputation for its famous production of variety of sweets. One type of sweet very well known to tourists who go to Petch Buri province is Thai baked mung bean cake (Khanom Mo Kaeng) with its unique taste. Regarding presentation of the products, there is variety of brands in Petch Buri such as Mae Kimlai, Mae Kimlang, Mae Kimlui, Mae Pin, Phor Kheng, Nanthawan for example and the competition is fierce within the province (Petch Buri Community Development Provincial Office, Business Plan of Local Sweets Group of Petch Buri, 2012).

Researcher, as a member of family conducting the business of producing Thai baked mung bean cake for a long period of time from generation to generation, is interested to do the research on loyalty level of consumer to Thai baked mung bean cake brands in Petch Buri province especially Mae Samarn brand comparing to competitor brands. The study would help to realize loyalty level of consumer for Mae Samarn brand of Thai baked mung bean cake and to set up appropriate marketing plan.

Research Objectives

1. To study factors for brand development of Thai baked mung bean cake in Petch Buri province.
2. To study customer loyalty level of Mae Samarn brand Thai baked mung bean cake, Petch Buri.

Research Hypothesis

Brand development factors have relationship with brand loyalty of Mae Samarn Thai baked mung bean cake.

II. CONCEPTS, THEORIES, AND RELATED STUDIES.

This research had related concepts, theories, and studies as follows.

1. For factors necessary for brand development for Thai baked mung bean cake of Petch Buri, they involved important theory included brand development of Wirot Phootrakul (2000) that concluded 5 elements of brand development which were quality, differentiation, consistency, innovation, and supporting factors. For brand loyalty of Mae Samarn brand Thai baked mung bean cake of Petch Buri, an important related theory was brand loyalty of Kitti Siriphallop(1999) which asserted that brand loyalty measurement for products could be conducted by purchasing behavior and by psychological point of view consisting of 3 parts namely confidence, accessibility, and centrality.
2. Related studies. This research was compatible to that of Wannee Chonnaphasathit (2012) The research on sustainability of SME business: Case study of sweets business in Petch Buri province. It found that supporting factors for sustainable success in sweets business in Petch Buri province was effective management of main duty including production management where all the entrepreneurs paid attention to quality of the sweets as the first priority and this was similar to the research conducted by Chalernsri Wisittheerakul (2005) which was a study of relationship between brand value and business marketing operation results of energy drink industry. Her study revealed that 4 elements of brand equity were at different

levels whereas brand awareness was at the highest level. The result was also compatible with the research of Phiriya Kaewwiset (2011) which studied relationship between brand development and brand loyalty of customers of a commercial bank. His study found that consistency had relationship with brand loyalty of customers of a commercial bank. The other related research was that of Anuchit Sirikit (2007) which studied influences of brand characteristics and brand image on costs of brand of SMEs that found brand characteristics to have the highest level of relationship with brand loyalty variables.

III. CONCEPTUAL FRAMEWORK

From the study, researcher applied brand loyalty theory to set up conceptual framework for the study of brand loyalty of 'Mae Samarn' Thai baked mung bean cake, Petch Buri province as follows

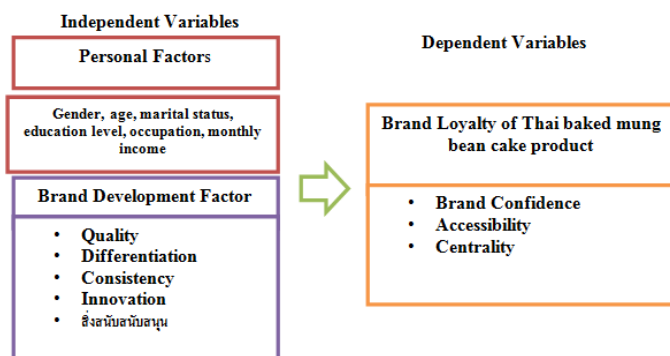


Fig. 1. Shows conceptual framework for the study.

IV. RESEARCH METHODOLOGY

Population of the research was consumers who had bought Thai baked mung bean cake. Sample group was 100 consumers who had bought Thai baked mung bean cake. Samples were randomly chosen by applying Non-Probability Sampling and Purposive Sampling techniques. Samples were 100 customers who came to buy Thai baked mung bean cake in shops in Petch Buri province from October to November 2015 which researcher considered appropriate for this research.

The research on brand loyalty of 'Mae Samarn' Thai baked mung bean cake, Petch Buri province had objective to study crucial factors in brand development. Instrument for the research was questionnaire divided into 3 parts as follows. Part1 contained personal factors of the questionnaire respondents.

Part2 contained factors involved in brand development for Thai baked mung bean cake.

Part3 contained data of opinion on brand loyalty of 'Mae Samarn' Thai baked mung bean cake.

After gathering the questionnaires, researcher processed the data using computer program. Statistics used for data analysis included: descriptive statistics such as Frequency, Percentage, and Mean; inferential statistic was Regression Analysis by Linear Regression.

Table I showing hypothesis testing between brand development factors and brand loyalty of the product with regression analysis by using linear regression.

V. RESEARCH FINDINGS

The research found that mean of brand development factor for Thai baked mung bean cake in each dimension showed that respondents paid their highest attention to quality, then supporting elements, innovation, consistency, and differentiation respectively. Mean of brand loyalty level in the aspect of brand confidence indicated that the respondents gave highest significance to consumers always keep changing brands of Thai baked mung bean cake which they purchased, then consumer would not buy any other brands eventhough their preferred brand is not available in that shop. Mean of brand loyalty level in accessibility aspect showed that questionnaire respondents rated the highest significance to the purchase of their preferred brand of Thai baked mung bean cake from the souvenir shop in Petch Buri province only, followed by consumers would purchase any brand that is available in the shop they can conveniently go to. Regarding mean of brand loyalty level in centrality aspect implied that consumers gave the highest significance to the brand of Thai baked mung bean cake that they feel most attached to their preferred brand, followed by consumer would purchase their preferred brand although other brands are on sale.

Hypothesis test result for brand development factors of Thai baked mung bean cake in Petch Buri province in each dimension showed that consumers focused the most on quality which is compatible with the research of Wannee Chonnaphasathit (2012) that found supporting factor for sustainable success in sweet business in Petch Buri province was effective management of main function that is production. Every shop selling Thai baked mung bean cake gave the first priority to product quality, and this resembled the research of Chalerm Sri Wisittheerakul (2005) which found 4 factors of brand equity to be at different levels. Quality awareness had the highest level of significance than other aspects. The test of relationship between brand development of Thai baked mung bean cake and brand loyalty revealed that consistent taste of the preferred brand wherever bought had relationship with brand loyalty for Thai baked mung bean cake product. This result was similar to the study of Phiriya Kaewwiset (2011) that found consistency to have relationship with brand loyalty of commercial bank customer and also compatible with the study of Anuchit Sirikit (2007) that found brand characteristics to have the highest level of relationship with brand loyalty.

VI. CONCLUSION AND RECOMMENDATION FROM THE STUDY

From the research on "brand loyalty of 'Mae Samarn' Thai baked mung bean cake, Petch Buri province", researcher has come up with the following suggestions.

1. For brand development of Thai baked mung bean cake product in order to achieve customer loyalty to Mae Samarn brand, the entrepreneur has to focus on production

quality through careful selection of good quality raw material and try to maintain the standard taste.

Table I. Showing hypothesis testing between brand development factors and brand loyalty of the product with regression analysis by using linear regression.

Brand Development Factors for Thai Baked Mung Bean Cake		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
(Constant)		2.94	0.55		5.30	0.00
Quality	Brand of Thai Baked Mung Bean Cake that you knew for long time is of better quality than new brands.	0.02	0.04	0.06	0.62	0.53
	For Thai Baked Mung Bean Cake to gain customer confident, it must be certified by nationally accredited agency.	-0.07	0.04	-0.17	-1.63	0.11
	You always pay attention to production and expiry date before purchasing Thai Baked Mung Bean Cake.	-0.09	0.05	-0.19	-1.78	0.08
Differentiation	Package of Thai baked mung bean cake plays important role to make you memorize its brand.	0.00	0.04	0.01	0.11	0.91
	You can remember the taste of Thai baked mung bean cake from each shop which one is delicious or not.	0.03	0.04	0.06	0.57	0.57
Consistency	Brand of Thai baked mung bean cake that you always purchase has consistent taste wherever you buy.	0.12	0.04	0.31	2.77	0.01
	You paid attention to materials and production process of each Thai baked mung bean cake shop before you decide to buy.	0.00	0.05	0.00	-0.04	0.97
Innovation	New style of package with proper size of Thai baked mung bean cake for each time of consumption is desirable.	0.03	0.03	0.10	0.94	0.35
	Thai baked mung bean cake has to be adjusted in taste to be less sweet and this will affect buying decision on such brand.	-0.10	0.05	-0.25	-1.93	0.06
Supporting factors	A clear sign display in front of the shop has influence on your decision to stop to buy the Thai baked mung bean cake.	0.07	0.05	0.15	1.33	0.19
	Impression with seller is important to the decision to buy Thai baked mung bean cake.	0.02	0.04	0.06	0.54	0.59
	Suggestion or word of mouth about the brand of Thai baked mung bean cake has effects on your search for such brand.	0.11	0.05	0.25	2.34	0.02
	Social network medias such as Facebook, LINE, Instagram, etc. have influences on your buying decision of Thai baked mung bean cake.	0.03	0.05	0.08	0.75	0.45

a. Dependent Variable: Mean of Brand Loyalty level.

Note : When Sig. is Asymp. Sig. from the test Sig was $\leq \alpha$ (significance level of 0.05)

- For brand development of Thai baked mung bean cake product in order to achieve customer loyalty to Mae Samarn brand, the entrepreneur has to communicate through appropriate media to encourage repurchase and spread the word of mouth as well as applying member card system, discount or cumulative stamp/points for the customers to redeem for the products or for premium. This should encourage repurchase and spreading of positive

word of mouth about 'Mae Samarn' Thai baked mung bean cake product continuously.

VII. ACKNOWLEDGEMENT

This independent study of brand loyalty of 'Mae Samarn' Thai baked mung bean cake, Petch Buri province has been accomplished with courtesy and cooperation from many individuals. Researcher feels obligated to Associated Professor Sutham Phongsamran for being the Chairman for the thesis

committee and all the committees for their provision of advice, guidance, and solution to problems that occurred with kind intention. Besides, researcher feels grateful to Assistant Professor Ing-Orn Tanphan and Dr. Watchara Yisuntes for their crucial importance to this research paper as advisor who sacrificed their time in guiding and advising until this research finally came out successfully. Finally, if this independent research paper would be useful to anyone, researcher would like to pass the goodness and compliments to all the persons mentioned above. If there is any mistake in this independent study, please accept a kind apology from the researcher.

REFERENCES

- [1] K. Siriphallop, "Building brand equity," *Business Administration Journal*, Thammasat University, 81, 1999.
- [2] C. Wisittheerakul, "Relationship between brand value and business marketing operation results of energy drink industry," MBA Thesis, Suranaree University of Technology, 2005.
- [3] N. Thamma and the others, *Marketing management*, Bangkok: McGraw-Hill Publisher, 2009.
- [4] P. Kaewwiset, "Relationship between brand development and brand loyalty of customers of a commercial bank," MBA Thesis. Bangkok: Graduate school, Silpakorn University, 2011.
- [5] M. Thamnong, "Measurement of brand loyalty of consumers in chiang mai province: case study the pizza company and pizza hut brands," MBA Thesis. Chiang Mai: Graduate school, Chiang Mai University, 2007.
- [6] W. Chonnaphasathit, "The research on sustainability of SME business: Case study of sweets business in Petch Buri province," *Journal of Industrial Promotion Department*, 54th Year of edition, 2012.
- [7] W. Suriyaphiwat, "Modern business research," Bangkok: Chulalongkorn University, 2013.
- [8] W. Phootrakul, "Power of brand—additional value and sustainable growth," 2015.
- [9] Siriwan Serirat and the others, "Modern marketing management," Bangkok: Diamond In Business World, 2009.
- [10] A. Sirikit, "Influences of brand characteristics and brand image on costs of brand of SMEs," *Journal of Commerce –Burapha Review*, 3rd Year, vol. 1, 92-111, 2007.
- [11] D. Aaker, *Building Strong Brand*, London, The Free press, 1996.
- [12] P. Kotler, *Marketing Management*, 11th ed. Upper Saddle River, NJ: Prentice-Hall. McGraw–Hill. New Jersey: Prentice-Hall, 2003.