

The Relationship of Television Viewers with Brand Awareness and Brand Loyalty: A Case Study of Bangkok, Thailand

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Abstract : The purposes of this research was to study the relationship of television viewers with brand awareness and brand loyalty from the perspective of customers in Bangkok. A probability random sampling of 482 television viewers was utilized. A Likert-five-scale questionnaire was designed to collect the data and small in-depth interviews were also used to obtain their opinions. The findings revealed that the majority of respondents reported a positive relationship between time of viewing television and brand awareness and brand loyalty. The more they watched the advertisement of a particular brand, the more positive the information was perceived and thereby increasing brand loyalty. Finally, the findings from the in-depth interviews with small group of television producers revealed that they are convinced that advertising exposure had a positive impact on brand awareness and brand loyalty.

Keywords : brand awareness, brand loyalty, television viewers, advertisement

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