

**A STRUCTURAL EQUATION MODEL OF VARIABLE INFLUENCING
CORPORATE BRAND EQUITY IN THAI BOXING
ENTERTAINMENT BUSINESS SECTOR**



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Thesis Title	A Structural Equation Model of Variable Influencing Corporate Brand Equity in Thai Boxing Entertainment Business
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ABSTRACT

When it comes to sponsoring a sporting event, the sponsor must consider the return on brand equity that the target audience would notice, to establish a memorable and valuable brand for the firm. Sponsors need to be aware of the factors and methods that will enable sponsorship to have a positive impact on brand value most cost-effectively and profitably. At present, in addition to direct brand awareness of the customer group, the group of customers will also gain awareness of the brand value through various marketing activities through online media, and creating a brand experience for the target customer group. The objective of this research was to study factors influencing the corporate brand that supports Thai boxing in an entertainment format. The sample of this study was 170 respondents from the population who watched, followed the Muay Thai Fight, and followed Thai Fight news via the social media of Thai Fight. Data collection was done by using online questionnaires to Thai Fight Fanpage's followers. Data analysis used Structural Equation Modeling (SEM) to find the influence of Communitization, Social Media Marketing and Brand Experience on Corporate Brand Equity in Thai boxing entertainment business and The Cronbach's Alfa reliability test of the study's average value of the correlation coefficient was found to be 0.985, therefore, the results were deemed to be highly reliable. From the research results, it was

found that Communitization had a significant direct influence on Social Media Marketing and Brand Experience at the significant level of 0.01, and Social Media Marketing had a significant direct influence on the Brand Experience at the significant level of 0.01 Evaluating Measurement Model Fitness AMOS provides a set of indices that demonstrate the goodness of fit. In this study, Chi-Square results are 2.599, Good Fitness Index (GFI) is 0.848, Adjusted Goodness Fit (AGFI) is 0.767, Comparative Fit Index (CFI) is 0.953, and Bentler-Bonett Normed Fit Index (NFI) is 0.927. From the aforementioned results, the criteria showed that the structural equation model in this study was fit with empirical data.



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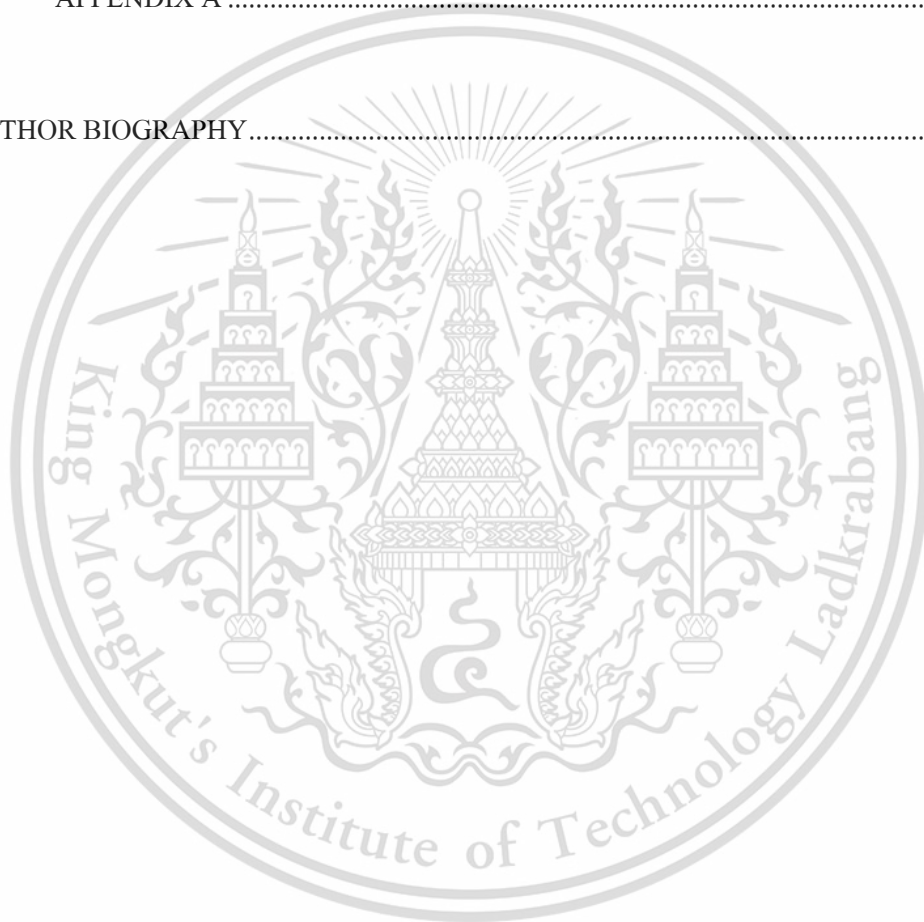
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CHAPTER 1

INTRODUCTION

1.1 Background and Significance

This research is to support activities to create brand equity for products and services of companies that operate large business sectors, including large enterprises or government organizations, to the company's target customers, a large amount of capital is used to make sponsorship decisions through advertising, sponsorship of events including sponsorship through sporting events, as seen in large-scale global sporting events such as the 2018 World Cup 21 held in Russia, from June 14 to September 15, 2018. The value of the sponsors of the competition totals THB 51 billion (Longtunman, 2018) with sponsors to organize the competition. FIFA has divided its sponsorship levels into three levels: partner level, officially referred to as the main sponsor: Coke, Adidas, Kia / Hyundai, and Visa, Qatar Airways, GAZPROM, an energy company from host Russia, and from China WANDA GROUP, which most people don't know about because it's a very diverse company in the 'Cultural Business' category, the movie business, children's theme park business, travel business group and the last group are 'sports businesses'. In addition, businesses in the real estate, finance, and corporate management sectors have businesses both in China and around the world, ranking Fortune 500 (Swaddikiat Phongsak, 2017). Moreover, there are five secondary sponsors, three-fifths of which are Chinese products: HISENSE (appliances), VIVO (the fourth-largest sales mobile phone in the world), and finally MENGNIU (beverage business, especially dairy products). The World Golf Championship - PGA European Tour, sponsored by leading companies including Master Card, FedEx, HONDA, CIMB, Thai Beverage, Adobe, AVIS, BMW, Mercedes Benz, Toyota Corporation. It has large companies sponsoring ads and sponsoring numerous competitions in very high-value sponsorship money. For entertainment Muay Thai sports such as Muay Thai Fights, it is a Muay Thai boxing competition with many followers both Thai and foreign, with large companies sponsoring advertisements and sponsoring a wide range of

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competitions such as Thai Beverage Public Company Limited, Isuzu (Thailand) Co., Ltd., Government Savings Bank, PTT Public Company Limited, ICP Public Company Limited Manufacturer and distributor of flying horse fertilizer, Thai Life Assurance Public Company Limited, Asoke Dermatology Hospital, and includes the Tourism Authority of Thailand. It is a large company and agency that is interested in sponsoring advertisements and supporting the promotion of Muay Thai Fights, which is firmly hoping to create a memorable and well-known image of the company's brand values and wants customers to recognize the company's brand value, which represents the company's products and services that always remind consumers of its goals (Thai fight, 2021).

Muay Thai Fights are organized by applying the art of Muay Thai with 5 rounds, the red and blue corners are divided into only 3 rounds and transformed into black and white corners (Athitaya, 2013) and the emphasis is on the application of Muay Thai mae mai art and focusing on martial arts and entertaining spectators to modify modern fighting ceremonies and turn the venue to various landmarks to promote community tourism and tourist attractions

Muay Thai Fight has many followers. Thai Fights has adopted social media marketing to create value for Thai Fight brands, which can be linked to Thai Fight products and services such as Muay Thai Fights, Muay Thai Fighters, boxing products, boxing camps, hotels, shopping malls, credit cards, consumers to realize the value of the brand and recognize the brand. In the grouping of people who like one thing in common and have exchanges of knowledge, comments, proposals, recommendations between members of the group. Consumer integration can be a grouping of consumers themselves because they prefer goods and services, or the company has organized integration activities. This group has created cooperation in presenting ideas for the development of products or services and social activities for people in the community to participate (Kotler, 2011). Companies that will succeed must understand the fact that from the day count, consumers will love collaborating, creating, liking communitization, and creating more character buildings. Nowadays, technology not only connects but drives countries to consolidate their business in the global era. It also connects and drives consumers to turn to communitization. The concept of

Communitization is closely related to the concept of race in marketing, Seth Godin explained in the

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tribes book that consumers want to connect with consumers together, do not want to be directly related to business companies. Business companies that want to stay in the flow need to meet their needs and help consumers in the community stay in touch. Seth Godin concluded that a successful business requires the help of people in the community. Susan Fournier and Lara Lee wrote in the book *Getting Brand Communities Right* that consumers may gather in the form of Pools or Webs or Hubs. Consumers within the same pool share the same values, even if they rarely get in touch. The medium that connects these people has a belief and popularity towards the brand. This kind of community is a popular group of people, like the brands that the company should keep, and the consumers on the Website are the people who are constantly communicating. It is a social media group that uses social media as a one-to-one relationship with fellow members. At the moment, consumers who are in Hub are different. This group of people often name, like, and follow the movements of famous people or people they like and gather as loyal fans. This type of community arrangement is consistent with what Godin explains that consumers of this era may have a connected relationship with consumers through a Website or social media, or are passionate about following their favorite people or leaders through hubs or having certain pool ideas. Both Godin and Fournier and Lee agree that these communities are staged not for business purposes but in providing services to single community members. Therefore, the company should be aware of the truth in this clause and contribute to the service to all members of the community.

A marketing communication tool that can reach today's customers well is online marketing materials, where combining groups of online media users for convenience, speed and reaching an audience is to create social media, which is a virtual society online. Therefore, social media marketing is essential to be a gathering place for online users to create social media together (Neti, 2011). Where the company communicates social media marketing to an audience and is effective in terms of methods. There are many platforms for the duration and value of investing in proper marketing by social media marketing, including Facebook Fan Page, YouTube Channel, Twitter, and Instagram is more or less popular depending on usage characteristics, ease of access, regions, or age range of social media users. When access and integration occur, many people share the same common interests in the same thing on social media. What follows is enormous

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information that cannot be underestimated and it is common for companies to see ways to market from a large number of people on social media. Business operators often use social media to brand, brand awareness, customer communication, informed information, feedback from customers.

Brand Experience is created by differentiating product and customer experience services created by businesses that are important for products and services (Pine & Gilmore, 1998). Customer experience has been used to develop, improve, and increase consumer-selected marketing, a market where consumers choose to shop more according to their personality (Addis & Holbrook, 2001) and delivers real value to customers (Prahalad & Ramaswamy, 2004). Behavioral responses are caused by brand-related stimuli, stimuli from part of the brand design, identity, packaging, communication, and the environment (Brakus et al., 2009). The brand experience requires creating a touch point so that everyone can share their touch points for goods and services. If the experience is positive, it will put pressure on the awareness of the brand value and can cause consumers to be loyal to that brand. Furthermore, social influence is another factor associated with brand value and can occur to members of social groups who can encourage others to rethink their assessments and affect people's thoughts and attitudes in society (Lorenz et al., 2011). Most people take social influence from multiple sources. In addition, The social environment is an important factor in stimulating and helping to make decisions about accepting and encouraging others to use the same goods and services as themselves (Yadav et al., 2013)

Corporate brand equity is a key factor in the success of the product market (Srinivasan, 1979). The brand value is an indication that the product is different from the market and makes the business valuable, unique, different from what is available in the market, which can increase the company's revenue. Budac and Baltador (2013) and Aaker (1996) discusses brand value as a group of assets that are associated with the name and symbol of the brand by increasing or devaluing the value of an organization's existing goods or services. Aaker (1996) explained that brand value is an enterprise property that can create value for the organization and to consumers. Therefore, the revenue generated by brand value can indicate the financial potential of the organization, including the market share of the organization, and directly to customers in terms of brand behavior and

understanding. Therefore, every organization values its brand and finds ways to make its brand memorable and reminiscent of potential customers first.

To clarify, this research study focused on studying the factors and relationships of communitization with a group of people who are interested in Muay Thai Fight activities. People can join social media exchange groups created by Thai Fight Fanpage organizers, including Facebook Thai Fight Fanpage, to exchange information on social media marketing and influence the creation of branding and corporate branding experiences.

1.2 Research Questions

1.2.1 How does Communitization influence Social Media Marketing, Brand Experience and Corporate Brand Equity?

1.2.2 How does the relationship between variables influence corporate brand equity?

1.2.3 What variables have a direct influence, indirect influence, and the total influence on corporate brand equity in the Thai boxing entertainment business sector?

1.3 Research Objectives

1.3.1 To develop causal relationship model of Communitization influencing corporate brand equity in the Thai boxing entertainment business sector.

1.3.2 To study the relationship between variables influencing corporate brand equity.

1.3.3 To study direct, indirect, and the total influence of variables on the corporate brand equity of communitization in the Thai boxing entertainment business sector.

1.4 Research Hypotheses

Hypothesis 1: Communitization has a direct influence on corporate brand equity in the Thai boxing and entertainment business sector.

Hypothesis 2: Communitization has a direct influence on brand experience in the Thai boxing and entertainment business sector.

Hypothesis 3: Communitization has a direct influence on social media marketing in the Thai boxing and entertainment business sector.

Hypothesis 4: Brand experience has a direct influence on corporate brand equity in the Thai boxing and entertainment business sector.

Hypothesis 5: Social media marketing has a direct influence on corporate brand equity in the Thai boxing and entertainment business sector.

Hypothesis 6: Social media marketing has a direct influence on brand experience in Thai boxing and the entertainment business sector.

1.5 Research Benefit

1.5.1 The results of this research will guideline for the companies that want to use sports-entertainment followers as their marketing target to choose the suitable social media to use as an effective marketing communication tool.

1.5.2 The companies that want to use sports-entertainment followers as their marketing target can know the variables that affect branding experiences to be used in creating branding experiences that are recognized by the target audience.

1.5.3 The results could ensure that Thai Fight activities are aware of the impact of social communities on direct and indirect impacts on corporate brands.

1.6 Scope of Research

1.6.1 Content Scope

This research follows statistical research rules and procedures. The researcher made comparable references from related theories and reviewed the literature relating to various variables that are relevant and affecting corporate brand equity in the entertainment Muay Thai business, with relevant variables including communitization, which is an early variable, with social media marketing and brand experience being intermediate variables that affect corporate Brand Equity, which is a variable based on the creation and analysis of tools for statistical experiments to advise on the development and improvement of management strategies to increase competitiveness and use of existing resources to create brand value for organizations of Muay Thai in the entertainment sector.

1.6.2 Variable Scope In this study, variables of interest consists of:

1.6.2.1 Exogenous latent variable is communitization, which consists of 4 observed variables, namely: Respect, Attention, Full responsibility, and Knowledge.

1.6.2.2 Mediating variable is considered to explain the relationship between an exogenous variable and endogenous variable and In this study, the mediator variable consisted of 2 variable:

1.6.2.2.1 Marketing on social media consists of 5 observed variables, namely entertainment, Interaction, Trend Modernity, Customization, and word of mouth.

1.6.2.2.2 Brand Experience, consisting of 4 observed variables, namely, Sensory, Affective, Behavioral, Cognitive Thinking (Intellectual).

1.6.2.3 Endogenous latent variable results from the independent variable, which is Corporate Brand Equity, consisting of 4 observed variables which are Perceived Quality, Brand Awareness, Brand Associate Linkage, Customer Loyalty.

1.6.3 Population & Sample

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The population of this research is incumbent, meaning a small demographic that is part of a hypothetical population in research obtained due to restrictions on manpower and research resources, including those who watch and follow Muay Thai Fights, a fan page of Facebook Thai Fight, which numbered approximately 627,249 Followers.

The sample was selected using an accidental sampling method of 170 samples, which has criteria for determining the sample size is 10 times the number of variables used. In this research there are 17 variables, therefore the sample size is equal to 170 samples (10 x 17). This research has determined the sample which follows and viewers in Thai Fight Facebook fan page. Selected 170 Thai Fight Facebook Fanpages for this research sample.

1.6.4 Time scope

In this research, the period of operation was from May to October 2020.

1.7 Basic agreement

In this research, the population of interest was followers of Muay Thai Fight who are a member of the Thai Fight Facebook Fan Page in the Thai boxing and Entertainment Business Sector.

1.8 Definition of Terms

1.8.1 Muay Thai Fight

A Thai boxing match was applied for entertainment with the creation of social media on online platforms for followers of the competition to talk and exchange information between members of the community. It is a sports event in the entertainment sector that has received attention from both Thai and foreign audiences and large companies are interested to advertise sponsorships and spend a lot of money promoting their Corporate Brand.

1.8.2 Thai Fight Fan

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A group of people who watch Muay Thai Fight and follow the news, history of Muay Thai Fight through various media regularly.

1.8.3 Communitization

Communitization refers to a group of Thai Fight fan pages on Thai Fight's social media platforms that share information and experiences in watching boxing, boxer history and organizing a Thai boxing match between each other, and using Thai Fight's social media platforms.

1.8.4 Brand Experience

Brand experience refers to the creation of an experience through the senses, the senses, the thinking, and the responsive behavior produced by the stimuli that are linked back to the brand. This research means that the company creates brand experiences for “THAI FIGHT FAN” social media users to perceive, feel, think and engage with the company's brand through the brand experience.

1.8.5 Social Media Marketing

Social media marketing refers to online marketing on various channels in the social media world by designing the use of both techniques in accordance and Suitable for our target group. In this study, online marketing tools refer to Facebook as tools to communicate with THAI FIGHT FAN

1.8.6 Corporate Brand Equity

Corporate brand equity refers to the brand value in the image of the company that THAI FIGHT FAN can perceive the difference in values and uniqueness which will make THAI FIGHT FAN think about features, performance, usability brand recognition, and brand awareness of the product and service of the corporate.

1.8.7 Respect

Respect refers to trust, obey and conform to the ideas of community leaders, where group members believe what the person they respect is the leader of the community. That shows the influence of that group on group members

1.8.8 Attention

Attention refer to the members of Communitization: pay attention, follow, and accept what Communitization, acceptance, and recognition are important such as Thai Fight Competition Match, Thai Fight Boxer, Environment relate to Thai Fight Competition.

1.8.9 Knowledge

Knowledge refers to facts, information, and skills acquired by a person through experience or education; the theoretical or practical understanding of a subject. This research refers to knowledge about issues related to the sport of Thai Fight, athletes, events, and related news with communicating and change in groups Communitization of Thai Fight fan.

1.8.10 Full Responsibility

Full responsibility refers to a sense of action, responsibility, ownership, participation, or being fully involved in something. Feeling of love, cherish, and responsible for what the Thai Fight Community likes.

1.8.11 Sensory

Sensory refer to it is the physiological capacity of living beings that provides information for the realization of Human perception, namely the five sensory perception. The perception and awareness of brand experiences in various forms such as shapes, colors, empathy, memory, hearing familiar sound effects.

1.8.12 Affective

Affective refer to describes something that has been influenced by emotions, is a result of emotions, or Expresses emotion. In this research, the collective emotion of the brand experience.

1.8.13 Behavioral

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Behavioral refers to actions or behaviors expressed by Thai Fight, thoughts, or feelings in response to the brand experience.

1.8.14 Intellectual

Intellectual refers to participation in critical thinking, research, and reflection on the brand experience gained by the Thai Fight group.

1.8.15 Entertainment

Entertainment refers to social media (In this research is the Thai Fight Facebook fan page) designed for Thai Fight fans to be entertained attracting attention Create fun to keep the interest of users.

1.8.16 Interaction

Interaction refers to communication or direct relationship between social media users of Thai Fight fan gage together, discussing and changing, interacting, sending information to each other.

1.8.17 Trendiness

Trendiness refers to the extent to which users of online social networks are involved in the latest Internet technology trends. (Social media innovation) is modern in terms of page appearance, design, and functionality.

1.8.18 Customization

Customization refers to social media (Facebook Fan Page) modifications made to suit a specific person or task, such as adjusting the user interface, changing the language, changing the font size.

1.8.19 Word of Mouth

Word of Mount refers to passing information from person to person using verbal communication which may be as simple as telling the time of day. Storytelling is a common form of word-of-mouth communication or sending a message from one Thai Fight Fan to another Thai

Fight Fan on Social Media, where one person tells a story about a real event or a creation to others.

1.8.20 Brand Awareness

Brand Awareness refers to the recognition of Thai boxing match followers who are familiar with the quality or distinctive image of a particular brand of product or service.

1.8.21 Brand Loyalty

Brand loyalty refers to confidence, trust, trust, and pride in choosing a particular brand without choosing to shop in the same line that is another brand because they accept the value which may refer to the emotional, mental aspects. Creating Brand Loyalty is therefore an advanced strategy of marketing. Brand loyalty directly affects the business status. A higher level of customer loyalty leads to a great reduction of marketing expenses. In this case, Thai Fight has a new product or changes the price of the product as needed, loyal customers will never change.

1.8.22 Brand Association

Brand Association refers to the feelings, attitudes of Thai Fight Fan that connect things to the brand, which may be a good feeling or not good It depends on the experience gained from the brand, how reliable it is, how memorable it is. It also means consistency in brand communication.

1.8.23 Perceived Quality

Perceived Quality refers to the impression of excellence a customer receives about a product, organizing a competition or related business resulting from the sight, sound, and touch that Thai Fight Fan has received

CHAPTER 2

LITERATURE REVIEW

The researcher focuses on finding the relationship of Communitization that influences Corporate Brand Equity in the Thai boxing business in the entertainment sector through social media and branding experiences. In this research, the researcher searched the document, textbooks, and related research both in Thai and English and to define and develop a conceptual framework. The researcher divides the literature review into 7 parts as followed:

- 2.1) General information about Thai boxing sports and entertainment business sector
- 2.2) Concepts and theories of communitization and community
- 2.3) Concepts and theories of online social marketing
- 2.4) Concepts and theories of brand experience.
- 2.5) Concepts and theories of the corporate brand equity
- 2.6) Analysis of the relationship between variables.
- 2.7) Summary of literature review

2.1 General information about Thai boxing sport and entertainment business sector

Muay Thai and entertainment business group. Thai boxing is a development of Thai martial arts. With outstanding fighting techniques that use both the mind and body for fighting using parts of the body as weapons for fighting. It is known as a weapon. The nine weapons consist of punches, elbows, knees, feet, and head. If the body is strong and ready to train, it will create a powerful weapon. Thai boxing sports became widespread at the international level during this twentieth

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century. When the Thai boxers can beat other famous fighters At present, The International Amateur Muay Thai Federation (IFMA) plans to push Muay Thai into Olympic sport, and in the year 2014, the United Nations have accepted Thai boxing as a sport of the world community with the signing of a cooperation agreement with the Muay Thai world council and The International Amateur Muay Thai Federation (Sports academic and technology center, 2020)

The history of Muay Thai Began to be used to fight in the olden days which is quite different from Muay Thai used as a sport nowadays. At present, the boxers wear gloves. To prevent danger from occurring Thai boxing is inherited from ancient boxing. Which is divided into lines according to the area with the main sources such as Tha Sao boxing (north), Korat boxing (northeast), Chaiya boxing (south), Lopburi boxing, and Phra Nakhon boxing (central) with the old saying: "Heavy boxing, Korat boxing smart boxing, Boxing Lop Buri Tha Dee boxing, Chaiya boxing. Boxing is faster than Tha Sao boxing." In the old days, there was a school which the boxing school is different from the boxing camp meaning that the boxing school will have the master or the boxing teacher who is well-known and respected to transfer subjects not to be lost (Samran S., 2017). By focusing on transferring only the right students for the boxing camp is a collection of boxing enthusiasts. The purpose is to exchange knowledge to be used in the competition, divided into the bureau of the Royal and the Bureau of the Rat. In some places, there is training with various weapons such as sword, sword, mace, spear, halberd, knife, or another fighting for use in self-defense and warfare, there are both kings and nobles, captains and general villagers. There will be fighting-showdown competitions in temples and festivals, with boxing camps and various boxing offices sending boxers and boxing teachers to compete for prizes - bet Based on equality sometimes in some legends have kings or nobles who specialize in fighting for themselves to join the competition to test their skills. Appearances include King Tiger (Khun Luang Sorasak), King Taksin the Great (who saved his independence from the last loss of the city from Burma), Phraya Pichai Dab Hak, Khru Dok, Muang Wiset Chaichan. When Thailand lost the city to Burma Ayutthaya boxing teacher the name Mr. Kanom Tum Which had been carried away as a prisoner of war boxing with Burma won many times (Muaythaishutter, 2020). Until being able to

demonstrate their versatility valiant of Thai boxing during the late Ayutthaya period, a department of attorneys was established to select and the royal police department responsible for protecting the king and the royal family Have trained in both Thai boxing and wrestling as guest Persian (Iran) (Kanok, 2017). So there are many skilled Thai boxing teachers and had the opportunity to show his fighting skills in the royal court and front of the throne in various festivals continued regularly and it is worth noting that Tak's salvation army plain consisting of boxers and many famous boxing teachers of that era To the point of having established a special force of 3 divisions and Kongkaew Jinda which carried out an important mission to make Thais end their fear of the Burmese army in the battle at Ban Nang Kaew Ratchaburi until may be called "Muay Thai rescue" which, later, Thai boxing was very popular in the early Rattanakosin period. (Raksat, Yangthong, Vichan, & Leanvilai, 2021). The most booming era is during the reign of King Rama V, King Chulalongkorn his highness studied the Thai boxing practice and please organize a boxing match in front of the throne by selecting skilled boxers from different regions come to compete and appointed to have the title also please have the department of education contains the teaching of Thai boxing as a compulsory subject In the physical education teacher training school. There is a regular boxing offering in front of the throne until the reign of King Rama VI. At Suan Suankularb palace both the battle between the boxers with Thai boxing teachers together and the fight between the boxers with a foreign boxing teacher In a boxing match during the reign of King Rama VI during the boxing match (Chinese Kung Fu) overseas Chinese, The names of Mr. Ji Chang and Mr. Yang Han Talay, students of Krom Luang Chumphon Khet Udomsak With a boxing style like Korat boxing which emphasizes elongation, towering, ready to move and receive by focusing on using feet and swinging and later became a model for practicing Thai boxing In most physical education institutions (Tantawan H., 2015). Later in the reign of the 7th era. In the first period, the muay Thai competition used hand wraps with rope. Until Mr. Pae Noble pet boxer from posture Uttaradit province Punch Jia Jia boxer from Khmer with colds death Therefore began to change to wear gloves instead later, rules for fighting began. The origin of the word Muay Thai began in the period after the change of government in 1932 to comply with nationalist policies (Samran, 2017).

In the age of Lieutenant Colonel Suphachalasai Royal Navy, the Director-General of the Department of Physical Education There is a Muay Thai Act. In the past, Thai boxing was known by local eyes such as Korat boxing, Chaiya boxing and including the construction of the first standard boxing arena which is Lumpini Boxing Stadium and the boxing stadium of Rajadamnoen, Dr. Thikamporn Iamrai, has studied and identified important periods of Muay Thai into 4 eras, which is consistent with the history and information of the development of Thai boxing as follows the first period was that in the Muay Thai tradition, it was the story of warriors and soldiers through media performances for military training and rituals of Deva Raja. Entertainment but both of these periods share a common point: see the relationship between Muay Thai and the protection of communities and the nation by the elite. The third period was the Rattanakosin period. Muay Thai is the subject of athletes in this era, with the import of national concepts from the west (Vinai, 2019). But Thai boxing has not been used as a tool for creating a nation. Because it was seen as barbaric use violence the Thai state at that time and chose to use "foreign" to create Thai identity to be comparable to civilized countries such as wearing a hat the present day is the era that Thai boxing is a career that should be watched. There are ongoing media presentations on the boxing media. There is an official competition court. Distributed in various regions have created a Muay Thai course bringing Thai boxing to various daily activities such as exercise entertainment and the Thai state has adopted Thai boxing as a medium for creating Thai national identity because Thai boxing is a medium that can reach many groups of people, and not attached to the ritual or very sacred thus, when trying to compare the comparison between other symbols in creating Thai identity, such as monuments, national flags, government songs, stamps, found that Thai boxing media is open, whether government groups, private sectors can all become manufacturers with a variety of content no need to be formal, as well as viewers, viewers, sports. Thai boxing is distributed locally and abroad. It is considered a proactive manner (Active) able to communicate and interact with each other and still have each type of Muay Thai media whether movie television program organizing Thai boxing sports such as 7-color Thai boxing Muay Thai "Thai Fight" on channel 3, Max Muay Thai on channel 8 and Super Muay Thai on channel 1, Workpoint focuses

on a modern presentation can watch both the domestic audience and foreigners (Thikamporn, 2011).

World boxing tournament "THAI FIGHT" Thai Fight is one of the Thai boxing competitions in the present day that has received a lot of attention from both Thai people and foreigners. It is a combination of Thai boxing and entertainment. Beginning in the year 2010, causing Thai people to turn their attention to Thai boxing which is the martial arts and culture of Thailand and the Thai people, making Thai realize the importance of Thai boxing is the center of the hearts of the Thai people as one It also made history in the Thai boxing industry by organizing the Thai boxing finals for the first time at the Royal horse statue with an audience of more than 80,000 people has been ranked number one and the highest on channel 3's history, not less than 100 million international audiences, worldwide recognized as the best Thai boxing tournament in the world. Foreign countries are requesting to join the competition in more than 40 countries. There are famous international boxers from all over the world to participate which can be seen that Thai Fight is considered as one of the most successful brands in the use of sports entertainment as a marketing strategy. The reason why Thai Fight is so popular Comes from Thai Fight, changing the face of the traditional Muay Thai competition that Thai people have seen to be a sports entertainment Muay Thai competition, which emphasizes the greatness of light, sound and full of effects with spotlight splash through the field with soundtracks creating a buzz for both the boxers and the viewers no different from the world-class wrestling competition that is popular among teenagers or the Japanese boxing competition in the K-One battle, after the establishment of Thai Fight company, received support from Thai TV channel 3 and the first boxing match was held at Indoor Stadium Huamark, capacity 4,000 seats there spend the money for the competition about 100 million baht. The money comes from the support of the big sponsors Isuzu, Yamaha, and PTT, making the first time to organize the Thai Fight in October 2010 see Thai Fight in full seating capacity by being famous both from the sports industry and the entertainment industry come together heavily causing Thai Fight in the first year grand, Grand, impressive that remains to this day When the image of Thai Fight was released in the big market boxing fans, both Thai and

foreign, are aware (Thaifight, 2020). Especially reinforcing the confidence of the organizers and sponsors that is why the fight for Thailand Fight in the years to come. Until 2012, Thai Fight was rated as the best rating or most-watched program during the live broadcast later, Thai Fight in a sporty style entertainment as before, the region has not yet been extended to ASEAN, Asia, and Europe. The event will be held in the form of a festival which will be given to the public in every event, regardless of location. With the company of the King forward company co-establishing contacts in foreign countries bringing Thai fighters to fight in a foreign show and Thai Fight, There are still plans to open a western restaurant, including Thai Fight, Physics Sport, which will include both the treatment of pain and skin care and beautifying directly from a medical professional and there preparing to organize the Thai Fight and open the Thai Fight TV satellite channel as well as planning to build a Thai Fight Kingdom full size on 32 rai of land on Rama 9 Road area. Turnkey shopping center Muay Thai training centers, cinemas, hotels, accommodation, food centers, with a total value of billions of baht. There is also a joint operation between Thai Fight, Thai Television channel 3, True corporation public company limited will bring Thai Fight and business to the Chinese market. Thai beverage public company limited has jointly invested in creating a Thai Fight brand to expand into the international market. Including the ASEAN Economic Community, AEC, European countries, and the United States of America, as well as companies in the Asiatique grill group, will use the Thai Fight cafe to open for service in Asiatique. Ananda Development Group of Companies will bring Thai Fight fitness to service in IDEO condominium, Osotspa group. which is proceeding to invent and develop energy drink formula under the brand of Thai Fright company limited and show DC corp. Ltd.

2.2 Concepts and theories of Communitization and Community

Communitization” is the idea that a solution is designed to allow customization by one or more individuals or groups to meet the wants and needs of a community. In the case of “Protected communitization”, this would allow a design to be customized by an acknowledged community representative who adapts a design for a group of people based on their expert knowledge of the

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characteristics, abilities, and environment of the community they represent. “Public Communications ” will enable everyone to actively resilience in the community in the same way that the community allows participation in forums and chat rooms.”

Communities were traditionally formed geographically based on some shared interests and experiences. The Internet has enabled communities to exist irrespective of physical location to share information and to provide support. The sheer number of charitable and community sites already published has demonstrated that people want to contribute, transact and share information with others whom they regard as being in some ways, similar to themselves. Building an online community has greatly attracted “e-tailers” where product reviews and forums have become part of the common toolset for an e-commerce website. An article from News Factor Network reported that “Users who contribute product reviews or post messages on a site will visit the site nine times more often than not contributors - and will make purchases nearly twice as often”. Even users who do not actively contribute to a site, but read community exchanges are more likely to buy products from that site. However, online communities are not confined to e-commerce sites. In a 2001 survey by the Pew Research Center, 84% of Internet users have contacted an online community, and “many are using the Internet to intensify their connection to their local community. They employ email to plan church meetings, arrange neighborhood gatherings, and petition local politicians. They use the Web to find out about local merchants, get community news, and check out area fraternal organizations. Moreover, there is evidence that this kind of community engagement is particularly appealing to young adults” Therefore online communities exist in many places and are characterized by a social context and shared purpose. Technology supports communication and defines how that communication is conducted. In the History and emergence of online communities, Preece, Maloney-Krichmar & Abras, describe how changes in technology such as email, bulletin boards, and chat rooms have changed the nature of how online communities interact, but the biggest change is the number and types of people who become socially involved on the web. “The Internet provides virtual ‘third places’ (different from home and work) that allow people to hang out and engage in activities with others in, for example, hobby groups, gaming communities, and sports leagues online.” Where online communities already attract a large and growing

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following, it makes sense for governments to utilize the power and popularity of these resources. By allowing a community to adapt government information and services and add them to their sites, the government can tap into an existing user base that may otherwise have trouble navigating to the same services held centrally on an official government site. Allowing services and information to be adapted by a community brings even greater benefits to the individual. The core belief behind the human-centered design is that designs need to be created to match the wants and needs of the users. An interface that has been adapted by people who share the same characteristics, concerns, or common purpose should result in a far better user experience for the users within an online community.

From the literature review, there has been a definition of Communitization as follows table

2.1



Table 2.1 Definition of Communitization

The author	Definition of Communitization
Vanessa Donnelly & Roland Merrick, 2017	The idea that a solution is designed to allow customization by one or more individuals or groups to meet the wants and needs of a community.
Kotler and Kartajaya, 2010	Consumers interact and will always connect with the media social who can be against bonds derived from the relation of one to one among its members and create a base that was stronger between a fan that loyalty.
Susilo and Yulius, 2013	Consumers with lifestyles on certain brands always connected with their communities to create a mutual social into a consumer brands group based on the same. The way that they connected can use the social media, as well as the direct contact on an even, was aimed to promote a joint together
Hitzler/Niederbacher, 2010	One aspect of a subject's horizon of communitization could be that a general sense of belonging is experienced within a family or a group of friends
Weber, 1978	Understood 'Communitization' and 'socialization' as being much more intertwined but as fundamental processes of building up social relationships

From having many educators and scholars defined Communitization concept. The researcher can conclude that Communitization means the gathering of people who are interested in the same subject as having the same passion for discussing and exchanging news, knowledge, ideas, and opinions about things that have common interests.

The communitization according to Kotler and Kartajaya (2010), consumers interact and will always connect with the media social who can be against bonds derived from the relation of one to one among its members and create a base that was stronger between a fan that loyalty. Furthermore the consumers' trust according to Kotler and Kartajaya (2010), means reclaiming consumer confidence is by embracing the so-called new belief system consumers, who are horizontal connected. Consumers currently collect the community itself, will create products and experience them alone, and seek the only character who admires outside their community. But after they find it, they would become vassals of the faithful. Consumers getting appreciate co-creation, communitization, and characters. Important elements that keep it in character building Consist of Respect, Attention, Full responsibility, and Knowledge.

From the literature review, there have been researched studies on the observed variables used to measure. Communitization as follows.

Table 2.2 Observed variable for Communitization

Researcher	Respect	Attention	Knowledge	Full Responsibility
Havidz Aima,Ngadino Surip,Whiheelmus Hary Susilo,2015	✓	✓	✓	✓
Wilhelmus Hary Susilo, Yudi Yuliu,Lili Suryati,2015	✓	✓	✓	✓
Andrea Heep,Mathias Berg & Cindy Roitsch ,2015	✓	✓	✓	✓
Tracy L Tuten & Michale R.Solomon	✓	✓	✓	✓
Wilhelmus Hary Suslio,2016	✓	✓	✓	✓

From the literature review related to the measurement of Communitization by the authors above, 5 observed variables of Communitization can be summarized as follows. Respect, Attention, Knowledge, and Fully Responsibility.

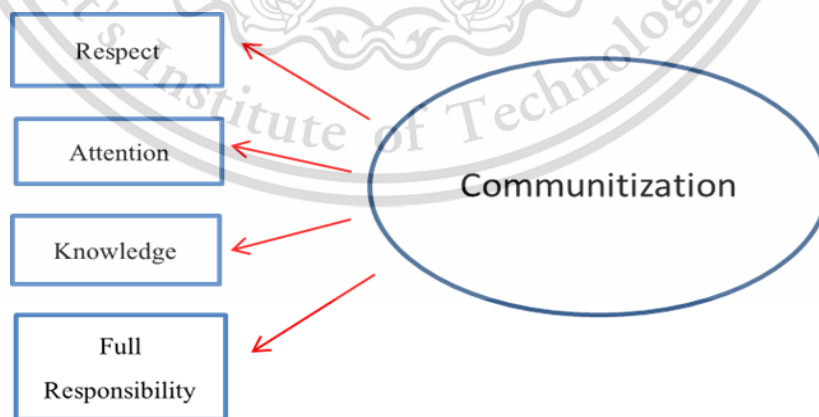


Figure 2.1 Observed Variable of Communitization

2.3 Concept and Theories of Social Media Marketing

Social media is composed of those interactive platforms on the internet, which may be web or mobile-based, that involve user-generated content and their main purpose is social interaction. They often gather people who share common interests. These pages must be interactive; the interaction is bi- or multidirectional. Characteristically the communication on these websites happens as individual people. (Cite 2012; Nations 2012; Turban et al. 2015; Durango 2015,) A social media report published by Nielsen and NM Incite (2012) provides insights into the impacts of social media on consumer behavior, and thus, brand marketing. According to the report, 60% of consumers learn more about a specific brand or retailer through social networking sites, and 63% prefer to read consumer-generated reviews online Research also shows that consumers are more likely to trust the recommendations of their friends and family These findings indicate that social media is becoming increasingly important to consumers in discovering and sharing information about brands and products. Companies, on the other hand, can use this new communication channel in building, promoting, and protecting brands, and engaging with prospective customers

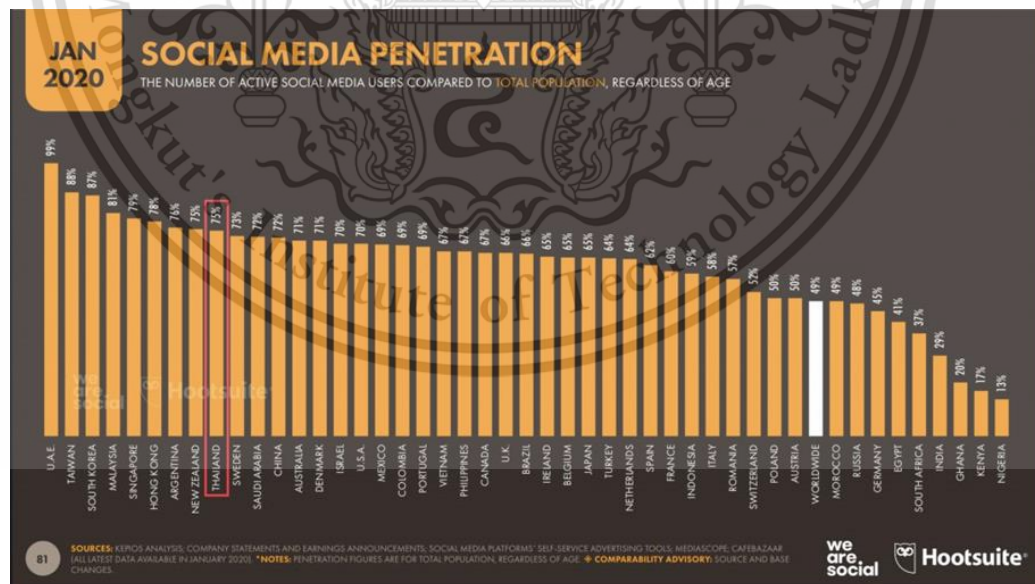


Figure 2.2 Social Media Penetration JAN2020

Source: Digital Marketing Consultancy

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Nowadays, social media marketing has introduced a market system with integrated marketing communication to be an advertisement and broadcast news about products to customers following target groups business owner able to choose to hit the target group send information to small target groups. Check whether your audience accepts or rejects them. tailored to each target group, saving time, having personal characteristics low activity low costs as well as being able to measure also called direct marketing via social media Important for business owner or service is to be able to target customers. Sending news about products or services directly to the target group facilitate salespeople evaluation of the number of interested parties can be assessed and able to collect target group information. It is also important for consumers, for example, can be used as information to make decisions. Resulting in convenience in shopping and creating satisfaction for the target customers, etc.

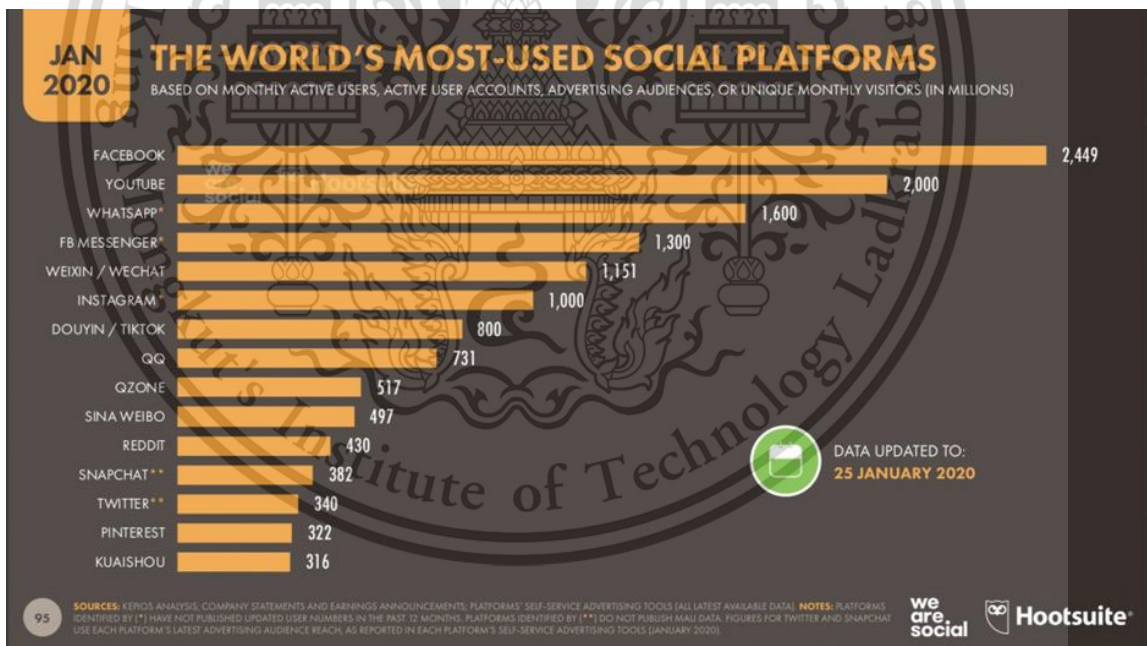


Figure 2.3 The world's most used social media Platform

(Retrieved from <https://www.twfdigital.com/blog/2020/02/global-social-media-usage-stats-q1-2020/>)

Businesses that are suitable use social media.

1. Businesses with high growth rates
2. Small business
3. Businesses that want to reach consumers with specific characteristics

The principle of social media marketing is online marketing through various social media. To reach the popular target group including Facebook, Twitter, which is currently popular social media and when there are places where people gather inevitably is a goal for various businesses reach for marketing one of the strengths of social media is the interaction, discussion, and information sharing. Therefore is a way for a group of friends or groups of people with similar interests. Meeting and share information via social media. makes it easy to reach and be close to the general public.

From the literature review, there have been research studies on the observed variables used to measure Social Media Marketing as follows table 2.3

Table 2.3 Social Media Marketing Observed Variable

Researcher	Entertainment	Interaction	Trendiness	Customization	Word Of Mount
Evans and McKee (2010)			✓		✓
Kim and Ko (2012)		✓	✓	✓	✓
Tuten and Solomon (2013)	✓	✓	✓	✓	
Tugba Orten TUGRUL (2014)	✓	✓	✓	✓	✓
Magaret McCann, Alexis Barlow (2015)			✓		✓

From the literature review related to the measurement of Social Media Marketing by the authors above, 5 observed variables of Social Media Marketing can be summarized as follows. Entertainment, Intellectual, Trendiness, Customize, and Word of Mout.

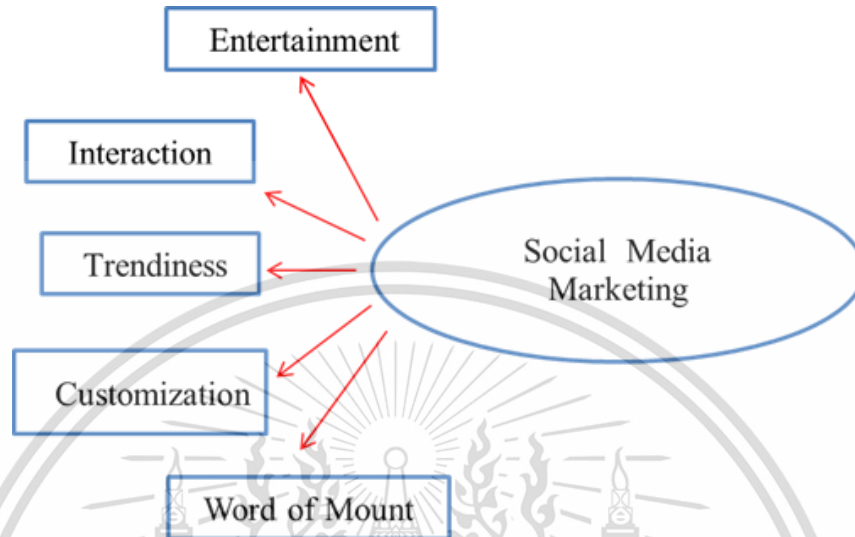


Figure 2.4 Observed Variable of Social Media Marketing

2.4 Concepts and theories of Brand Experience

Brand experience also differs from motivational and affective concepts, such as involvement (Zaichkowsky, 1985) brand attachment (Thomson, MacInnis and Park, 2005), and customer delight (Oliver, Rust, and Varki, 1997). Involvement is based on needs, values, and interests that motivate a consumer toward an object (e.g., a brand). Antecedents of involvement include the perceived importance and personal relevance of a brand (Zaichkowsky, 1985). Brand experience does not presume a motivational state. Experiences can happen when consumers do not show interest in or have a personal connection with the brand. Moreover, brands that consumers are highly involved with are not necessarily brands that evoke the strongest experiences. Hulten (2011) investigated whether firms should apply sensorial strategies that allow them to differentiate and position a brand in the human mind as an image. The brand experience should affect not only past-directed satisfaction judgments but also future-directed consumer loyalty. A greater brand experience not only is associated with familiarity, but also critically affects understanding, enjoying, enhancing,

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and fostering the brand. In addition, Xu et al. (2011) showed that the brand experience can be positively but indirectly associated with relational benefits and that brand familiarity, brand image, and brand personality can serve as mediators in the brand experience. This finding suggests that practitioners should understand customers' perceptions of relational benefits and develop marketing strategies that will result in ongoing relationships with consumers. Brand experience now consists of several dimensions, and regrettably, an agreement is yet to be reached as to which dimensions are more appropriate. Such as the complexity surrounding brand experience increases.

From the literature review, there have been research studies on the observed variables used to measure Brand Experience as follows table 2.4

Table 2.4 Observed Variable of Brand Experience

Researcher	Sensory	Affective	Behavioral	Intellectual
Brakus et al, 2009	✓	✓	✓	✓
J. Jo sko Brakus, Bernd H. Schmitt & Lia Zarantonello, 2009	✓	✓	✓	✓
Skard et al., 2011	✓	✓	✓	✓
Ching – Jui Keng, 2013	✓	✓	✓	✓
Sivarajah Rajumesh , 2014	✓	✓	✓	✓

From the literature review related to the measurement of Brand Experience by the authors above, 5 observed variables of Brand Experience can be summarized as follows Sensory, Affective, Behavioral and Intellectual.

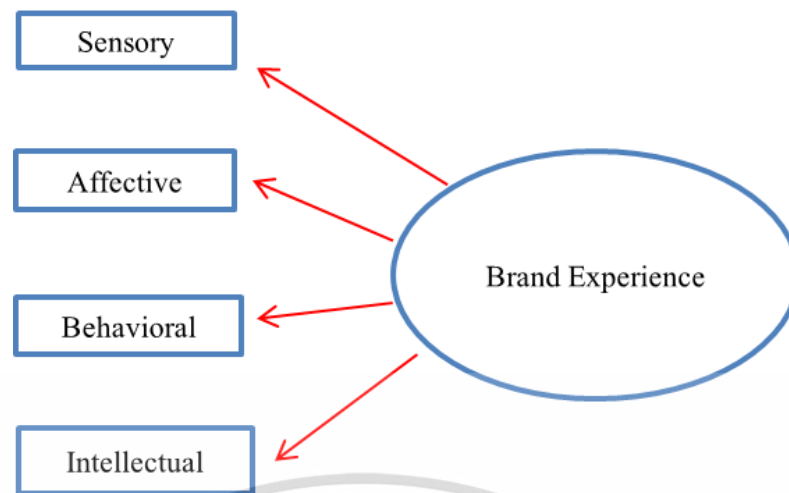


Figure 2.5 Observed Variable of Brand Experience.

Concepts and theories of experience with the Brand experience brand are "creating experiences through senses, feelings, thoughts, and response behaviors. Those are created by stimuli linked back to the brand, including the design and identity of the brand, packaging, communication, and the environment. "Dimension of experience creation there are 4 dimensions of creating brand experiences in terms of products and services. According to Bernd Schmit's theory, 2009 there are 4 dimensions which are

2.5.1 Sensory: The creation of experiences through senses can be done in 5 areas which are touch, sight, taste, smell, and hearing, creating an experience through the senses both 5 There are 3 Physical components, things that can be seen by the eyes, Evidence, Brand, (Element) or People (Service).

2.5.2 Feeling Creating experiences through feelings, which causes customers to feel good for the brand or the feelings of those who use the service. There are 4 parts to the dimensions of Sense and Think which are

- Satisfaction or feeling the satisfaction must know the needs and respond to the point, such as wanting to play with cats, so have to adjust the area and the size of the shop. The personality of the cat is striking.

- Over-expectation or feeling good that exceeds consumers' expectations Giving things that the client did not ask for, such as Onsen, a true fan customer to come and massage in the morning. Staff offer massage services in a private room, which usually costs a fee. But also have to look at the suitability of our shop as well and see if customers have needs and whether or not
- Impression or impression, such as Petxi Limo impress with employees. Discussions and exchanges opinions with customers just understand and deliver understanding to customers.
- Engagement or feeling a part of a brand, for example, the Phra Nakhon hotel lying with friendly service that makes customers feel like staying in our home, not as a guest In which relationships are building various activities

2.5.3 Awareness (Think) creating an experience through awareness or thought Is communication to stimulate consumers to be aware and think about their problems that occur And causing consumers to think and see the importance of products or services in solving problems

2.5.4 Behavior, creating an experience and causing consumers to change behavior from the original Allowing consumers to live easier lives. Happier in living life therefore in order. In context, Brakus et al (2009) located the four dimensions sensorial, affective, behavioral, and intellectual, to be the most important aspects of brand experience. These dimensions are supported by scholars such as Ismail et al (2011), Zarantonello and Schmitt (2010), Iglesias et al (2011), and Hultén (2011).

2.5 Concept and theories of Corporate Brand Equity

A corporate brand is “more than just the show off of an organization, - its name, logo and visual representation - it is the core of values that define it” (Ind, 1997). It is the overall perception of an organization, reflected by its overall corporate identity (Balmer, 2001). Thus, corporate branding includes external and internal views about an organization. Corporate branding includes intangible elements that are not directly associated with the product, such as social responsibility, employee relations, and corporate trust. Corporate brands target multiple audiences, such as employees, shareholders, regulators, the community, suppliers as well as customers. Corporate branding is not tied to one specific product but integrates a corporation’s common product attributes and benefits,

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relationships with people, social values and programs, and corporate credibility (Keller, 1998). A series of studies have highlighted the strategic importance of a strong corporate brand and its impact on various corporate dimensions. A strong corporate brand is thought to enable a company to attract qualified employees, attract capital, select suppliers, and achieve significant financial performance (Beatty & Ritter, 1986; Weiss et al., 1999; Rao, 1994; Carmeli & Tischler, 2005). Kevin Keller (2000) defines Corporate Brand Equity as the “differential response by consumers, customers, employees, other firms, or any relevant constituency to the words, actions, communications, products or services provided by an identified corporate brand entity.” Thus, a company is said to have strong CBE when its stakeholders hold “strong, favorable and unique associations” about the corporate brand in their memories (Keller, 2000). A stakeholder is “any group or individual who can affect or is affected by the achievement of the organizations’ objectives” (Freeman, 1984). Examples of stakeholders include customers, employees, shareholders, suppliers, government, regulators, competitors, political groups, social groups, media, and the general public. Corporate Brand Equity (CBE) therefore includes all those intangible aspects of a corporate brand that are presented in the form of corporate brand reputation, corporate image, corporate associations, and relationships that add value to an organization’s corporate identity (Motion, Leitch & Brodie, 2003) about Measurement of Corporate brand Equity Aaker (1996) focused on five brand equity dimensions as follows brand awareness, brand associations, brand loyalty, perceived quality, and other proprietary brand assets.

Definition of Brand Equity

The researcher has literature reviewed the meaning of Brand equity from the following documents in table 2.5 below;

Table 2.5 Definition of brand equity

Author	Definition of Brand Equity
Schiffman & Kanuk, 2007	Defined The value that exists in famous brands Is a characteristic that indicates the submission of new products Allocating space to place better products Perceived value Perceived quality
Wittawat Roongruangphol, 2009	Brand equity means a brand that is acceptable and reliable. Which is capital or added value in products that help create value for the brand in the consumer's perspective, Which is a result of good marketing and advertising activities And continuously, including good experiences That regular customers are hoping to get from using a particular brand. Due to the positive attitude towards the products or services of the organization
Farquhar 1998	Brand equity It is a value-added to the company, store, or consumer. Which the brand made happen to the product.
Siriwan Serirat et al., 2000	Brand equity is a perceived value in the eyes of customers. Product values create competitive advantages as follows: 1) The company can reduce marketing expenses Because of brand awareness (Brand Awareness) and loyalty to the brand (Brand Loyalty). 2) The company has the liquidity to negotiate with distributors and retailers. Because customers expect that middlemen will procure brands for sale 3) The company can set the price higher than the competitors because the brand has a higher quality of recognition than the competitors. 4) The company can expand the brand more, the brand name creates high credibility. Therefore, brands can help companies avoid price competition.

Author	Definition of Brand Equity
Seri Wongmontha, 1997	<p>Brand equity means that marketers must try to create as much brand equity as possible, meaning that people with knowledge of the brand are effective in making a difference.</p> <p>Branding and resulting in the behavior of that brand The value of a brand occurs only when consumers are familiar with the brand.</p> <p>Have a good feeling for the brand, firmly. Recognize that brand with features that are different from other brands.</p>

For researchers, Brand equity is that consumers can remember that brand, which can make a difference in the quality, value, and usage of other brands, resulting in consumers being loyal to the brand and also encourages the sense of participation in the ownership of the brand with the business owner, which can encourage, recommend, or give I think that gives consumers an incentive to others to pay attention and use common sense as well as the value of the brand itself.

Corporate brand equity is Brand equity in the perspective of the business (Firm Base Brand Equity) from the perspective of that business, The brand equity has a value brand can be measured by cash flow Increase (Incremental Case Flow) because of the branded products. This is a result of an increase in market share, premium pricing, and a reduction in marketing promotion expenses. Efforts to add value to that brand. There are two important reasons: to set the price for the brand. For when the transaction occurred and to add this intangible asset to the balance sheet. Moreover, brand equity also benefits the business in terms of new product releases. Lee Tang also helps to manage the brand to be flexible while the business is in crisis. Including helping to act as a protection against competition and entering the market of new competitors

Brand equity in the view of the trader (Trade base brand equity) from the perspective of the trader, Brand equity can be measured by having brand leverage over other brands in the market, which means stronger brands. Will be accepted by traders from distribution channels and wide

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distribution of products Which brands that consumers know well Tend to have more bargaining power with the middleman Resulting in a low fee for placing products that And be allocated space That is great in placing products in stores as well

Brand equity in the view of the consumer (Customer base brand equity) Brand equity in the minds of consumers is a result of the knowledge of the brand (Brand knowledge) of consumers that respond to marketing activities (Marketing response) of each brand which is different brand equity pairs in the consumer's perspective It is a result of consumers having a good and strong attitude about the brand. Which the attitude means the connection between things one of the things that are associated with the brand and the fact that consumers evaluate things than keep them in memory Therefore, measuring the value of a brand wants to measure the strength of the consumer's attitude towards the brand. This is an important factor affecting the purchasing behavior of consumers, The added value that consumers get from brands increases confidence in their purchasing decisions, as buying from a reputable brand can help reduce the risk of buying. Product use and helps to interpret, organize, and process large amounts of information about consumer products more easily (Keller, 1998).

Components of brand equity

From the importance of brand equity in the eyes of consumers and the features of the brand. Value makes the study about the brand always focus and attach importance to the point of view of the consumer brand the concept and model of the Aaker 1996 brand equity are shown in the illustration. Explained that brand equity has 4 components

- 1) Knowing the brand name (Brand Awareness).
- 2) Perceived Quality
- 3) Linking with the Brand Association
- 4) Brand Loyalty

Brand Components as detail

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1) Brand awareness is an integral part of brand equity. And is considered a starting point in the minds of consumers that cause buying behavior because any brand can come into the minds of consumers would naturally show that the brand is stable in the minds of consumers and leads consumers to believe that good quality and reliable, Therefore, they are more likely to be bought or used than an unknown brand. Which the brand will help reduce the price competition problem because the brand can create more value for the product through brand value and brand equity. Brand Known can be divided into 4 levels which are

1.1 Unknown brand is the level that consumers do not know the brand at all

1.2 Brand recognition. Brand Recognition is the level at which consumers can think of brand names. When providing additional information about the brand

1.3 Recalling the Brand Recall is a level where consumers can recall the name of the brand and the level of the Product Class without the assistance of sellers.

1.4 High level of mind in Top of Mind. At this level, consumers can recall that brand. First which is more difficult in the current market conditions Consumers receive news and information from many brands through various channels. Creating awareness, therefore, consists of 2 guidelines that organizations should consider:

1.4.1 Support to build a good brand awareness level Suitable for organizations with few brands, such as Honda Cement, etc. It is a good way to achieve long-term results. Resulting in low cost which can create good awareness by various methods such as product quality Social contribution support etc.

1.4.2 Brand management using advertising public relations distribution of samples, etc.

2) Perceived quality refers to the feeling of the consumer. Which recognizes the image of the overall image or the superior quality of the brand and other brands understanding the quality can create value for the brand as follows.

2.1 Reason to buy Reasons to buy the brand that is considered to buy or has the opportunity to be chosen.

2.2 Brand in the mind of the brand distribution channel member Interest

2.3 Differences / Marketing positions Differentiate / Position

2.4 Brand extension by using that brand as a way to expand or recommend other products with the same brand

2.5 The brand that has increased profits

By understanding the perceived quality of the brand can be divided into 2 dimensions as follows

Product quality dimensions Product Quality consists of the following components

- Quality
- Special features Feature is a special feature added to make the product prominent.

Conformance with specified specifications to reduce or prevent product defects

- Reliable, Reliable means consistency of product quality
- Durability, reflecting the economic use of economic life products.
- Service Ability Serviceability Helps build long-term confidence for consumers
- Appropriate and exquisite, Fit and Finish indicates the feeling of quality, which is the

dimension that consumers see and make decisions. From seeing products that have a direct impact on reliability with other qualities

The higher price is one variable that can create understanding As well as acceptance of the good quality of the product as well

Service Quality Dimension Service Quality includes the following components

- Tangible means clear service provision that consumers can see

- Reliability Means consistent quality of service

- Responsiveness response Means reacting to the consumer

- Attention to empathy. Empathy means the attention that the organization has to consumers.

3) The image of the relationship between brand associations, The image comes from the word Image which means Pictures that occur in the heart, impressions, what we feel about a particular individual or organization can be called reputation by accepting the commander from knowing Experience. This must be impressive enough to create one that may be a positive or negative image. The image of the brand consists of impressions, or the connection between the physical properties of the brand such as logo or packaging But the association with branding comes from all of these: advertising, word of mouth communication, Word of Mout, observation, and product experience. And consumers are inclined to evaluate competitive products by considering many components as in the image of the brand creating, a brand image is important to relate the attitude towards the brand. If customers recognize the positive image, they will buy that product. The brand image that occurs in the minds of consumers must be a positive symbol. In which consumers use to consider for purchasing products Sellers must try to establish their brand as a significant symbol. Sellers will emphasize their experience by communicating in a form of motivation. The positive brand image is also linked to the creation of a positive Brand Equity (O'Shaughness and Henry, 1987).

It may be concluded that the survival of the company's operations every company will depend on the image. If a company or organization which institution has a good image? Consumers will trust and cooperate. And support the company or that organization resulting in smooth, continuous operations. The progress of the company or organization. On the other hand, if any company or organization is not mindful of creating and maintaining the image or causing a negative image famous consumers will not trust, do not support, do not give trust. Suspicion occurred finally leading to apparent hatred in the end. The result is that the organization or business unit will encounter obstacles in the operation that may eventually lead to the dissolution of the business.

Therefore, the company is trying to compete in creating a good image for the organization. This will help strengthen the business to be successful as well or better than it was, including the impression that occurred among people and the business chain related to the business.

Brand Equity can also be caused by the image that consumers associate with the brand in matters such as product attributes, services, or even the brand's symbols, including articles, or various locations which have a brand to be associated with or appear to be, therefore creating a solid brand means The development and creation of Brand Identity itself will benefit the value management of the brand in the following areas

- Help Process / Retrieve Information is helping to remember the brand of consumers.
- Reason to buy is the reason for making a purchase.
- Create Positive Attitude / Feelings is the creation of positive feelings and attitudes.
- Extensions are useful for expanding the brand. (1910, Lertphakdi Phum, page 29)

With the following key principles for creating brand equity: (Wittawat R., 2009).

- 1) Producers with low-cost Producers achieving good profits
- 2) Do not compromise on quality uncompromising quality addiction to maintain brand reputation
- 3) There is a clear customer group. Clearing customer identify focus helps to understand the market and conduct research to find information from real customers.
- 4) An effective and potential distribution system, effectiveness, evolving, distribution by closely monitoring market movements.
- 5) Exhaustively developed Brand Positioning
- 6) Regularly monitor and monitor public voices, consistent public voice. This seal should communicate with consumers regularly. Make it clear to the consumers about the thoughts and benefits of the product improvement.

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7) Trade power to the same product group or the distributor (trade or distributor category authority)

8) Low production investment have an efficient distribution system and have bargaining power in trade to create value and the unique characteristics of the brand equity creation in the consumer's perspective (Consumer Base Brand Equity) Creating brand equity in the view of consumers is as follows (Seri W., 1997).

1) Want to feel that the product is different from other products

2) Brand equity occurs when consumers are familiar with the brand or have some satisfaction. In which the characteristic of the brand and strengthen the memory of consumers the characteristics of the Brand Characters are as follows (Seri W., 1997).

- The brand is in the mind of customers exists only in the Mind of the Customer, which is caused by consumers with the knowledge of the brand, which is continuously recognized as the value in the brand. Brand equity. Brand in the minds of consumers. Not outside that anyone can imitate. Brands are valued only when customers have good feelings. While making a purchase, therefore the brand must be created to look good to stay in the minds of consumers above other brands. In the same category, Brands are meaningful only when consumers feel good. And want to have a brand support behavior during the purchase decision Branding is valuable only when positive thoughts arise. In the out-of-buying situation, a brand is meaningless because customers know a brand. Appreciate the brand but don't buy the product, Therefore, we must try to create a brand in the customer. Recall and think about when to buy and the buying behavior to not remember and like only.

- The brand is in the memory of the customer. The Brand is a Living Memory. However, the brand is unstable. Which may remember or not remember May be better or worse, Therefore, marketers must encourage the brand to see often to increase the frequency of communication methods according to Brand Contact products

- The brand is genetic. The Brand is Generic Program means that the brand is unique, and that has outstanding features if able to create a business that must be consistent

The value of a brand is like a living thing. Therefore, we must use marketing tools to continuously create brand memories. Living Memory and the characteristics of memory are continuously improved. Growth memory by using activities. Marketing Communication in adding brand knowledge regularly.

- Branding will create meaning and the direction of the brand's promotion. The Brand Gives Product Their Meaning and direction. Marketing communications, regardless of the equipment used, must provide a clearer definition of the brand and make the product unique, not to be confused

- Brand is a contract between the seller and the target consumer. A Brand is a contract of a bond between the communicator and the buyer. Consumers choose to buy that brand because the communicator has identified genetic features in that brand. Therefore, it is a contract that even without writing is the same as already written. Invisible Contract All marketing communications are in line with the expectations that consumers expect from knowing about the brand from marketing communication tools that Marketers use brand knowledge. Resulting in being affected by various marketing activities such as product display Exhibitions, etc. will make knowledge about the brand changing. Therefore, remember that every activity that the business does will affect the brand. Which will affect the behavior of consumers. Linking with a brand means everything that connects a brand to memories based on consumer experience, or exposure to consumer communications Brand connections will be stronger if supported through marketing communications tools, so brands can help consumers pull brand news from memory. Makes the product different from the competitors as well as gives consumers a reason to buy products by creating a positive attitude For the brand And able to increase the chances of product expansion through the original brand more easily as well. In linking the brand can be divided into 3 characteristics as followed

1) The Attribute Link of Attribute Product Brand is the link that directly relates to the feature of the product. Product Relate Attribute means physical characteristics. Or the function of the product or service with the brand and features that are not related to the product. Non Product relates to Attributes, such as price information, packaging or product appearance information, packaging or product performance information, the image of users, user imagery, and the image of the usage imagery of that brand (Keller, 1998).

2) The benefit link of the Benefit brand is a link about the specific value that a person receives from the use of that product or service, including the benefits of using Function Benefit, such as cooling of air conditioners. Experience Benefit is the quality of a product's physical properties, which is valued by the feelings of consumers when using that product or service. Symbol Benefit is a property that is not associated with the product. It is an indication of the personality and identity of consumers who want to communicate to others through the use of products or services.

3) Attitude linking the brand's attitude. Attitude is the connection that involves the evaluation of the brand from the overall sense of consumption of goods and services. Arising from beliefs and affecting behavior can show positive and negatively affecting the brand which various attitudes are caused by learning and can be adjusted at this point, allowing marketers to use various marketing communication tools to change the attitude of consumers to have a positive attitude towards the brand. Brand associations can have a different effect on the response to the marketing activities of each brand. It depends on favorability, strength, and distinction.

3.1) Favorability favored is the result of consumers believing or feeling that a brand has qualities and benefits that can meet their needs until they are satisfied. Which will create a positive attitude towards the brand

3.2) Distinctiveness, uniqueness only for your benefit or the brand features that are different from other brands and it is evident to consumers in a positive way until a positive attitude and decide to buy that brand (Keller, 1998).

4) Brand Loyalty

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1) Helping to reduce marketing costs because marketing retention is already loyal to the brand. Use a lower cost than creating new customers, which do not yet have an incentive to buy or use a brand new brand to replace the old brand that is currently used.

2) Create trade leverage. Trade leverage. loyalty brands can have bargaining power with general merchants, and supermarkets to choose the place of placing products which are especially important in case the brand wants to introduce something new to consumers such as the size of the product, etc.

3) Attract the attention of new customers attracting a new customer. The number of consumers who are loyal to the brand as well as seeing people around using the brand can build confidence for new customers, and cause interest to turn to try especially in situations where consumers do not yet have the brand they intend to buy and therefore have sales opportunities or increase awareness and recognition. recall more brands.

4) Be ready or take a short time to counter the threat of competitors time to respond to competitive threat because goodness to the brand is like a barrier to prevent the impact of the marketing strategy of competitors who want to increase market share (Witthairungruengphon, 2009).

From the literature review, there have been researched studies on the observed variables used to measure corporate brand equity as follows table 2.6

Table 2.6 Corporate brand equity observe variable

Researcher	Brand Awareness	Brand Loyalty	Brand Associated	Perceive Quality
Hamed M.Shama,2009	✓	✓	✓	✓
Adul Rahman Zahari and Norjaya Mohd,2011	✓	✓	✓	✓
Razaie Dollatabady Hossein and Rasool Amirusefi 2011	✓	✓	✓	✓

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Researcher	Brand Awareness	Brand Loyalty	Brand Associated	Perceive Quality
David Sam Jayakumar G.S. and John Thomas Bejoy,2012	✓	✓	✓	✓
Hani Al-Dmour & et.al,2013	✓	✓	✓	✓
Al-Dmour et al,2013; Amani,2015	✓	✓	✓	✓

From the literature review related to the measurement of corporate brand equity by the authors above, 4 observed variables of Corporate Brand Equity can be summarized as follows brand awareness, brand loyalty, brand associate, and perceived quality.

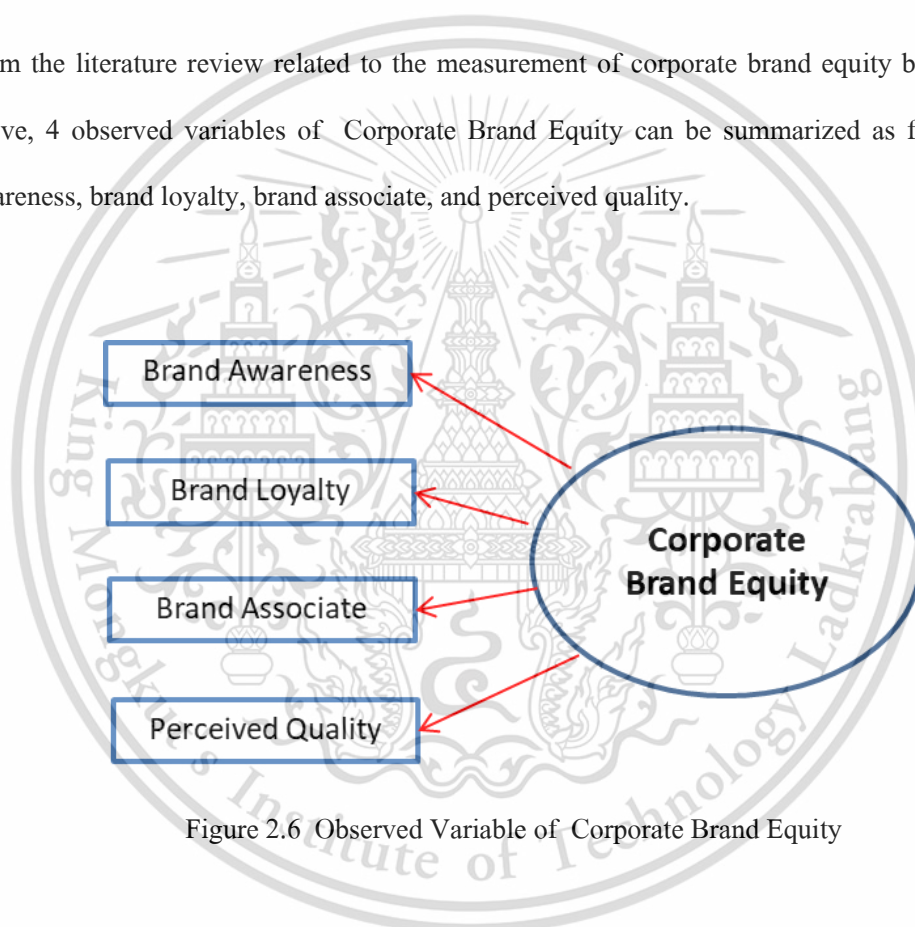


Figure 2.6 Observed Variable of Corporate Brand Equity

2.6 Analysis of the relationship between variables.

2.6.1 Communitization and Social Media Marketing.

The communitization according to Kotler and Kartajaya (2010), consumers interact and will always be connected with the media social who can be against bonds derived from the relation This material is reserved for educational use only, not allowed for commercial use.

of one to one among its members and create a base that was stronger between a fan that loyalty. With an increasing the frequent occurrence of a group of community customers do the joint activity and widely, involving circles of society will be much potential information that can be absorbed widely and ide- a new idea can be created. The impact of the situation of the use of absorptions phenomenon that actual, institutions will be a service business increasingly tough in the face of competition (Susilo and Yulius, 2013).

2.6.2 Brand Experience and Brand Equity

The review of literature focuses on the evolution and significance of experiences in the marketing

literature. Various concepts of experience were discussed, and more importantly, brand experience was discussed in detail. Some of the studies related to antecedents and consequences of brand

experience were also discussed followed by the consumer-based model of brand equity. The past decade

has witnessed studies in brand experience which focused on the creation of unique consumer brand experiences to build strong brands (Keller & Lehmann, 2006). But, the literature shows only

some studies that have described the significance of brand experience in influencing and building brand

equity (Brakus, Schmitt, & Zarantonello, 2009; Hung, Lin, & Yang, 2012; Shamim & Muhammad, 2013; Zarantonello & Schmitt, 2010). Most of the studies in brand experience have focused on goods.

Further, a lack of brand experience studies in services is also a crucial issue that needs to be addressed

(Khan & Rahman, 2015). Services are vastly experiential in nature (Berry, Carbone, & Haeckel,

2002), which brings additional relevance to measuring brand experiences in services (Nysveen, Pedersen, and Skard, 2013). This makes it imperative to study the relationship between brand equity and brand experience in the service industry. There is a difference in customer tastes and preferences across nations (developed and developing), and also, the way an individual experiences a brand varies across geographical regions which further highlights the need to interpret experiences considering an individual's culture and native place (Thompson, Locander, and Pollio, 1989). A majority of the brand experience studies have been conducted in developed nations (Khan and Rahman, 2015)

2.6.3 Social Media Marketing and Corporate Brand Equity

Every day, millions of people share their goings-on by updating their status on social media. They impart thoughts and opinions by posting messages to their walls; leaving personal notes and comments on those of others; communicating using the chat tool; exhibiting photos of their activity; and sharing videos. For business, the relationship will be critical and crucial. When firms have the opportunity to create learning relationships with customers or community, they will be loyal to a business. It will be equity to business. Relationship equity is explained as to how the customer sticks with the brand, from the customer's spot and the customer's assessments of the brand. The keystone of relationship equity, under the firm's control, loyalty programs, special recognition, and treatment, affinity programs (Bongsu Hutagalung, Syafrizal Helmi Situmorang, and Alfito, 2017).

2.7 Summary of literature review

From a literature review, some researchers studied the relationship of Social media marketing to Corporate brand equity and Brand experience to Corporate brand equity and the relationship of Communitization and Social media marketing, Therefore, the researcher is interested in studying and developing a relationship model of Communitization that affects Social media marketing and Brand experience and can affect Corporate brand equity through Social media marketing and Brand experience.

2.8 Conceptual Framework Diagram

After the literature and theory review, the following hypotheses and conceptual model were developed (Figure 2.7). These included the causal relationships between communitization, social media marketing, brand experience, and corporate brand equity of Thai boxing and entertainment business sector

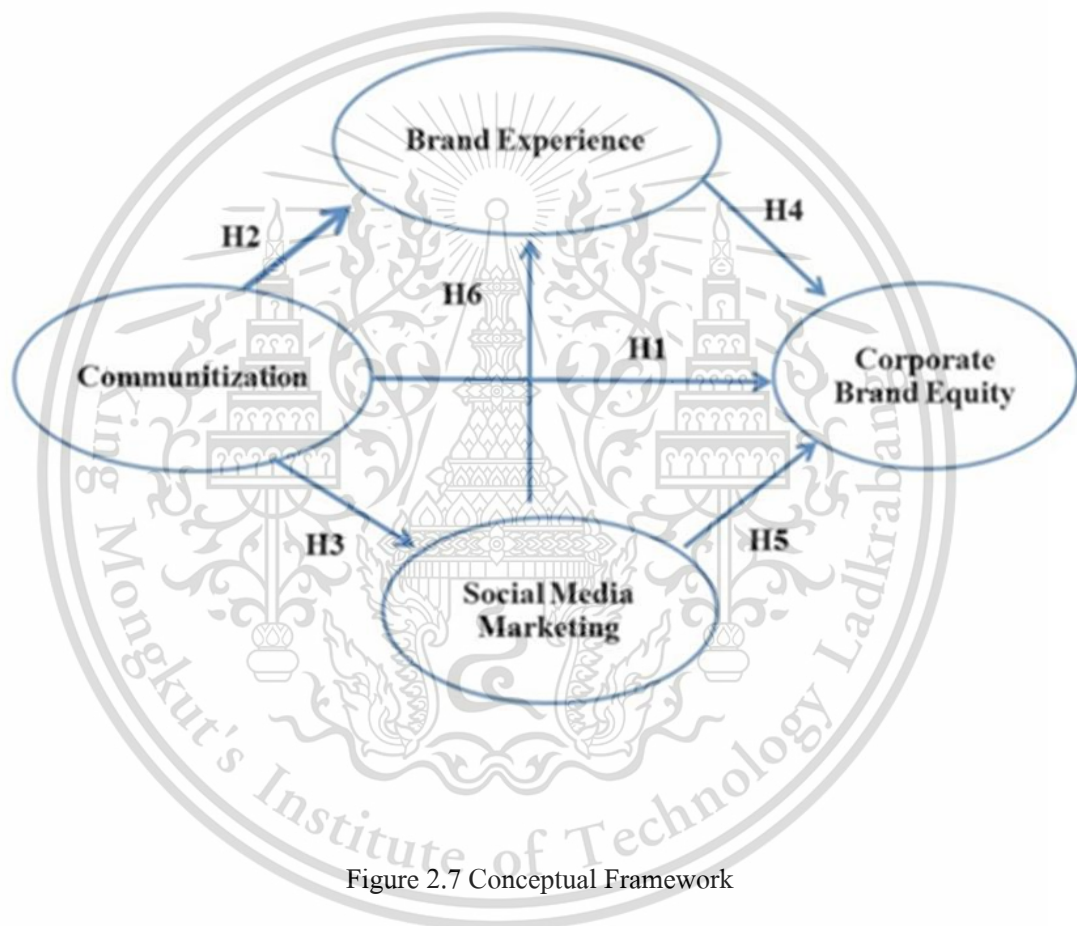


Figure 2.7 Conceptual Framework

From the Conceptual Framework of the relationship of the variables, it can be assumed the hypothesis as follows.

H₁: Communitization has a direct influence on corporate brand equity in the Thai boxing and entertainment business sector.

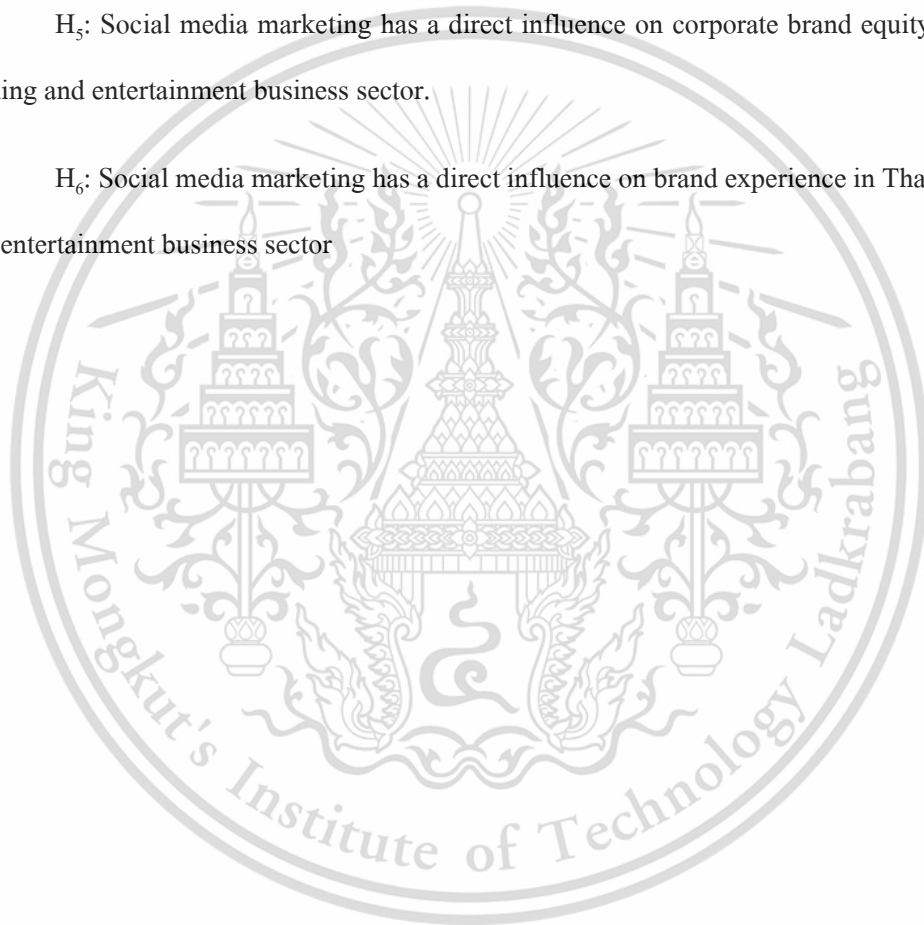
H₂: Communitization has a direct influence on brand experience in the Thai boxing and entertainment business sector.

H₃: Communitization has a direct influence on social media marketing in the Thai boxing and entertainment business sector.

H₄: Brand experience has a direct influence on corporate brand equity in the Thai boxing and entertainment business sector.

H₅: Social media marketing has a direct influence on corporate brand equity in the Thai boxing and entertainment business sector.

H₆: Social media marketing has a direct influence on brand experience in Thai boxing and the entertainment business sector



CHAPTER 3

RESEARCH METHODOLOGY

Research on structural equation models of variables that influence corporate brand equity among the Muay Thai and entertainment businesses sector. The objective are to develop a structural relationship model that influences organizational brand equity in the Muay Thai and Entertainment business sector and examine the consistency of the structural relationship model of variables that pass values Corporate brand in the Muay Thai and Entertainment business sector. Developed with empirical data and to study direct influence, indirect influence, and the overall influence of variables affecting the Corporate brand equity in Thai boxing and entertainment businesses analyzed and summarized for further research. The researcher has specified the method of research as follows

3.1 Research Design

The development of the linear structural equation model of customer relationship management affects the brand equity of the corporation. Among the Muay Thai and entertainment businesses. The researcher applied quantitative research by using survey research to study various information that is currently occurring by using a questionnaire to survey opinions from viewers who watch Thai boxing sports among the Muay Thai and entertainment businesses and observations of researchers From Thai boxing sports entrepreneurs and entertainment business Executives and workers requesting relevant government agencies.

3.2 Research Variable

Defining variables used in the study.

Variables used in this study the researcher has determined the variables that are used in the study which are independent variable, dependent variable, and mediator / intervening variables.

3.2.1.Independent Variable : This variable causes or variables that occur first, consisting of 1 variable is a form of Communitization was measured by 4 observed variables consisting of : (1) Respect, (2) Attention, (3) Knowledge, (4) Full Responsibility

3.2.2 Mediator/Intervening Variables : This variable is the variable that occurs between the independent variable and the dependent variable which consists of 2 variables. The mediating are

3.2.2.1 Brand Experience Consists of 4 observed variables which are Sensory, Affective, Behavioral and Intellectual

3.2.2 Social Media Communication Consists of 5 observed variables which are Entertainment, Interaction, Trendiness, Customization and Word of Mout

3.2.3 Dependent Variable : The variable that is a consequence of a variable Independent consists of 1 variable which is the value of the corporate Brand Equity which consists of 4 observed variables which are Brand Awareness, Brand Loyalty, Brand Association, and Perceived Quality

3.3 Population and sample

3.3.1 Population

This research is a development of a linear structural equation model of variables that influence seal values.

Product organization In the Thai boxing and entertainment businesses Population use d in this research or Unit of Analysis of this research is People who watch Thai boxing sports And the entertainment business, found that in the year 2020, there are up 627,249 followers in Thai Fight Facebook fan page. (Retrieved from; <https://www.thaifight.com>)

3.3.2 Sample size

The data analysis of this research is the study of the structural relationship model of variables by using the program to analyze the Structural Equation Model (SEM) is the analysis of the structure of the causal relationship between variables. Correlation research was analyzed with

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advanced statistics and correlated models, According to Schumacker and Lomax's ideas, the optimal sample size should be between 10 - 20 people per 1 research variable, but if the model is very complex or the distribution of variables is not normal (Abnormal Curve), It is necessary to increase the size accordingly. Therefore, the researcher specifies the sample size. According to the technique of using statistics to analyze the structural equation model (SEM-structural equation modeling), which has criteria for determining the sample size is 10 times the number of variables used. In this research there are 17 variables, therefore the sample size is equal to 170 samples (10 x 17). This research has determined the size of the sample, followers, and viewers on the Thai Fight face book fan page. Selected 170 Thai Fight Facebook fan pages for this research sample.

Plan, procedures, and random sampling methods

This study the researcher has studied from those who are interested and like to follow in Thai boxing in the Muay Thai and Entertainment businesses. By convenience, sampling is used to data from a conveniently available pool of respondents. The researcher used the sample group, namely the Thai Fight Facebook Fan page, with the following steps.

Step 1: Organize the number of samples to be explored.

Step 2: Determine the proportional to size sample size according to the amount of data received by Thai Fight Facebook Fan Page followers

Step 3. Generate a questionnaire by using questions corresponding to the observed variables reviewed in the literature.

Step 4 Verify the accuracy of the questionnaire by experts

Step 5 Update the query according to the instructions.

Step 6 Take the draft questionnaire with 30 samples to check if there are any questions.

Step 7 Use the results of the 30 sets of questionnaires to check the reliability of

Cronbach's alpha'. Step 8 Use the questionnaire from the test to improve and prepare the

original version for use in collecting the actual questionnaire

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Step 9 Use the questionnaire for further data collection.

3.4 Research Method

Research on the development of structural equation model of Communitization which affects the brand equity of the Thai Boxing Business Group and The tools used in this research are as follows

1. The research questionnaire was reviewed by experts in the Muay Thai entertainment business sector lead to questionnaire construction.
2. Query comments related to variables including the personal factors of the respondents, the grouping of interested persons in the Muay Thai and entertainment business groups, brand experience, online social communication, and brand equity of Muay Thai business organizations.

3.5 Research Instrument

This research used an online questionnaire. To collect information from the Thai Fight group, Facebook fan page by sending random questions directly to Thai fight Facebook fan page that are active on Thai Fight Facebook.

Steps in creating a research Instrument

1. Study and find information from theoretical concepts involved in the construction of the Research Model
2. Study and find information from concepts and theories involved in the construction of questionnaire structures.

From the literature review of the previous authors, the researcher chose the 5-Likert Scale questionnaire for the following reasons:

In current practice, most rating scales, including Likert scales and other attitude and opinion measures, contain either five or seven response categories (Bearden, Netmeyer, & Mobley,

1993; Peter, 1979; Shaw & Wright, 1967). 5 - point Likert-type scale was used to increase response
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rate and response quality along with reducing respondents' "frustration level" (Babakus and Mangold 1992). Source Buttle, F. (1996). A few researchers have, however, reported higher reliabilities for five-point scales (Jenkins & Taber, 1977; Lissitz & Green, 1975; McKelvie, 1978; Remmers & Ewart, 1941), A five-point scale rather than a seven-point scale was chosen for several reasons, one being that it became possible to compare reliability coefficients with other research using five-point Likert Scales. Saleh, F., & Ryan, C. (1991). Cox (1980) concluded that the ideal number of item alternatives seemed to be centered on seven, with some situations calling for as few as five or as many as nine. Also of importance was that an odd number of alternatives, i.e., allowing for a neutral response, were preferable. Cox III, E. P. (1980). Previous research has found that a five-point scale is readily comprehensible to respondents and enables them to express their views (Marton-Williams, 1986). The literature suggests that the five-point scale appears to be less confusing and to increase the response rate (Babakus and Mangold, 1992; Devlin et al., 1993; Hayes, 1992). It has also been suggested that a five-point scale is more appropriate for European surveys (Prentice, 1998). Source Bouranta, N., Chitiris, L., & Paravantis, J. (2009). With a Five-point scale, it is quite simple for the interviewer to read out the complete list of scale descriptors ('1 equals strongly disagree, two equals disagree '). Dawes, J. G. (2008). Do data characteristics change according to the number of scale points used? An experiment using 5 point, 7 point, and 10 point scales. *International journal of market research*, 51(1).

3. Conducting a questionnaire according to the structure studied and brought to 5 experts involved, including academics Executives involved in the sport of Thai boxing Among the Muay Thai and entertainment businesses to check for IOC's confidence to check the accuracy of the content, language, questionnaire structure.

The questionnaire and measures and Evaluation criteria of the Likert scale

In this step, a measure of data related to all variables is analyzed to determine appropriate statistics for the processing, interpretation, and conclusion of hypothesis testing; and Research results, the analysis of the measure of the data, which is divided into data, is as follows.

Data interpretation, the researcher has set the level of danger for interpreting the data by calculating the stratum factor to define a class using the following formulas and descriptions for each class range. The researcher selected the gauges to create questionnaires as a 5-levels estimating scale, with the scoring criteria 1-5 as follows:

The "5" points refer to the most agree or strongly accept with the question

The "4" score refers to great agree or acceptance with the question

The "3" score refers to middle agree or moderately accept with question

The "2" score refers to little agreement or acceptance little with the question

The "1" score refers to minimal agree or few accept not accept

Interpretation of the mean of the variables obtained from the gauge of the above manner. There are criteria for finding the intersection of the layers. According to the principle of the classification method as follows:

Interval = (Highest score - the lowest score.)

$$\text{Total Levels} = \frac{(5-1)}{5} = 0.8$$

From the calculation, it was found that each spacing equal to 0.8 is therefore used as a basis for evaluating the variables in Table 3.1

Table 3.1 Likert Scale Questionnaire

Mean range	Interpretation
04.22 – 5.00	Most
03.42 – 4.21	Great
02.62 – 3.41	Middle
01.81 – 2.61	Little
01.00 -01.80	Minimal

The questionnaire and measures

Questionnaire research design is an outline that is used to generate answers to research problems and is an arrangement of conditions for data collection and analysis. The questionnaire was divided

into five parts, with Part 1 consisting of the correspondent's general demographic characteristic consisting of 11 items, while Part 2 consists of 12 items concerning the communitization question, Part 3 consisting of 15 items concerning the social marketing activities question. Part 4 consists of 20 items of brand experience questions. Part 5 consists of 20 items of corporate brand equity questions. While Part 2, 3, 4, and 5 utilized a 5-point Likert scale.

3.6 Data Collection

Research data was collected from Thai Fight's social media followers by convenient sampling method, The researcher send direct questionnaires for respondents to answer online surveys.

3.7 Statistic Data Analysis

In this study, the Researcher used a descriptive statistic, including Frequency, Percentage, Percentile, Ratio, and Standard Deviation distribution measures, to measure relationships between heterogeneous covariates. Measuring correlation by (correlation coefficient) which the correlation coefficient is a coefficient that shows the magnitude of the relationship of the variables. The plus (+) or minus (-) sign indicates the direction of the relationship. Coefficient Correlation has a range between +1 and -1. A +1 indicates a correlation. Completely positive, 0 indicates no correlation, and -1 indicates correlation. Completely reversed (Hair and others, 2010)

This Research was to educate a population of Thai boxing and entertainment audiences in Thailand, who had watched Thai fight boxing match, Thai Fight have online media to communicate with a group of Thai boxing fans. There are 376,497 followers on Facebook not included other online social media. From 4 Latent Variables in the model (Figure 2.6), 17 Observed Variables were analyzed. to determine if the sample size of 170 Thai fight social media fan pages received much information via Thai fight online media marketing and there are bundles. (Suggestion of

sample 10, 20 samples per one parameter). by Hair, et al (2010)) To exchange information and knowledge through social media. The data was collected by using Google Doc questionnaires

Quantitative data collected from the questionnaires were analyzed using the Analysis of Moment Structures (AMOS 21) as it has a unique graphical interface which was specifically designed to make fitting SEMs easier (Bacon,2001) Purposive sampling was the Thai Fight, Social media follower

For the study, Cronbach 's alpha (Cronbach, 1951) was used to evaluate the initial 30 samples which used 5 points Likert (1932) scale survey rating matrix. The value of alpha that is considered acceptable ranges in value from 0 to 1 and may be used to describe the reliability of factor extracted from multi-point formatted questionnaire or scales, with a reliability score of 0.5 or higher being considered a reliable score by many researchers (Hair et al. 2010. As the study's average value of the correlation coefficient was found to be 0.985 the results were deemed to be highly reliable.

The validation of the questionnaires was conducted to enhance the quality of the data collection in two stages: First, the content validity was reviewed by four experts and professionals to determine the relevancy and validity of the questions, including latent variables. The Index of Item-Objective Congruence (IOC) (Rovinelli, 1977) showed IOC values ranging from 0.60-1.00 for questions, concurring with the objectives of the evaluation. Second, the reliability was estimated using Cronbach's alpha, resulting in values ranging from 0.7 or greater (Conbach, 1951) for variables and 0.944-0.985 for the 4 latent variables, confirming the reliability of the questionnaires

Table 3.2 Result of measurement validation

Variables	No Item	Conbach 's Alfa
Communitiziom	12	0.944
Social Media Marketing	15	0.964
Brand Experience	20	0.957
Corporate Brand Equity	20	0.965
Total	67	0.985

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Measurement

The measurement used in this study was developed from the literature and adjusted to suit the boxing and entertainment business sector. A 5-point Likert scale was used (Likert, 1932; Fornell et al., 1996) The questionnaire, measuring the following variables.

Communitization research measured the 4 observed variables consisting of: (1) Respect, (2) Attention, (3) Knowledge, (4) Full Responsibility

Social Media Marketing research measured the 5 observed variables consisting of: (1) Entertainment, (2) Interaction, (3) Trendiness, (4) Customization and (5) Word of Mouth

Brand Experience research measured the 4 observed variables consisting of: (1) Sensory, (2) Affective, (3) Behavioral and (4) Intellectual

Corporate Brand Equity research measured the 4 observed variables of (1) Brand Awareness, (2) Brand Loyalty, (3) Brand Associate and (4) Perceived Quality

Terminology

Thai boxing sport refers to a movement activity that uses almost every part of the body such as elbows, knees, feet, fists as martial arts. Exercise training to help improve physical, emotional, social, mental, and intellectual (Pho Sawat Saeng Saeng, 1979, p. 25). Muay Thai is both a sport and a strategy of Thailand. Which invented some parts of the body as a weapon to kill the enemy and able to protect himself from being heavy to light (Office of the Board of Directors National Culture, 1997, Page 2) Therefore, Thai boxing can be a means of fighting, sporting activities, movement, and considered Self-defense tactics that are both science and art.

Communitization means consumers are grouped due to the liking of products and services could be caused by. Consumers group together or the business organized group activities.

Brand experience means creating experiences through senses, feelings, thoughts, and response behaviors that are created by stimuli linked back to the brand, including the design and identity of the brand, packaging, communication, and the environment

Social media marketing means doing marketing on social networks it will help to promote your website. Social Media Marketing will help to drive your website to move up to a better position on the Google website. The advantages of marketing on social networks or Social Media Marketing (SMM) is able to reach customers in the target group quickly and help in public relations to spread the word among many easily

Corporate brand equity means outstanding features the unique value that customers think about the organization when seeing the brand. Make customers aware of the brand. Think of the qualities that are perceived as reliable and confident. Creating loyalty to the brand and associations with brands describing the result of Pearson Product Moment Correlation Coefficient values requires the following criteria:

- 1 to -.07 Mean Strong Negative
- 0.69 to -.07 Mean Weak Negative
- 0.3 to 0.3 Mean No Correlation
- 0.31 to 0.69 Mean Weak Positive
- 0.7 to 1 Mean Strong Positive

Table 3.3 Statistical value involved in evaluating the consistency of conceptual framework with empirical data

Related Statistic	Symbol	Objective	The statistical value that show the conceptual Framework & consisted of the empirical data
Chi-Square	X^2	To test the null hypothesis which is a conceptual framework that is consistent with empirical data	Ns. ($p > .05$)
Relative Chi-Square	X^2 / df	To prove that the conceptual framework is consistent with the	$X^2 / df < 2.00$

Related Statistic	Symbol	Objective	The statistical value that show the conceptual Framework & consisted of the empirical data
		empirical data	
Nest Chi-Square	-	To compare other conceptual frameworks to determine which conceptual frameworks are More consistent with empirical data	$X^2 (p < 0.5)$ and which conceptual framework less Nested X^2 is more consistent with the empirical data
Goodness of Fit Index	GFI	To measure the degree of harmony that fits between 0-1.00	>.90
Normal Fit Index	NFI	Relative Correspondence Scorecard	>.90
Standardized Root Mean square Residual	Standardized RMR	To inform the error of the conceptual framework in the root form of the remainder's square mean in standardized form with a the value between 0-100	<0.5
Root Mean square Residual	RMSEA	To inform the error of the conceptual framework, the root form of the mean square of the approximate error is between 0-100	< 0.05 Good fit ; $0.05 \leq < 0.08$ Reasonable fit ; $0.08 \leq < 0.1$ Mediocre fit ; ≥ 0.1 Poor fit (Browne & Cudeck,1993)

CHAPTER 4

ANALYSIS RESULTS

This research aims to study 1) the direct influence, indirect, and combined influence of variables on corporate brand equity in the Thai boxing entertainment business sector. 2) develop the structural equation model (SEM) of variables affecting corporate brand equity in the Thai boxing entertainment business sector and 3) examine the consistency of the structural equation model of variables that influence corporate brand equity in the Thai boxing entertainment business sector with empirical data.

The results of the data analysis consist of 6 parts as follows

- 4.1 Result of checking for content validity
- 4.2 Socio-Demographic Information
- 4.3 The respondents' basic statistics on observable variables
- 4.4 The correlation coefficient statistic
- 4.5 Structural equation model analysis results
- 4.6 Hypothesis test results

4.1 Results of checking for content validity

In this study, the quality of questionnaires was tested by determining the validity of the questionnaire. The content validity of the questionnaire by 4 experts to check the consistency between the developed questionnaire and the doctrinal content with computational techniques, Conformity index value (IOC). In this study, the researcher selected a question with a conformity index (IOC) of more than 0.60, 67 questions in total.

This study presents the results of empirical analysis of the sample are the

confidence and accuracy of the information, results of descriptive data, hypothesis test results, confirmation analysis results, the results of testing, structural equations model and conclusions, as well as the influence and consistency of each variable in the research concept framework.

4.2 Socio-Demographic Information

From the data of 170 respondents who followed the Thai Fight Fan Page, the results of socio-demographic information were shown as follows;

Table 4.1 Frequency and Percentage of sample classified by gender

Gender	Frequency	Percent
Male	112	65.9
Female	58	34.1
Total	170	100

From Table 4.1, the sample consisted of 112 (65.9%) male respondents and 58 (34.1%) female respondents.

Table 4.2 Frequency and percentage of sample classified by age.

Age	Frequency	Percentage
Less Than 25 Years	20	11.8
25 – 35 Years	47	27.6
35 – 45 Years	54	31.8
45 – 55 Years	40	23.5
55 – 65 Years	8	4.7
More than 65 Years	1	0.6
Total	170	100.0

From table 4.2, the sample consisted of 54 (31.8%) respondents who were 35 - 45 years old, 47 (27.6%) respondents who were 25-35 years old, 40 (23.5%) respondents who were

45–55 years old, 20 (11.8%) respondents who were less than 25 years old, 8 (4.7%) respondents who were 55-56 years old and 1 (0.6%) respondent who was more than 65 years old.

Table 4.3 Frequency and percentage of sample classified by Education Level.

Education Level	Frequency	Percentage
Lower than High School	4	2.4
High School	23	13.5
Diploma	13	7.6
Bachelor Degree	83	48.8
Master Degree	43	25.3
Doctoral Degree	4	2.4
Total	170	100.0

From table 4.3, the sample consisted of 83 (48.8%) respondents were graduated with a bachelor degree, 43 (25.3) respondents were graduated with a master degree, 23 (13.5%) respondents were graduated from high school, 13 (7.6%) respondents were graduated with a diploma, 4 (2.4%) respondents were graduated with lower high school and 4 (2.4%) respondents were graduate with a doctoral degree.

Table 4.4 Frequency and percentage of sample classified by Occupation.

Occupation	Frequency	Percentage
Student	14	8.2
Butler - Housewife	3	1.8
Business Owner	51	30
Government and State Enterprise Employee	25	14.7
Corporate Private Employee	63	37.1
Hired	6	3.5
Agriculture/Fishery	7	4.1

Occupation	Frequency	Percentage
Other	1	0.6
Total	170	100.0

From table 4.4, the sample consisted of 63 (37.1%) respondents were corporate private employees, 51 (30%) respondents were business owners, 25 (14.7%) respondents were government and state enterprise employees, 14 (8.2%) respondents were student, 7 (4.1%) respondents were agriculture/fishery, 6 (3.5%) respondents were hired, 3 (1.8%) respondents were butler – housewife, 1 (0.6%) respondent was other.

Table 4.5 Frequency and percentage of sample classified by Income Result

Income	Frequency	Percentage
Less Than 20,000 Baht	41	24.1
20,001-40,000 Baht	55	32.4
40,001-60,000 Baht	33	19.4
60,001-80,000 Baht	16	9.4
80,001-100,000 Baht	5	2.9
More Than 100,000 Baht	20	11.8
Total	170	100

From table 4.5, the sample consisted of 55 (32.4%) respondents with monthly income of 20,001-40,000 Baht, 41 (24.1%) respondents with monthly income less than 20,000 Baht, 33 (19.4%) respondents with monthly income of 40,001-60,000 Baht, 20 (11.8%) respondents with monthly income more than 100,000 Baht, 16 (9.4%) respondents with monthly income of 60,001 – 80,000 Baht, 5 (2.9) respondent with monthly income of 80,001 -100,000 Baht.

Table 4.6 Frequency and percentage of sample classified Geographic Characteristics result.

Geographic	Frequency	Percentage
Bangkok and Perimeter	81	47.6
North	19	11.2

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Geographic	Frequency	Percentage
Central	18	10.6
South	14	8.2
North East	22	12.9
East	12	7.2
West	4	2.4
Total	170	100.0

From table 4.6, the sample consisted of 81 (47.6 %) respondents who live in Bangkok and perimeter, 22 (12.9%) respondents live in North East, 19 (11.2%) respondents live in North, 18 (10.6%) respondents live in Central, 14 (8.2%) respondents living in South, 12 (7.2%) respondents live in East and 4 (2.4%) respondents live in West.

4.3 The respondents' descriptive statistics on observed variables

Result of Mean and Standard Deviation of Communitization as detailed follows

Table 4.7 Mean and Standard Deviation of Communitization variable.

Variable	Mean	S.D.	Skeness	Kurosis	Level
Communitization	2.908	1.0390	-0.047	-0.446	Middle
Respect	3.280	0.9198	-0.498	0.152	Middle
Attention	2.949	1.0677	-0.097	-0.665	Middle
Fully Responsibility	2.912	1.1291	0.005	-0.732	Middle
Knowledge	2.492	1.0398	0.401	-0.538	Little

From table 4.7 Communitization, was at a moderate level with a mean score of 2.908 It consists of 4 variables as followed (1) respect was at the middle level with a mean score of 3.280 (2) attention was at the middle level with a mean score of 2.949 (3) fully responsibility was at the

middle level with a mean score of 2.912 (4) Knowledge was at little level with a mean score of 2.492

Table 4.8 Mean, Standard Deviation of a Social Media Marketing variable

Variable	Mean	S.D.	Skewness	Kurtosis	Level
Social media marketing	3.114	1.181	-0.172	-0.034	Middle
Entertainment	3.371	1.131	-0.301	-0.711	Middle
Interaction	2.657	1.186	0.306	-0.914	Middle
Trendiness	3.4647	1.158	-0.615	-0.419	Great
Customization	3.235	1.203	-0.290	-0.845	Middle
Word of mouth	2.843	1.227	0.039	-1.071	Middle

From table 4.8 The analysis of Social Media Marketing results comprising 5 variables found that the average score was between 2.657 - 3.465 showing that the respondents had moderate experience in Social Media Marketing. With the highest focus on trendiness 3.465 was at a great level, followed by Entertainment at 3.371 was at the middle level, Customization at 3.235 was at the middle level, Word of Mount 2.843 was at the middle level and at least Interaction 2.657 was at the middle level.

Table 4.9 Mean, Standard Deviation of Brand Experience

Variable	Mean	S.D.	Skewness	Kurtosis	Level Moderate
Brand Experience	3.859	0.847	-0.561	-0.140	Great
Sensory	4.038	0.780	-0.714	-0.091	Great
Affective	4.004	0.776	-0.620	-0.168	Great
Behavioral	3.459	1.072	-0.494	-0.580	Great
Intellectual	3.934	0.763	-0.417	-0.746	Great

From table 4.9 The analysis of the brand experience results consisted of 4 variables: Sensory, Affective, Intellectual, and Behavioral found that the average score was between 3.4588 - 4.0376, showing that respondents value Brand Experience at a great level. Sensory and Affective variables were at a great level at 4.0376 was at a great level, and 4.0035. Intellectual and behavioral variables were great levels at 3.9341 and 3.4588, respectively.

Table 4.10 Mean, Standard Deviation, of Corporate Brand Equity

Variable	Mean	S.D.	Skewness	Kurtosis	Level Moderate
Corporate Brand Equity	3.560	0.961	-0.461	-0.461	Great
Brand Awareness	3.211	1.055	-0.180	-0.717	Middle
Brand Loyalty	3.221	1.053	-0.270	-0.602	Middle
Perceived Quality	3.758	0.953	-0.844	0.576	Great
Brand Associate	4.052	0.783	-0.551	-0.520	Great

From table 4.10 The analysis of the Corporate Brand Equity results consisted of 4 variables: Brand Awareness, Brand Loyalty, Brand Associate, and Perceived Quality found that the average score was between 3.2106 - 4.0518, showing that the respondents emphasized Corporate Brand Equity in middle and great, with Brand Awareness, Brand Loyalty was at the middle level and Perceived Quality at a great level, at levels at 3.211, 3.221 and 3.758, respectively, and Brand Associate variables was at a great level on 4.0518.

4.4 The correlation coefficient statistic

The correlation coefficient statistic result of communitization. The results can be analyzed as follows.

Table 4.11 Pearson Product Moment Correlation Coefficient (Communitization)

Variables	Respect	Attention	Fully Responsibility	Knowledge
Respect	1			
Attention	0.686** (0.01)	1		
Variables	Respect	Attention	Fully Responsibility	Knowledge
Fully Responsibility	0.627** (0.01)	0.824** (0.01)	1	
Knowledge	0.573** (0.01)	0.796** (0.01)	0.838** (0.01)	1

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation coefficient statistic result of Social Media Marketing. The results can be analyzed as follows.

The correlation coefficient of high correlation coefficient was:

- Relationship between Trendiness and Interaction. There was a strong positive correlation at 0.750
- Relationship between Word of Mout and Trendiness, There was a strong positive correlation at 0.742
- Relationship between Customize and Interaction There was a strong positive correlation at 0.740
- Relationship between Interaction and Entertainment, There was a strong positive correlation at 0.737
- Relationship between Word of mout and Entertainment There was a strong positive correlation at 0.728

The detail of Correlation Coefficient Social Media Marketing are as follow Table 4.12 below

Table 4.12 Pearson Product Moment Correlation Coefficient (Social Media Marketing)

Variables	Entertainment	Interaction	Trendiness	Customization	Word of mount
Entertainment	1				
Interaction	0.737** (0.01)	1			
Variables	Entertainment	Interaction	Trendiness	Customization	Word of mount
Trendiness	0.827** (0.01)	0.750** (0.01)	1		
Customization	0.771** (0.01)	0.740** (0.01)	0.844** (0.01)	1	
Word of mount	0.728** (0.01)	0.819** (0.01)	0.742** (0.01)	0.771** (0.01)	1

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation coefficient of high correlation coefficient was:

- Relationship between Trendiness and Customization, There was a strong positive correlation at 0.844
- Relationship between Entertainment and Trendiness, There was a strong positive correlation at 0.827
- Relationship between Word of Mount and Interaction, There was a strong positive correlation at 0.819

- Relationship between Customize and Entertainment, There was a strong positive correlation at 0.771
- Relationship between Customize and Word of Mount, There was a strong positive correlation at 0.771

Table 4.13 Pearson Product Moment Correlation Coefficient Brand Experience

Variables	Sensory	Affective	Behavioral	Intellectual
Sensory	1			
Affective	0.830** (0.01)	1		
Behavioral	0.777** (0.01)	0.799** (0.01)	1	
Intellectual	0.784** (0.01)	0.813** (0.01)	0.772** (0.01)	1

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation coefficient statistic result of Brand Experience. The results can be analyzed as follows.

The correlation coefficient of high correlation coefficient was:

- Relationship between Sensory and Affective, There was a strong positive correlation at 0.830 significant P0.01
- Relationship between Intellectual and Affective, There was a strong positive correlation at 0.813 significant P0.01
- Relationship between Intellectual and Affective, There was a strong positive correlation at 0.799 significant P0.01

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- Relationship between Intellectual and Sensory, There was a strong positive correlation at 0.784 significant P0.01
- Relationship between Behavioral and Sensory, There was a strong positive correlation at 0.777
- Relationship between Behavioral and Intellectual, There was a strong positive correlation at 0.772

The detail of Correlation Coefficient Corporate Brand Equity are as follows

Table 4.14 Pearson Product Moment Correlation Coefficient (Corporate Brand Equity)

Variables	Brand Awareness	Brand Loyalty	Perceived Quality	Brand Associate
Brand Awareness	1			
Brand Loyalty	0.882** (0.01)	1		
Perceived Quality	0.752** (0.01)	0.771** (0.01)	1	
Brand Associate	0.734** (0.01)	0.725** (0.01)	0.861** (0.01)	1

**** Correlation is significant at the 0.01 level (2-tailed)**

From table 4.14 The correlation coefficient statistic result of Corporate Brand Equity. The results can be analyzed as follows.

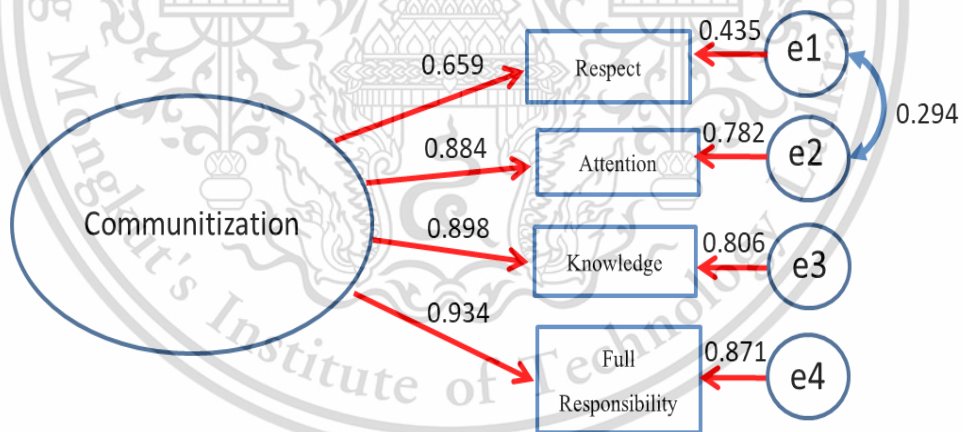
The correlation coefficient of high correlation coefficient was:

- Relationship between Brand Loyalty and Brand Awareness, There was a strong positive correlation at 0.882

- Relationship between Brand Associate and Perceived Quality, There was a strong positive correlation at 0.861
- Relationship between Brand Loyalty and Perceived Quality, There was a strong positive correlation at 0.771
- Relationship between Brand Awareness and Perceived Quality, There was a strong positive correlation at 0.752
- Relationship between Brand Associated and Brand Awareness, There was a strong positive correlation at 0.734
- Relationship between Brand Associate and Brand Loyalty, There was a strong positive correlation at 0.725

4.2 Result of Measurement Model

4.2.1 Result of Measurement Model of Communitization



Chi-square = 1.088 , df = 1 , chi-square/df = 1.088, p-value = 0.297

GFI = 0.997 , NFI = 0.998 , CFI = 1.000 ,RMR = 0.007 , RMSEA = 0.023

Figure 4.1 Measurement Model of Communitization

From Figure 4.1 Measurement model of Communitization. Standard Direct Effects Communitization to Respond, Knowledge, Attention, and Respect are 0.934, 0.898, 0.884, and

0.659 respectively. Squared Multiple Correlations are Respond 0.871, Knowledge 0.806, Attention 0.782, and Respect 0.435. The correlation between Respect and Attention is 0.294

Table 4.15 The model consistency statistic of Communitization

Congruence Index	Criteria used to consider	Statistic Result
Relative Chi Square (X^2/df)	< 3.0	1.088
GFI	> 0.9	0.997
NFI	> 0.9	0.988
CFI	> 0.9	1.00
RMSEA	< 0.05	0.023

The analysis result according to table 4.15 found that the Goodness of Fit Index (GFI) of confirmatory factor and empirical data of communitization all of them within specific criteria.

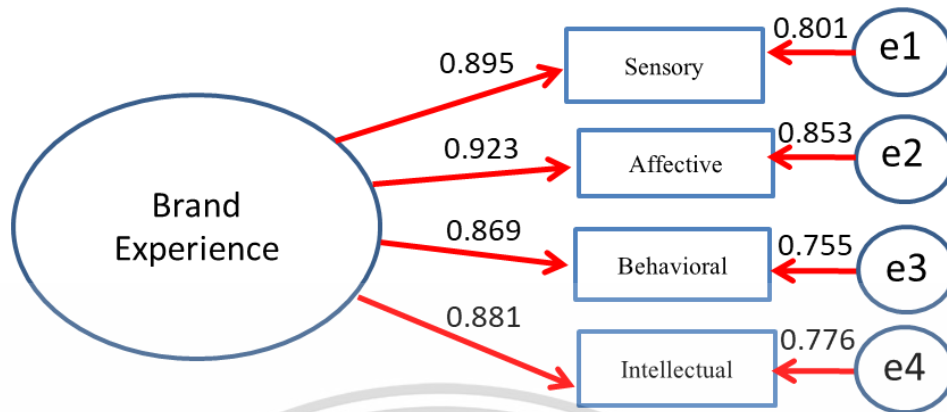
Table 4.16 Statistical value confirmatory factor analysis of communitization

Variable	Regression Weight	S.E.	C.R.	p-value
Respect	0.659	0.036	4.471	***
Attention	0.884	0.034	6.182	***
Knowledge	0.898	0.037	6.627	***
Full Responsibility	0.934	0.056	8.561	***

*** $p < 0.001$

From table 4.16 and figure 4.1 found that the regression weight of the variable used for measurement of latent variable for communitization is between 0.659 – 0.934 C.R. (Critical Ratio) >1.96. It can be concluded that all observed variables is significant at 0.05 level.

4.2.2 Result of Measurement Model of Brand Experience



Chi-square = 0.350 , df = 2 , chi-square/df = 0.175, p-value = 0.839

GFI = 0.999 , NFI = 0.999 , CFI = 1.000 ,RMR = 0.002 , RMSEA = 0.000

Figure 4.2 Measurement Model of Brand Experience

From figure 4.2. Standard Direct Effects Brand Experience to Sensory, Affective, Behavioral, and Intellectual are 0.895, 0.923, 0.869, and 0.882 respectively. Squared Multiple Correlation are Sensory is 0.871, Affective is 0.806, Behavioral is 0.782 and Intellectual is 0.434 Correlation between Respect and Attention is 0.294 as detailed in Figure 4.2 Measurement Model of Brand Experience.

Table 4.17 The model consistency statistic of Brand Experience

Congruence Index	Criteria used to consider	Statistic Result
Relative Chi Square (X^2/df)	< 3.0	0.175
GFI	> 0.9	0.999
NFI	> 0.9	0.999
CFI	> 0.9	1.00
RMSEA	< 0.05	0.000

The analysis result is according to table 4.17 found that the Goodness of Fit Index (GFI) of confirmatory factor and empirical data of Brand Experience all of them within specific criteria.

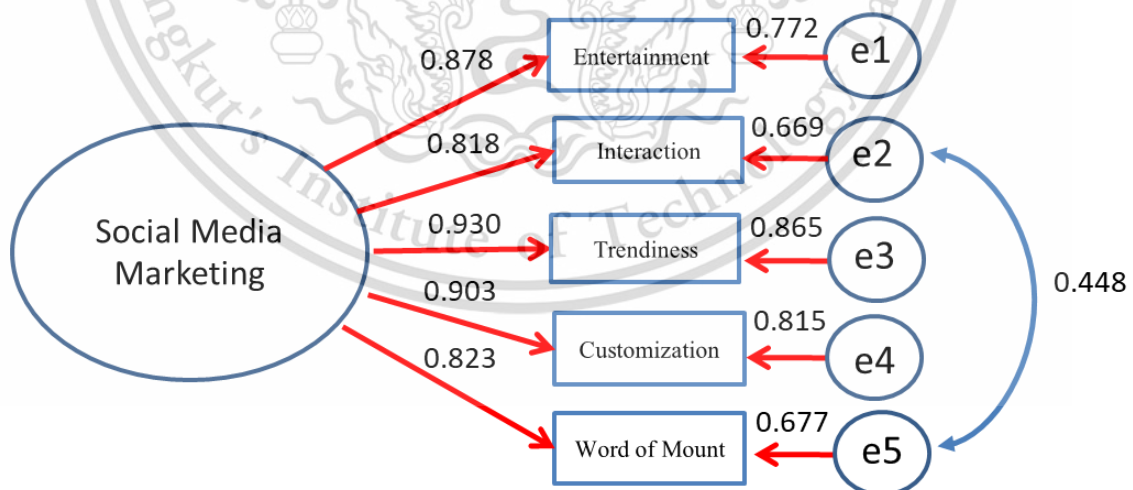
Table 4.18 Statistical value confirmatory factor analysis of band experience

Variable	Regression Weight	S.E.	C.R.	p-value
Sensory	0.895	0.018	7.146	***
Affective	0.923	0.038	7.384	***
Behavioral	0.869	0.015	5.757	***
Intellectual	0.881	0.018	5.796	***

*** $p < 0.001$

From table 4.18 and figure 4.2 found that the regression weight of the variable used to measurement latent variable for brand experience is between 0.881 – 0.923 C.R. (Critical Ratio) > 1.96 . It can be concluded that all observed variables is significant at 0.05 level

4.2.3 Result of Measurement Model of Social Media Marketing



Chi-square = 8.460 , df = 4 , chi-square/df = 2.115, p-value = 0.076

GFI = 0.982 , NFI = 0.990 , CFI = 0.994 ,RMR = 0.018 , RMSEA = 0.081

Figure 4.3 Measurement Model of Social Media marketing

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From Figure 4.3: Standard Direct Effect Brand Experience to Entertainment to Entertainment, Intellectual, Trendiness, Customized, and Word of Mout are 0.878, 0.818, 0.930, 0.903, and 0.823 respectively. Squared Multiple Correlations are Entertainment is 0.0772, Intellectual is 0.669, Trendiness is 0.865 Customization is 0.815 and Word of Mout is 0.766 and Correlation between Intellectual and Word of Mout is 0.448.

Table 4.19 The model consistency statistic of Social Media Marketing

Congruence Index	Criteria used to consider	Statistic Result
Relative Chi Square (X^2/df)	< 3.0	2.115
GFI	> 0.9	0.982
NFI	> 0.9	0.990
CFI	> 0.9	0.994
RMSEA	< 0.05	0.081

From table 4.19 The model consistency statistic of Social Media Marketing. The analysis result according to table 4.19 found that the Goodness of Fit Index (GFI) of confirmatory factor and empirical data of Social Media marketing all of them within specific criteria.

Table 4.20 Statistical value confirmatory factor analysis of Social Media Marketing

Variable	Regression Weight	S.E.	C.R.	p-value
Entertainment	0.878	0.061	7.97	***
Interaction	0.818	0.04	7.272	***
trendiness	0.930	0.033	5.523	***
Customization	0.903	0.058	8.006	***
Word of Mout	0.823	0.04	7.272	***

*** $p < 0.001$

From table 4.20 and figure 4.3 found that the regression weight of the variable used to measurement latent variable social media marketing is between 0.823 – 0.930 C.R. (Critical Ratio) >1.96. It can be concluded that all observed variables is significant at 0.05 level

4.2.4 Result of Measurement Model of Corporate Brand Equity

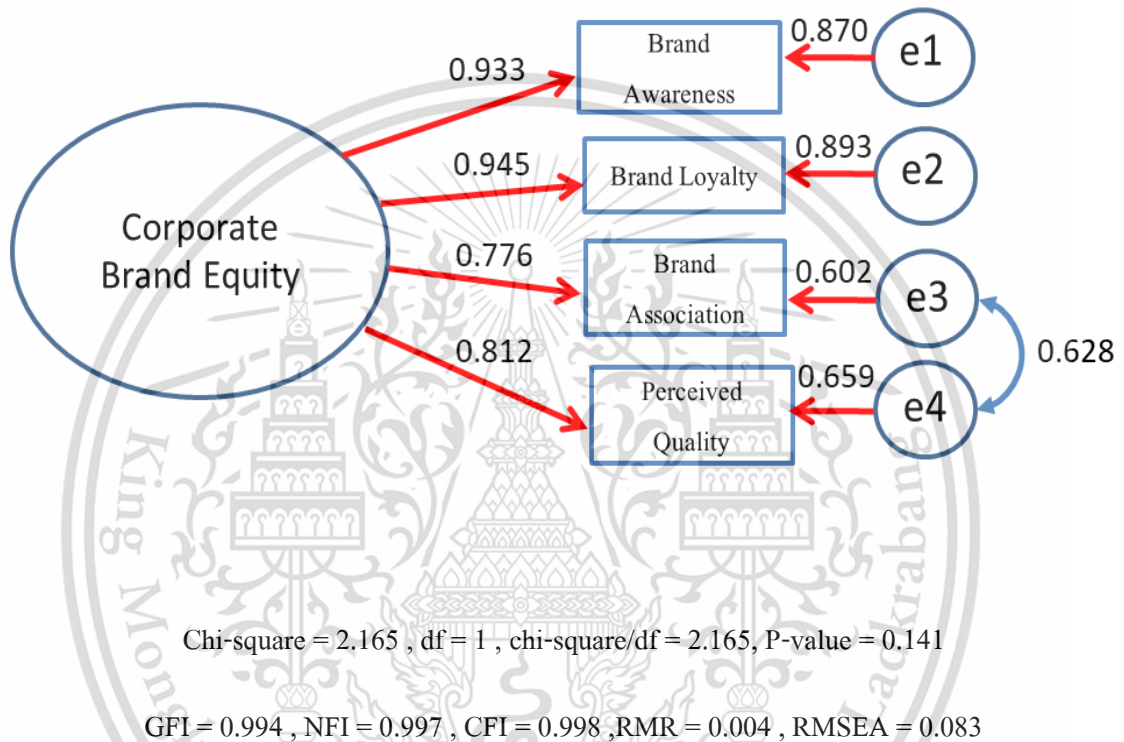


Figure 4.4 Measurement Model of Corporate Brand Equity

From Figure 4.4 Measurement Model of Corporate Brand Equity; Standard Direct Effect Corporate Brand Equity to Brand Awareness, Brand Loyalty, Brand Associate, and Perceived Quality are 0.933, 0.945, 0.776, and 0.812 respectively, Squared Multiple Correlation are Brand Awareness is 0.870, Brand Loyalty is 0.893, Brad Associate is 0.602 and Perceived Quality is 0.659 and Correlation between Brad Associate and Perceived Quality is 0.623 as detail in Figure 4.4 Measurement Model of Corporate Brand Equity.

Table 4.21 The model consistency statistic of Corporate Brand Equity

Congruence Index	Criteria used to consider	Statistic Result
Relative Chi Square (X^2/df)	< 3.0	2.165
GFI	> 0.9	0.994
NFI	> 0.9	0.997
CFI	> 0.9	0.998
RMSEA	< 0.05	0.083

The analysis result according table 4.21 found that the Goodness of Fit Index (GFI) of confirmatory factor and empirical data of Corporate Brand Equity all most of them within specific criteria.

Table 4.22 Statistical value confirmatory factor analysis of Corporate Brand Equity

Variable	Regression Weight	S.E.	C.R.	p-value
Brand Awareness	0.870	0.038	8.806	***
Brand Loyalty	0.893	0.029	8.312	***
Brand Associate	0.602	0.031	3.761	***
Perceived Quality	0.659	0.032	4.464	***

*** $p < 0.001$

From table 4.22 and figure 4.4 found that the regression weight of the variable used to measurement latent variable for corporate brand equity is between 0.602 – 0.893 and the regression weight of all variables is C.R. (Critical Ratio) > 1.96. It can be concluded that all observed variables is significant at 0.05 level.

4.5 Structural equation model analysis results

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Table 4.23 Goodness of Fit Criteria, Supporting Theory, and Result.

Index Criteria	Criteria	Support Theory	Result
CMIN / df	≤ 3.00	Tabachnick & Fidell,2007	2.599
GFI	≥ 0.09	Schumarker & Lomax 2010	0.848
AGFI	≥ 0.09	Hopper et al,2008	0.767
CFI	≥ 0.09	Schumarker & Lomax 2010	0.953
NFI	≥ 0.09	Schumarker & Lomax 2010	0.927

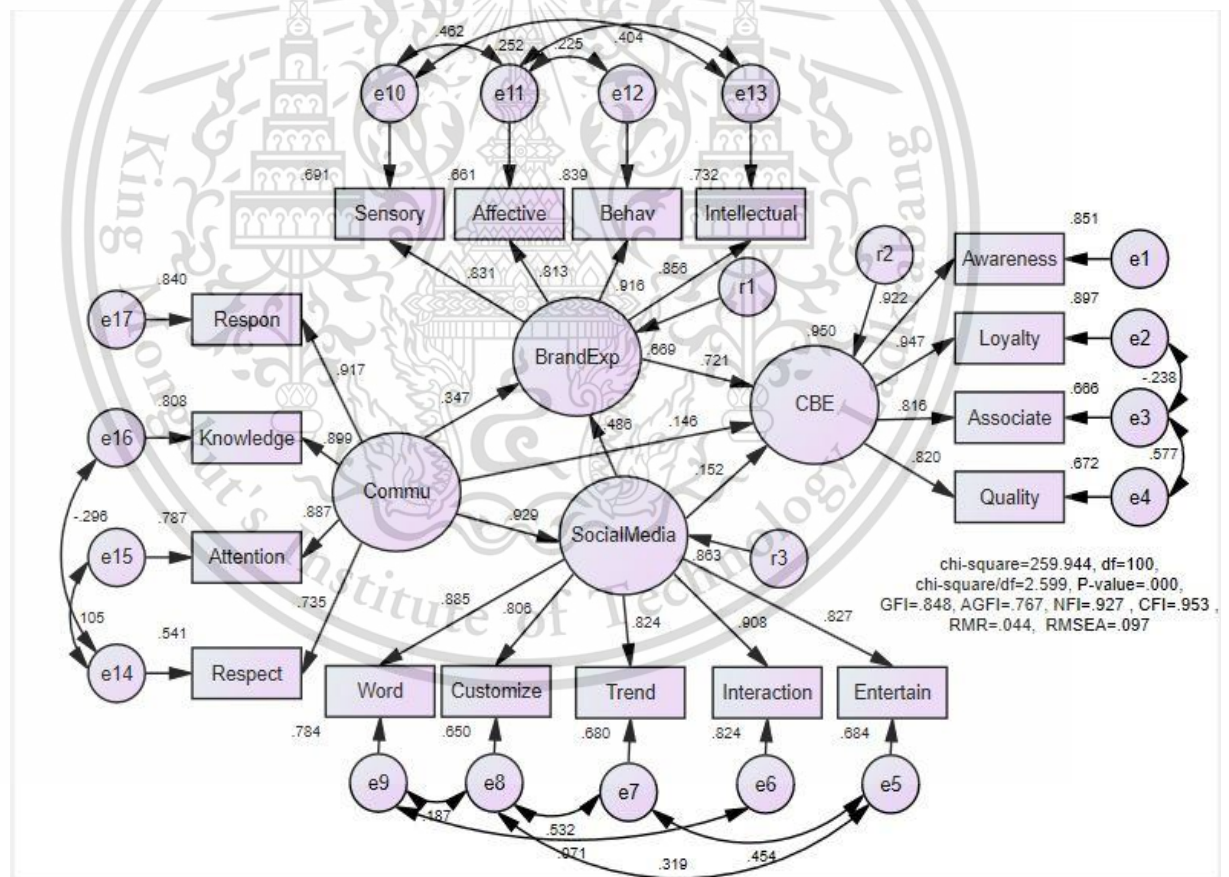


Figure 4.5 Final Structural Equation Model

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4.6 Hypothesis test results

The structural Equation Model was used for hypotheses testing when it was necessary to examine the extent of an exogenous latent variable on endogenous latent variables. Evaluating Measurement Model Fitness AMOS provides a set of indices that are implemented to analyze whether or not the data authenticates the hypothesized model. In this study, Chi-Square, CMIN/DF, comparative fit index (CFI), the goodness of fit index (GFI), adjusted goodness of fit index (AGFI), and route mean square error of approximation (RMSEA) were used to evaluate the model fitness. These parameters explained the extent to which the variables were associated with one another. The results are Chi-Square = 2.599 , CMIN/DF = 0.848 , comparative fit index (CFI) = 0.953, goodness of fit index (GFI) = 0.848 and adjusted goodness of fit index (AGFI) = 0.767 , As Table 4.19 indicates, the measurement model recognized as a good fit with the standards of, CMIN/DF, GFI, AGFI CFI and NFI

Table 4.24 The hypothesis testing result

Hypothesis	p-value	Hypothesis Testing Results
H ₁ : Communitization has a direct influence on corporate brand equity in the Thai boxing and entertainment business sector.	0.234	Not Support
H ₂ : Communitization has a direct influence on brand experience in the Thai boxing and entertainment business sector.	0.102	Not Support
H ₃ : Communitization has a direct influence on social media marketing in the Thai boxing and entertainment business sector.	***	Support
H ₄ : Brand experience has a direct influence on corporate brand equity in the Thai boxing and entertainment business sector.	***	Support

Hypothesis	p-value	Hypothesis Testing Results
H ₅ : Social media marketing has a direct influence on corporate brand equity in the Thai boxing and entertainment business sector.	0.237	Not Support
H ₆ : Social media marketing has a direct influence on brand experience in Thai boxing and the entertainment business sector	0.023*	Support

* $p < 0.05$, *** $p < 0.001$

From table 4.24 The hypothesis test result, Normally, reject or accept hypothesis will reject or accept hypothesis null hypothesis, but in the table describes reject or accept using alternative hypothesis on table 4.20 Result of 6 hypotheses in the study 3 hypothesis were accepted and 3 hypotheses were rejected.

4.7 Direct Effect, Indirect Effect, and Total Effect of Variable Analysis Test result

Table 4.25 Direct Effect (DE), Indirect Effect (IE) and Total Effect (TE) Analysis Result

Exogenous	Endogenous								
	Brand Experience			Social Media			Corporate Brand Equity		
	DE	IE	TE	DE	IE	TE	DE	IE	TE
Communitization	0.347	0.451	0.798	0.929**	-	0.929	0.146	0.716	0.862
Brand Experience	-	-	-	-	-	-	0.721**	-	0.721
Social Media	0.486*	-	0.486*	-	-	-	0.152	0.350	0.502

**Significant at 0.01, *Significant at 0.05

From table 4.25 Communitization has a direct effect on social media marketing significant level of 0.01 (0.929**), brand experience has a direct effect on corporate brand equity

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significant level of 0.01 (0.721**), social media marketing has a direct effect to brand experience a significant level of 0.05 (0.486*).



CHAPTER 5

CONCLUSION AND DISCUSSION

From topic research a Structural Equation Model of variable influencing corporate brand equity in Thai boxing entertainment business Sector. The researcher has summarized the research model, details. Research regulations, methodology, population, samples that used in the research, as well as the results obtained from the research are as follows:

5.1 Conclusion

The main objectives of this study are; 1) To study the direct, indirect, and combined influence of variables on corporate brand equity in the Muay Thai entertainment business sector. 2) To develop the structural equation model of variables affecting the corporate brand equity in the Muay Thai entertainment business sector and 3) To check the consistency of the form, structure equation of variables that influence corporate brand equity in the Muay Thai entertainment business sector. with empirical data. The population for use in the study's structural equation modeling of variables potentially affecting corporate brand equity in the Muay Thai Entertainment business sector. To determine the size of the sample, followers, and viewers in the Thai Fight Facebook fan page. The sample was selected using the convenient sampling method which has criteria for determining the sample size is 10 times (10 x 17) the number of variables used. In this research, there are 17 variables. This research has determined the sample which follows and viewers in Thai Fight Facebook fan page. Selected 170 Thai Fight Facebook Fanpage for this research sample. Thai Fight. Data collection was done by using online questionnaires to Thai Fight Fanpage's. This research is the quantitative research method, by studying and researching from secondary sources such as books, journals, related research and using the method of data collection with primary data. to find answers about concepts from the population and collect them to analyze the data by using the Structural Equation Model: SEM. The second stage, Quantitative Research, is to determine the

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population and sample for this research, and then create the tools and verify the quality of the tools. The tools were used to find the IOC value by 4 experts. The tools were improved and then put into practice with 30 samples and then used to find the reliability. Reliability was measured from the Cronbach Alpha coefficient, and the instrument was then used to collect data with real samples. And then analyze the quantitative data until obtaining the Final Model. Quantitative research (Quantitative Research) by studying from secondary sources such as books, journals, related research, and using questionnaires to collect data (Questionnaire) to obtain conceptual answers from manufacturing companies and collect them for analysis using statistical analysis and Structural Equation Model (SEM).

1. Exogenous latent variable is communitization, which consists of 4 observed variables, namely: Respect, Attention, Full responsibility, and Knowledge.
2. Mediating variable is considered to explain the relationship between an exogenous variable and endogenous variable and In this study, the mediator variable consisted of 2 variables:
 - 2.1 Marketing on social media consists of 5 observed variables, namely entertainment, Interaction, Trend Modernity, Customization, and word of mouth.
 - 2.2 Brand Experience, consisting of 4 observed variables namely Sensory, Affective, Behavioral, Cognitive Thinking (Intellectual).
3. Endogenous latent variable results from the independent variable, which is Corporate Brand Equity, consisting of 4 observed variables which are Perceived Quality, Brand Awareness, Brand Associate Linkage, Customer Loyalty.

Analysis of the model was conducted at two levels. First, for descriptive analysis, statistical means, standard deviation, and inferential statistics were calculated for all variables. Second, AMOS 21 has been chosen as one of the most popular research for structural equation modeling analysis. Business research in recent years has shown a greater dependency on structural equation modeling as one of the best mainstream methods to analyze topics of the business management field.

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The SEM results of the hypothesis tests revealed three significant correlations, including H3 (Communitization has a direct influence on social media marketing in the Thai boxing and entertainment business sector.), H4 (Brand experience has a direct influence on corporate brand equity in the Thai boxing and entertainment business sector), H6 (Social media marketing has a direct influence on brand experience in Thai boxing and the entertainment business sector.) were accepted.

5.2 Discussion

The analytical SEM results revealed that three research hypotheses were accepted. The hypothesis H3: Communitization has a direct influence on social media marketing in the Thai boxing and entertainment business sector was accepted, this result confirmed the findings in the previous researches about Mobile Social Media: The New Hybrid Element of Digital Marketing Communications research topic as follow Social media that allows customers to interact with brands can be used to build long-term relationships. More deeply, reviews this through a literature review, this study suggests companies make attractive social media applications to do not make it monotonous and disruptive so that they can become an inseparable part of the customer's daily life (Yadav A. et al.,2015) and form research Topic: Communitization Management in Kulina to Increase Customer After Rebranding (Erwan sudiwijaya and Kuskridho Ambradi,2020) Communitization Management in Kulina to Increase Customer After RebrandingThe researcher was founded Communitization is built on an Instagram social media platform and it is driven by customers. Brand adopters are passive customers who use products without expressing positive/negative experiences Hypothesis H4: Brand experience has a direct influence on corporate brand equity in the Thai boxing and entertainment business sector was accepted. The findings was supporting this hypothesis. It is consistent with the research on Impact of Brand Experience on Brand Equity of Online Shopping Portals: A Study of Select E-Commerce Sites in the State of Jammu and Kashmir. (Faseeh Amin and Fayaz AHMAD Nika,2019) which found Managing brand equity is important from both marketing and strategic perspectives of a firm. The results of the research study revealed that the sensory experience positively influences brand

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awareness, brand association, perceived quality, and brand loyalty. Thus, online shopping portals need to actively concentrate on providing consumer experiences that affect and please their senses. Online shopping firms can improve their sensory experiences in multiple ways to influence and improve different dimensions of corporate brand equity likewise, the research findings on brand equity, brand loyalty, and consumer Satisfaction (Janghyeon Nam, Yuksel Ekinici and Georgina Whyatt,2011) This study suggests that physical quality, staff behavior, ideal self-congruence, brand identification, and lifestyle-congruence are key determinants of consumer-based brand equity. physical quality and staff behavior capture the functional aspects whereas ideal self-congruence, brand identification, and lifestyle congruence capture the symbolic aspects of brand equity. Thus, by investigating the effect of lifestyle congruence on brand loyalty, our study extended the symbolic meaning of the existing models of consumer-based brand equity (Aaker, 1991)

Results from the study also accepted hypothesis H6: Social media marketing has a direct influence on brand experience in Thai boxing and the entertainment business sector was accepted. The Finding was supporting this hypothesis, as well as (2014, Tugrul) has studied the relationship in a different context. That study, therefore, has identified SMM as an important antecedent of brand experience

While Hypothesis 1: Communitization has a direct influence on corporate brand equity in the Thai boxing and entertainment business sector was rejected. The Finding was not supporting this hypothesis. In the case that social integration does not directly affect Corporate Brand Equity because it lacks intermediaries that are linked and is communication to exchange information to the Community and have less impact than use Social Media Marketing as a transmission and a catalyst, as with other research before talked about the use of Social Media Marketing found that the brand followers showed better findings revealed more differences between the groups of brand-followers and non-followers on Facebook Social Media suggesting the existence of a positive impact of brands participation on Facebook on its brand equity results. (2019, Ann Margarida Barreto) and Hypothesis 2, Communitization has a direct influence on brand experience in the Thai boxing and entertainment business sector was rejected. The finding was not supporting this hypothesis and

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Hypothesis 5: Social media marketing has a direct influence on corporate brand equity in the Thai boxing and entertainment business sector. The Finding was not supporting this hypothesis also.

5.3 Implication and Recommendation

5.3.1 Implication

This research studies the relationship between variables influencing corporate brand equity found

that communitization has a direct effect on social media marketing due to communitization uses online media to make an appointment to talk and exchange information with the community and members of the community will select suitable Social Media Marketing Platform. The platform must be popular. It is easy to use, easy to modify for a firm it is useful for choosing, developing, and investing in each type of social media to meet the target audience for marketing communications. Brand experience has a direct influence on corporate brand equity in the Thai boxing and entertainment business sector. It shows that building a brand experience will increase your corporate's brand awareness and brand trust as well, so if the firm wants to increase corporate brand equity. It is imperative to familiarize yourself with the brand through various means such as advertising or sponsoring a sporting event with a large audience and social media marketing has a direct influence on brand experience in Thai boxing and the entertainment business sector it shows that social media can push brand experience on the customer target group, like tools of a firm to create a brand experience.

5.3.2 Recommendation

From this research, it was found that Communitization has a direct effect on social media marketing. Significantly, at 0.01, brand experience has a significant direct effect on corporate brand equity, at 0.01, social marketing has a significant direct effect on brand experience at 0.05, so it is recommended to firms need to build corporate brand equity of the organization as follows

- The Communitization of customer groups affects to the management of social media marketing of firms. The business must manage social media marketing to meet the needs of the target customers that are grouped, taking into account entertainment in use. Social media marketing Interactions, Trendiness of the media, easy customization, and word-of-mouth
- Brand experience has a significant impact on the brand of the organization. In businesses that want potential customers to see the value of the corporate brand. Businesses need to create brand experiences for their target customers. Emphasis must be placed on sensory, affectiveness, Behavioral, and Intellectual to create a brand experience. This will allow customers to perceive the corporate brand equity as well.
 - At the same time, Social media marketing has a direct impact on the brand experience. So to create a great brand experience affect corporate brand equity with quality tools and reaches the customer target Therefore, businesses should select social media as a marketing tool to create an effective brand experience for their customer target.
 - Meanwhile, the communitization of customer groups will not benefit corporate brand equity if the firms do not create a brand experience to communitization and use social media marketing as a medium to reach that communitization to recognize the corporate brand equity.

5.4 Limitation of the study

This research is research to examine the relationship of various variables in the Muay Thai Sports entertainment business sector only. At the moment, in Thailand, there are also many Thai boxing matches for entertainment that are gaining attention. Therefore, in the next opportunity if someone is interested in studying the relationship of variables between communitization, social media marketing, brand experience affecting corporate brand equity choose to study in other Thai boxing events for entertainment such as Max Muay Thai, 10 Fight 10, Super Muay Thai, research

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to test and verify additional information, future researchers may undertake additional qualitative research to further confirm the findings in future research, it may be studied from other sample business groups by the same group of a variable or study some other variable may be effective to corporate brand equity also.



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APPENDIX A

Dissertation research questionnaire

The research questionnaire was done in the online Google Form with the following questionnaire topics: The question topic is divided into 5 sections are Part 1 contains 11 Questions General information about demographic characteristics, Part 2 contains 12 questions about Communitization / Preferred Groups and follow the Thai Fight Boxing, Part 3 contains 15 Questions about the practice of social marketing activities, Part 4 contains 20 Questions about Brand Experience Questions, Part 5 20 Questions about organizational brand value(Corporate Brand Equity) The questionnaire detail as follows

Subject: A Structural Equation Model of variable influencing Corporate Brand Equity in Thai Boxing Entertainment Business Sector

This research is part of the Doctor of Philosophy in Industrial Business Administration degree Faculty of Business Administration and Management King Mongkut's Institute of TechnologyLadkrabang

Part 1 General information about demographic characteristics (11 items)

Please check in front of the true message that is most relevant to you.

1. Have you ever watched a Thai Fight boxing tournament?

Ever (1) Never (2)

2 . In the past 1 year, You have been following the Thai Fight Boxing Tournament.

How many times ?

1 time 2 time 3time 4 times 5time Every time competition is held

3.Gender

Male female

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4. Age

- Younger 25 years 25-35 years 35-45 years
 45 – 55 years 55 –65 years Older 65 years

5.Highest level of education

- Less than middle school.
 High school/Vocational school. Diploma.
 Bachelor's degree. Master's degree.
 Doctoral degree.

6.Domicile

- Bangkok and Perimeter North Central
 South North East East West

7.Career

- Student Housewife Business owner
 Government Officer Company employee
 Freelance Farmer, fishery
 Other (Please Clarify).....

8. Income per month (baht)

- Less than or equal to 20,000 Baht
 20,001-40,000 baht 40,001 – 60,000 Baht
 60,001 – 80,000 Baht 80,001 -100,000 Baht
 More Than 100,000 Baht

9. How do you follow the arrangement of the Thai Fight Boxing Tournament (can answer more than 1 question)

- Looking at the boxing stadium Watch on TV (2)

Watch on Online TV Traceback on Youtube

Other (Please Clarify)

10. Do you know the news of Thai Fight boxing management. From any information
(can answer more than 1 question)

Advertisement on radio and TV Billboard or Poster

Online /website Newspaper Word of Mout

Social media Network information

Other

11. Do you have experience in using other Thai Fight products as follows? (Can answer
more than 1 question)

Thai Fight Polo Shirt

Sports equipment Thai fight

Thai Fight Physique Sports Fitness

Credit card Thai fight from GSB

Thai Fight Energy drink

Thai Fight Restaurant

Thai Fight Thai Fight beauty clinic

Proud to be THAI TV show

Thai fight station community mall

Thai Fight Boutique Hotel

Thai Fight Institute of Sport Administration KMITL: TISA Business Administration

Program in Sports Management in collaboration with King Mongkut's Institute of
Technology Ladkrabang

Part 2 Communitization / Preferred Groups and follow the Thai Fight Boxing (12 items)

Please mark ✓ in the box that is most true to you.

		Comment level				
		Minimal	Little	Middle	Great	The most
1	You recognize and respect those who know. About the management of Thai boxing competition and business among boxing enthusiasts					
2	A thought leader among boxing enthusiasts. Influence the changes in your attitudes, ideas, values , and decisions about the Thai Fight stories.					
3	You agree to follow, If requested by a leader or someone you accept Or provide assistance In various operations About Thai Fight among boxing enthusiasts					

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Attention		Comment level				
		Minimal	Little	Middle	Great	The most
4	You were interested in organizing the competition. Boxing match And boxer Thai fight					
5	You follow the competition schedule The venue for every Thai Fight competition					
6	You were interested in the boxing business and investment in various businesses of Thai Fight					
Fully Responsibility		Comment level				
		Minimal	Little	Middle	Great	The most
7	You have to exchange ideas about organizing the competition. Boxing match Boxer And Thai Fight results With other people Within the group of boxing enthusiasts					
8	You will be the correct information provider.					

	If you get wrong information Not correct from reality About Thai Fight					
Fully Responsibility		Comment level				
		Minimal	Little	Middle	Great	The most
9	If you miss watching live broadcasts of the Thai Fight You will go to watch back.					
Knowledge		Comment level				
		Minimal	Little	Middle	Great	The most
10	You know the origin. The history of Thai Fight as well					
11	You know Thai Fight Fighter					
12	You know business operations. And other products from Thai Fight					

Part 3 Questions about the practice of social marketing activities (15 items)

Please mark ✓ in the box that is most relevant to you.

Entertainment		Comment level				
		Minimal	Little	Middle	Great	The most
1	You get entertainment from online media About the Thai Fight boxing tournament					
2	Online media about the Thai Fight boxing tournament makes you interested in following the upcoming competition.					
3	Have you ever watched the online media of Thai Fight? It watched Retrospective on an important match, an interesting opponent, or during an interesting round of competition.					
4	You have a discussion and exchange information through online media about the Thai Fight boxing tournament.					

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Interaction		Comment level				
		Minimal	Little	Middle	Great	The most
5	Have you ever posted, chat, or shared information about the Thai Fight.					
6	When you receive information about the Thai Fight You decide to intend to follow and watch the game immediately.					
Trendiness		Comment level				
		Minimal	Little	Middle	Great	The most
7	You receive up-to-date news through online media. About the Thai Fight					
8	The information on Thai Fight online media is constantly being updated. Timely					
9	Online media that Thai Fight uses, such as websites, Facebook, Twitter, YouTube, Instagram, covers the use of online media that you use.					

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Customization		Comment level				
		Minimal	Little	Middle	Great	The most
10	You can post messages, pictures, comments through Thai Fight online media.					
11	Thai Fight online media can be modified to suit the device you use such as desktop computers, notebooks, tablets, smartphones.					
12	You can easily distribute information and pictures posted in Thai Fight online media.					
Word of Mout		Comment level				
		Minimal	Little	Middle	Great	The most
13	You have been told to talk and persuade others through social media to follow your boxing match and Thai Fight through social media.					
14	You are a broadcaster, talking, persuading others through social media. Keep following a boxing partner. And the					

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	Thai Fight Boxing Tournament					
Word of mount		Common level				
		Minimal	Little	Middle	Great	The most
15	You are a broadcaster, talk, persuade others who are not online to follow boxing matches and Thai fights.					

Part 4 Brand Experience Questions (20 items)

Please mark in the box that is most true to you.

Sensory		Comment level				
		Minimal	Little	Middle	Great	The most
1	Thai Fight Boxing Tournament Makes you feel the fighters of the Thai people Feel love for the nation					
2	The Thai Fight Athletes show respect to the teacher (Wai Kru) before fighting. Makes you feel the gratitude of the Thai teachers And Thai traditions					

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3	The music used for the Thai Fight tournament will make you feel fun and participate in the competition.					
4	Thai Fight's stage arrangement and competition style give you the feeling of presenting the fight. Grandeur					
5	Presenters Make the competition and boxing more interesting to follow					
Affective		Comment level				
		Minimal	Minimal	Minimal	Minimal	Minimal
6	Thai Fight makes you know And follow Thai boxing					
7	Thai Fight makes you patriotic And proud of Thai culture					
8	Do you think that Thai Fight influences the popularity of Muay Thai?					
9	Do you think that the Thai Fight competition In various places, helps to promote the					

	venue or the local area of the event at what level?					
10	Do you think that the Thai Fight competition Making people living in the area of the competition venue Feel involved And be part of the competition?					
Behavior		Comment level				
		Minimal	Minimal	Minimal	Minimal	Minimal
11	Watching the Thai Fight Tournament will make you more interested in Muay Thai.					
Behavior		Comment level				
		Minimal	Minimal	Minimal	Minimal	Minimal
12	Watching the Thai Fight match makes you get to know more famous Thai boxers.					
13	Watching the Thai Fight Tournament will make you interested in practicing / training/exercising with Muay Thai.					

14	As you watch the Thai boxing tournament, the fire reminds you and watch other Muay Thai matches increase as well.					
15	As you watched the Thai Fight boxing match Causing him to have a chat Exchange ideas criticize About Thai boxing fight With more people					
Intellectual		Comment level				
		Minimal	Little	Middle	Great	The most
16	You compare the Thai Fight boxing competition. With organizing other forms of boxing					
Intellectual		Comment level				
		Minimal	Little	Middle	Great	The most
17	You often think of the reasons for organizing a Thai boxing fight outside of the place, such as organized					

	by provinces or arranged abroad					
18	Do you think that organizing the Thai Fight competition that is broadcast and broadcast all over the world As a promotion And advertising publicity arts And tourism in Thailand					
19	Do you think that organizing a Thai boxing match is to promote the sport of Muay Thai, and published the art of Mae Mai Muay Thai For Thai and foreigners					
20	Do you think that the Thai Fight Competition Causing people to turn their attention to Muay Thai and more business-related to Muay Thai					

Part 5 Questions about organizational brand value(Corporate Brand Equity) (20 items)

Please mark ✓ in the box that is most true to you.

Brand Awareness		Comment level				
		Minimal	Little	Middle	Great	The most
1	Do you know the Thai Fight boxing tournament very well?					
2	When it comes to Thai boxing, you will first think of Thai Fight.					
3	Are you familiar with and know the Thai Fight brand. And organizing a Muay Thai Fight Tournament					
4	Do you know famous boxers from the Thai boxing fight?					
5	Do you know the Thai Fight brand and other fighting products such as shirts, sports equipment, fitness gyms?					
Brand Loyalty		Comment level				
		Minimal	Little	Middle	Great	The most
6	Are you follow the news Or follow a regular Thai fight boxing competition					

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7	If there are other boxing programs to compete in the same period You choose to watch the Thai Fight.					
8	If you have the opportunity, you will mention or recommend it to others. Follow the Thai Fight competition					
9	If someone mentions Thai Fight in the information that is not true You will immediately explain and clarify the correct and true information.					
10	If you have the opportunity You are encouraged to buy or using services, products, and services Other types of Thai Fight products such as shirts, sports equipment, fitness gyms, hotels, energy drinks, credit cards					

Perceived Quality		Comment level				
		Minimal	Little	Middle	Great	The most
11	Are you satisfied with the organized competition and the presentation of Muay Thai Fight?					
12	Are you satisfied with the organization of the tournament that rotates to the provincial landmarks? Or different countries					
13	Are you satisfied with the art of Muay Thai master gesture? That boxers use in the Muay Thai Fight					
14	Are you satisfied with the quality and workmanship of Thai fight fighters?					
15	Are you satisfied with the decision? And Director of Thai Fight					
Brand Associate		Comment level				
		Minimal	Little	Middle	Great	The most
16	Are you saw that the Muay Thai Fight Tournament was					

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	better and more interesting than other programs.					
Brand Associate		Comment level				
		Minimal	Little	Middle	Great	The most
17	Are you feel that Thai boxing athletes fight fights with intense fun.					
18	Are you follows and cheers the representative boxer from Thailand. In the Thai fight boxing competition					
19	Do you think that each Thai fight boxing tournament has contributed to public relations? Competition venue each time as well					
20	Do you think that the Thai Fight Boxing Tournament Helping to promote Thai boxing and Thailand to foreigners to know					

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Account Manager at Teledata (Thailand) company limited 1997-1998
Senior Sales& Marketing Manager at Loxley public company limited
1999-2018
Managing Director at Limmat (Thailand) company limited 2018-
Present
Operation Director at True Friends Consultant Company limited, 2019-
Present