

54501301 : MAJOR : (HOTEL AND TOURISM MANAGEMENT) INTERNATIONAL PROGRAM
KEY WORD : BRAND EQUITY, BRAND AWARENESS, BRAND ASSOCIATIONS, PERCEIVED
QUALITY, BRAND LOYALTY, BRAND RELEVANCE, HOTEL, SERVICE,
BANGKOK, THAILAND
KIM KALANON : HOTEL BRAND EQUITY - A CASE STUDY OF DUSIT THANI BANGKOK.
INDEPENDENT STUDY ADVISOR : DR. ARDIPORN KHEMARANGSAN, Ph.D. 65 pp.

In an increasingly competitive environment where it is becoming more and more difficult to differentiate between products and services, branding remains a truly distinct source of competitive advantage.

This paper explores the literature on brand equity and proposes a new model for understanding the construct. In particular, the paper focuses on customer-based brand equity, which refers to the perceived added value that a brand brings to a product. Customer-based brand equity can be derived from purchase preference, consumers' willingness to pay a price premium and consumers' perceptions of superior quality associated with the brand.

According to previous research, consumer-based brand equity is a construct of brand awareness, brand associations, perceived quality and brand loyalty. This paper proposes a fifth dimension of brand relevance.

The proposed five-dimensional model is tested using a case study of Dusit Thani International, a luxury hotel brand based in Bangkok. Following the analysis, some management recommendations will be discussed regarding how to manage brand equity and maximize a brand's potential.

