**The Impact of Marketing Mix (4ps) on Brand Equity towards Customer Loyalty:
A Case Study of the Food Delivery Industry in Thailand**

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Abstract

This study aims to examine the relationship between the marketing mix (4Ps) and brand equity in the food delivery industry in Thailand. It seeks to determine how the 4Ps contribute to building brand equity and to evaluate the impact of brand equity on customer loyalty. A structural model is developed to analyze the correlations between these variables. The research also assesses customer expectations to gather insights for future marketing efforts. By applying the 4Ps theory, the study investigates the factors and mechanisms through which brand equity influences customer loyalty in the food delivery industry. The findings indicate that product and place positively influence brand equity and customer loyalty. Moreover, brand equity is significantly associated with customer loyalty in this industry. This research offers valuable insights for marketers in developing effective marketing strategies.

Keywords: Food Delivery, Marketing Mix, Loyalty, Brand Equity

Introduction

As the commodity economy continues to grow, competition among companies is becoming more intense. Businesses are placing increasing importance on brand management, particularly brand equity and customer loyalty, to gain a competitive advantage. Brand management has become a crucial topic for both business leaders and marketing researchers.

Numerous studies in this area are exploring how brand management can enhance a company's competitive advantage especially in brand equity and customer loyalty. The term "brand equity" denotes the additional value that a company derives from a product simply because it has a well-known name, as opposed to a generic alternative. Companies can establish brand equity for their products by ensuring they are memorable, easily identifiable, and stand out in terms of quality and dependability. Additionally, large-scale marketing initiatives contribute to the development of brand equity. A study by (Yoo & et al., 2000) found that brand equity is correlated with the marketing mix, and that various factors can have a negative impact on brand equity. Additionally, (Brady, 2008) emphasized the importance of brand equity in helping organizations recover from initial performance failures and regain momentum. Customer loyalty refers to a customer's favorable perception of a product or service. As stated by (Aaker, 1991), brand loyalty represents a consumer's interest in a particular brand. This topic can be approached from three perspectives: the behavioral loyalty approach, which focuses on repeated purchases; the attitudinal loyalty approach, which considers purchasing intentions and brand loyalty; and a hybrid approach that incorporates elements from both approaches. Loyalty is a crucial concept in marketing strategy and forms the foundation of brand equity. By fostering loyalty, businesses can minimize the amount of time customers spend searching for alternative solutions. According to (MD, 1994), loyalty-based purchasing decisions can become habitual and result in brand satisfaction. Customer loyalty greatly benefits businesses by reducing costs and increasing sales.

Food delivery is a service by which a customer receives food from a restaurant, store, or an independent food-delivery company through a courier. Usually, orders are placed via a restaurant or grocer's website or mobile app, or through a food ordering company. With the advent of Thailand 4.0, many businesses have adapted their strategies to the digital world and changed their operations. The internet has facilitated the rise of powerful intermediaries, such as online food ordering and delivery companies, for the restaurant industry. As a result, restaurants in Thailand now offer made-to-order (MTO) food, with some even operating without a physical location. In Thailand, the food delivery industry has experienced significant growth, particularly due to the impact of Covid-19. Travel restrictions and lockdown measures have prevented people from dining in restaurants and reduced their outings, leading to an increased reliance on online platforms for food delivery. The most used platform is the online Food Delivery Application (FDA). According to research, the FDA platform has seen a substantial growth rate of 78-84%, with 66-68 million transactions compared to the previous year. Looking ahead to 2023, the global FDA market is projected to reach a value of $16,605

million, driven by an increase in smartphone usage, easy access to open-resource deployment platforms, and advancements in smartphone operating system designs. The objective of this paper is to thoroughly investigate the sources related to brand equity, aiming to gain a comprehensive understanding of the factors within the 4Ps (product, price, place, and promotion) that positively impact brand equity and subsequently influence brand loyalty in Thailand's food delivery industry.

Research Problem and Objectives

The objective of this study is to investigate the impact of the marketing mix (4Ps) on brand equity in relation to customer loyalty in the food delivery industry in Thailand. Thailand is currently striving to achieve Thailand 4.0, with a strong focus on utilizing various methods, particularly through the internet and the growth of e-commerce. The food delivery sector plays a vital role within the realm of e-commerce, as it provides not only products but also services. Therefore, establishing customer loyalty through brand equity is of utmost importance. Food delivery companies utilize various strategies and succession plans to maintain strong brand equity that nurtures customer loyalty. They leverage their understanding of the marketing mix to attract and retain customers, thereby gaining a larger market share. Understanding how to identify potential businesses within this evolving environment is a critical consideration. It is therefore essential to uncover the truth about the brand equity associated with using food delivery services and its correlation with the 4Ps marketing mix.

Research Question 1: Is there a significant correlation between the marketing mix strategies (4Ps) of the food delivery industry in Thailand and brand equity?

Research Question 2: Is there a significant correlation between the marketing mix strategies (4Ps) of the food delivery industry in Thailand and customer loyalty?

Research Question 3: Is there a significant correlation between brand equity and customer loyalty in the food delivery industry in Thailand?

Research Objective 1: Conduct a study to analyze the factors (marketing mix 4Ps) that influence customer brand equity in the food delivery industry in Thailand.

Research Objective 2: Investigate the relationship between the marketing mix strategies (4Ps) and brand equity in the food delivery industry in Thailand.

Research Objective 3: Analyze the relationship between brand equity and customer loyalty within the food delivery sector in Thailand.

Research Objective 4: Provide valuable insights and recommendations to businesses by analyzing data and information from the study.

For the purpose of this study, data will be collected using self-administered questionnaires in order to achieve the research objective. The researcher will carefully review the survey for consistency and remove any unnecessary questions to ensure the study is as straightforward as possible. Once the data has been collected, it will be analyzed using various techniques. The first step will be to measure Cronbach's alpha to assess the reliability of the data. Descriptive correlation designs will then be employed to describe the existing conditions and examine the relationships between variables. Additionally, levels of agreement will be used to test hypotheses. Hypothesis testing will primarily employ multiple regression, but other tests will also be conducted as needed. The research findings will benefit both current and prospective food delivery companies, providing them with valuable insights to inform their investment decisions. Particularly, the recommendations can be used to develop effective branding and marketing strategies aimed at improving service quality and increasing customer loyalty.

Research Methodology

Figure 1 Conceptual Framework
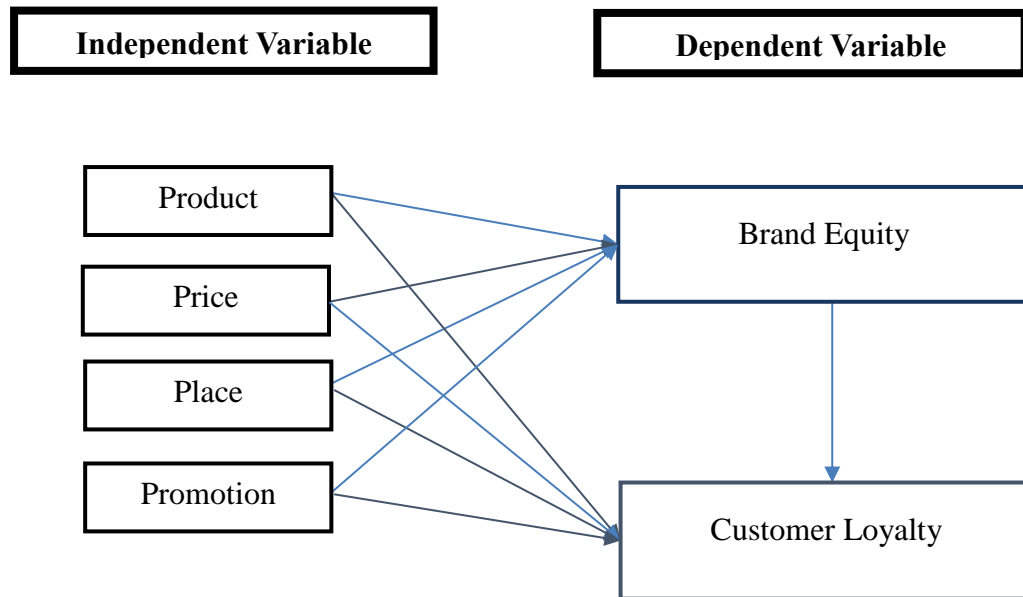
Research Strategy

According to (Creswell, 2002), there are two primary approaches to research: qualitative and quantitative. Qualitative methods involve collecting data through words or visuals, while quantitative methods involve collecting data through numbers. For this particular study, a

quantitative approach will be employed. The researchers will use questionnaires to gather data on brand equity and customer loyalty in the food delivery industry in Thailand, focusing specifically on the marketing mix 4Ps. The questionnaire will primarily consist of closed-ended questions. The success of the survey relies heavily on a well-designed questionnaire. The survey aims to collect demographic and general information from participants, understand how the marketing mix 4Ps influences brand equity and customer loyalty, and explore the relationship between the marketing mix 4Ps, brand equity, and customer loyalty.

Research Design

The objective of this study is to examine the correlation between the 4Ps marketing mix and brand equity as well as customer loyalty in the food industry in Thailand. The brand equity, which serves as the dependent variable, will be assessed using survey questionnaires that are based on the independent variable of the marketing mix 4Ps, focusing on product, price, place, and promotion. The questionnaires will be translated into Chinese before being distributed to respondents. The questionnaire is divided into three sections. The first section gathers demographic and consumer information. The second section evaluates brand equity and customer loyalty based on the marketing mix 4Ps. The third section describes customers' future expectations for the food delivery industry in Thailand. The variables are measured using categorical variables at nominal levels. In Section 1, demographic variables such as gender, marital status, age, occupation, and frequency of meal delivery use are measured. The five-point scale survey questions in Section 2 use the required choice method to assess brand equity and customer loyalty in relation to the marketing mix. Section 3 collects information on customer expectations for the future dynamic market. The questionnaire is distributed to individuals.

Data Collection

Once the target population has been identified, researchers proceed to develop a sampling process. According to (Uma Sekaran, 2016), this involves selecting representative units from the entire population to ensure the generalizability of the results. In this particular survey, non-probability sampling is employed due to its practicality. The convenience sampling technique is utilized, where an electronic questionnaire is distributed via the internet, allowing respondents to complete it at their convenience. The questionnaire will be made available on a data-collecting website and will be translated into Thai, English, and Chinese languages. Secondary data plays a supportive role in primary investigations as it aids in formulating

research questions and objectives. For this study, various secondary sources such as companies' annual reports, previous marketing campaigns' details, and publications focusing on brand equity and marketing mix are utilized. Moreover, these secondary sources will provide an abundance of information pertaining to the variables being studied, thus validating the questionnaire design further. Books, periodicals, articles, and newspapers serve as valuable sources during the analysis and critical examination of secondary data, aiding in the establishment of research objectives (Malhotra, 2007). Consequently, this study will employ both primary and secondary research methodologies.

Data Analysis

The importance lies in the proper collection and organization of raw information. This task is achieved through quantitative analysis, which determines the accuracy of the hypothesis. By quantifying the data, it can be either accepted or rejected. In this specific research, software is utilized to analyze the data and validate the assumptions. Additionally, participants' personal details are used to ensure the accuracy of the findings. Furthermore, a T-test is employed to examine the hypotheses under investigation. The primary objective is to use multiple regression analysis to forecast customer loyalty, considering the marketing mix and brand equity. Additionally, descriptive statistics are used to understand customer perceptions of marketing mix 4Ps towards brand equity and customer loyalty.

Research Results

Statistical Description

Through the distribution and recovery of questionnaires, a total of 400 samples were collected. The initial section of the chapter presents comprehensive information about the respondents, including descriptive statistics, reliability, and correlation analysis of the variables. The main objective of this research is to illustrate the correlation between the marketing mix 4Ps and both brand equity and customer loyalty.

Testing of Reliability Statistics

The values of Cronbach's alpha are presented in Table 1, indicating the reliability of the pretest and valid questionnaires. The pretest, which involved 30 respondents, demonstrated Cronbach's alpha values ranging from 0.740 to 0.931 (N=30). On the other hand, the actual Cronbach's alpha values for all variables, based on a sample size of 400, were found to range from 0.818 to 0.883 (N=400). All of these values surpass the threshold of 0.7, confirming the

consistency of the scales used in the questionnaires (Cronbach, 1951). Consequently, all variables included in the study are deemed acceptable.

Table 1 Cronbach's Alpha Scale Reliability Results

Variables	Item no	Pretest Cronbach's Alpha N=30	Cronbach's Alpha N=400
Product	5	0.740	0.853
Price	5	0.806	0.883
Place	5	0.787	0.840
Promotion	5	0.857	0.874
Perceived Quality	3	0.815	0.832
Brand Awareness	4	0.847	0.849
Brand Loyalty	4	0.849	0.818
Customer Loyalty	7	0.908	0.883

Correlation Test

In order to predict the value of variables and assess their correlation, it is necessary to conduct a test for multicollinearity between variables before discussing regression analysis. The correlation analysis of the variables is presented in Table 2, which indicates that there are no issues of multicollinearity among the variables.

Table 2 Correlation Analysis of Variables

	Product	Price	Place	Promotion	Brand Equity	Customer Loyalty
Product		.644**	.498**	.429**	.542**	.467**
Price			.643**	.394**	.504**	.424**
Place				.520**	.484**	.524**
Promotion					.431**	.454**
Brand Loyalty						.620**
Customer Loyalty						

Noted: N=400; All correlations are significant at 0.01 level.

Hypothesis Testing

The data analysis of how customers perceive the 4Ps of the marketing mix is shown using various measurements such as quantity, percentage, mean, standard deviation, and level interpretation. The interpretation of the mean and standard deviation is confined to a range of 1.00 to 5.00, which represents the lowest and highest possible values. Thus, the score range can be calculated using the following formula:

The above calculation used a score to separate the measurement scale.

$$\text{Ranges of scores} = \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Highest Score}}$$

$$= \frac{5-1}{5}$$

4.21- 5.00	= Strongly Agree	
3.41- 4.20	= Agree	= 0.80
2.61- 3.40	= Neutral	
1.81- 2.60	= Disagree	
1.00- 1.80	= Strongly Disagree	

Customer Perception towards Product

Based on the data, the perception of customers towards the product factors is neutral, which aligns with the mean value of 3.19 (S.D. = 0.712). Each factor is perceived neutrally. Among these factors, the statement "This company has effective customer service" has the highest mean value of 3.28 (S.D. = 0.969). Conversely, the factor "There are various choices of restaurants on this company's service" has the lowest mean value of 3.09 (S.D. = 0.939). The factor "This company's service is easy to use" has a mean value of 3.18 (S.D. = 0.917), while the factor "The speed of delivering service is always good" has a mean value of 3.15 (S.D. = 0.948). Lastly, the factor "This company has a good brand image" is perceived with a mean value of 3.26 (S.D. = 0.937).

Customer Perception towards Price

Based on the data, customers have a neutral perception towards the price factor, which is in line with the average value of 3.30 (standard deviation = 0.731). Among the various price factors, the one that stands out the most is "There are many payment ways (e.g., credit card,

cash, e-payment)" with an average value of 3.42 (standard deviation = 0.824). On the other hand, the factor "The fees charged on different services are flexible and reasonable (e.g., service tips, delivery fees)" has the lowest average value of 3.24 (standard deviation = 0.929). The factor "Price offering by this company is reasonable" has an average value of 3.28 (standard deviation = 0.928), while the factor "There is clear information for the fees/charges" has an average value of 3.26 (standard deviation = 0.881). Lastly, the factor "Fees/charges list is clear and unambiguous" has an average value of 3.31 (standard deviation = 0.867).

Customer Perception towards Place

Based on the data, customers tend to agree with the place factor, with an average score of 3.42 (S.D. = 0.700). Among the different aspects related to the place, the factor of "There are multiple ways to access the service, such as using an app or contacting the call center" stands out with a significant average score of 3.49 (S.D. = 0.875). On the other hand, the factor of "The corporate website provides clear and helpful information for customers" has the lowest average score of 3.37 (S.D. = 0.866). The factor related to convenience in using the service, including factors like service hours and delivery distance, has an average score of 3.39 (S.D. = 0.941). Additionally, the factor of "The available payment methods, including online banking, are convenient for using the service" has an average score of 3.44 (S.D. = 0.929). Finally, the factor of "The corporate website provides clear and helpful information for customers" again has an average score of 3.37 (S.D. = 0.866).

Customer Perception towards Promotion

Based on the data, customer perception of the promotion factor is generally favorable, as indicated by the mean value of 3.38 (S.D. = 0.716). Among the different promotion factors, the statement "The sale promotion is attractive to me to purchase or use this service." has the highest mean value of 3.44 (S.D. = 0.850), which is equal to the mean value of the factor "The promotions are well informed." On the other hand, the lowest mean value of 3.35 (S.D. = 0.897) is found in the factor "The advertisement persuades me to purchase or use this service." Similarly, the factors "There are many advertisements on the media (e.g., TV, Internet)." and "The promotions are always attractive." both have a mean value of 3.35 (S.D. = 0.897).

Customer Perception towards Marketing Mix 4Ps

Based on the data, the overall level of marketing activities is considered neutral, as evidenced by a mean score of 3.32 (S.D. = 0.537). Customer perception towards the place

component has the highest mean value of 3.42 (S.D. = 0.700). On the other hand, customer perception towards the product variable has the lowest mean value of 3.19 (S.D. = 0.712). In terms of the marketing mix 4Ps, product, price, and promotion are viewed neutrally, while the place component is seen in a more positive light.

Customer Perception on Marketing Mix 4Ps and Brand Equity

Based on the data, it was discovered that customers viewed the marketing mix 4Ps (product, price, place, promotion) with a neutral perception level. Additionally, the customers agreed with the perception level of brand equity, which had a mean score of 3.42 (Standard Deviation = 0.554).

Table 3 Agreement level of marketing mix 4Ps and customer loyalty

Marketing Mix 4Ps	Mean	Std. Deviation	N	Interpretation
Product	3.19	0.712	400	Neutral
Price	3.30	0.731	400	Neutral
Place	3.42	0.700	400	Agree
Promotion	3.38	0.716	400	Neutral
Customer Loyalty	3.43	0.645	400	Agree

Customer Perception towards 4Ps and Customer Loyalty

Based on the data, it was discovered that customers had a neutral and agreeable perception of the 4Ps of marketing mix (product, price, place, promotion). Additionally, it can be noted that customer loyalty also received an agreeable rating, with an average score of 3.43 (S.D. = 0.645).

Table 4 Agreement level of brand equity and customer loyalty

Marketing Mix 4PS	Mean	Std. Deviation	N	Interpretation
Brand Equity	3.42	0.554	400	Agree
Customer Loyalty	3.43	0.645	400	Agree

The connection between the 4Ps, Brand Equity, and Customer Loyalty

The findings presented in Table 5 indicate that factors associated with the product significantly and positively affect brand equity, with a significance level of $p<0.05$. This implies that consumers are more likely to value a well-known brand in the Food delivery sector, leading to increased revenue due to brand recognition. Additionally, the Place factor also has a noticeable impact, with a significance level of $p<0.1$, indicating that participants recognize the importance of location in maximizing brand equity for Food delivery services. These findings are consistent with a prior study conducted by (Yoo, 2005). Therefore, we can confirm that hypotheses H1 and H3, which propose that the product and Place, respectively, have a positive influence on brand equity in the food delivery industry in Thailand, are supported.

Table 5 The connection between the 4Ps, Brand Equity, and Customer Loyalty

Model	Unstandardized Coefficients		Standardized Coefficients	t- value	Sig
	Beta	**Std. Error**	**Beta**		
Constant	1.217*	0.136		8.923	0.000
Product	0.187*	0.042	0.240	4.500	0.000
Price	0.072	0.044	0.095	1.639	0.102
Place	0.075**	0.044	0.095	1.696	0.091
Promotion	0.046	0.043	0.059	1.054	0.293

Noted: N=400; *Significant Level at 0.05, p<0.05, **Significant Level at 0.1, p<0.1*
Dependent Variable: Brand Equity

Customer loyalty influenced by the marketing mix 4Ps

The findings from Table 6 illustrate the statistical results. The customer loyalty in the food delivery industry is greatly influenced ($p<0.01$) by two key components of the marketing mix: the product and place. This means that customers determine their loyalty based on the perceived value of the product and the convenience of the location. Consequently, customers are willing to invest their time, money, and effort into staying loyal as they evaluate the service quality, product availability, store efficiency, and staff representation. Moreover, the positive and significant coefficients ($p<0.1$) of the process and physical evidence variables indicate that customers are more inclined to be loyal based on the overall impression created by the food delivery service. These findings are in line with Eduardo Torres-Moraga's previous research

(2008), further supporting the hypotheses that product and place play a positive role in influencing customer loyalty within the food delivery industry in Thailand. Hence, it is crucial to consider these factors in comprehending and nurturing customer loyalty.

Table 6 Customer loyalty influenced by the marketing mix 4Ps

Model	Unstandardized Coefficients		Standardized Coefficients	t- value	Sig
	Beta	**Std. Error**	**Beta**		
Constant	0.890*	0.161		5.525	0.000
Product	0.144*	0. 049	0.159	2.938	0.003
Price	-0.049	0.052	-0.056	-0.945	0.345
Place	0.229*	0.052	0.249	4.387	0.000
Promotion	0.041	0.051	0.045	0.794	0.428

Noted: N=400; *Coefficient is significant at *0.01, ** 0.05, ***0.1

Dependent Variable: Customer Loyalty

The connection between customer loyalty and brand equity

The findings from the regression analysis in Table 7 validate the existence of a significant association between brand equity and customer loyalty, with a significance level of 0.01. This finding supports the notion that how individuals perceive a brand's equity is vital, especially when the company can provide value to customers through factors such as perceived quality, brand awareness, and brand loyalty. These components hold the potential to enhance customer confidence in making purchasing decisions and influence the overall user experience. Therefore, based on prior research conducted by (Mohammad Sherafatpour, 2013), we can conclude that hypothesis H5, which suggests that brand equity positively impacts customer loyalty in the food delivery industry in Thailand, remains valid.

Table 7 The connection between customer loyalty and brand equity.

Model	Unstandardized Coefficients		Standardized Coefficients	t- value	Sig
	Beta	**Std. Error**	**Beta**		
Constant	0.965	0.159		6.075	0.000*
Brand Equity	0.722	0.046	0.620	15.775	0.000*

Noted: N=400; *Coefficient is significant at *0.01.*

Dependent Variable: Customer Loyalty

Conclusion and Discussion

The survey distributed questionnaires to more than 500 participants, ultimately selecting 400 qualified responses. Data analysis was conducted on the participants' answers, examining percentages, averages (mean), and standard deviations (S.D.). The statistical software employed descriptive statistical analysis to evaluate demographic information such as gender, age, monthly income, and years of usage. The findings revealed that 42.7% of respondents were male, while 57.3% were female. The majority of respondents fell within the 21 to 35 age range, accounting for 216 participants or 54% of the total survey population. Additionally, most respondents had a monthly income between 10,001 to 20,000 Baths, representing 42% or 168 participants. The majority of participants had been utilizing food delivery services for 1 to 5 years, making up 68.5% of the entire survey population. To assess the level of agreement with the hypothesis, the independent t-test and one-way ANOVA (F-test) were employed. Furthermore, a linear regression analysis was conducted to explore the relationship between brand equity, customer loyalty, and the marketing mix 4Ps (product, price, place, and promotion). A significance level of $p < 0.05$ (95%) and $p < 0.1$ (90%) was considered for the analysis.

Product on brand equity and customer loyalty of the food delivery industry in Thailand

Based on the data, it can be observed that customers have a neutral perception of the product factor, which aligns with the average score of 3.19. Each factor is perceived at a neutral level of agreement. As stated by (Kotler, 2011), a product refers to anything that can satisfy a need and is introduced to the market for attention, evaluation, usage, or consumption. (Xiong & et al., 2015) suggest taking into account the customer's viewpoint when developing a service offering and examining the benefits package. This research demonstrates that the way customers perceive the product significantly affects both brand equity and customer loyalty. Thus, it is acknowledged that customer perception has a positive impact on both brand equity and customer loyalty. This study provides support for hypotheses H1 and H1a, affirming that the product has a significant positive influence on brand equity and customer loyalty in the food delivery industry in Thailand.

The research findings indicate that the product has a significant positive impact on brand value and customer loyalty within the food delivery industry in Thailand. While food delivery

presents an alternative to dining out, a drawback arises from the lack of participation by all restaurants in the delivery platform, causing the absence of a comprehensive food delivery service. To address this, it is vital to establish partnerships with more restaurants to prioritize offering customers a diverse range of dining options. Furthermore, collaborating with partner restaurants to provide special or exclusive menus can enhance the appeal and competitiveness of the product line. It is also crucial to prioritize user-friendliness and optimize delivery speed. Additionally, it is noteworthy that a majority of respondents who use food delivery services fall within the 21 to 35-year-old age range. Therefore, including menu options that cater to the preferences of young individuals, such as fast food, holds importance.

Price on brand equity and customer loyalty of the food delivery industry in Thailand

Based on the data, it is evident that customers have a neutral view of the price factor, as indicated by the average value of 3.30. The price is an important consideration for customers when purchasing certain products or services (Xiong & et al., 2015). In order for customers to be persuaded and able to afford it, the pricing of services must be convenient for them (Conway Michael, 1984). The price level plays a significant role in establishing brand equity, as it directly affects the perceived quality of most products and services (Yoo & et al., 2000). A higher price has a positive impact on brand equity, with the perception of brand quality acting as a determining factor. However, this study found that customer perception of price does not significantly influence brand equity and customer loyalty. Therefore, hypotheses H2 and H2a were rejected. Price does not have a significant impact on brand equity and customer loyalty in the food delivery industry in Thailand. The research findings indicate that the product.

The food delivery industry in Thailand is not significantly impacted in terms of brand equity and customer loyalty. Majority of the respondents have a monthly income ranging from 10,001 to 20,000 Baths, which is not considered high. However, despite this, the respondents are still willing to use food delivery services. This can be attributed to the reasonable pricing offered by the food delivery companies. They provide clear information about fees and charges, and the fees charged for different services are both flexible and reasonable. Furthermore, using food delivery services for enjoying meals at home is seen as safe, convenient, and worth paying the fees for. On the other hand, the pricing level plays a crucial role in forming brand equity, as it is directly associated with perceived quality of products and services. In the case of food, higher prices are often associated with better service quality, resulting in customers being less price sensitive when it comes to food delivery. Therefore, food delivery companies should steer

clear of engaging in unhealthy price competition and focus on maintaining service quality. Additionally, offering a variety of payment methods can enhance customer convenience.

Place on brand equity and customer loyalty of the food delivery industry in Thailand

Based on the data, customers' perception of the location factor aligns with the agreed-upon level, which corresponds to an average value of 3.42. According to (Sunghyup Sean Hyun, 2011), increasing the number of distribution locations allows products to reach consumers more efficiently, thus improving brand equity. (Armstrong & et al., 2006) define product placement or distribution as a coordinated system of organizations that make the product accessible for use or consumption. The results of this research show that customers' perception of location significantly impacts both brand equity and customer loyalty. Therefore, we can conclude that customers' perception of location positively influences brand equity and customer loyalty. The acceptance of hypotheses H3 and H3a supports this conclusion. The food delivery industry in Thailand greatly benefits from having a well-established and extensive network of locations as it positively affects both brand equity and customer loyalty. The study also emphasizes the importance of convenience in the food delivery industry, with the delivery area being a crucial factor for competitiveness. Expanding the delivery service team is essential to reach a larger customer base. Additionally, customers appreciate having multiple service options like mobile apps and call centers available to them.

Promotion on brand equity and customer loyalty in the food delivery industry in Thailand

Based on the data, customer perception of promotions is generally positive, as indicated by the mean value of 3.38. As (Pourdehghan, 2011) explains, promotions serve as a means of communication with customers and are used to provide information to consumer markets. However, this study found that customer perception of promotions does not significantly impact brand equity or customer loyalty. Therefore, the hypotheses H4 and H4a were rejected. The research results indicate that promotions do not have a significant influence on brand equity and customer loyalty in the food delivery industry in Thailand. In contrast to previous generations, the younger generation values individuality and freedom, and they are inundated with advertisements on various media platforms such as TV and the internet. However, they tend to find these ads unappealing and often skip them to focus on their videos or games. In fact, many young people are even willing to pay for ad-free services. Therefore, bombarding

them with advertisements is not an effective strategy. Instead, food delivery companies should consider collaborating with popular figures who can attract their fans.

Brand equity on customer loyalty in the food delivery industry in Thailand

According to the data, research suggests that there is a significant correlation between brand equity and customer loyalty at a 0.01 level. A study conducted by Mohammad Sherafatpour in 2013 highlighted the importance of customers' perception of brand equity, specifically in relation to factors such as perceived quality, brand awareness, and brand loyalty. The study confirms that brand equity has a notable impact on customer loyalty, demonstrating a positive influence. This study supports Hypothesis H5, which emphasizes the beneficial effect of brand equity on customer loyalty within the food delivery industry in Thailand. The research findings indicate that brand equity has a substantial influence on loyalty in this industry. Respondents highly value brand equity, particularly when it is associated with the perceived level of quality, brand awareness, and brand loyalty. The majority of respondents express loyalty to the brands they choose and are willing to pay a slightly higher price for those brands compared to their competitors. To enhance brand equity, food delivery companies should focus on improving their soft power, such as employee enthusiasm and service. Employees should be well-trained in their roles and equipped to respond to customer inquiries with enthusiasm and efficiency. Additionally, it is essential for service-based companies to prioritize customer satisfaction, as positive feedback and word-of-mouth recommendations from satisfied customers are highly valuable. Therefore, employees should receive training to address customer queries effectively and promptly, as their enthusiasm significantly contributes to enhancing brand equity.

Limitations

There are still limitations to the research presented in this paper that need to be addressed and improved upon. Firstly, the scope of the study was limited and data collection was constrained by the method of putting it online for respondents. Secondly, the study acknowledges that customer loyalty is a psychological factor that is likely to change over time, thus there are inherent limitations in capturing it accurately. Thirdly, the study focused solely on online participants, and future research should aim to encompass the entire population. Furthermore, future research should also consider other important factors such as the relationship between customer satisfaction and loyalty. Despite these limitations, this study

does contribute valuable insights into the impact of marketing mix activities on customer loyalty through brand equity.

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