

**CHUENJIT CHANGCHENKIT****Kasetsart University , Department of Marketing , Faculty of Business Administration, Thailand****BRAND EQUITY AND CORPORATE BRAND PERSONALITY  
AFFECTING CONSUMERS' BUYING DECISION IN BANGKOK : A  
CASE STUDY OF CONDOMINIUM X****Abstract:**

The objectives of this research were to study consumers' opinion towards brand equity of condominium X. Besides, the research aimed to study corporate brand personality that affected consumers' buying decision of condominium X in Bangkok. Quantitative research consisting of 500 samples was employed to those who bought condominium X. Data was collected through online questionnaires with convenience sampling method. The results revealed that most of the respondents were female, aged between 31- 40 years old, held bachelor degree, single, were private firms employees and earned monthly income between 25,001 - 50,000 Thai baht. They thought that brand equity of condominium X was in a high level. When considered from each dimension of brand equity, that is, brand awareness, perceived quality, brand association and brand loyalty, all were in either high or highest level. As for the corporate brand personality that reflected from corporate's feeling, thought and actions, results showed that corporate personality of condominium X were differentiated from her passion feelings and discipline thoughts. The hypothesis testing results revealed that corporate brand personality affected consumers' buying decision process at a moderate level at a statistical significance level of 0.05.

**Keywords:**

Brand Equity; Corporate Brand Personality; Consumer Buying Decision; Condominium

**JEL Classification:** M31