

# ISEBM 2019

## Symposium



# The 2nd International Symposium on Economic and Business Management Change to Development



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# Creating brand awareness of Siam Commercial Bank Public Company Limited in Nakhon Pathom Province

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## Abstract

This study is part of the thesis on the creation of brand awareness of Siam Commercial Bank Public Company Limited in Nakhon Pathom province is aimed to study the guidelines for creating brand awareness of Siam Commercial Bank Public Company Limited in Nakhon Pathom Province. By using qualitative research methods by collecting information from 8 branch bank executives using a specific selection method the tools used in the research were in-depth interviews after collecting data and analyzing the results with SWOT Analysis.

The results of the research showed that (1) quality factors that were recognized (2) brand loyalty factors affect the relationship between branding factors, customer satisfaction and trust with the bank.

**Keywords:** Brand Value, Siam Commercial Bank Public Company Limited

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