EFFECT OF BRAND IMAGE AND SATISFACTION TOWARD THE BUYING BEHAVIOR OF KHAOTAN (RICE CRISPY) CONSUMERS IN MUANG LAMPANG DISTRICT, LAMPANG PROVINCE, THAILAND

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Abstract - The purpose of this research was to study the opinion levels of brand image, satisfaction and buying behavior of Khaotan (Rice Crispy) consumers,. and to study the effect of brand image and satisfaction toward the buying behavior of Khaotan (Rice Crispy) consumers in Muang Lampang district, Lampang province. The sampling group was 332 Khaotan (Rice Crispy) consumers in Muang Lampang district, Lampang province. The research tool was in questionnaire format and applied statistics in data analysis, i.e. descriptive statistics to find the percentage, average, standard deviation and inferential statistics with multiple regression technique. The outcomes of research revealed that the majority of questionnaire respondents was female in gender, with average age group between 41-50 years old, with married marital status, with under graduate educational level, with profession as government officer and State enterprises and followed by entrepreneurs and student, with the objective of buying products as gifts or souvenirs, with mainly buying from general souvenir shops, with satisfaction on Khaotan (Rice Crispy) with water melon sauce and by having opinion toward brand image, satisfaction and buying behavior at high level on all factors. The outcomes of multiple regression analysis revealed that brand image had highest effect toward buying behavior and followed by satisfaction had effect toward buying behavior of Khaotan (Rice Crispy) consumers.

Keywords - Brand Image, Satisfaction, Buying Behavior

I. INTRODUCTION

Now business changes very quickly according to globalization, environmental context and the changing competitive status whether in economic, social, politics, technology and knowledge body coupled with the rapidly changing consumer's wants and expectation towards goods and services. Under various data and information, the consumer has knowledge and understanding towards goods and services more and sensitive towards prices because human lives have less time following the rush of present day society so they want more comfort and convenience, better products and services with quality guarantees, more customized goods and services with privileges including cheaper goods and services. So the business operators need to adapt to the changes of target customer behavior. Old and successful marketing strategies in the past cannot be used effectively now. Business operators and marketers need to find new strategies that can respond to the needs and wants of the customers and create the difference above the competitors so the business has a long term competitive edge.

Business competition has been severe continuously so goods and services need to be developed to create competitive edge and competitive difference. Developing product and service with a difference has its limit at the same time communications aimed at the consumer to learn the outstanding benefits of the goods and services of many competing products by so many business operators confuse the consumer and the consumer cannot differentiate the difference of the product so consideration to choose the goods and services depends upon the trademarks. Trademarks have important roles in building attitude and confidence in the consumer towards the merchandise and the merchandise's own organization and regarded as an important factor in the market management that needs to plan strategies to specify the product position and communicate correctly to the target group. Building strong brand is important in creating competitive advantages in present day business [1].

Consumer buying behaviors are beneficial for planning to create image completely of the operators. Brand image consists of the following factors: 1) Image concerning the qualifications of the trademark for cognitive, familiar and easy to call towards the symbol of the trademark 2) Benefits of the goods under that trademark such as capacities in working or convenience in using 3) Value in the viewpoint of worth that the buyer compares perceived benefits with the amount used to buy that product though it may just be the want for happiness or acceptance by others from using that product 4) Image concerning the personality of the user which means showing treating others in the society and community and 5) Image concerning culture [2].

However the Khaotan enterprise operators have given importance in creating strong brand image to build trust and confidence in the consumer but some operators have not built sufficiently attractive brand image in the eye of the consumer. The products had

no specific identity affecting insufficient consumer's satisfaction and finally the product buying behavior decreased so it became the reason to study the brand image and satisfaction affecting the buying behavior in this study.

1.1 Research Purposes

1. To study brand image, satisfaction and buying behavior of rice crispy of the consumer in Mueang Lampang district, Lampang province.

2. 2.To study the brand image and satisfaction affecting the buying behavior of rice crispy of the consumer in Mueang Lampang district, Lampang province.

1.2 Research Limits

In this research, the authors specified limits in 4 sides as follows: (1) Content Limits emphasizing concerned variables according to literature review in 3 parts i.e. 1) Brand Image 2) Satisfaction and 3) Buying behavior (2) Population Limits The consumer who bought rice crispy in Mueang Lampang district, Lampang province. Because there were many consumers who bought rice crispy and could not learn the true population, the authors used the method to calculate the size of the sample group in the case of not knowing the population according to the criteria specified by [3]and got the size of the sample group as 400 persons (3) Time Limit of 6 months starting October 2014 to March 2015 and (4) Area Limit as Mueang Lampang district, Lampang province.

II. LITERATURE REVIEWS

The authors reviewed related ideas and theories in the following details.

2.1 Brand Image

Says brand image is the words, symbols or format specified by the operators or entrepreneurs intending to show the goods or services of one seller or one group different from the competitors. Under the law of trademarks, the seller has the right to use the created trademark continuously which is different from patent or copyright that has the period to expire. A good trademark must have specific characteristic and difficult to imitate by the competitors so the consumer remembers and trusts so it creates sustainable competitive edge for that particular goods or services. [4]

2.2 Satisfaction

Concludes that satisfaction is an important factor that helps to finish the work. If it is concerned with services, apart from the business operator needs to make the service workers satisfied in their work, it is also essential to make the service users or customers satisfied. Because the growth of the service business has an indicator that is the number of the service users so smart executives should really study many factors making satisfaction for both service providers and service users.[5]

2.3 Buying Behavior

Buying behavior is the decision of the consumer on the basis of differences of needs, wants and desires as the merchandise maybe cheap or expensive. Sometimes there maybe complexity in buying because the buyers are related to the merchandise so there are needs of thinking and reconsideration before making a buying decision because the buying behavior of the consumer has a different level of relationship with the merchandise differently between trademarks of different brand of that merchandise.[4] After synthesizing related variables, the framework for research and hypothesis is as follows:

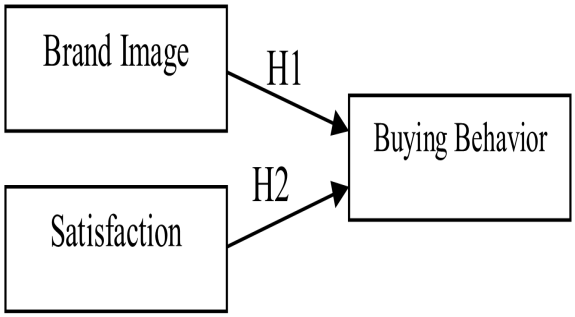


Fig.1. Research Framework

H1: Brand image affecting buying behavior
H2: Satisfaction affecting buying behavior
Research Methodology
This study researched from related documents, textbooks, researches and information to construct a questionnaire and guideline in the operations of data collection and analysis as followed:

1. Studied related theories, ideas and researches concerning brand image and satisfaction according to Morse's Theory of Satisfaction [5] and buying behavior after that extracted related variables to be used as the research framework.

2. Research Tool: a questionnaire divided into 3 parts as follows:
   - Part 1 Demographic Information of the respondents such as sex, age, levels of education, occupation, marital status, monthly income and buying place.
   - Part 2 Questionnaire concerning brand image, satisfaction and buying behavior of crispy rice in Mueang Lampang district, Lampang province.
   - Part 3 Open-ended questions for other suggestions.

The questionnaire was a 5-level rating scale according to the guideline of [6] 5 meant the most and 1 meant the least.

Used the improved questionnaire to try-out with a sample group of 30 persons to analyze for the quality of the tool, the reliability and confidence of the tool. Conclusion of the try-out of the brand image variable had the overall confidence value =.892; Satisfaction had the overall confidence value =.897; buying behavior had the overall confidence value =.856 then collected data from the sample group totaled 400 persons and the value of alpha coefficient of all the questionnaire as suggested by [7] to be at least .70 and finding the discriminant power using item-total correlation technique that the value of r should be at least 0.30 [8]. The overall alpha coefficient of brand image was .865; the overall satisfaction value was. 919 and the overall buying behavior value was .915.

3. Data Collection: The authors collected data from the customers who bought crispy rice in Mueang Lampang district, Lampang province in 1 month and received returned questionnaire from 332 persons or 80.50% by asking individually. After checking for the completion of all the questionnaire, the authors analyzed the data using descriptive statistics for percentage, frequencies, means, standard deviation and using referral statistics to analyze with the technique of multiple regression analysis.

III. RESULTS

Part 1 General Information of the Questionnaire

Most of the consumers of crispy rice were between 41-50 and 31-40 years of age; most had a bachelor degree followed by an associate degree; most had their own business or worked for state enterprises, company staff/workers and government officials; the marital status of single and married shared similar ratio with the monthly incomes between 20,001-30,000 Baht and 15,001-20,000 Baht respectively.

Reasons for buying were mostly as a souvenir followed by consumption and as snack. The consumers bought crispy rice from general souvenir shops and crispy shops at the bus station in similar ratio while the last group bought from other grocers.

The satisfaction for crispy rice with water melon sauce was the highest followed by Khun Manee brand and Taweepan with similar ratio. The most popular brands were Warisara brand, Buntawee brand and Nong Mind brand respectively.

Part 2 Data analysis concerning brand name, satisfaction and buying behavior of crispy rice in Mueang Lampang district, Lampang province found that the overall opinion of brand image had the mean of 3.94 with the standard deviation of .56; The overall mean of satisfaction was 3.88 with the standard deviation of .60 and the overall buying behavior of every factor had the opinion level of high level.

Table 4 Showing the results of multiple regression analysis by the method of Enter with the independent variables of brand name and satisfaction.

Independent Variable	Buying Behavior					
	Regression - Coefficient	Standard deviation	t	p-value	Co linearity Statistics	
					Tolerance	VIF
Brand Image	.528	.466	10.713	.000	.460	2.172
Satisfaction	.470	.441	10.133	.000	.460	2.172
F= 409.428 p-value = 0.00[a] $AdjR^2$ = .712 R = .845[a]						

From Table 4, conclusion of Hypothesis 1 testing with the independent variables of brand name and satisfaction affecting buying behavior.

Results of Hypothesis Testing found that brand name had the highest influence over the buying behavior of crispy rice with the value of coefficiency regression =.528 and standard deviation =.466 followed by satisfaction affecting buying behavior of crispy rice with the value of coefficiency regression =.470 and standard deviation =.441 that supported the hypothesis at the significance level of 0.05.

CONCLUSION

Brand image affected buying behavior the most because brand image is inside the mind of the consumer concerning that goods or services positively including having good impression, loyalty and can be a quality representative of that product as in the research of [9] who concluded that brand name was a symbol that made consumer have feeling towards that symbol in trust, confidence, experience and relationship that could create impression to the consumer and finally led to the buying behavior and affected the increase of market share of the business.

It is related to the idea of [10] that says brand image is the picture of trademark in the mind of the consumer or the feeling relationship of the consumer because the brand image is related to the emotion and feeling of the consumer apart from the utility or benefits of the merchandise it also shows the image of the consumer because using that goods indicates the self of the user that he or she want others to see as a person with that good image.

It also related to the research by [11] who studied the package of crispy rice in the One Tambon One Product project that had the objective to design the package for crispy rice for the project One Tambon One Product for Highest Benefits of the Community that could be used truly in creating identity or brand name.

Followed by satisfaction affecting the buying behavior of the product because if the consumer has no satisfaction whether at any level, it affects the decision of buying behavior that finally makes business operators operate the business successfully. Because business growth indicator factor is the

number of the users of the service or the buyers of that product continuously . The same as the ideas of [12]that said satisfaction was the feeling after buying or receiving the service resulting from comparing the perception of working of the service providers or the merchandise effectiveness with the expectation of customer service. If the result of the merchandise or service is lower than expectation of the customer or making the customer impressed. The service providers must make the product different from the competitors'. One of the importance of creating difference of service business is to keep the level of service above the competitors by providing quality service as expected by the customer.

In conclusion, satisfaction is the feeling of the customer towards the goods and services that can be measured and the result of satisfaction is from seeing and perceiving from sales and repeat buying comparing to own expectation to receive if the goods or services can answer the needs and expectation. The customer becomes satisfied but on the opposite, if the goods and services cannot respond to the customer's expectation, the customer will not be satisfied and will affect that goods and product severely. So it can be said that satisfaction is the main key leading to buying behavior or not in the future and repeat buying because the consumer has satisfaction in the goods and services then become loyal to the product and finally tells others about it and repeat buying.

RECCOMMENDATION

The study found that brand image is the most influential but the customers have different needs and wants so the business operators should give the importance in creating a strong brand image which will finally affect the sales of the business. Suggestions for the persons who want to continue doing the research should analyze the issue of buying behavior of the consumer that affects the competitiveness of the business operators under the context of globalization.

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