

Title: The Perception of “Brand Sense Dimension” and Brand Loyalty towards “Doi Kham” Products of the Royal Project Foundation.

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### Abstract

The objective of this research is to study “Doi Kham” product consumers’ purchasing behavior, perception of brand sense dimension, and brand loyalty, and to study the relationship between the perception of brand sense dimension and the brand loyalty of “Doi Kham” products. The survey method employed questionnaires of 768 “Doi Kham” consumers in Bangkok and Chiangmai. Data were analyzed by t-test and One-way ANOVA and relationship testing by Pearson’s Product Moment Correlation Coefficient. The result is as follows:

1. Most consumers are single female, who are teachers or students, aged between 20-29 years old, have bachelor degree, earn 10,000-19,999 baht per month, and live in Bangkok.

2. Most consumers purchase winter vegetables and preserved products at Doi Kham shops, 2-3 times per month. They have purchased for more than six years, to use or consume them at home.

3. Consumer’s perception of “Doi Kham” taste is the greatest whereas that of “Doi Kham” sight is the least. Most “Doi Kham” consumers perceive the name “Doi Kham” to be a high quality brand primarily associated with the Thai King. Secondarily with good taste, and thirdly with benefit to health.

4. Most “Doi Kham” consumers are very loyal to the “Doi Kham” brand. When asked whether they will buy other products instead of “Doi Kham” when “Doi Kham” is not available, they expressed only moderate brand loyalty.

5. Consumers who have different gender, age, income, occupation, marital status and place of residence have significantly different perception of brand sense dimension of “Doi Kham” products. They have different perceptions of sight, taste, sound, and touch but not smell of “Doi Kham” products. On the other hand, perception of brand sense dimension is not significantly different between consumers with different levels of education.

6. Consumers who have different age, income, marital status, and place of residence have significantly different brand loyalty of “Doi Kham” products. However, consumers who differ in gender or level of education don’t significantly have different brand loyalty of “Doi Kham” products.

7. The perception of brand sense dimension is significantly correlated with the brand loyalty of “Doi Kham” products at level 0.01.