

THE RELATIONSHIP BETWEEN STARBUCKS BRAND'S IMAGE, TRUST, AND ONLINE ENGAGEMENT



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ความสัมพันธ์ระหว่างภาพลักษณ์ ความไว้วางใจ และความผูกพันออนไลน์ต่อตราสินค้าสตาร์บัคส์



สารนิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาโทศึกษาศาสตร์มหาบัณฑิต
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หัวข้อ : ความสัมพันธ์ระหว่างภาพลักษณ์ ความไว้วางใจ และความผูกพันออนไลน์ต่อตราสินค้าสตาร์บัคส์.
 (THE RELATIONSHIP BETWEEN STARBUCKS BRAND'S IMAGE, TRUST, AND ONLINE ENGAGEMENT) อ.ที่ปรึกษาหลัก : ดร.ปภาภรณ์ ไชยหาญชาญชัย

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อสำรวจภาพลักษณ์ ความไว้วางใจ และความผูกพันออนไลน์ต่อตราสินค้าสตาร์บัคส์ รวมทั้งเพื่อสำรวจความสัมพันธ์ระหว่างตัวแปรทั้งสามดังกล่าว โดยเก็บข้อมูลด้วยการวิจัยเชิงสำรวจออนไลน์กับกลุ่มตัวอย่างซึ่งเป็นลูกค้าสตาร์บัคส์ ที่มีอายุระหว่าง 18 ถึง 40 ปี จำนวน 230คน จากผลการศึกษาแสดงให้เห็นว่า กลุ่มตัวอย่างรับรู้ภาพลักษณ์ของตราสินค้าสตาร์บัคส์ในเชิงบวก ($M = 4.21$) นอกจากนี้ กลุ่มตัวอย่างมีความไว้วางใจต่อตราสินค้าสตาร์บัคส์ค่อนข้างสูง ($M = 4.21$) และมีความผูกพันออนไลน์ต่อตราสินค้าสตาร์บัคส์ในระดับปานกลาง ($M = 3.48$) ในส่วนของความสัมพันธ์ระหว่างตัวแปรทั้งสามนั้น จากผลการวิจัยแสดงให้เห็นว่า ภาพลักษณ์ของตราสินค้าสตาร์บัคส์ มีความสัมพันธ์ค่อนข้างสูงกับความไว้วางใจต่อตราสินค้าสตาร์บัคส์ ($r = .73$) และมีความสัมพันธ์ในระดับปานกลางกับความผูกพันออนไลน์ต่อตราสินค้าสตาร์บัคส์ ($r = .52$) อีกทั้งความไว้วางใจก็มีความสัมพันธ์ในระดับปานกลาง กับความผูกพันออนไลน์ต่อตราสินค้าสตาร์บัคส์เช่นกัน ($r = .43$)



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The objectives of this research are to explore brand image, brand trust, online brand engagement of Starbucks, as well as to explore the relationship among these three variables. Data are collected through an online survey with 230 respondents, who are Starbucks Thailand's customers, aged between 18 to 40 years old are asked to participate in the online survey. The results depict that the respondents had a positive brand image of Starbucks Thailand ($M = 4.21$). Moreover, the results show that the respondents had fairly high trust in Starbucks Thailand ($M = 4.21$) and moderately engaged with Starbucks Thailand Facebook page ($M = 3.48$). In regard to the relationship among the variables, the results demonstrates that Starbucks Thailand's brand image was highly related to brand trust ($r = .73$) and moderately related to online brand engagement ($r = .52$). Also, brand trust had a moderate relationship with online brand engagement ($r = .43$).



Field of Study:	Strategic Communication Management	Student's Signature
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CHAPTER 1

Introduction

1.1 Significance of the Study

With the prevalence of the Internet and the advancement of technology, people nowadays are living in a different way compared to decades ago. With the popularity of social network sites, people often rely on social networks to communicate (Ho & Wang, 2020). Therefore, social media becomes rapidly advancing and most solid way for brands to connect and stay informed about products and services with their consumers (Rishi & Sharma, 2017). Social media marketing is a growing method in marketing nowadays through utilizing social media applications as an extension to complement the traditional marketing.

Social media platforms let brands establish connections with consumers, convey information, and expand their relationships with them (Boyd & Ellison, 2007; Cross & Parker, 2004). Nearly 94% of brands that use brand pages on Facebook update their page weekly (Burson-Marsteller, 2012). Moreover, in Asia, nearly 90% of brands use social network sites as a medium for E-commerce, and 75% utilizing social network sites as strategies more than one year (Perrini, Castaldo, Misani, & Tencati, 2010). Correspondingly, social media does not only

play a vital role in consumer's life (Akman & Mishra, 2017; Prado-Gascó, Moreno, Sanz, Nunez-Pomar, & Hervas, 2017), but also work as a channel for brand connection and engagement (Dimitriu & Guesalaga, 2017; Osei-Frimpong & McLean, 2018). In order to increase the interaction and engagement with consumers in a wider community, more than 15 million brands have their official page on Facebook (Ashley & Tuten, 2015; Koetsier, 2013; Potdar, Joshi, Harish, Baskerville, & Wongthongtham, 2018).

Starbucks, an iconic international coffee house chain, rarely advertises on billboards, newspapers, magazines, and posters. However, they put a large amount of money in creating a standardized brand identity and customer experience, as well as taking advantage of new and emerging customer engagement platforms (Roll, 2021). Starbucks has utilized the platform called ideas.starbucks.com to collect thoughts from customers in order to enhance their products and customer experience, increase engagement and build a long-term relationship with consumers.

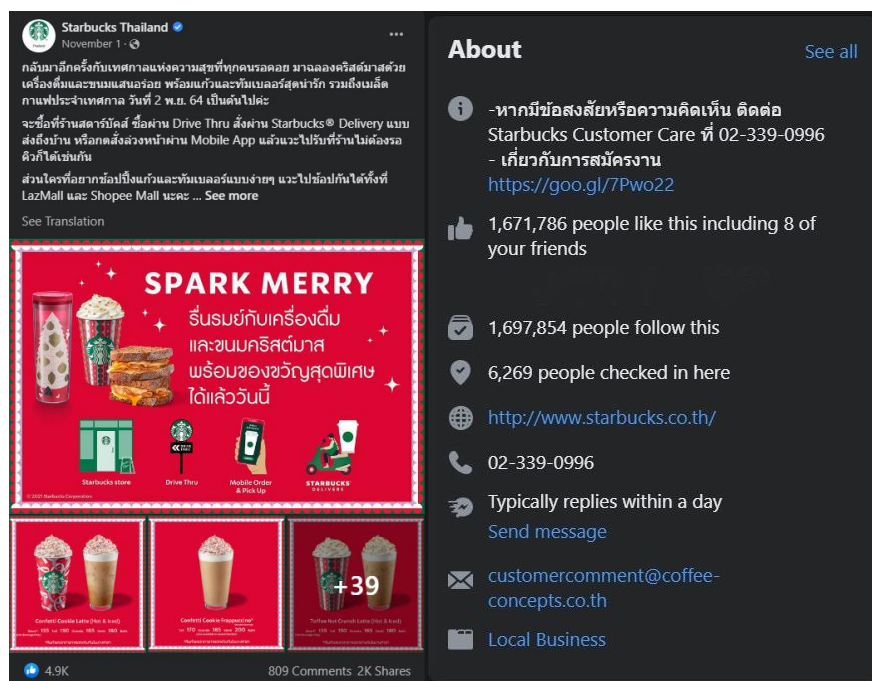
Furthermore, Starbucks make a good use of social media, such as Facebook page, Twitter account, Instagram page, Google+ community, Pinterest page and video channel on YouTube. The marketing activities on social media platforms

helped Starbucks convey positive brand messages and creating a moment of emotional connection with customers through these online platforms. Such activities are updating latest products on Facebook page, launching new campaign #whatsyourname on Starbucks social media platform to support LGBTQ+ community, and starting a global campaign titled “Meet me at Starbucks” to build their brand.

In terms of Starbucks Thailand, they still keep the same global standard for building their brand. Starbucks’s brand elements and brand messages are consistently presented. Starbucks Thailand frequently post new collections through social media platforms, especially Facebook. Moreover, Starbucks Thailand has already gained over 1.6 million followers on Facebook page as shown in figure 1.1.

With its consistency in social media marketing activities, Starbucks is worth studying, especially for online brand engagement.

Figure 1. 1. Followers of Starbucks Thailand Facebook Page



Source: Starbucks Thailand (2021). *Starbucks Thailand Facebook Page*. Retrieved December 3, 2021, from <https://www.facebook.com/StarbucksThailand>

According to Bandura (2001), psychosocial factors are essential for practitioners and scholars to acquire deeper knowledge about how to encourage consumers to take part in online brand engagement (Kang, Shin, & Gong, 2016; Karikari, Osei-Frimpong, & Owusu-Frimpong, 2017). Such psychosocial factors are brand trust and brand image.

Brand image is the mental image inside consumers' mind (Dobni & Zinkhan, 1990), including the given meanings related to specific attributes of the products and services of brands (Cretu & Brodie, 2007; Padgett & Allen, 1997).

Brand image is also considered as an accumulation of idea, rational assumption, and emotional value that consumers subjectively perceive a specific brand to be (Assael, 2004; Malhotra, 2010).

For brand trust, it is a degree of tendency to believe a brand that would perform a promised function (Chaudhuri & Holbrook, 2001). Cakmak (2016) also stated that brand trust is a consumer's belief whether a brand would make an effort to meet their expectation. As such, building brand trust with existing customers would help to create a strong long-term relationship and bind consumers with the brand.

With its rich social media activities, and its strength as a brand, Starbucks is a good candidate to study, especially in Thailand where coffee consumption is about 300 cups per person in a year, and Starbucks is still one of the top brands when consumers think about drinking coffee (Marketeer, 2019). Thus, this research aims to study Starbucks Thailand in terms of its brand image, brand trust, and online brand engagement from Starbucks customers.

1.2 Research Objectives

1. To explore brand image, brand trust, and online brand engagement of Starbucks
2. To explore the relationship between brand image, brand trust, and online brand engagement of Starbucks

1.3 Research Questions

1. What is brand image, brand trust, and online brand engagement of Starbucks?
2. What is the relationship between brand image, brand trust, and online brand engagement of Starbucks?

1.4 Scope of the Study

This study employed a quantitative approach through an online survey method. Purposive sampling technique was employed to select the research sample who are Thais, aged between 18 to 40 as they are the main target customers of Starbucks. A questionnaire was distributed to collect data from 230 respondents who are current Starbucks customers and are followers of Starbucks Thailand Facebook page. Data were collected during October to November 2021.

1.5 Operational Definitions

Brand image is defined as the sum of total mental perceptions or associations formed in consumers' mind towards a brand, which is Starbucks. In this study, brand image consists of three types, which are functional, symbolic, and experiential image (Dobni & Zinkhan, 1990).

Functional image is consumers' perceptions on whether Starbucks's product or service can satisfy their needs.

Symbolic image is how consumers perceive Starbucks as meeting their inner needs in terms of self-concept, social status, and self-recognition.

Experiential image means how consumers perceive their experience when using Starbucks' product or service.

Brand trust refers to a consumer's beliefs and a degree of tendency to believe that Starbucks is trustworthy and will meet their expectation (Chaudhuri & Holbrook, 2001). In this study brand trust is viewed as a two-dimensional model, which are brand reliability and brand intentions.

Brand reliability means a consumers' tendency to believe that Starbucks would perform in consistently positive way.

Brand intentions means a consumers' tendency to believe that Starbucks would act based on consumers' welfare and interests.

Online brand engagement is defined as consumers' cognitive, affective, and behavioral interactions with Starbucks Thailand Facebook page. In this study, brand engagement is viewed as a three-dimensional model, which are cognitive engagement, affective engagement, and behavioral engagement (Dessart, 2015).

Cognitive engagement is described as a set of active thinking, cognitive activities, and the level of concentration when consumers interacting with Starbucks Thailand Facebook page.

Affective engagement refers to a consumer's feeling during interacting with Starbucks Thailand Facebook page.

Behavioral engagement is a set of behaviors or actions towards Starbucks Thailand Facebook page, which are seeking help, commenting, sharing, posting, spreading positive things, and supporting.

1.6 Expected Benefits from the Study

Academically, the findings from this study can extend the body of knowledge surrounding brand image, brand trust, and online brand engagement.

Moreover, it can confirm existing theories and illustrate the relationship between brand image, brand trust, and brand engagement.

Practically, this study can help marketing communication practitioners, especially in the coffee chain industry, to understand consumers in terms of their trust, engagement, and perception towards a brand. Moreover, it can allow them to plan and create effective online brand engagement, thereby generating a positive image and trust towards their brand.



CHAPTER 2

Literature Review

The objective of this study is to explore brand image, brand trust, and online brand engagement of Starbucks. Additionally, the current research also studies the relationship among these three variables. Thus, this chapter focuses on the relevant concepts surrounding the definition of online brand image, the attributes of brand image, and brand image in online context. The chapter also explains the concept of brand trust in detailed. Moreover, it reviews the various definitions of brand engagement and its dimensions. Lastly, the chapter concludes with the hypotheses and the conceptual framework of this study.

2.1 Brand Image

Brand image has been discussed a lot in marketing literatures since the 1950s (Cho, Fiore, & Russell, 2015). Brand image is an important element of brands, differentiating them from other brands (Aaker, 1996; Kapferer, 1997), including the given meanings related to specific attributes of the products and services of brands (Cretu & Brodie, 2007; Padgett & Allen, 1997). In marketing literatures, the definition and interpretation of brand image are incongruent. Due to the lack of a universally

interpretation, the notion of brand image is often unclear and sometimes perceived different from the original meaning. For instance, Aaker (1996) uses brand identity to define corporate image, which is normally seen as part of the brand image.

However, Keller (2001) takes terms such like brand associations, brand performance, brand imagery, consumer judgments, and consumer feelings to conceptualize brand image. According to Lee, James, and Kim (2014) suggestion, the definition should be an integrated concept with three perspectives rather than be divided into several elements. Brand image is the consumer's associations linked to a brand (Keller, 1993) and the outcome that go through a combination of a cognitive, affective, and evaluative process. A study by Herzog (1963) and Newman (1957) also defines brand image as the sum of total perceptions about a brand reflected by brand associations held in consumer memory.

Correspondingly, brand image would affect consumers to act specifically toward the service or product (Keller, 1993). It also can be considered as an accumulation of idea, rational assumption and emotional value consumers subjectively perceive a specific brand to be (Assael, 2004; Malhotra, 2010). Thus, brand image would help consumers tell the difference between a specific brand and other competitive companies in the market. In other words, brand image is a vital

competing advantage, such as in marketing communication, in consumption experience, and in social effects (Ergin, Özdemir, & Özsaçmacı, 2006; Riezebos, 2003).

The Models of Brand Image

Due to the variation of definition by each scholar, the models of brand image are also incongruent in some degree. According to classification by Hankinson (2005) as shown in table 2.1, most of the models sort brand image into two categories, functional image shows tangible features of products or service, and symbolic image represents intangible features, such as reflecting consumer on self-expression or self-esteem. Moreover, in some other study, they point out the third category, defined as experiential image (Keller, 1998; Park, 1986).

Table 2. 1 Models of Brand Image

Authors	Functional image	Symbolic image	Experiential image	Brand Attitude
Park (1986)	Satisfaction of functional benefit	Satisfaction of symbolic benefit	Satisfaction of experience benefit	-
Keller (1998)	Functional benefit	Symbolic benefit	Experience benefit	A universal brand evaluation

Source: Hankinson, G. (2005) Destination Brand Images: A Business Tourism Perspective, *Journal of Service Marketing*, 19(1), p. 25.

For Park's (1986) model, developing the long-term framework by consumers' needs. There are three different needs during the process of consumers' brand selection, which are functional needs, symbolic needs, and experiential needs.

Functional needs are seen as the motivation of searching products for fixing the problems related to consumption. Symbolic needs are defined as the desires for products to fulfill social approval such as, self-enhancement, role position, group membership, or self-identity. The last needs are about Experience which is defined as desires for products that offer sensory pleasure, different responses and cognitive activities.

According to Keller's (1993) model, there are various dimensions involved in brand image, which are as attributes, benefits, and attitude. Attributes refers to what consumer consider the product or service has or is. In other words, it can be defined as the descriptive characteristics that distinguish the product or service (Keller, 1993).

Keller (1993) separated the attributes into two kinds, product-related attributes and non-product-related attributes. Product-related attributes are defined as the function of the product or service searched by the consumer. Non-product-related attributes are external aspects, which are not directly related to the performance or function of the product or service (Keller 1993; Xian & Rizwan, 2008). Based on the Keller (1993)

model, non-a-related attributes can be further discussed in four main types. (1) Price information, (2) Product or packaging appearance information, (3) user imagery, and (4) usage imagery.

Benefits dimension refers to what consumers think about the brand and what brand can do for them. It is consumer's personal value that connect with the attributes of a product or service (Ergin et al., 2006). Keller (1993) stated that this category can be seen as three parts based on the motivations to which they relate, (1) Functional benefits, (2) Experiential benefits, and (3) Symbolic benefits. Functional benefits are often correlated to the product-related attributes, these benefits are the intrinsic advantages of a product or service consumption. Additionally, these functional benefits are sometimes related to basic motivations, such as safety needs and physiological needs (Maslow, 1970), and the requirements to get rid of and avoid the problems. Experiential benefits refer to how consumers feel when using the product or service, and these benefits meet the wants of experiential pleasure. The last facet is symbolic benefits, it's more external advantages for consumption of product or service, and often correlated with the non-product-related attributes (Park, 1986).

Attitudes can be defined as the overall evaluations that consumers have toward a particular brand (Wilkie, 1986). This dimension is crucial as it often forms the basis

for consumer behavior such as brand selection and purchasing decisions. Attitudes allow consumers to make decisions by less thought, such as simple heuristic and decision-making rules (Keller, 1993). Mainly, when consumers are lack of the motivation or ability to assess a brand's product or service, they may work with extrinsic cues or some signal source (Olson & Jacoby, 1972) to summarize the quality of product or service on the basis of what consumers know about the brand such as the color or appearance of the product.

After reviewing the models of brand image provided by various authors, it shows that most of researchers described functional and symbolic dimensions of brand image (Park, 1986; Wu & Wang, 2014). Besides, brand image is also associated with experience while consuming a particular brand (Janonis & Virvilaitė, 2007). Therefore, this study would focus on three types of brand image, which are functional, symbolic, and experiential image, based on Wu and Wang's (2014) research.

Brand Image and Online Context

Brand images cannot be formed by companies, instead they are created by consumers themselves (Jokinen, 2016). However, it has been proved in several studies that social media is an efficient way of developing a positive brand image (Fortezza &

Pencarelli, 2015; Halligan & Shah, 2009). The results of previous studies showed that the concepts of online interactions on social media are the key role to have significant influence on the brand image (Åvall, 2017; Godey, Manthiou, Pederzoli, Aiello, Donvito, & Singh, 2016; Seo & Park, 2018). Mahrous and Abdelmaaboud (2016) also proved that all online community elements can positively affect brand image.

Similarly, research conducted by Kim, Koh, and Lee (2009) revealed that functional associations, emotional associations, and social associations contained in online communities had significant positive effect on brand image. Furthermore, the result from Budiman (2021) indicated that loyalty to the online brand community implied a positive influence on brand loyalty, which in turn would generate a positively impact on brand image. Thus, this study aims to explore brand image of Starbucks and its relationship with online brand engagement on Starbucks Thailand Facebook page.

2.2 Brand Trust

Trust is one of the concepts that has gained lots of attention from researchers in different fields such as psychology, sociology, economics, as well as in more practical operation such as management and marketing. Trust is important in managing positive interpersonal relationships in several environments such as, in

organizational context, trust is the core strategic asset to get through the restructuring crisis (Fox, 1974; Lewis & Weigert, 1985; Mayer, Davis & Schoorman, 1995). Thus, trust is considerable for people to interact with others (Berscheid, 1994; Golembiewski & McConkie, 1975).

In brand context, trust is also seen as one factor of consumers' relationships with brands (Blackston, 1992). It gives the insight that building brand trust to create strong relationships with the existing customers is essential in order to bind them with the brand as long as possible.

Kim, Kim, and Lee (2019) define brand trust as a necessary factor in determining an individual's attitude in a business relationship. Chaudhuri and Holbrook (2001) considered brand trust as a degree of tendency to believe in a certain brand's ability to perform a promised function. This definition is also in line with the definition of trust in previous research (Andaleeb, 1992; Doney & Cannon, 1997; Larzelere & Huston, 1980). Cakmak (2016) also stated that brand trust has the ability, capability, and capacity needed to access the needs of consumers, the intention of consumers towards the brand, taking care of the benefits of customers, and solutions to the difficulties.

Brand trust is based on the consumer's belief that the brand has particular characteristics that make the brand consistent, qualified, truthful, and responsible. Therefore, when customers have trust in a certain brand, repetitive buying behavior will be created, which leads to commitment to the brand, and the relationship between the brand and the customer can be established (Chinomona, 2017). Furthermore, trust is the only factor that can shape positive behaviors such as intentions to purchase, positive word of mouth, or recommendation. (Lau & Lee, 1999).

For these reasons, positive and strong beliefs in a brand are a fundamental component of building trust between consumers and a brand. Even when a brand facing a certain degree of crisis or in an unexpected situation, consumers still believe that the brand is able to perform effectively and reliably and has good intentions in the customer's best interests (Doney & Cannon, 1997).

Drawing on the research on brand trust developed by Delgado-Ballester, Munuera-Aleman, and Yagüe-Guillen (2003), brand trust is viewed as specific attributions with a technical and intentional essence, which match with a two-dimensional model of trust generally found in management and marketing research, which are brand reliability and brand intentions (Doney & Cannon, 1997; Ganesan, 1994; Morgan & Hunt, 1994). The first dimension of brand trust is brand reliability.

For all the value in operating daily trades, brand reliability is, at best, a starting point for portraying brand trust. According to Lindsfold (1978), it is the objective credibility or an expectancy that the brand's assurance or written words can be relied on. Brand reliability has also been noticed as a technical or competence-based quality, including the ability and willingness to keep the words be made and meet consumers' needs and wants (Andaleeb, 1992; Doney & Cannon, 1997; Morgan & Hunt, 1994).

In other words, brand reliability involves consumers' perception that the brand fulfils or meets the customers' demands. Hence, it is vital to gain the trust from customers because it shows that the market makes the consumer full of confidence about the occurrence of prospective satisfaction by accomplishing the value promised (Liu, Lee, Liu, & Chen, 2018). Delgado-Ballester et al. (2003) explained brand reliability, is a sense of predictability that the brand complies with people's demands in persistently positive ways. Consequently, a consumer forms a positive brand mindset that becomes core value to choose the same brand in relational exchange (Morgan & Hunt, 1994).

The second dimension of brand trust is brand intentions, which are based on the customers' belief that the brand would focus on consumers' interests when unpredictable troubles with the consumption of the product occur. Therefore, it

illustrates the consumer's belief that the brand's behavior is led or motivated by beneficial and positive intentions towards the consumer's welfare and interests (Andaleeb, 1992). This dimension comprises such facets as altruism (Frost, Stimpson, & Maughan, 1978), benevolence and honesty (Larzelere & Huston, 1980), and dependability and fairness (Rempel, Holmes, & Zanna, 1985). In other words, one brand has good intentions and sincere interests in relation to the consumers' welfare and motivated to seek joint gain (Doney & Cannon, 1997) even when unexpected problems with the product appear.

Consequently, a trustworthy brand is one that consistently keeps its promise of value to consumers through the way the product is developed, produced, sold, serviced and advertised, even in bad times when some kind of brand crisis arises (Jung, Kim, & Kim, 2014). Thus, it is concerned with the belief that the brand is not going to take advantage of the consumer's vulnerability.

Trust Transfer Theory

From previous literature on brand trust, Jung et al. (2014) stated that an individual's trust in a brand can be transferred from other, associated objects, such as brand community, other consumers, or brands. Thus, trust transfer theory is a

concept that would help to disclosure the definition of trust transfer and how the whole process work. Trust transfer theory is defined as a consumer's trust can be transferred from a trusted source to an unknown target (Doney & Cannon, 1997; Stewart, 2003). When there is a specific connection between these two parties, a consumer trust transfer would happen. (Doney & Cannon, 1997). There are two different processes, which are cognitive process and communication process, drives trust transfer (Stewart, 2003).

The first process is cognitive. It means that trust in an individual can be transferred to an unknown target depended on the understanding of the relationship between the target and the trusted one (Belanche, Casaló, Flavián, & Schepers, 2014; Robert, Denis, & Hung, 2009). In this process, trust transfer exists when a person experiences resemblance and interaction between the target and the trusted one (Stewart, 2003). In other words, if there is a hyperlink from a trusted brand website to another brand's website, people would likely to believe the linked website. Due to the perceived relationship and similarity between the two brands. Moreover, Pavlou and Gefen (2004) stated that trust may be transferred when the target and the trusted individual are contextually related. This means that people will trust the person if they believe the condition in which the target is faced

(McKnight, Choudhury, & Kacmar, 2002; Stewart, 2003). For example, if consumers place confidence in one e-commerce platform, they tend to believe in and purchase from the merchants within this platform, because the stores will certainly adhere to the terms and rules set by the platform (Hong & Cho, 2011).

Secondly, the communication process, it means that when the trustor is affected by the experience of related entities through communicating and interacting, such transfer would happen (Kuan & Bock, 2007). In terms of consumers, an individual can access to more information about the brand or products during this communication process (Walczuch & Lundgren, 2004). Brand-related word-of-mouth (WOM) would be a perfect example of such trust transfer in communication process (Kim & Prabhakar, 2004). Due to three aspects of WOM, opinion seeking, opinion giving, and opinion passing, WOM is built and conveyed information about brands and products by a more reliable source than company (Feick & Price 1987). Consumers often give their trust on WOM when they seek information on which to make their purchase decisions (Chu & Kim, 2011). Thus, if people receive positive WOM or e-WOM on a brand from a trusted person, they are more likely to build trust with this brand (Liu et al., 2018).

Brand Trust in Online Context

Based on previous studies, the increase of trust counts on the development of a trustor's expectations about the motivations and actions of a trustee. Tatar and Eren-Erdogmus (2016) showed that social media marketing activities, such as posting, blogging, video, brand community are directly linked to brand trust.

Similarly, the study by Dwivedi and McDonald (2020) recommended that communication on social media is positively correlated with brand trust. Highly engaged consumers with brand websites are more likely to gain enhancements in confidence and a sense of empowerment from these engagements of processes, which in turn lets them feel as though they are cared about and seen as part of the brand (Vivek, Beatty, & Morgan, 2012). Therefore, positive attitudes and trust beliefs toward the brand will be built more quickly with highly engaged customers than less-engaged consumers (Habibi, Laroche, & Richard, 2014).

Moreover, decreasing information asymmetry results in raised trust. Hence, brands can earn consumers' trust by giving them the needed information about the product and the brand (Chiu, Huang, & Yen, 2010; Gefen, Karahanna, & Straub, 2003). Puspaningrum (2020) also found out that strong trust would be developed in consumers' mind by authentic information related to brand via social media

channels. Thus, social media is vital for setting up trust in the customer's mind, which would directly affect consumer behaviors regarding the subsequent decision of brand usage (Pentina, Zhang, & Basmanova, 2013).

In an online marketplace, there are diverse targets of trust for individual consumers. These targets include online companies and online stores from whom consumers purchase (Gefen, 2002; Pavlou & Gefen, 2004; Zhang, Fang, & Wei, 2011), and other consumers (Hsu, Chuang, & Hsu, 2014; Lu & Lin, 2010). Furthermore, from a stakeholder-based perspective, Shankar, Urban, and Sultan (2002) identified seven targets of trust in e-business, including employees, partners, stockholders, regulators, distributors, suppliers, and customers.

Although there are several types of trust targets in the online marketplace, this research only focuses on two targets: consumers and brands. That is because this study aims to explore brand trust of Starbucks and its relationship with online brand engagement among Starbucks customers. Brand trust is viewed as a consumer's beliefs or a degree of tendency to believe that Starbucks is consistent, qualified, truthful, and responsible, and Starbucks would meet their expectations. This study adopts two dimensions of trust, which are brand reliability and brand intentions. The concept of online engagement is explained in the next section.

2.3 Brand Engagement

Engagement

The term engagement has obtained great attention across various academic disciplines for a long time (Hollebeek, 2011; Ilic, 2008). For example, civic engagement (Jennings & Stoker, 2004; Mondak, Hibbing, Canache, Seligson, & Anderson, 2010), social engagement (Achterberg, Pot, Kerkstra, Ooms, Muller, & Ribbe, 2003; Huo, Binning, & Molina, 2009). Educational psychology has studied student engagement (Bryson & Hand, 2007; Hu, 2010), and political science explored the engagement of nation states (Kane, 2008; Resnick, 2001). Furthermore, employee engagement (Cattew, Flynn & Vonderhorst, 2007; Crawford, LePine, & Rich, 2010) and stakeholder engagement (Greenwood, 2007; Noland & Phillips, 2010) have been explored in the organizational field. In marketing literature, the variety of engagements have also been identified and discussed, including consumer engagement (Brodie, Hollebeek, Juric, & Ilic, 2011; Van Doorn, Lemon, Mittal, Nass, Pick, Pirner, & Verhoef, 2010; Vivek, Beatty, Dalela, & Morga, 2014), community engagement (Algesheimer, Dholakia, and Hermann 2005), and brand engagement (Dessart, 2015; Hollebeek, 2011). These studies gave prominence to many core attributes of engagement.

Firstly, engagement contains various roles, or parties. Engagement depends on interactive connections (Kahn, 1990) and triggers by another party (Catteuw et al., 2007). Engagement consists of a subject and an object.

Secondly, engagement, is a context-specific notion, which has been discussed in a wide range of disciplines as mentioned earlier. Engagement begins on a specific subject such as employee, student, and stakeholder, with respect to a specific engagement object such as state, function, and studies (Achterberg et al., 2003). Additionally, engagement can express itself in different social contexts within the same discipline (Bakker, Albrecht, & Leiter, 2011; London, Downey, & Mace, 2007; Saks, 2006). In other words, the meaning of engagement needs to depend on the context. Every specific context would have potential variations in the understanding of the concept about engagement (Little & Little, 2006).

Thirdly, engagement consists of a set of dimensions. Although there were few unidimensional perspectives of engagement, most of the engagement in previous literature used a multidimensional view (Dessart, 2015). A great portion of the studies extends from, or relates to Brodie and Hollebeek's framework. The concept of engagement involves a multi-dimensional construct with a cognitive, an affective and a behavioral dimension. Such Saks (2006) stated, employee

engagement involves cognitive, affective, and behavioral aspects that follows each individual performance through their attitudes, intentions and behaviors. Thus, the cognitive, affective, and behavioral aspects are often addressed in understanding engagement (Brodie et al., 2011; Hollebeek, 2011; Hollebeek, Glynn, & Brodie, 2014; Jennings & Stoker, 2004).

Fourthly, engagement has various levels of intensity and valence. It can be strong or weak, and the level of engagement would vary for the same person during time (Bryson & Hand, 2007; Catteeuw et al., 2007). A significant proportion of research aims on engagement has as a positive construct (Schaufeli, Salanova, González-Romá, & Bakker, 2002; Hollebeek, Glynn, & Brodie, 2014).

However, the existence of negative forms of engagement has been addressed by scholars (Hollebeek & Chen, 2014), as well as disengagement (Bowden, Gabbott, & Naumann, 2014). Negative engagement is that consumers engage negatively, while disengagement causes the relationship end (Bowden et al., 2014). Therefore, both positive and negative valences of engagement are equally important to study. Scholars suggest further research to explore both positive and negative engagement (Gummerus, Liljander, Weman, & Pihlström, 2012; Hollebeek & Chen, 2014; Sprott, Czellar, & Spangenberg, 2009). The focus of this

study is online brand engagement so its definition and dimensions are explained in the next section.

Online Brand Engagement

The concepts of customer engagement and online brand engagement share high similarities of conceptual scope, regardless of using differing names (Hollebeek et al., 2014). After reviewing previous studies relating brand engagement, there is a lack of consensus in its definition.

Hollebeek (2011) explained brand engagement as the level of individual consumer's cognitive, affective, and behavioral activities in specific brand interactions. The process of brand engagement develops by virtue of the two-way interactions between the engagement subject, such as consumers, and a specific engagement object, such as a brand (Sprott et al., 2009).

Affective dimension represents the first dimension of engagement, which refers to an individual consumer's level of positive brand-related affect in a particular brand interaction (Sojka & Giese, 1997; Bagozzi, Gopinath, & Nyer, 1999; Chaudhuri & Holbrook, 2001; Brodie et al., 2011; Hollebeek, 2011). Affect is defined as the cumulative and lasting degree of positive emotions experienced by

a consumer regarding the engagement object (Dessart, 2015). Engagement is generally perceived as a suffused, endorsing state rather than a trait (Schaufeli, Bakker, & Salanova, 2006). Therefore, using the term “affect” rather than “emotion” reflects the lasting perspective of engagement (Sojka & Giese, 1997). When looking at affective dimensions of engagement, it is essential to cover different relevant emotions that reflect positive engagement and consider these emotions from an enduring and cumulative aspect.

There are two aspects under affective dimension, enthusiasm and enjoyment. *Enthusiasm* reflects an individual’s intense degree of excitement and curiosity with respect to the engagement object, and enthusiasm has been found that show a positive affective engagement condition in previous studies of employee and consumer engagement (Schaufeli et al., 2002; Schaufeli & Baker, 2004; Patterson, Yu, & De Ruyter, 2006; Vivek, 2009; Hollebeek, 2011).

Enthusiasm also separates engagement from other similar marketing constructs, such as satisfaction (Macey & Schneider, 2008). Even though satisfaction also forms a summative affective reaction, it is an evaluative process relied on previous purchasing experiences and the performance of the products (Johnson & Fornell, 1991). However, enthusiasm is portrayed by a strong feeling of excitement (Bloch,

1986), which is a long-lasting and active condition, and does not include performance evaluations (Dessart, 2016).

Enjoyment, the second aspect of the affective dimension, represents people's underlying and effortless pleasure in concentrating on the engagement (Chaudhuri & Holbrook, 2001; Schaufeli et al., 2002; Mollen & Wilson, 2010; Calder, Isaac, & Malthouse, 2013). According to Schaufeli et al. (2002), it also showed that when employs engage with a task, their concentration of being carried away, immersed and happy will be observed. Hence, engagement is linked with a pleasurable state (Mollen & Wilson, 2010). What's more, intrinsic enjoyment is considered as a necessary part of consumer engagement (Calder et al., 2013). Thus, engagement is related with a kind of hedonic satisfying mindset to remain the motivation of engaging.

Cognitive dimension, the second dimension of engagement, is described as a set of lasting and active mindset that relates to customers' cognitive brand-related activities (Dessart, 2015). Hollebeek (2011) stated that the forming of cognitive engagement is about the degree of concentration and engrossment that consumer engage with a specific brand. Thus, attention and absorption are seen as the two aspects of cognitive dimension of engagement.

Attention is the first aspect of cognitive engagement, which is defined as spending cognition and time on actively thinking and being attentive to the focus of engagement (Dessart, 2015). According to So, King, Sparks, and Wang, (2013), due to the fact that attention is limited resource, when engaging with a brand, consumers will be more attracted by information about that brand.

Absorption represents the second aspect of cognitive dimension of engagement. It is defined as the level of concentration and immersion that consumers interact in the engagement (Dessart, 2015; Hollebeek, 2011; Patterson et al., 2006; Schaufeli & Bakker, 2004).

Behavioral dimension has been the only focus aspect of engagement in several consumer studies (Sawhney, Verona, & Prandelli, 2005; Libai, Bolton, Bügel, De Ruyter, Götz, Risselada, & Stephen, 2010; Van Doorn et al., 2010; Verhoef, Reinartz, & Krafft, 2010; Gummerus et al., 2012). But, it is still hard for marketing research to describe what behaviors represent consumer engagement behaviors, or how to form them in a framework. Van Doorn et al. (2010) pointed out that complaining, participating in campaigns, or sharing experience with others can be seen as proofs of customers engagement behaviors. When it comes to online context, interactions like blogging, posting, ratings or spreading WOM have also

been recognized (Verhoef, Reinartz, & Krafft, 2010). Online engagement behaviors can be simplified as the number of views, likes, comments, posts, or number of interactions with social network sites (Gummerus et al., 2012).

As mentioned earlier, engagement is a context-specific and motivational concept, engagement behaviors highly rely on the context and the ways they can be enacted in a particular circumstance (Van Doorn et al., 2010). The emerging behaviors on social networking sites reveal the motivational perspective of engagement (Hollebeek, 2011), as the reflections of profits, value, or purposes the consumers search for through their actions (Mollen & Wilson, 2010; Verhoef et al., 2010). The behavioral facet of engagement is also found in the concept of interaction, involving the sharing and exchanging of experience, thoughts and feelings about the brand (So et al., 2013).

According to Dessart's research (2015), behavioral dimensions of engagement are the behaviors toward engagement objects results from motivational factors. There are three aspects of behavioral dimensions of engagement, which are sharing, learning, and endorsing. The key criterion to category these perspectives is customer's goal (Van Doorn et al., 2010). Sharing resources is a vital component of engagement behaviors.

Sharing is defined as a cooperative and interactive exchange, triggered by the motivation to provide resources (Dessart, 2015). Exchanging experiences, helping other customers, providing feedbacks and ideas to the brand, or providing advice to make the brand experience and usage better are all seen as the way of providing resources (Brodie et al., 2011; Hennig-Thurrau, Malthouse, Friege, Gensler, Lobschat, Rangaswamy, & Skiera, 2004; Mathwick, Wiertz, & De Ruyter, 2008; Sawhney et al., 2005; Schau, Muñiz, & Arnould, 2009). Thus, customer engagement greatly counts on this form of sharing (Vargo & Lusch, 2004; Vivek et al., 2012). Online networking sites such as social media platforms and online brand communities are both the places that particularly tend to the happening of sharing actions. The sharing actions such as sharing, liking, commenting, posting, tweeting, replying, or direct messaging are the behaviors sparked by content, and people also feel the needs to engage in this kind of altruistic act (Breitsohl, Kunz, & Dowel, 2015).

Learning is another essential part of behavioral engagement, which relates to consumers looking for help, recommendations, or thoughts from their engagement object (Dessart, 2015). Learning is same as sharing can show itself through engagement activities such as sharing, liking, commenting, posting,

tweeting, replying, or even direct messaging. Looking for information also shows the relevant point of view that consumers would ask for help, thoughts, resources and information from the brand or other consumers (Hennig-Thurrau, 2004). Thus, we can know that learning is an important piece to understand the reason of consumer engagement (Brodie, Ilic, Juric, & Hollebeek, 2013). According to Lee, Motion, and Conroy (2009), consumers show engagement by pursuing to improve the brand use, learn more information, or fix problems, while disengaged customers would reject to use a particular brand.

Endorsing is the last perspective of positive engagement, which relates to the action of showing support to the engagement by approving their behaviors or thoughts (Dessart, 2015). Schau et al. (2009) also described endorsing as impression management in their brand community study. This idea referred to as influence impression or word-of-mouth is considered as a powerful form of earned media (Ashley & Tuten, 2015). In the context of an online brand community, Brodie et al. (2013) also discussed a behavioral sub-dimension of engagement called advocating, which is also similar to the notion of endorsing. It occurs when consumers willingly recommend particular brands, products, and services to other.

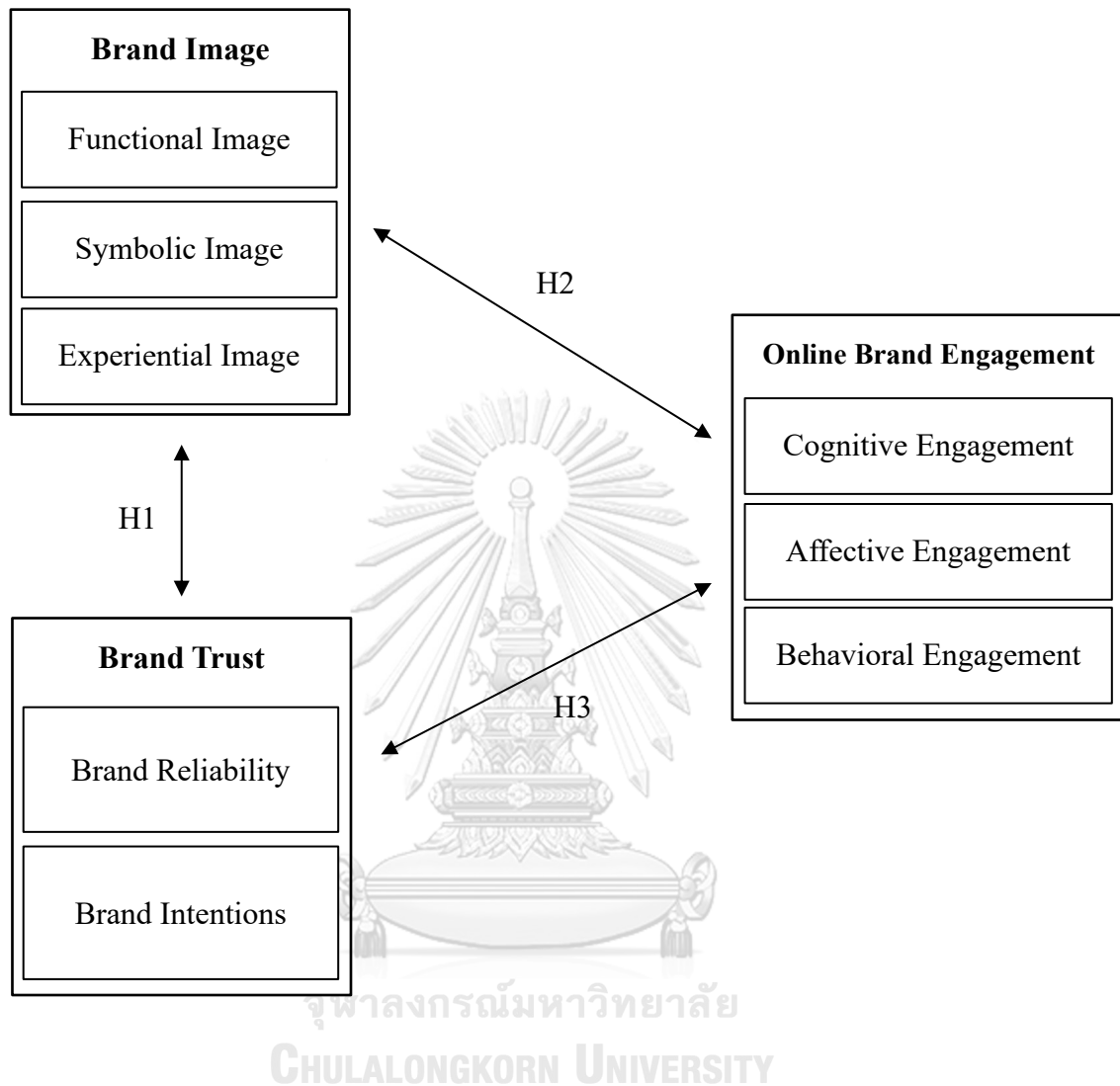
In terms of the measurement scales, Ferreira, Zambaldi, and Guerra's (2020) research indicated that Hollebeek et al.'s (2014) scale presented low difficulty on score items. Moreover, Dessart's (2015) scale was good at catching information for the affective and cognitive dimensions, while Hollebeek et al.'s (2014) scale only showed the best results for the affective dimension. Thus, in this study would employ the items from Dessart's (2015) scale to capture the whole view of online brand engagement.

In short, online brand engagement is the consumers' interaction with a brand towards affective process, cognitive process, and behavioral process. It has three dimensions, which are affection, cognition, and behaviors. And, this study employs Dessart's (2015) scale to measure online engagement with Starbucks Thailand Facebook page.

2.4 Conceptual Framework and Hypotheses

According to the previous literatures regarding brand image, brand trust, and online brand engagement, the conceptual framework of this study is depicted in Figure 2.1.

Figure 2. 1 A Conceptual Framework



The following hypotheses for this study are also presented:

H1: Brand image has a positive relationship with brand trust.

H2: Brand image has a positive relationship with online brand engagement.

H3: Brand trust has a positive relationship with online brand engagement.

CHAPTER 3

Methodology

The current study aims to explore brand image, brand trust, and online brand engagement, and to examine the relationship between these variables among Starbucks customers. The research uses a deductive, quantitative approach through an online survey.

This chapter goes on to explain, the method that was used in this research, which includes the research sample and sampling method, the research instrument, the measurement scales that were used to measure the variables, reliability and validity of the scales, and data collection and analysis.

3.1 Research Sample and Sampling Method

The sample in this research was Thais within the age gap of 18-40 years because they are the main target of Starbucks (Duncza, 2021; Getchee, 2009). Thai respondents were chosen in this study, due to the fact that Thai consumers would have more chances of engaging and interacting online with Starbucks Thailand Facebook page. It was also imperative that the respondents are consumers of Starbucks Thailand, to some degree. The rationale behind purposively choosing this

sample group was to ensure that the respondents have enough knowledge about Starbucks. In order to be in line with these requirements, the sampling method used in this research was based on nonprobability, purposive sampling. The requirements of the sample are therefore:

- Respondents must be Thai and within the age bracket of 18 to 40 years old.
- Respondents in this survey must follow Starbucks Thailand Facebook page in the past 6 months, so that they would have enough experience with the page.
- Respondents must have purchased Starbucks' drinks / products in the past 3 months because Starbucks provides daily consumed products, fresh memory about Starbucks's products and service is vital.

Due to the wide variation of sample size in related studies, this research referred to Nunnally and Bernstein's (1967) and Dessart's (2015) suggestion. It was suggested to apply a participant-item ratio of 5:1 to elect the required number of respondents. In this study, there were 53 statement items in total. Thus, a sample of 265 respondents was determined.

3.2 Research Instrument

The questionnaire was designed to capture and explore brand image and brand trust of Starbucks, as well as interactions of consumers who engage with Starbucks Thailand Facebook page. The questionnaire was posted online on the Starbucks Thailand Facebook page, researcher's Facebook page, distributed among the researcher's networks, as well as Starbucks Thailand's consumers Facebook group. To collect data obtained from the participants, the questionnaires were formulated in Thai language (see Appendix A). The English version was also provided (see Appendix B).

Regarding the questionnaire format, the questionnaire consisted of four sections.

The first section was the screening part which has three close-ended questions to determine whether the respondent is qualified for the survey. The set of screening questions were as below:

Question 1: Is your age between 18-40 years?

Question 2: Do you follow Starbucks Thailand Facebook page in the past 6 months?

Question 3: Have you ever purchased Starbucks' drinks / products in the past 3 months?

The second section of the questionnaire focused on brand image and its three types with 12 statements. Among 12 items, the first four items were functional image, the middle four were symbolic image, and the last four were experiential image.

The third section of the questionnaire explored brand trust with eight items covering the two dimensions: reliability and intentions. Item one to item four were for brand reliability, item five to item eight were for brand intentions.

The last section of the questionnaire investigated online brand engagement through 33 items and its three dimensions: cognition, affection, and behavior. Item one to nine were cognitive engagement, item 10 to 17 were affective engagement, and item 18 to 33 were behavioral engagement.

3.3 Measurement of the Variables

This study mainly measured three variables which included brand image, brand trust, and brand engagement. Its purpose was to study each variable in general and the relationship between these variables, in regard to the Starbucks brand.

The measurement scales used to measure the three variables are below:

1) Brand image measured how consumers form unique concepts and associations about Starbucks in their minds. Brand image consists of three types – functional image, symbolic image, and experiential image. Brand image was measured using a scale by Wu and Wang (2014). The original scale was a seven-point Likert scale, which was slightly adjusted into a five-point scale in this research for respondents better understanding. All of three types, functional image, symbolic image, and experiential image, were measured against 12 statements.

Functional image measures how Starbucks can help consumers solve their problems and meet their needs. The value of Cronbach's alpha tested before for this type is 0.82. Some examples of statements are shown below:

1. Starbucks provides product appearance and packaging that meet consumers' needs.
2. Choosing Starbucks is wise.

Symbolic image looks at how Starbucks can satisfy consumers' inner desires such as enhancing self-value, social status, self-recognition. The value of Cronbach's alpha tested before for this type was 0.89. Some examples of statements are shown below:

1. Enjoying Starbucks products is trendy.
2. Enjoying Starbucks products is a symbol of social status.

Experiential image measures whether Starbucks can satisfy consumers' experiential pleasures or not. The value of Cronbach's alpha tested before for this type was 0.89. Some examples of statements are shown below:

1. Enjoying Starbucks products is trendy.
2. Enjoying Starbucks products is a symbol of social status.

The respondents rated their agreement relating Starbucks image. The scale ranges from highly disagree (1) to highly agree (5). The reliability of the total scale was recorded as 0.89 (Wu & Wang, 2014).

2) Brand trust looked at how much confidence consumers have in Starbucks through two dimensions: reliability and intentions.

Brand reliability measures how much consumers rely on Starbucks's ability to perform well. The value of Cronbach's alpha tested before for this dimension is 0.81. Some examples of statements are shown below:

1. Starbucks is a brand name that meets my expectations.
2. I feel confidence in Starbucks.

Brand intentions measures customers' beliefs about how much Starbucks would act based on their welfare and interests. The value of Cronbach's alpha tested before for this dimension is 0.83.

Some examples of statements are shown below:

1. Starbucks would be honest and sincere in addressing my concerns.
2. I could rely on Starbucks to solve the problem.

The measurement scale used an eight-item, five-point Likert scale based on Delgado-Ballester et al. (2003). The scale ranged from highly disagree (1) to highly agree (5). The whole scale has been recorded a high reliability of 0.83 (Delgado-Ballester et al., 2003).

3) Brand engagement looked at the level of consumers' interactions with Starbucks Thailand Facebook page towards three dimensions: cognitive process, affective process, and behavioral process.

Cognitive dimension measures consumers' active thinking, their cognitive activities, and their concentration when interacting with Starbucks Thailand Facebook page. The value of Cronbach's alpha tested for this dimension is 0.88.

Some examples of statements are shown below:

1. I pay a lot of attention to Starbuck Thailand Facebook page.
2. Things related to Starbuck Thailand Facebook page grab my attention.

Affective dimension measures a consumer's feeling during interactions with Starbucks Thailand Facebook page. The value of Cronbach's alpha tested for this dimension is 0.86. Some examples of statements are shown below:

1. I feel enthusiastic about Starbuck Thailand Facebook page.
2. Starbuck Thailand Facebook page makes me enthusiastic.

Behavioral engagement gauges consumer's behavioral actions on Starbucks Thailand Facebook page, such as commenting, sharing opinions and experiences, learning, posting or spreading positive things. The value of Cronbach's alpha tested for this dimension is 0.93. Some examples of statements are shown below:

1. I reply to people's questions on Starbuck Thailand Facebook page.
2. I share my opinion with people on Starbuck Thailand Facebook page.

The measurement scale used 33 statements and ranges from 1 (highly disagree) to 5 (highly agree). The original scale from Dessart (2015) is a seven-point Likert Scale. However, in this study, the scale was adjusted into a five-point Likert scale for respondents better understanding. The whole scale was recorded a high reliability of 0.88 (Dessart, 2015).

3.4 Reliability and Validity

Each variable in this research was examined and measured based on the measurement scales derived from existing previous research to ensure reliability and validity. The scales were also checked and approved by the adviser of this research in order to make sure the content validity. Furthermore, before collecting the data from the respondents, a pre-test was conducted. An initial questionnaire was sent to 20 individuals in order to check whether these individuals understand the questions or not (Malhotra, 2020). A few changes were made based on their feedback. After data were collected, the scales were re-tested for Cronbach's Alpha. The reliability of the scales is further discussed in Chapter 4.

3.5 Data Collection and Data Analysis

The data collection procedure was conducted during October to November 2021. The Statistical Package for the Social Science (SPSS) program was used to compute and analyze the data gathered. Moreover, the statistics were run at 95% confidence level. In regard to the analysis of the findings, descriptive statistics was used to describe the brand image, brand trust, and online brand engagement of Starbucks. These included the means and standard deviation. Furthermore, the

inferential statistic, Pearson's Product Moment Correlation was used to further make inferences about the relationship between these variables. The result of this research was reported in the following chapter.



CHAPTER 4

Research Findings

This chapter looks at the findings of the research. In order to serve the research objectives, an online survey was chosen as the form of data collection.

The findings of this research are divided into five parts, which include the demographic profile of the respondents, the descriptive analysis of Starbucks' Thailand brand image, brand trust, and brand engagement on Facebook and a correlation analysis to explore the relationship among the variables.

4.1 Demographic Profile of the Sample

The demographic section of this research entails information about the characteristics and features of the respondents of this research. There were 312 questionnaire results collected in total. Of all the responses, 82 were discarded as the respondents did not qualify for being the research sample. Thus, a total of 230 final responses were used in this research, which was slightly under the determined sample size at 265 respondents. However, the sample size of 230 was adequate for correlation analysis (Bujang & Baharum, 2016)

All data collected from Starbucks's Customers who have followed

Starbucks Thailand Facebook page for the past six months and purchased Starbucks Thailand's products or used services for the past three months. According to previous studies, other demographic variables such as gender has less effect on brand trust (Upamannyu, Bhakar, & Gupta, 2015), education level, and gender have no influence on consumers engagement on social media (Osei-Frimpong, McLean, & Famiyeh, 2019), and gender, education level, and income have partial effect on brand image (Huang, Chu, & Wang, 2014). Thus, the demographic in this study focuses only on the age, especially the age gap of 18-40 years old, because it is still in the age range of the main target group of Starbucks (Duncza, 2021; Getchee, 2009).

The majority of the respondents were 26 to 33 years old, which accounted for 112 respondents or 44.2 % of the sample. The second most appeared age group among respondents was 18 to 25 years old and 34 to 40 years old. There were 59 respondents in these age groups, making up 23.3 % of the sample, followed by upper 40 years old with 22 (9.0 %) respondents who were not qualified for this research. The least age bracket of below 18 years old did not receive any response in this age group. The distribution of the respondents by the various age groups is depicted in Table 4.1.

Table 4. 1 Age of the Respondents

Age	<i>f</i>	%
18 – 25 years old	59	25.7
26 – 33 years old	112	48.6
34 – 40 years old	59	25.7
Total	230	100.0

4.2 Brand Image of Starbucks Thailand

This section of the chapter addresses one part of the first research objective which was to study the brand image of Starbucks Thailand.

The brand image of Starbucks Thailand was measured from the data received from part two of the survey questionnaire. There are three types of brand image, namely *functional image*, *symbolic image*, and *experiential image*. Each type consists of four statements.

A five-point Likert Scale with twelve items were assessed to explore the respondents' perceptions on the brand image of Starbucks Thailand. All respondents were asked to rate the statements. The average score reflected the respondent's perceptions on the brand image of Starbucks Thailand. Table 4.2 depicts the scores given by the respondents.

On average, the type that received the highest overall mean score was *experiential image*, with 4.35, which described that the respondents' experiential

pleasures can be satisfied by Starbucks Thailand. This part consists of four statements.

The statement with the highest mean score ($M = 4.47$, $SD = 0.63$) was “*Starbucks shop environment offers me enjoyment.*”, followed by the statement, “*Overall, I have a positive attitude toward Starbucks*” with a mean score of 4.42 ($SD = 0.62$). Then was the statement “*I believe in Starbucks beverages.*” ($M = 4.34$, $SD = 0.64$). Finally, “*Starbucks products pursue diversified consumer needs in daily life.*” with the least mean score of 4.15 ($SD = 0.77$)

Next, the respondents rated the *functional image* a 4.29 out of 5, which portrayed that they had a high level of agreement on Starbucks can help consumers solve their problems and meet their needs. The functional image of Starbucks Thailand section includes four statements. The statement with the highest mean score was “*Starbucks provides excellent services.*” ($M = 4.51$, $SD = 0.60$), followed by the statements, “*Starbucks provides product appearance and packaging that meet consumers’ needs.*” with a mean score of 4.35 ($SD = 0.61$), “*Starbucks product quality is satisfactory.*” with a mean score of 4.32 ($SD = 0.66$). Lastly, the statement with the least mean score 4.00 ($SD = 0.79$) was “*Choosing Starbucks is wise.*”

Moreover, *symbolic image* received the lowest overall mean score with 3.99 ($SD = 0.65$), explaining that the participants only somewhat found Starbucks can

satisfy consumers' inner desires. In detail, *symbolic image* consists of four statements. The statement with the highest mean score was “*Starbucks is a leading brand.*” with a score of 4.31 ($SD = 0.72$), followed by the statement, “*Enjoying Starbucks products is a symbol of social status.*” with a mean score of 3.99 ($SD = 0.94$), “*Enjoying Starbucks products is trendy.*” ($M = 3.86$, $SD = 0.92$). The statement with the least mean score ($M = 3.79$, $SD = 0.84$) was “*Starbucks products and brand match my individual image.*”

The Cronbach's alpha reliability for the measurement scale of brand image is 0.83, representing a high reliability of the scale. Furthermore, this value corresponds to the original, Wu and Wang (2014)'s scale, which has been tested a reliability of 0.89.

Table 4. 2 Mean and Standard Deviation of the Brand Image of Starbucks Thailand

Starbucks Thailand's Brand Image	<i>M</i>	<i>SD</i>
<i>Functional Image</i>	4.29	0.48
Starbucks provides product appearance and packaging that meet consumers' needs.	4.35	0.61
Choosing Starbucks is wise.	4.00	0.79
Starbucks provides excellent services.	4.51	0.60
Starbucks product quality is satisfactory.	4.32	0.66

Table 4. 2 (Continued)

Starbucks Thailand's Brand Image	<i>M</i>	<i>SD</i>
<i>Symbolic Image</i>	3.99	0.65
Enjoying Starbucks products is trendy.	3.86	0.92
Enjoying Starbucks products is a symbol of social status.	3.99	0.94
Starbucks is a leading brand.	4.31	0.72
Starbucks products and brand match my individual image.	3.79	0.84
<i>Experiential Image</i>	4.35	0.48
I believe in Starbucks beverages.	4.34	0.64
Overall, I have a positive attitude toward Starbucks	4.42	0.62
Starbucks shop environment offers me enjoyment.	4.47	0.63
Starbucks products pursue diversified consumer needs in daily life.	4.15	0.77
Total	4.21	0.44

Note: Brand image was measured using a five-point Likert Scale, where the score five shows a strong agreement with the statement and the score one shows a strong disagreement with the statement. Cronbach's Alpha value = 0.89

4.3 Brand Trust of Starbucks Thailand

This section also looks at the first research objective of this study, which was to study consumers' trust on Starbucks Thailand. The brand trust of Starbucks was explored through two-dimensional view of brand trust: brand reliability and brand intentions. The analysis for this section is based on the data received from part three

of the questionnaire.

Brand trust was looked at using a five-point Likert Scale with eight items that assessed how much confidence consumers have in Starbucks Thailand. The respondents were asked to provide ratings for all of the items. Table 4.3 shows the respondent's trust on Starbucks Thailand.

The average rating the respondents gave for the brand trust of Starbucks Thailand was 4.21 ($SD = 0.51$), indicating that they had much confidence on Starbucks Thailand.

For the first dimension of brand trust, brand intentions, it had the highest overall mean score of 4.28 ($SD = 0.52$). This described that the respondents believed that Starbucks Thailand would act based on their welfare and interests. According to the four statements of brand intentions dimension, the statement with the highest mean score was "*Starbucks would make any effort to satisfy me.*" with a mean score of 4.42 ($SD = 0.59$), followed by the statement "*Starbucks would compensate me in some way for the problem with the coffee.*" ($M = 4.36, SD = 0.72$), "*Starbucks would be honest and sincere in addressing my concerns.*" ($M = 4.22, SD = 0.79$). On the other hand, the statement with the least mean score 4.11 ($SD = 0.72$) was "*I could rely on Starbucks to solve the problem.*"

Next, brand reliability received a mean score of 4.15 ($SD = 0.57$). This part also consists of four statements. The statement with the highest mean score ($M = 4.29$, $SD = 0.64$) was “*I feel confidence in Starbucks.*”, followed by the statement “*Starbucks is a brand name that meets my expectations.*” ($M = 4.24$, $SD = 0.68$). Then was the statement “*Starbucks guarantees satisfaction.*”, receiving a score with 4.18 ($SD = 0.69$). The statement with the least mean score was “*Starbucks is a brand name that never disappoints me.*” ($M = 3.90$, $SD = 0.88$).

The Cronbach’s alpha reliability for the brand trust scale is 0.85, depicting a high reliability of the scale. Furthermore, this value corresponds to the original, Delgado-Ballester et al. (2003) scale, been recorded a reliability of 0.83.

Table 4. 3 The Respondent’s Trust on Starbucks Thailand.

Starbucks Thailand’ Brand trust	<i>M</i>	<i>SD</i>
<i>Brand Reliability</i>	4.15	0.57
Starbucks is a brand name that meets my expectations.	4.24	0.68
I feel confidence in Starbucks.	4.29	0.64
Starbucks is a brand name that never disappoints me.	3.90	0.88
Starbucks guarantees satisfaction.	4.18	0.69

Table 4. 3 (Continued)

Starbucks Thailand' Brand trust	<i>M</i>	<i>SD</i>
<i>Brand Intentions</i>	4.28	0.52
Starbucks would be honest and sincere in addressing my concerns.	4.22	0.79
I could rely on Starbucks to solve the problem.	4.11	0.72
Starbucks would make any effort to satisfy me.	4.42	0.59
Starbucks would compensate me in some way for the problem with the coffee.	4.36	0.72
Total	4.21	0.51

Note: Brand trust was measured using a seven-point Likert Scale, where the score seven shows a strong agreement with the statement and the score one shows a strong disagreement with the statement. Cronbach's Alpha value = 0.83

4.4 Online Brand Engagement on Starbucks Thailand Facebook Page

This section addresses the last part of the first research objective of this study, which was to study the online brand engagement with Starbucks Thailand Facebook page. The respondent's online interaction was looked at, using the data obtained from part four of the online questionnaire. This part consists of 33-items and explored the respondent's online interaction with Starbucks Thailand Facebook page. A five-point Likert Scale was used to measure the level of agreement that the respondents had to rank their online brand engagement with Starbucks Thailand Facebook page. The results in Table 4.4 depicted that the respondents had a moderate level of agreement

to the online interactions with Starbucks Thailand Facebook page, as the mean score given for the participants' online brand engagement was 3.48 ($SD = 0.70$).

The dimension with the highest score was *affective engagement*. The data gathered from this dimension portrayed a consumer's feeling during interactions with Starbucks Thailand Facebook page. The total mean score of this dimension was 3.54 ($SD = 0.73$). This part consists of nine statements. The statement with the highest mean score ($M = 3.84, SD = 0.82$) was “*I am interested in anything about Starbuck Thailand Facebook page.*”, followed by the statement “*I find Starbuck Thailand Facebook page interesting.*” ($M = 3.79, SD = 0.76$), and the statement “*Participating on Starbuck Thailand Facebook page is like a treat for me.*”, receiving a score with 3.63 ($SD = 0.86$). The statement with the least mean score was “*Starbuck Thailand Facebook page makes me enthusiastic.*” ($M = 3.55, SD = 0.90$).

Then, *behavioral engagement* got an average score of 3.46 ($SD = 0.74$). This part consists of sixteen statements. The statement with the highest mean score ($M = 4.03, SD = 0.76$) was “*I learn from the content provided on Starbuck Thailand Facebook page.*”, followed by the statement “*I show support to what people say or do on Starbuck Thailand Facebook page.*” ($M = 3.90, SD = 0.80$), and the statement “*I seek help on Starbuck Thailand Facebook page.*”, receiving a mean score with

3.68 ($SD = 0.91$). The lowest rated three statements were *“I actively defend the Starbuck Thailand Facebook page from its critics.”* ($M = 3.09, SD = 1.09$), followed by *“I help Starbuck Thailand Facebook page answer the questions.”* ($M = 3.11, SD = 1.22$), and the statement *“I share my experiences with Starbuck Thailand Facebook page.”* ($M = 3.17, SD = 1.11$).

Cognitive engagement received the least overall mean score of 3.45 ($SD = 0.81$). This part consists of eight statements. The statement with the highest mean score ($M = 3.86, SD = 0.82$) was *“I pay a lot of attention to Starbuck Thailand Facebook page.”*, followed by the statement *“I spend a lot of time thinking about Starbuck Thailand Facebook page.”* ($M = 3.73, SD = 0.84$), and the statement *“Things related to Starbuck Thailand Facebook page grab my attention.”*, receiving a score with 3.71 ($SD = 0.95$).

The lowest rated statements were *“When interacting with Starbuck Thailand Facebook page, I forget everything else around me.”* ($M = 3.17, SD = 1.02$) and *“Starbuck Thailand Facebook page makes me enthusiastic.”* ($M = 3.17, SD = 1.08$).

The second lowest mean score was the statement *“Time flies when I am interacting with Starbuck Thailand Facebook page.”*, receiving a score with $M = 3.19$ ($SD =$

1.03), followed by the statement “*When I am interacting with Starbuck Thailand Facebook page, I get carried away.*” ($M = 3.26, SD = 1.09$).

The Cronbach’s alpha reliability for this scale for online brand engagement is 0.97, ensuring high reliability. This value does not exactly correspond to the original Dessart (2015) scales, which had a reliability of 0.88, however it still portrays a high reliability.

Table 4. 4 Respondents’ Online Brand Engagement on Starbucks Thailand Facebook Page

Online brand engagement	<i>M</i>	<i>SD</i>
<i>Cognitive Engagement</i>	3.45	0.81
I pay a lot of attention to Starbuck Thailand Facebook page.	3.86	0.82
Things related to Starbuck Thailand Facebook page grab my attention.	3.71	0.95
I spend a lot of time thinking about Starbuck Thailand Facebook page.	3.73	0.84
I make time to think about Starbuck Thailand Facebook page.	3.52	1.02
When interacting with Starbuck Thailand Facebook page, I forget everything else around me.	3.17	1.08
Time flies when I am interacting with Starbuck Thailand Facebook page.	3.19	1.03
When I am interacting with Starbuck Thailand Facebook page, I get carried away.	3.26	1.09

Table 4. 4 (Continued)

Online brand engagement	<i>M</i>	<i>SD</i>
When interacting with Starbuck Thailand Facebook page, it is difficult to detach myself.	3.17	1.02
<i>Affective Engagement</i>	3.54	0.73
I feel enthusiastic about Starbuck Thailand Facebook page.	3.44	0.89
Starbuck Thailand Facebook page makes me enthusiastic.	3.55	0.90
I am heavily into Starbuck Thailand Facebook page.	3.39	0.97
I am interested in anything about Starbuck Thailand Facebook page.	3.84	0.82
I find Starbuck Thailand Facebook page interesting.	3.79	0.76
I enjoy interacting with Starbuck Thailand Facebook page.	3.26	1.03
When interacting with Starbuck Thailand Facebook page, I feel happy.	3.40	0.92
I get pleasure from Starbuck Thailand Facebook page participation.	3.53	0.91
Participating on Starbuck Thailand Facebook page is like a treat for me.	3.63	0.86
<i>Behavioral Engagement</i>	3.46	0.74
I reply to questions on Starbuck Thailand Facebook page.	3.61	1.00
I share my opinion with Starbuck Thailand Facebook page.	3.29	1.10
I share my experiences with Starbuck Thailand Facebook page.	3.17	1.11
I share my ideas with Starbuck Thailand Facebook page.	3.19	1.06
I share interesting content with Starbuck Thailand Facebook page.	3.39	1.13
I help Starbuck Thailand Facebook page answer the questions.	3.11	1.22
I ask questions on Starbuck Thailand Facebook page.	3.48	1.10

Table 4. 4 (Continued)

Online brand engagement	<i>M</i>	<i>SD</i>
I ask for ideas, or information on Starbuck Thailand Facebook page.	3.60	1.08
I seek help on Starbuck Thailand Facebook page.	3.68	0.91
I learn from the content provided on Starbuck Thailand Facebook page.	4.03	0.76
I show support to what people say or do on Starbuck Thailand Facebook page.	3.90	0.80
I share the content posted on Starbuck Thailand Facebook page to my wider network.	3.67	1.03
I promote Starbuck Thailand Facebook page.	3.37	1.10
I try to get other interested in Starbuck Thailand Facebook page.	3.23	1.07
I actively defend the Starbuck Thailand Facebook page from its critics.	3.09	1.09
I say positive things about Starbuck Thailand Facebook page to other people.	3.50	0.91
Total	3.48	0.70

Note: Brand engagement was measured using a seven-point Likert Scale, where the score seven shows a strong agreement with the statement and the score one shows a strong disagreement with the statement. Cronbach's Alpha value = 0.88

4.5 Relationships Between Brand Image, Brand Trust, and Online Brand

Engagement of Starbucks Thailand

This section of the findings looks at the second research objective, which was to explore the relationships between three variables. These variables were paired with

each other to check the relationships: 1) brand image with brand trust, 2) brand image with online brand engagement, and 3) brand trust with online brand engagement.

Pearson's Product Moment Correlation coefficient tests were run to explore the relationships in this section.

The Correlation between Brand Image and Brand Trust

Based on the results depicted in Table 4.5, *brand image* and *brand trust* have a significantly high positive relationship ($r = .73, p = .00$). This implies that, a change in the respondents' perceptions of Starbucks Thailand's brand image, whether it is an increase or a decrease, is likely to relate to a change in the respondents' tendency to believe in Starbucks Thailand. Moreover, the higher the scores for the brand image, the more confident the respondents have in Starbucks Thailand.

To further examine, the relationships between three types of brand image and two dimensions of brand trust were analyzed. Table 4.5 and figure 4.1 illustrates the results of the correlation values. The relationship between experiential image and brand trust was tested the highest correlation ($r = .70, p = .00$), followed by the relationship between functional image and brand trust ($r = .63, p = .00$), and the relationship between symbolic image and brand trust ($r = .49, p = .00$).

Furthermore, there are six correlations in total, which are the correlation between functional image and brand reliability, functional image and brand intentions, symbolic image and brand reliability, symbolic image and brand intentions, experiential image and brand reliability, and experiential image and brand intentions.

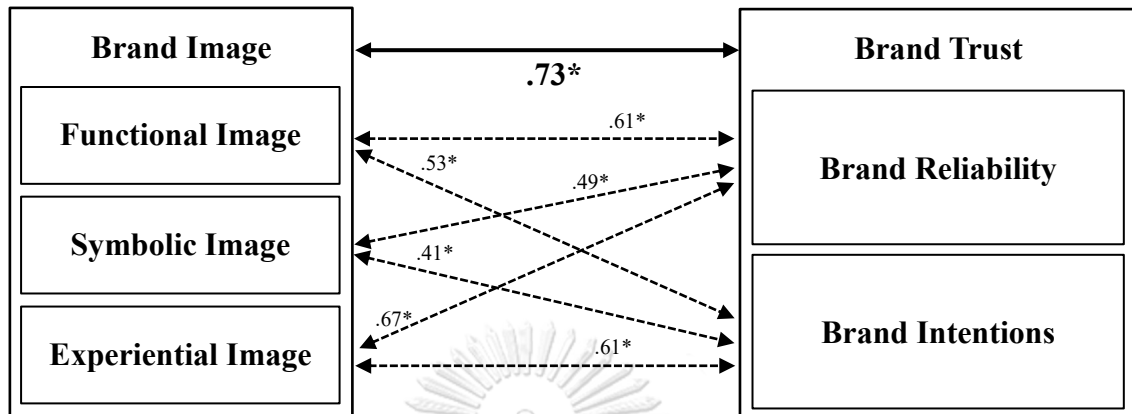
Among six correlations, the relationship between experiential image and brand reliability has the highest correlation value ($r = .67, p = .00$), followed by the relationship between experiential image and brand intentions and functional image and brand reliability with the score of .61, and the relationship between symbolic image and brand intentions has the weakest correlation with the score of .41.

Table 4. 5 Correlation between Brand Image and Brand Trust

Relationship between	<i>r</i>	<i>p</i>
<i>Brand Image and Brand Trust</i>	.73	.00
<i>Functional Image and Brand Trust</i>	.63	.00
Functional image and brand reliability	.61	.00
Functional image and brand intentions	.53	.00
<i>Symbolic Image and Brand Trust</i>	.49	.00
Symbolic image and brand reliability	.49	.00
Symbolic image and brand intentions	.41	.00
<i>Experiential Image and Brand Trust</i>	.70	.00
Experiential image and brand reliability	.67	.00
Experiential image brand intentions	.61	.00

*Correlation is significant at the 0.05 level

Figure 4. 1 Correlation between Brand Image and Brand Trust



The Correlation between Brand Image and Online Brand Engagement

Another correlation analysis was conducted in order to explore the relationship between *brand image* and *online brand engagement*. Also, the relationships between three types of brand image and three dimensions of brand engagement.

The results showed that brand image have a significantly moderate positive relationship with online brand engagement. The correlation score deduced was $.52$ ($p = .00$). This implies that if there was a change in the respondents' perceptions of Starbucks Thailand's brand image, whether it is an increase or a decrease, it is likely to relate the consumers' online brand engagement with Starbucks Thailand Facebook page. Moreover, the higher the scores for the brand image, the more online interactions the respondents have with Starbucks Thailand Facebook page.

To further analyze, table 4.6 and figure 4.2 illustrates the results of the correlation values that were analyzed. The relationship between functional image and online brand engagement was tested the strongest correlation ($r = .48, p = .00$), followed by the relationship between symbolic image and online brand engagement ($r = .46, p = .00$), and the relationship between experiential image and online brand engagement got the weakest relationship with the value of $.32 (p = .00)$.

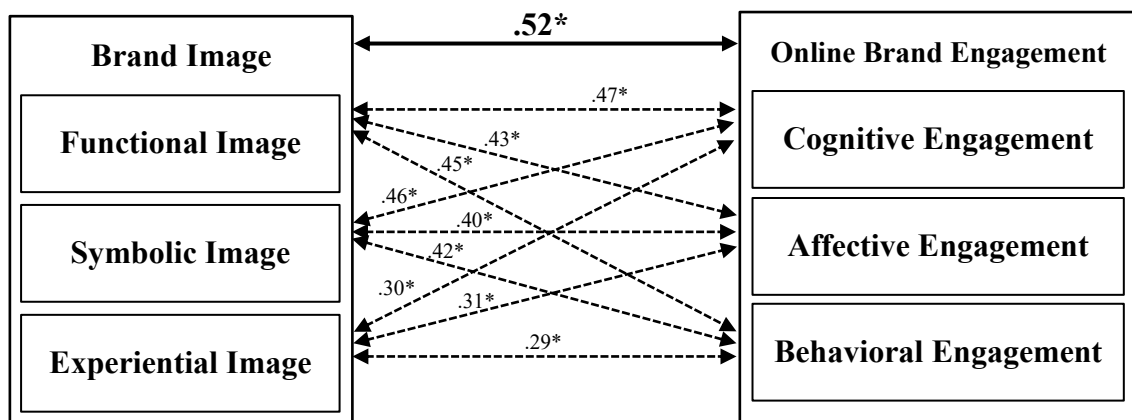
Moreover, there are nine correlations in total which are the correlation between 1) functional image and cognitive engagement, 2) functional image and affective engagement, 3) functional image and behavioral engagement, 4) symbolic image and cognitive engagement, 5) symbolic image and affective engagement, 6) symbolic image and behavioral engagement, 7) experiential image and cognitive engagement, 8) experiential image and affective engagement, and 9) experiential image and behavioral engagement. Among nine correlations, the relationship between functional image and cognitive engagement has the strongest correlation ($r = .48, p = .00$). While the relationship between experiential image and behavioral engagement was tested the lowest score of correlation ($r = .29, p = .00$).

Table 4. 6 Correlation between Brand Image and Online Brand Engagement of Starbucks Thailand

Relationship between	<i>r</i>	<i>p</i>
Brand Image and Online Brand Engagement	.52	.00
Functional Image and Online Brand Engagement	.48	.00
Functional image and cognitive engagement	.47	.00
Functional image and affective engagement	.43	.00
Functional image and behavioral engagement	.45	.00
Symbolic Image and Online Brand Engagement	.46	.00
Symbolic image and cognitive engagement	.46	.00
Symbolic image and affective engagement	.40	.00
Symbolic image and behavioral engagement	.42	.00
Experiential Image and Online Brand Engagement	.32	.00
Experiential image and cognitive engagement	.30	.00
Experiential image and affective engagement	.31	.00
Experiential image and behavioral engagement	.29	.00

Note: Correlation is significant at the 0.05 level

Figure 4. 2 Correlation between Brand Image and Online Brand Engagement of Starbucks Thailand



The Correlation between Brand Trust and Online Brand Engagement

The last correlation analysis was conducted in order to explore the relationship between *brand trust* and *online brand engagement*. Also, the relationships between three types of brand image and three dimensions of brand engagement.

The results showed that brand trust have a significantly moderate positive relationship with online brand engagement. The correlation score deduced was .43 ($p = .00$). This implies that if there was a change on the respondents' tendency to believe in Starbucks, whether it is an increase or a decrease, it is likely to relate the consumers' online interactions with Starbucks Thailand Facebook page. Moreover, the more confident the respondents have in Starbucks Thailand, the more online interactions the respondents have with Starbucks Thailand Facebook page.

The results of the correlation values that were analyzed are showed in table 4.7 and figure 4.3. The relationship between brand reliability and online brand engagement was tested the strongest correlation ($r = .48, p = .00$), followed by the relationship between brand intentions and online brand engagement ($r = .29, p = .00$).

Furthermore, there are six correlations in total, which are the correlation between 1) brand reliability and cognitive engagement, 2) brand reliability and affective engagement, 3) brand reliability and behavioral engagement, 4) brand

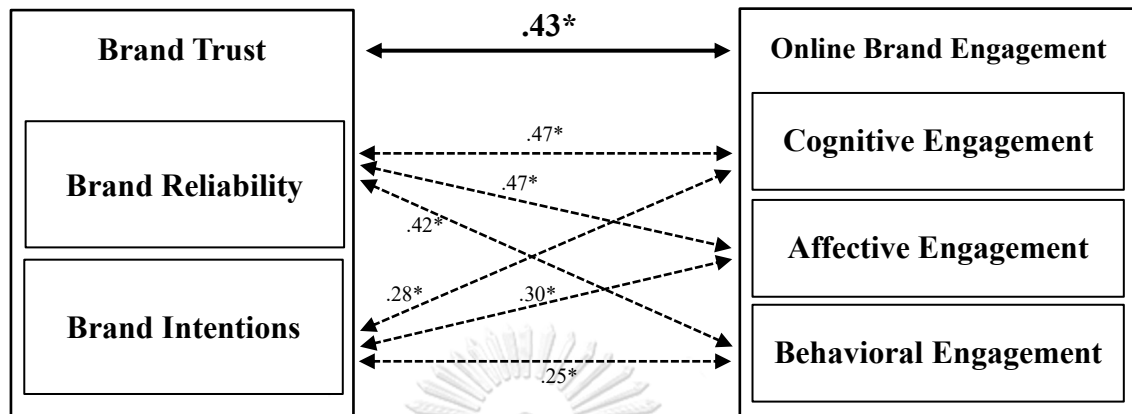
intentions and cognitive engagement, 5) brand reliability and affective engagement, and 6) brand reliability and behavioral engagement. Among six correlations, the relationships between brand reliability and cognitive engagement, and brand reliability and affective engagement have the strongest correlation ($r = .47, p = .00$). While the relationship between brand intentions and behavioral engagement was tested the lowest score of correlation ($r = .25, p = .00$).

Table 4. 7 Correlation between Brand Trust and Online Brand Engagement of Starbucks Thailand

Relationship between	<i>r</i>	<i>p</i>
<i>Brand Trust and Online Brand Engagement</i>	.43	.00
<i>Brand Reliability and Online Brand Engagement</i>	.48	.00
Brand reliability and cognitive engagement	.47	.00
Brand reliability and affective engagement	.47	.00
Brand reliability and behavioral engagement	.42	.00
<i>Brand Intentions and Online Brand Engagement</i>	.29	.00
Brand intentions and cognitive engagement	.28	.00
Brand intentions and affective engagement	.30	.00
Brand intentions and behavioral engagement	.25	.00

Note: Correlation is significant at the 0.05 level

Figure 4. 3 Correlation between Brand Trust and Online Brand Engagement of Starbucks Thailand



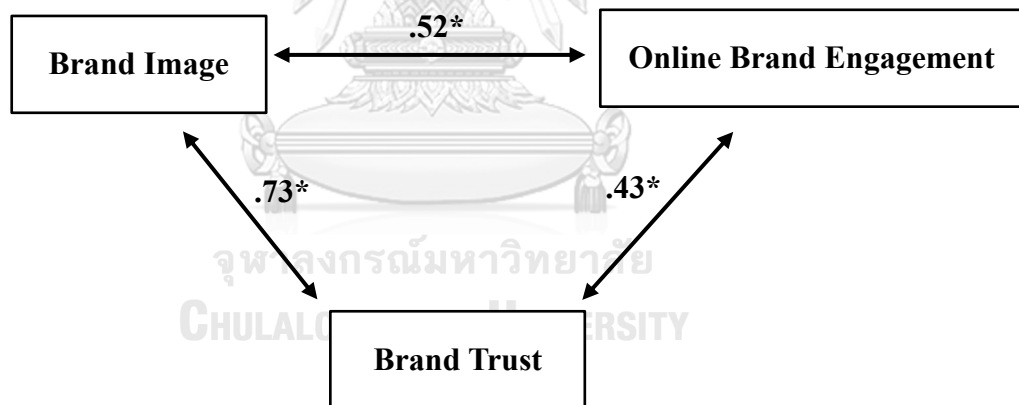
Lastly, based on the first hypothesis, it was predicted that there is a positive relationship between brand image and trust. The findings supported this hypothesis and confirmed the relationship. Likewise, the second hypothesis, which predicted that there was also a positive relationship between brand image and brand online engagement of Starbucks Thailand, was accepted. Also, the third hypothesis, which predicted that there was a positive relationship between brand trust and brand online engagement of Starbucks Thailand, was also accepted.

This details of each hypothesis and result are showed in Table 4.8. Moreover, figure 4.4 illustrates the results of the correlation values among brand image, brand trust, and online brand engagement.

Table 4. 8 Hypotheses Testing

	Hypotheses	Results
H1:	Brand image has a positive relationship with brand trust.	<i>Supported</i>
H2:	Brand image has a positive relationship with online brand engagement.	<i>Supported</i>
H3:	Brand trust has a positive relationship with online brand engagement.	<i>Supported</i>

Figure 4. 4 Correlation between Brand Image, Brand Trust, and Online Brand Engagement



CHAPTER 5

Summary and Discussion

Using the findings of this research, this chapter will go on to provide a detailed summary of the data analysis and discussion. Additionally, the limitations of this research, the directions for future research and the practical implications, will also be explored.

5.1 Summary

This section of the paper will discuss the results of the quantitative data, which were obtained from online surveyed respondents during the months October to early November 2021. The results consist of the demographic profile of the respondents, brand image of Starbucks Thailand, brand trust of Starbucks Thailand, and online brand engagements with Starbucks Thailand Facebook page. Additionally, the findings from the correlation analysis are also summarized.

The demographic section of this research covers the respondents' age. There was a total of 230 respondents who answered the questionnaire and were qualified for the study. They are all followers of Starbucks Thailand Facebook page in the past six months and recently bought Starbucks' products or services in the past three months. By evaluating the data of the respondents' age, the majority of the participants were 26-33 years old, which is accounted for 112 respondents or 48.6 %, while the smallest proportion of respondents' age is between 18-25 years and 34-40 years old, which are counted for 25.7 % or 59 respondents.

Brand Image

To serve the first research objective, the respondent's Starbucks Thailand *brand image* was explored. There are three different types used to measure the brand image which are functional image, symbolic image, and experiential image. The brand image section explored the respondents' total perceptions towards Starbucks Thailand received an overall mean score of 4.21 out of 5.0. This score portrayed that the respondents had a moderately positive perception of Starbucks Thailand. The items in the brand image scale measured different types of brand image, namely functional image, symbolic image, and experiential image. When the three types of brand image were considered independently, it was found that *experiential image* received the highest overall mean score of 4.35 out of a full score of 5.0, suggesting that can satisfy consumers' experiential pleasures. The statement under experiential image which got the highest mean score was "*Starbucks shop environment offers me enjoyment.*", with a score of 4.47. On the other hand, the statement with the lowest overall score was "*Starbucks products pursue diversified consumer needs in daily life.*" ($M = 4.15$).

The next dimension of brand image, *functional image*, got a rating of 4.29 out of 5.0, suggesting that respondents found Starbucks Thailand can help consumers solve their problems and meet their needs. The statement under functional image which got the highest mean score was "*Starbucks provides excellent services.*", with a mean score of 4.51. On the other hand, the statement with the lowest overall score was "*Choosing Starbucks is wise.*" ($M = 4.00$).

The last dimension of brand image, *symbolic image*, received the least overall mean score of 3.99 out of 5.0, suggesting that respondents found Starbucks

Thailand can satisfy consumers' inner desires. The statement under symbolic image which got the highest mean score was “*Starbucks is a leading brand.*”, with a mean score of 4.31. On the other hand, the statement with the lowest overall score was “*Starbucks products and brand match my individual image.*” ($M = 3.79$).

Brand Trust

Then, *Brand trust* was explored the confidence respondents have in Starbucks Thailand. This received an overall mean score of 4.21 out of a full score of 5.0, depicting that the respondents have moderately high of tendency to believe in Starbucks Thailand’s products or services. The items in brand trust scale measure through two dimensions: which are brand reliability and brand intentions. When the two dimensions of brand trust were considered independently, it was found that *brand intentions* received the highest overall mean score of 4.28 out of a full score of 5.0, suggesting that respondents’ beliefs about Starbucks Thailand would act based on their welfare and interests. The statement under brand intentions which got the highest mean score was “*Starbucks would make any effort to satisfy me.*”, with a mean score of 4.42. On the other hand, the statement with the lowest overall score was “*I could rely on Starbucks to solve the problem.*” ($M = 4.11$).

Then, *brand reliability* got a rating of 4.15 out of 5.0, suggesting that respondents rely on Starbucks’s ability to perform well. The statement under brand reliability which got the highest mean score was “*I feel confidence in Starbucks.*”, with a mean score of 4.29. On the other hand, the statement with the lowest overall score was “*Starbucks is a brand name that never disappoints me.*”, with a mean score of 3.90.

Online Brand Engagement

The next findings from the research revealed that the respondents rated their overall *online brand engagement* with Starbucks Thailand Facebook page. The overall average score, which was given to the online brand engagement with Starbucks Thailand Facebook page was 3.48 out of the full score of 5.0, which portrayed that the respondents had a moderate level of interactions with Starbucks Thailand Facebook page. The items in the online brand engagement was looked upon, based on the three different dimensions, which consist of affective engagement, behavioral engagement, and cognitive engagement. Participants gave the highest mean score of 3.54 out of 5.0, in regard to their *affective engagement*, suggesting that they found a moderately high level of feeling during interactions with Starbucks Thailand Facebook page. The items under affective engagement, which received the highest mean score was “*I am interested in anything about Starbuck Thailand Facebook page.*”, with a mean score of 3.84. Alternatively, the statement with the lowest overall score was “*Starbuck Thailand Facebook page makes me enthusiastic.*” ($M = 3.55$).

Then, the second dimension of brand engagement, *behavioral engagement*, got a mean score of 3.46 out of 5.0, suggesting that respondents have a moderate level of behavioral actions on Starbucks Thailand Facebook page. The statement under behavioral engagement which got the highest mean score was “*I learn from the content provided on Starbuck Thailand Facebook page.*”, with a score of 4.03. On the other hand, the statement with the lowest overall score was “*I actively defend the Starbuck Thailand Facebook page from its critics.*” ($M = 3.09$).

The last dimension of brand engagement, which is *cognitive engagement*, an overall mean score of 3.45, depicting that the respondents have moderate level of active thinking, their cognitive activities, and their concentration when interacting with Starbucks Thailand Facebook page. The item under cognitive engagement, which received the highest mean score was the statement “*I pay a lot of attention to Starbuck Thailand Facebook page.*”, with a mean score of 3.86. The item with the least overall score were “*Starbuck Thailand Facebook page makes me enthusiastic.*” and “*When interacting with Starbuck Thailand Facebook page, I forget everything else around me.*”. These statements both received a score of 3.17 out of 5.0.

Lastly, there were three correlation tests conducted to explore the relationship between the variables. The first correlation test was performed to see if there was a relationship between *Brand Image* and *Brand Trust* towards Starbucks Thailand. The results of the study depicted that there was in fact a significant strong positive relationship between the variables ($r = .73$). This means that if the respondents’ scores for the total perceptions of Starbucks Thailand increased, their scores given towards the trust on Starbucks Thailand, would also increase.

The second correlation analysis was executed to see if there is a relationship between *Brand Image* and *Online Brand Engagement*. It was depicted that brand image and online brand engagement with Starbucks Thailand Facebook page also had a significant positive relationship ($r = .52$). In this case, when the respondents’ scores for the brand image of Starbucks Thailand increase, their scores given to the online interactions with Starbucks Thailand Facebook page would also increase.

The last correlation analysis was conducted to find out if there is a relationship between *brand trust* and *online brand engagement* on Starbucks Thailand Facebook page. It was depicted that brand image and online brand engagement with Starbucks Thailand Facebook page also had a significant positive relationship ($r = .43$). This indicated that the respondents' scores for confidence in Starbucks rise, their scores given towards the online interactions with Starbucks Thailand Facebook page would also rise.

5.2 Discussion

The discussion section of this research looks at four main points, which are based on the results obtained from the data collection and study. Firstly, this section discusses the respondents' brand image of Starbucks Thailand. Then it considers the respondents' brand trust towards Starbucks Thailand. Thirdly, the research looks at the respondent's online brand engagement on Starbucks Thailand Facebook page. This section also discusses the relationships between Starbucks Thailand brand's image, trust and online engagement.

Brand Image of Starbucks Thailand

The current study focused on the brand image of Starbucks Thailand to see how consumers form unique concepts and associations about Starbucks in their minds. The data analysis findings for brand image revealed that the respondents had positive perceptions of Starbucks Thailand. This reflected that the respondents formed a positive image in their mind when they thought of Starbucks Thailand. This could be because positive knowledge and experience the consumers gained

from Starbucks Thailand. That is because Starbucks positioned themselves as “ethically sourcing and roasting the highest quality coffee in the world” (Starbucks, 2018), then they communicate this through recognizable Siren logo, consistently delivering a quality product or service, supporting their farmers, employees, as well as reducing its environmental footprint through eco-friendly practices (Starbucks, 2021). In addition, based on the findings of this study, it portrayed that the respondents perceived a highly positive *experiential image* of Starbucks Thailand, which might be because Starbucks is a service brand, so providing a good customer experience is a must. Such experiences are greeting customers by their names, providing free trial of new baking, offering customized drinks menu (Carter, 2021), and launching delivering service during pandemic (Sathornwet, 2021).

Furthermore, the awards that Starbucks won would convey a positive association in consumers’ mind, such as, Best Company for Women, Best Company Work-Life Balance, Best Company Perks & Benefits, and Best Company Happiness (Starbucks, 2021). This is suggested by a research from Kim, Koh, and Lee (2009), which revealed that functional associations, emotional associations, and social associations had significant positive effect on brand image. These findings are also consistent with Chang (2020), Rizwan (2008), and Song, Wang, and Han, (2019)’s studies that Starbucks is perceived as having positive brand image among Taiwanese, Swedish, and Korean consumers. This also reflects that Starbucks’ efforts on creating standardized brand identity and customers experience (Roll, 2021) brought them positive brand image of Starbucks all over the world, so as in Thailand.

Brand Trust of Starbucks Thailand

The findings suggested that the respondent as Starbucks's customers trust in Starbucks. This could be because of Starbucks's consistent performance. That is, Starbucks offers a wide selection of products including, food, beverage, and merchandise, as well as caters good service quality by focusing on building connection with customers and community. Thus, customers believed that Starbucks can meet their expectations. Moreover, this could also be because Starbucks' reputation is at globally recognizable level (Rizwan, 2008). For example, Starbucks ranked the first in its sector (Starbucks, 2018). According to Doney and Cannon's study (1997), positive and strong brand reputation is a fundamental component of building trust between consumers and a brand. The finding is also consistent with Chung, Liao, & Chang's (2018) study that consumers' trust in Starbucks is high.

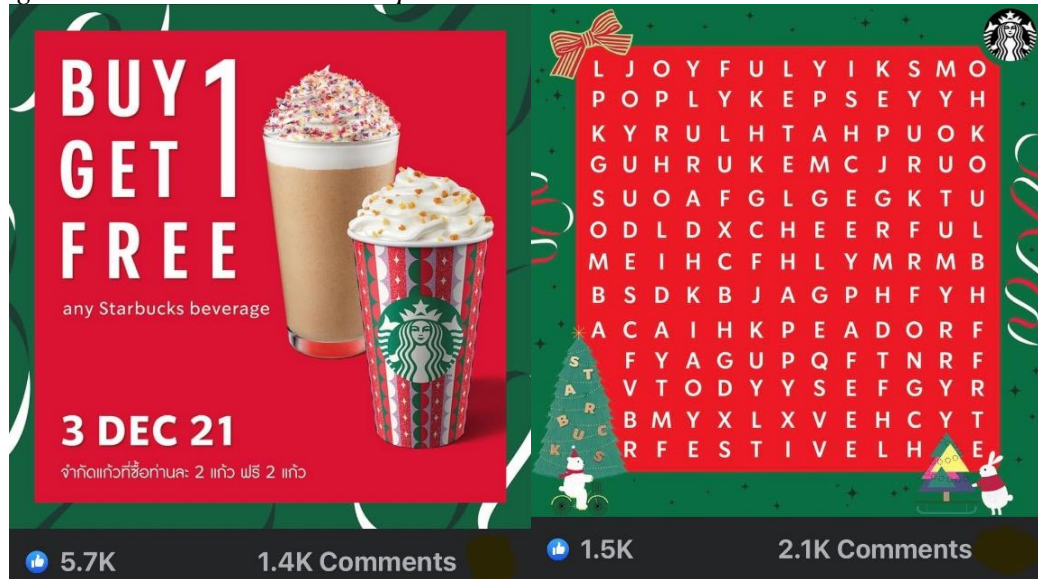
In addition, based on the findings of this study, it portrayed that the respondents thought that Starbucks would act based on consumers' welfare and interests, especially they believe that "*Starbucks would make any effort to satisfy them.*" This could also be due to the fact that Starbucks is an established global brand focusing on their customers and building relationship with them (Rizwan, 2008). For example, the service of calling the names of consumers, writing down consumers name on the cup, as well as remembering customers' preference. Also, Starbucks provides a monthly promotion buy-one-get-one-free to their customers, and makes a new drink to their customers when Starbucks makes the wrong order. Moreover, a research from Chaimankong, Chaimankong, Phinichka, and Siridej (2019), showed that Starbucks developed strong bond with customers through

corporate social responsibility initiatives. Additionally, because Starbucks keens to build their brand experience not only at their physical stores, but their website and social media platforms, the relationship deeply rooted in the Starbucks community can strengthen the trust and commitment to Starbucks (Chung et al. 2018). As a result, this is why the respondents believe in Starbucks Thailand.

Online Brand Engagement on Starbucks Thailand Facebook Page

Online brand engagement was explored to see the respondents' interaction on Starbucks Thailand Facebook page. The findings revealed that respondents had moderate level of online interactions with Starbucks Thailand Facebook page, especially consumer's positive feeling during interactions with Starbucks Thailand Facebook page. This could be because all of the participants had previously engaged with Starbucks Thailand Facebook page, they might develop an emotional attachment from Starbucks's posts. For example, they felt excited and happy for the coming buy-one-get-one-free event, and felt entertaining with prize quiz as shown in Figure 5.1. This also reflects that consumer interact with Starbucks Thailand Facebook page with excitement, entertainment, interesting, and joyfulness generating from the posts. These findings were consistent with previous study conducted by Islam, Rahman, and Hollebeek (2018), that consumers ranked the highest level of affective engagement compared to the other two dimensions.

Figure 5. 1 Starbucks Thailand posts



Source: Starbucks Thailand (2021). *Christmas Campaign Posts*. Retrieved December 3, 2021, from <https://www.facebook.com/StarbucksThailand>

According to the findings, the respondents also thought that “*they learn from the content provided on Starbuck Thailand Facebook page.*” This could be because Starbucks always posts their contents on Facebook with regards to products information such like new collections, new promotions, and seasonal campaign as shown in Figure 5.2. Thus, they learn new collections, new promotions, and seasonal campaign about Starbucks and would keep themselves updating with the posts on the Starbucks Thailand Facebook page. This result was in line with Loureiro and Kaufmann (2018), Wang, Qiao, and Peng (2015)’s studies that consumers would express their ideas or opinions, socialize with others, and get information about Starbucks on Starbucks’ online brand community.

Figure 5. 2 Starbucks Thailand Products Information

SPARK MERRY
with Starbucks Yearly Planner 2022
ดีไซน์ใหม่ชวนอ่านพิเศษจากสตาร์บัคส์

พบกับที่ร้านสตาร์บัคส์ทุกสาขา
ตั้งแต่ 11 พ.ย. 64 - 30 พ.ย. 64
หรือบนเว็บไซต์ที่ร้าน

รับฟรี PREMIUM BLUE DENIM SET
รวมสายสัมพันธ์กับร้านสตาร์บัคส์
อันเป็นเอกลักษณ์

เมื่อเติมเงินหรือเปิดบัตร Starbucks Card
3,500 บาท ที่ร้านสตาร์บัคส์
พร้อมซื้อเครื่องดื่มครีมน้ำตาล 1 แก้ว

รับฟรี MINT GREEN PLANNER
สอดคำชวนกาแฟ
จากแหล่งเพาะปลูกในภาคเหนือของไทย

เมื่อเติมเงินหรือเปิดบัตร Starbucks Card
3,000 บาท ที่ร้านสตาร์บัคส์
พร้อมซื้อเครื่องดื่มครีมน้ำตาล 1 แก้ว

รับฟรี LAVENDER PLANNER
ดีไซน์ที่ถ่ายทอดเรื่องราวจากม่วงสี แคนดี้
ทานที่มีส่วนช่วยชาวโรก้าของไทย

เมื่อเติมเงินหรือเปิดบัตร Starbucks Card
3,000 บาท ที่ร้านสตาร์บัคส์
พร้อมซื้อเครื่องดื่มครีมน้ำตาล 1 แก้ว

CHEERFUL COLLECTION
for your Loy Krathong Day

4.1K 832 Comments 1.7K 143 Comments

Source: Starbucks Thailand (2021). *New Collections and Campaign*. Retrieved December 3, 2021, from <https://www.facebook.com/StarbucksThailand>

Relationship between Brand Image and Brand Trust

The findings revealed that there was a significant strong positive relationship between Starbucks Thailand's brand image and trust. This reflects that when consumers had positive perceptions of Starbucks Thailand, they would also believe in Starbucks Thailand. This could be because all the positive Starbucks's associations and total perceptions perceived by the respondents further enhance their willingness to trust in Starbucks Thailand. Also, it might be because all the positive association and total perceptions of Starbucks would not only contribute to form a positive brand image, but also create a trusted relationship with Starbucks. On the other hand, it would be because the respondents' trust towards Starbucks Thailand would also reinforce the positive image inside their mind. Similarly, the study from Liu et al. (2018) pointed out that there could be a positive relationship between brand image and brand trust, if people have positive perceptions on a

brand from a trusted party, they are more likely to build trust with this brand. The findings from Alhaddad (2015), Deheshti, Adabi Firouzjah, and Alimohammadi (2016), Liao, Chung, and Widowati (2009), and Roets, Bevan-Dye, and Viljoen (2014)'s research also showed similar results that brand image has significant positive effects on brand trust. Regarding their results, it was discovered that the respondent thought experiential pleasures of Starbucks Thailand would make themselves trust more on Starbucks Thailand, compared to other types of brand image.

Relationship between Brand Image and Online Brand Engagement on Starbucks Thailand Facebook Page

The findings revealed that there was a significant moderate positive relationship between two variables. This reflects that the more positive image about Starbucks Thailand form in consumers mind, the higher level of online brand engagement would occur. This might be because all the positive associations and total perceptions of Starbucks that the respondents had would work as a powerful influencer that increases their online engagement with Starbucks Thailand Facebook page (Islam & Rahman 2016). In other words, positive brand image would make them want to engage or interact more with the brand (Islam & Rahman, 2016). The findings were consistent with previous studies that active online interactions on social media have a significant influence on the brand image (Åvall, 2017; Godey et al., 2016; Seo & Park, 2018). The findings were also congruent with the previous study conducted by Blasco-Arcas, Hernandez-Ortega, and Jimenez-Martinez (2016), that the stronger emotion customers experience, the

more brand engagement will occur.

Moreover, based on the findings that the participants would actively think and focus more on Starbucks Thailand Facebook page when Starbucks Thailand help them solve their problems and meet their needs. The results from this study were consistent with Osei-Frimpong et al.'s (2019) study, that prior brand associations and perceptions would drive consumers interest in participating in online brand engagement.

Relationship between Brand Trust and Online Brand Engagement on Starbucks Thailand Facebook Page

The last part of this section focuses on the relationship between brand trust and online brand engagement on Starbucks Thailand Facebook page.

The findings from the correlation analysis revealed that there was a significant moderate positive relationship between Starbucks Thailand's brand trust and online engagement. This reflects that when consumers believed in Starbucks Thailand, they would also engage more with Starbucks Thailand Facebook page. This could be because the respondents trust in Starbucks Thailand, then, that trust is transferred to Starbucks Thailand Facebook page which, in turn, make them interact with the page. This finding was consistent with Tatar and Eren-Erdogmus (2016)'s research that online brand engagement, such as posting, blogging, video, brand community are directly linked to brand trust. Likewise, positive beliefs and trust toward the brand will be built more quickly with highly engaged customers than less-engaged consumers (Habibi et al., 2014).

These findings were also consistent with the Dwivedi and McDonald (2020)'s study which recommended that communication on social media is positively correlated with brand trust. The findings from this research also support Vivek et al.'s (2012) study on customer engagement, which found out that highly engaged consumers with brand websites are more likely to gain increase in trust from these engagements of processes, which in turn would let consumers feel as though they are cared about and seen as part of the brand.

5.3 Limitations of the Research and Direction for Future Research

Overall, the study was successful and yielded positive results, which could extend the body of knowledge on brand image, brand trust, and online brand engagement. However, there were some limitations that can be identified and worked upon in the future.

The current study only focuses on age, in terms of demographic variables. Although, according to previous studies, the demographic variables have less effect on brand trust (Upamannyu et al., 2015), no influence on consumers' engagement on social media (Osei-Frimpong et al., 2019), there still might have partial effects on brand image (Huang et al., 2014). Thus, in the future, the data collected in such research, should gather enough demographic information about the participants of the study for a thorough understanding and analyzing.

The study is limited to Starbucks Thailand. According to a cross-cultural study, social media users in different cultures might respond to the same message in various ways and the amount of cognitive effort they pay in their responses are also different (Yu, 2012). Due to different cultures, individuals would interact on social

media in different ways (Yu, 2012). Therefore, the future study can conduct a cross-cultural study on online brand engagement between different country, or between collectivistic culture and individualistic culture.

Also, this study only explored Starbucks Thailand's Facebook page. In the future, this study can be further expanded by looking at other social media platforms, such as YouTube, Pinterest, Google+ Twitter, and Instagram. Comparing the respondents' data among these social media platforms will help capture how consumers interact in these different platforms.

Moreover, researchers can use a qualitative approach in future study. By utilizing a qualitative approach, in the form of in-depth interviews or focus groups will allow the researchers to understand underlying reasons and motivations on consumers forming perceptions in their mind, or believe in a specific brand, when they engage with brand's social networking page.

5.4 Practical Implications

The findings of this research provide valuable knowledge about Starbucks Thailand's brand image, trust, and online engagement. Based on these findings, certain practical implications have been identified.

First, from the result of this study, it is apparent that image, especially functional image is highly related to brand trust. Therefore, increasing the positive functional image inside consumers' mind would gain more trust from them. To do so, Starbucks Thailand or other coffee chains should keep launching pretty and trendy products and packaging to meet consumers' needs. Also, maintaining the excellent services and product quality is vital role to make customers satisfied.

Moreover, the findings showed that experiential image also had high correlation with brand trust. Therefore, generating positive pleasure experience would help the brand gain more trust from consumers. To do this, Starbucks, or other coffee chains should set up comfortable environment through comfy chairs, lighting arrangements, enough plug sockets, and relaxing music. Also, localizing some elements into the interiors of stores would be an artistically appealing to the Starbucks experience.

Additionally, in order to increase trust between the brand and consumers, the results in this study suggest that make the brand reliable and keep the good intentions are important. To do so, brand should make any effort to maintain high level of consistency across its products and service. Also, being sincere and honest when consumers have problem can make consumers trust a brand. The brand should put consumers' interests and welfare in their first priority. Doing so would make consumers feel confident that brand would make any effort to fulfill their expectation and never fail their trust.

Lastly, in terms of online brand engagement, the findings showed that providing useful and interesting content is a possible direction to work on, because Starbucks' consumers might ask for ideas and learn information on their Facebook page, even showing their support and sharing to their wider network. Thus, Starbucks, or other coffee chains should post regularly latest product collections, new sales promotions, or content about coffee and sustainability. Moreover, the prize quiz, and trendy topic that can create consumers' affective engagements are recommended. All of these can help increase the overall online brand engagement.

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APPENDICES

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

APPENDIX A

แบบสอบถาม (Thai Version)

แบบสอบถามนี้เป็นส่วนหนึ่งของการจัดทำโครงการวิชาชีพของนิสิตระดับ
มหาบัณฑิต สาขาการจัดการการสื่อสารเชิงกลยุทธ์ คณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย
โดยมีวัตถุประสงค์เพื่อศึกษาพฤติกรรมผู้บริโภคบนเพจ Starbucks Thailand

ผู้วิจัยจึงใคร่ขอความร่วมมือจากท่านในการตอบแบบสอบถามตามความเป็นจริง
หรือตามความคิดเห็นของท่าน โดยข้อมูลของผู้ตอบแบบสอบถามทั้งหมดจะถูกเก็บเป็นความลับ
และถูกนำไปวิเคราะห์ในภาพรวม เพื่อนำไปใช้ประโยชน์ในเชิงการศึกษาเท่านั้น

ส่วนที่ 1 คำถามเพื่อคัดเลือกผู้ตอบแบบสอบถาม

คำชี้แจง: กรุณาทำเครื่องหมาย (✓) ในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด

1. คุณได้ติดตามเพจบุ๊กเพจของ Starbucks Thailand ในช่วง 6 เดือนที่ผ่านมา
หรือไม่

ติดตาม

ไม่ได้ติดตาม (จบแบบสอบถาม)

2. คุณได้ซื้อสินค้าหรือใช้บริการจาก Starbucks Thailand ในช่วง 3 เดือนที่ผ่านมา
หรือไม่

ใช่

ไม่ใช่ (จบแบบสอบถาม)

3. คุณมีอายุเท่าไร

 ต่ำกว่า 18 ปี (จบแบบสอบถาม) 18-25 ปี 26-33 ปี 34-40 ปี มากกว่า 40 ปี (จบแบบสอบถาม)**ส่วนที่ 2 ภาพลักษณ์แบรนด์สตาร์บัคส์**

คำชี้แจง: กรุณาทำเครื่องหมาย (✓) ในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด

5 = เห็นด้วยอย่างยิ่ง, 4 = เห็นด้วย, 3 = เฉย ๆ, 2 = ไม่เห็นด้วย, โดย 1 = ไม่เห็นด้วยอย่างยิ่ง

คุณเห็นด้วยกับข้อความต่อไปนี้มากน้อยเพียงใด		เห็นด้วย ← ไม่เห็นด้วย				
		5	4	3	2	1
ภาพลักษณ์เชิงหน้าที่						
1.	สตาร์บัคส์ออกแบบสินค้าและบรรจุภัณฑ์ได้ตรงความต้องการของผู้บริโภค					
2.	การเลือกดื่มกาแฟสตาร์บัคส์เป็นสิ่งที่ทำถูกแล้ว					
3.	สตาร์บัคส์ให้บริการอย่างดีเยี่ยม					
4.	ผลิตภัณฑ์ของสตาร์บัคส์มีคุณภาพเป็นที่น่าพอใจ					
ภาพลักษณ์เชิงสัญลักษณ์						
5.	การดื่มกาแฟสตาร์บัคส์เป็นเรื่องที่ทันสมัย					
6.	การดื่มกาแฟสตาร์บัคส์สะท้อนสถานภาพทางสังคม					

คุณเห็นด้วยกับข้อความต่อไปนี้มากน้อยเพียงใด		เห็นด้วย ← ไม่เห็นด้วย				
		อย่างยิ่ง		อย่างยิ่ง		
		5	4	3	2	1
7.	สตาร์บัคส์เป็นแบรนด์ชั้นนำ					
8.	แบรนด์สตาร์บัคส์สอดคล้องกับภาพลักษณ์ของคุณ					
ภาพลักษณ์เชิงประสบการณ์						
9.	คุณวางใจในเครื่องดื่มของสตาร์บัคส์					
10.	ในภาพรวม คุณมีทัศนคติที่ดีกับสตาร์บัคส์					
11.	บรรยากาศภายในร้านของสตาร์บัคส์ทำให้คุณรู้สึกดี					
12.	ผลิตภัณฑ์ของสตาร์บัคส์สามารถตอบโจทย์ความต้องการของผู้บริโภคที่หลากหลายได้					

ส่วนที่ 3 ความไว้วางใจต่อแบรนด์สตาร์บัคส์

คำชี้แจง: กรุณาทำเครื่องหมาย (✓) ในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด

5 = เห็นด้วยอย่างยิ่ง, 4 = เห็นด้วย, 3 = เฉย ๆ, 2 = ไม่เห็นด้วย, โดย 1 = ไม่เห็นด้วยอย่างยิ่ง

คุณเห็นด้วยกับข้อความต่อไปนี้มากน้อยเพียงใด		เห็นด้วย ← ไม่เห็นด้วย				
		อย่างยิ่ง		อย่างยิ่ง		
		5	4	3	2	1
ความน่าเชื่อถือของตราสินค้า						
1.	สตาร์บัคส์เป็นแบรนด์ที่ทำได้ตามความคาดหวังของคุณ					

คุณเห็นด้วยกับข้อความต่อไปนี้มากน้อยเพียงใด		เห็นด้วย ← ไม่เห็นด้วย				
		5	4	3	2	1
2.	คุณรู้สึกมั่นใจกับสตาร์บัคส์					
3.	สตาร์บัคส์เป็นแบรนด์ที่ไม่เคยทำให้คุณผิดหวัง					
4.	สตาร์บัคส์สามารถรับประกันเรื่องความพึงพอใจได้					
ความตั้งใจของตราสินค้า						
5.	หากคุณมีปัญหาจากการใช้สินค้า สตาร์บัคส์เป็นแบรนด์ที่จะช่วยแก้ไขปัญหานั้นอย่างเต็มที่					
6.	สตาร์บัคส์ตอบโจทยความต้องการของคุณ					
7.	สตาร์บัคส์พยายามที่จะทำให้ลูกค้ามีความพึงพอใจ					
8.	สตาร์บัคส์จะชดเชยให้คุณด้วยวิธีใดวิธีหนึ่ง หากคุณมีปัญหาจากการใช้สินค้า					

ส่วนที่ 4 ความผูกพันต่อแบรนด์ผ่านเฟซบุ๊กเพจของ Starbucks Thailand

คำชี้แจง: กรุณาทำเครื่องหมาย (✓) ในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด

5 = เห็นด้วยอย่างยิ่ง, 4 = เห็นด้วย, 3 = เฉย ๆ, 2 = ไม่เห็นด้วย, โดย 1 = ไม่เห็นด้วยอย่างยิ่ง

คุณเห็นด้วยกับข้อความต่อไปนี้มากน้อยเพียงใด		เห็นด้วย ← ไม่เห็นด้วย				
		5	4	3	2	1
ความผูกพันด้านความคิด						
1.	คุณให้ความสนใจกับเฟซบุ๊กเพจของสตาร์บัคส์เป็นอย่างมาก					
2.	คุณมักจะคิด/นึกถึงเฟซบุ๊กเพจของสตาร์บัคส์ตลอด					
3.	ไม่ว่าเพจสตาร์บัคส์จะโพสต์อะไร ก็ดึงดูดความสนใจของคุณได้					
4.	คุณมีเวลาที่จะนึกถึงเฟซบุ๊กเพจของสตาร์บัคส์					
5.	เมื่อคุณเข้าเฟซบุ๊กเพจของสตาร์บัคส์ คุณมักจะลืมสิ่งรอบตัว					
6.	เวลาผ่านไปอย่างรวดเร็วเมื่อคุณเข้าเฟซบุ๊กเพจของสตาร์บัคส์					
7.	เมื่อคุณพูดคุยกับสมาชิกบนเฟซบุ๊กเพจของสตาร์บัคส์ คุณมักจะตื่นเต้นจนลืมเรื่องอื่นๆ					
8.	เมื่อได้พูดคุยกับสมาชิกบนเฟซบุ๊กเพจของสตาร์บัคส์แล้ว มันค่อนข้างยากที่จะหยุดคุย					

คุณเห็นด้วยกับข้อความต่อไปนี้มากน้อยเพียงใด		เห็นด้วย ← ไม่เห็นด้วย				
		อย่างยิ่ง		อย่างยิ่ง		
		5	4	3	2	1
ความผูกพันด้านความรู้สึก						
9.	คุณรู้สึกสนุก คึกคักไปกับเฟซบุ๊กเพจของสตาร์บัคส์					
10.	เฟซบุ๊กเพจของสตาร์บัคส์ทำให้คุณรู้สึกสนุกตามไปด้วย					
11.	คุณรู้สึกอินกับเฟซบุ๊กเพจของสตาร์บัคส์มาก					
12.	คุณรู้สึกสนใจในโพสต์ต่างๆ บนเฟซบุ๊กเพจของสตาร์บัคส์					
13.	คุณรู้สึกว่าเฟซบุ๊กเพจของสตาร์บัคส์น่าสนใจ					
14.	คุณชอบที่จะได้พูดคุยกับแอดมินเฟซบุ๊กเพจของสตาร์บัคส์					
15.	คุณรู้สึกมีความสุขเวลาที่ได้พูดคุยกับสมาชิกในเฟซบุ๊กเพจของสตาร์บัคส์					
16.	คุณรู้สึกดีจากการได้มีปฏิสัมพันธ์กับเฟซบุ๊กเพจของสตาร์บัคส์					
17.	การได้มีปฏิสัมพันธ์กับเฟซบุ๊กเพจของสตาร์บัคส์เป็นสิ่งที่ดี					
ความผูกพันด้านพฤติกรรม						
18.	คุณร่วมตอบคำถามกับเฟซบุ๊กเพจของสตาร์บัคส์					

คุณเห็นด้วยกับข้อความต่อไปนี้มากน้อยเพียงใด		เห็นด้วย ← ไม่เห็นด้วย				
		อย่างยิ่ง		อย่างยิ่ง		
		5	4	3	2	1
19.	คุณโพสต์แสดงความคิดเห็นบนเฟซบุ๊กเพจของสตาร์บัคส์					
20.	คุณโพสต์เล่าประสบการณ์ของคุณบนเฟซบุ๊กเพจของสตาร์บัคส์					
21.	คุณแนะนำไอเดียของคุณบนเฟซบุ๊กเพจของสตาร์บัคส์					
22.	คุณแชร์โพสต์ที่น่าสนใจบนเฟซบุ๊กเพจของสตาร์บัคส์					
23.	คุณช่วยแอดมินเฟซบุ๊กเพจของสตาร์บัคส์ตอบคำถามจากลูกค้า					
24.	คุณสอบถามข้อมูลของสตาร์บัคส์บนเฟซบุ๊กเพจ					
25.	คุณขอความช่วยเหลือผ่านสตาร์บัคส์เฟซบุ๊กเพจ กรณีมีปัญหาจากการใช้สินค้า/บริการ					
26.	คุณมองหาไอเดียหรือข้อมูลจากเฟซบุ๊กเพจของสตาร์บัคส์					
27.	คุณได้รู้ข้อมูลต่างๆ จากโพสต์บนเฟซบุ๊กเพจของสตาร์บัคส์					
28.	คุณสนับสนุนเฟซบุ๊กเพจของสตาร์บัคส์ด้วยการกดไลก์โพสต์					
29.	คุณแชร์เนื้อหาจากโพสต์บนเฟซบุ๊กเพจของสตาร์บัคส์					

30.	คุณช่วยโปรโมทเฟซบุ๊กเพจของสตาร์บัคส์					
คุณเห็นด้วยกับข้อความต่อไปนี้มากน้อยเพียงใด		เห็นด้วย ← ไม่เห็นด้วย อย่างยิ่ง อย่างยิ่ง				
		5	4	3	2	1
31.	คุณพยายามทำให้คนอื่นสนใจเฟซบุ๊กของเพจสตาร์บัคส์ด้วย					
32.	คุณมักจะคอยปกป้องสตาร์บัคส์ เวลาที่มีคนเข้ามาวิจารณ์สตาร์บัคส์บนเฟซบุ๊กเพจ					
33.	คุณพูดถึงเฟซบุ๊กเพจของสตาร์บัคส์ในทางที่ดีเสมอ					

ขอบคุณที่ให้ความร่วมมือและเสียสละเวลาในการตอบแบบสอบถาม

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CHULALONGKORN UNIVERSITY

APPENDIX B

Research Questionnaire (English Version)

This research project is conducted in partial requirement of a Professional Project, run by a student of the Master of Arts Program in Strategic Communication Management, from the Faculty of Communication Arts, Chulalongkorn University.

The purpose of this questionnaire is to explore consumer behavior on Starbucks Thailand Facebook page. It will take approximately 5-10 minutes and is voluntary. Participants are requested to complete all of the following questions on his or her opinions. The questionnaire is anonymous, and the information collected will be confidential. All collected data will only be used for analysis of this study and only for educational purposes.

Part 1. Screening Questions

***Instruction:** For each statement below, please put a tick mark (✓) in a box for the most appropriate response. (Please tick one answer only for each statement)*

1. Do you follow Starbucks Thailand Facebook page in the past 6 months?

Yes

No (End of the Questionnaire)

2. Have you purchased Starbucks' drinks / products in the past 3 months?

Yes

No (End of the Questionnaire)

3. What is your age?

below 18 (End of the Questionnaire)

18-25

26-33

34-40

upper 40 (End of the Questionnaire)

Part 2. Brand Image of Starbucks

Instruction: Please rate the statements below according to your agreement or disagreement by putting a tick mark (✓) under the number, in the scale below: 5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly disagree

Do you agree with the following sentences?		Strongly Agree ← Disagree Strongly				
		5	4	3	2	1
Functional Image						
1.	Starbucks provides product appearance and packaging that meet consumers' needs.					
2.	Choosing Starbucks is wise.					
3.	Starbucks provides excellent services.					
4.	Starbucks product quality is satisfactory.					
Symbolic Image						
5.	Enjoying Starbucks products is trendy.					
6.	Enjoying Starbucks products is a symbol of social status.					
7.	Starbucks is a leading brand.					

Do you agree with the following sentences?		Strongly Agree ← Disagree				
		5	4	3	2	1
8.	Starbucks products and brand match my individual image.					
Experiential Image						
9.	I believe in Starbucks beverages.					
10.	Overall, I have a positive attitude toward Starbucks					
11.	Starbucks shop environment offers me enjoyment.					
12.	Starbucks products pursue diversified consumer needs in daily life.					

Part 3. Brand Trust of Starbucks

Instruction: Please rate the statements below according to your agreement or disagreement by putting a tick mark (✓) under the number, in the scale below: 5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly disagree

Do you agree with the following sentences?		Strongly Agree ← Disagree				
		5	4	3	2	1
Brand Reliability						
1.	Starbucks is a brand name that meets my expectations					
2.	I feel confidence in Starbucks.					
3.	Starbucks is a brand name that never disappoints me					

Do you agree with the following sentences?		Strongly Agree ← Strongly Disagree				
		5	4	3	2	1
4.	Starbucks guarantees satisfaction.					
Brand Intentions						
5.	Starbucks would be honest and sincere in addressing my concerns.					
6.	I could rely on Starbucks to solve the problem.					
7.	Starbucks would make any effort to satisfy me.					
8.	Starbucks would compensate me in some way for the problem with the coffee					

Part 4. Brand Engagement on Starbuck Thailand Facebook page

Instruction: Please rate the statements below according to your agreement or disagreement by putting a tick mark (✓) under the number, in the scale below: 5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly disagree

Do you agree with the following sentences?		Strongly Agree ← Strongly Disagree				
		5	4	3	2	1
Cognitive Dimension						
1.	I pay a lot of attention to Starbuck Thailand Facebook page.					
2.	Things related to Starbuck Thailand Facebook page grab my attention.					
3.	I spend a lot of time thinking about Starbuck Thailand Facebook page.					

Do you agree with the following sentences?		Strongly Agree ← Strongly Disagree				
		5	4	3	2	1
4.	I make time to think about Starbuck Thailand Facebook page.					
5.	When interacting with Starbuck Thailand Facebook page, I forget everything else around me.					
6.	Time flies when I am interacting with Starbuck Thailand Facebook page.					
7.	When I am interacting with Starbuck Thailand Facebook page, I get carried away.					
8.	When interacting with Starbuck Thailand Facebook page, it is difficult to detach myself.					
Affective Dimension						
9.	I feel enthusiastic about Starbuck Thailand Facebook page.					
10.	Starbuck Thailand Facebook page makes me enthusiastic.					
11.	I am heavily into Starbuck Thailand Facebook page.					
12.	I am interested in anything about Starbuck Thailand Facebook page.					
13.	I find Starbuck Thailand Facebook page interesting.					
14.	I enjoy interacting with Starbuck Thailand Facebook page.					
15.	When interacting with Starbuck Thailand Facebook page, I feel happy.					

16.	I get pleasure from Starbuck Thailand Facebook page participation.					
Do you agree with the following sentences?		Strongly Agree ← Strongly Disagree				
		5	4	3	2	1
17.	Participating on Starbuck Thailand Facebook page is like a treat for me.					
Behavioral Dimension						
18.	I reply to questions on Starbuck Thailand Facebook page.					
19.	I share my opinion with Starbuck Thailand Facebook page.					
20.	I share my experiences with Starbuck Thailand Facebook page.					
21.	I share my ideas with Starbuck Thailand Facebook page.					
22.	I share interesting content with Starbuck Thailand Facebook page.					
23.	I help Starbuck Thailand Facebook page answer the questions.					
24.	I ask questions on Starbuck Thailand Facebook page.					
25.	I ask for ideas, or information on Starbuck Thailand Facebook page.					
26.	I seek help on Starbuck Thailand Facebook page.					
27.	I learn from the content provided on Starbuck Thailand Facebook page.					

28.	I show support to what people say or do on Starbuck Thailand Facebook page.					
Do you agree with the following sentences?		Strongly Agree ← → Strongly Disagree				
		5	4	3	2	1
29.	I share the content posted on Starbuck Thailand Facebook page to my wider network.					
30.	I promote Starbuck Thailand Facebook page.					
31.	I try to get other interested in Starbuck Thailand Facebook page.					
32.	I actively defend the Starbuck Thailand Facebook page from its critics.					
33.	I say positive things about Starbuck Thailand Facebook page to other people.					

จุฬาลงกรณ์มหาวิทยาลัย Thank you for your time.

CHULALONGKORN UNIVERSITY

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