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| Dissertation Title | The impact of brand development on the performance of Thai SMEs |
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ABSTRACT

This research will identify the significance of the SME sector and its contribution to Thailand economic development. It will provide guidelines for building stronger SMEs through brand development and ensure effective resource use. This research establishes empirical evidence that branding can explain SME performance by differentiating themselves from their competitors.

Many SMEs already believe that branding is an important success factor. The purpose of this study is to demonstrate a relationship between branding and SME performance. This will help business entrepreneurs to see the benefits branding bring to their business.

The research designs the questions which include three main categories. First set of questions related to brand building activities done by SMEs. The second set deal with customer relationship management (CRM) activities that SMEs interact with their customers. Lastly third set of questions ask SMEs about their customer perception toward brand identity both symbolically and functionally. Total of four hundred surveys sent out to SME all over Thailand and from all sectors that passed all the criteria set by Thailand Ministry of Industry. From four hundred the researcher received 177 returns for secondary data gathering and analysis.

The secondary data analysis focuses on the average sale of those 177 SMEs from year 2009-2011 (average 3 years). The audited data came from Ministry of Commerce and sales result helps to establish the relationship between brand building activities,

CRM and brand identity with SMEs performance. Researcher use regression analysis to analyze the information and the result is forty percent (40%) of average sales can be explain by branding with additional background information such as number of years in operation.

Researcher significant is an ability to quantify the impact of branding to the performance of Thai SMEs. The factors included in the analysis can be use as guideline to Thai SMEs brand development process in the future. It is very important to understand these factors that matter so they can use the information to complement and enhance their brand. SMEs then can align their values and behaviors with the brand desire value and ultimately matched with customer values.

Keywords: Brand Impact, Brand Development, SMEs Performance, Brand Attributes