

The Moderating Effects of Brand Equity on the Relationship between Consumer Nationalism and Consumer Behavior: The Case Study of Parcel Delivery Service Providers in Thailand

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Abstract

This study aimed to investigate the impact of consumer nationalism on consumer behavior, using brand equity as a moderator to examine the relationship between consumer nationalism and consumer behavior in the context of parcel delivery service providers in Thailand. The study's respondents were 400 service users. We gathered data through online questionnaires. The statistical methods employed for data analysis consisted of percentages, means, standard deviation, and multiple regression.

The results of this study found that most respondents showed a medium level of brand equity perception. Consumer nationalism affects consumer behavior at the 0.01 significant level, and this variable accounted for 23.71% of the total variance. Brand equity, brand awareness, and perceived quality aspects act as moderators in the relationship between consumer nationalism and consumer behavior at the 0.01 significant level, and these variables accounted for 55.94% of the total variance. The understanding of the relationship among consumer nationalism, brand equity, and consumer behavior enables Thai parcel delivery service providers to utilize their company, brand, and quality to enhance awareness and develop strategies for achieving a competitive advantage in the parcel delivery industry.

Keywords: Consumer Nationalism, Consumer Behavior, Brand Equity, Moderator, Parcel Delivery Service Providers

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Introduction

The coronavirus disease of 2019 (COVID-19) outbreak has caused changes in consumer behavior. The e-commerce industry's valuation has increased due to the widespread use of e-commerce as a sales channel. Most retailers, including those engaging in online trading, have switched from selling offline to online sales platforms (Kasikorn Research Center, 2021). In 2022, the e-commerce market was valued at over 600 billion baht, with rapidly expanding product categories including fresh food, dry food, beverages, and personal care products (Kasikorn Research Center, 2022). The worldwide economic downturn has led to diminished purchasing power for consumers. Consequently, businesses must adjust to market competitiveness, with supply chain management being a vital element in producing and sustaining sales and target demographics.

The spending power of consumers has not entirely rebounded, and numerous options remain accessible. Purchasing power remains fragile and continues to decline, particularly among the lower-income groups. Reduced consumer spending affects small businesses in both Bangkok and provincial areas, as evidenced by shrinking sales following the COVID-19 pandemic (The Nation, 2024). A proficient, rapid, and secure delivery system that can augment the comfort of online transactions is essential for the success of e-commerce enterprises (Mathuroos et al., 2022). The desire for online purchasing of products and services will persist beyond the epidemic (Kasikorn Research Center, 2022). Thus, the transportation and logistics industry is essential for promoting the growth of e-commerce and parcel delivery. In 2020, Thailand's parcel delivery business had a 35% increase compared to 2019, reflecting changing customer behavior during the COVID-19 pandemic. According to TTB (2023), the parcel delivery business is expected to grow at a continuous rate of 18% in 2023, valued at 115 billion baht, in line with the growth of the e-commerce market. In addition, the parcel delivery industry will benefit from improved cross-border trade and the continuing strength of e-commerce. The transport industry can expect to see average annual growth of 2.0-3.0% over 2024-2026 (Krungsri Research, 2024).

The heightened growth has compelled transportation business operators to adjust. Transport companies must consider four primary factors: cost, quality, service value, and delivery speed, which is the client's top preference (Electronic Transactions Development Agency, 2021). Currently, there are extensive e-commerce service providers for parcel delivery, encompassing both public and commercial entities, as well as domestic and international firms, with distribution locations throughout Thailand. In 2020, the transportation sector experienced a growth rate of over 400% compared to 2019, accompanied by competition through a range of supplementary services. For instance, several services improve user convenience by collecting items directly from the doorway without minimal requirements or additional charges.

Prominent transportation enterprises, encompassing both state-owned and private entities, comprise Thailand Post Co., Ltd., Kerry Express (Thailand) Co., Ltd., Flash Express (Thailand) Co., Ltd., Global Jet Express (Thailand) Co., Ltd., SCG JWD Logistics Public Company Limited, SPX Express (Thailand) Co., Ltd., and Best Logistics Technology (Thailand) Co., Ltd., among others. Every brand cultivates a distinctive image that is memorable and enhances awareness of its unique services. Most of these entities are corporations that have expanded investments from international operators, with the sole exception of Thailand Post Co., Ltd., established through the conversion of a state enterprise. Flash Express was initially founded as a start-up business by Thais SCG JWD Logistics Public Company Limited is a Thai-founded, managed, and operated company.

The e-commerce sector's expansion has resulted in a rise in sales and the daily volume of shipments transported. The COVID-19 pandemic and subsequent operational policies have influenced each organization's operational processes. This situation exemplifies the shutdown of distribution centers in compliance with government regulations and the temporary halt of parcel delivery services in specific regions. Employee resignations have resulted in a significant accumulation of packages. Mergers, acquisitions, and business sales have influenced each organization's reputation and consumer trust in using their services.

The trend of nationalism in Thailand's provision of goods and services is not yet distinctly observable. To entice consumers, Thai brands frequently select names that resemble those of Japanese or Korean languages instead of using Chinese or Thai, leading them to perceive these products as foreign. This indicates that Thai brands have not yet achieved significant domestic recognition. In the context of consumer products and services, research in Indonesia revealed that nationalism and religion simultaneously strengthen the emotional connection between consumers and brands. Consequently, proprietors of small businesses possess the capacity to establish communication channels that verify the nationality and religious affiliations of their customers (Fachrurazi et al., 2024). Research on Malaysian nationalism demonstrates a relationship with religion, indicating that religious nationalism acts as a replacement for ethnic nationalism and has, in fact, intensified ethnic nationalism by heightening the stakes for communities outside the dominant national group (Barr & Govindasamy, 2010). Nguyen et al. (2023) conducted a study in Vietnam, demonstrating that customer ethnocentrism negatively affects the perception of the nation's image and Vietnamese consumers' purchasing intentions for Chinese imported goods. While, China has experienced a persistent surge of nationalism in consumer behavior. Chinese buyers increasingly realize they can acquire product attributes equivalent to those of other brands (Positioning, 2020). Since 2018, Chinese consumers have mostly transformed into a patriotic collective, preferring to purchase from domestic companies. This tendency has been enabled by significant improvements in the quality of Chinese products in recent years (Eng, 2021). Data from JD.com indicates that during the company's online shopping festival in June 2021, sales of Chinese brands surpassed those of international brands by 4%, and the number of consumers for Chinese brands was approximately 16% higher than that for foreign brands (Brand Inside, 2021). As the pandemic situation in China improved, the surge in online purchases following the forced stay-at-home due to COVID-19 led to a recovery in the consumer market. Public infrastructure development also enabled sellers to rapidly expand their businesses, contributing to the growing demand for local Chinese brands.

The significant event that sparked a sense of nationalism among Chinese consumers stemmed from the boycott of cotton from Xinjiang by global brands such as H&M, Nike, and Adidas. This was due to concerns over human rights violations in Xinjiang. The boycott acted as a catalyst, generating dissatisfaction among Chinese consumers and prompting them to turn back to domestic brands for goods and services (The Standard, 2021).

With the growth of e-commerce and the rise of nationalism, the researcher aims to study the factors influencing consumer behavior in choosing parcel delivery service providers. The study of the relationship between consumer nationalism and consumer behavior can be beneficial for marketing planning, strategy formulation, and adapting formats to meet consumer demands as effectively as possible. It also aims to understand the concepts and behaviors of Thai consumers when choosing parcel delivery service providers, particularly how the origin of brands or the nationality of goods and services influences consumer behavior. The concept of brand equity will

serve as a moderating variable to examine its influence on the relationship between consumer nationalism and consumers' evolving behaviors.

Research Objectives

1. To examine the relationship between consumer nationalism and consumer behavior.
2. To examine the influence of brand equity moderating variables on the relationship between consumer nationalism and consumer behavior.

Research Hypotheses

1. Consumer nationalism influences consumer behavior in using parcel delivery service providers.
2. Brand equity is a moderating variable in the relationship between consumer nationalism and consumer behavior in using parcel delivery service providers.

Literature Review

Brand Equity

Creating value for a brand was considered an important mission that led to business growth. Recognizing the value that a brand offers beyond just having good products and impressive services is crucial for the business's success. A brand reputation value can generate significantly higher revenue (Keller, 2003). Moreover, brand equity is important for expanding product lines. If the brand equity is positive, engaging consumers in various aspects will further enhance the brands worth (Wang et al., 2006). Additionally, selecting individuals whose personality traits align with the brand can create certain characteristics that stimulate consumers' minds. Entrepreneurs who are starting to build their brand aim for it to become widely recognized, gaining acceptance and trust from consumers. Reaching a point where consumers recognize the brand's stance takes time, patience, and careful planning from the beginning (Washburn & Plank, 2002).

Kotler (2012) defined the term "brand" as the extent to which consumers are familiar with distinctive features or image. Having a positive brand image can build trust and lead consumers to recommend that brand to others they know and tend to use the same products and services repeatedly. Businesses with strong brand recognition have the opportunity for continuous growth from repeat purchases by existing consumers. Consumer trust and loyalty have become key factors in determining a brand's long-term success.

Integrity in brand representation is essential for consumer loyalty. Transparent branding from the beginning fosters a robust consumer base, resulting in a resilient brand that retains existing customers who repeatedly purchase the company's products and services. Maintaining the current consumer group and fostering long-term trust or brand loyalty is crucial. Furthermore, allowing consumers to express their opinions on products and services demonstrates that the brand is interested in listening to their needs. Consumer feedback, both positive and negative, can help businesses respond to their customers' genuine demands. Encouraging consumers to share their thoughts and engage in two-way communication is undoubtedly more beneficial for brand perception than one-way communication (Marconi, 1993; Pickton & Broderick, 2001).

Aaker (1991) describes the components of brand equity in four ways:

1. Brand awareness refers to consumers' capacity to identify and recall a brand's name and logo. Establishing brand recognition and familiarity among consumers will influence their purchasing decisions regarding that brand. Consumers have a greater trust in established brands compared to unfamiliar ones. Emphasizing brand recognition is essential, especially in the digital era characterized by the continuous emergence of competitors. This involves focusing on creating content that attracts consumers. Engagement with consumers is crucial for brand recognition, comprehension, and retention. Consistent content creation enhances the likelihood of ranking on the first page of Google searches, especially when the information is valuable and addresses customer requirements. An increase in online alternatives for consumers or product seekers is advantageous. The production of visually pleasing infographics and visuals, along with animation content such as video presentations, significantly raises the probability of content retention.

2. Brand association refers to the elements of a brand that effectively communicate its identity and facilitate customer recognition of its products and services. This knowledge can confer a unique advantage over competitors with similar brands, or it can involve using celebrities as brand ambassadors to establish a connection with the brand. If consumers admire these people, it will positively impact the brand.

3. Perceived quality refers to consumers' acceptance and satisfaction with a brand after trying competitors' products and services in the same category. Consumers consider various aspects of the products, including the basic characteristics of the goods and services, the special features, the trustworthiness of the product, the durability, the ability to provide service, and the appropriateness of the appearance and quality of the product. These factors contribute to consumers' perception of the quality of the goods and services, which helps create value for the brand and supports consumers in making purchasing decisions for that brand.

4. Brand loyalty refers to the various forms of repeat purchasing behavior exhibited by consumers, which impacts the creation and maintenance of a consumer base and protects the brand's market share. This ensures that the brand can achieve long-term profitability.

From the consumer's perspective, the value of a brand derives from the consumer's understanding of the brand. It reflects the consumer's willingness to purchase items and services associated with that brand. Improving brand equity from the consumer's perspective will concurrently elevate brand value from the company's standpoint (Choosanook & Hengmechai, 2013).

Consumer Nationalism

Over the years, people have used the term "nationalism" in various contexts, but it typically refers to the attitudes and perceptions individuals have for their nation. Nationalism tends to be helpful because it encourages people to support their country and its government. Consumer nationalism refers to the phenomenon where citizens of a country consume goods and services from their national brands (Nelson, 2000; Duffus, 2015). China, a prominent example of consumer nationalism, has stimulated the production of goods and technology through domestic companies while encouraging consumption within the country. Furthermore, China has instituted the Made in China 2025 policy to guarantee the recognition of Chinese brands in both domestic and international markets. This serious promotion of consumer nationalism has increased Chinese consumers' satisfaction with domestic brands across nearly all product

categories, including fashion and bags, where previously they preferred foreign brands over local brands (Li et al., 2017).

Consequently, utilize marketing strategies that are likely to raise nationalist sentiments. Nationalist attitudes can bolster consumer loyalty to domestic firms, leading to a reduced inclination to buy inferior items from such companies. Therefore, marketers need to guarantee that the items and services they provide are of exceptional quality.

Consumer Behavior

During the COVID-19 pandemic, comprehending online consumer behavior will facilitate the identification of more effective strategies to engage and attract target demographics since each group possesses distinct demands influenced by their personality traits and lifestyle behaviors (Schiffman & Kanuk, 2007). Following the COVID-19 pandemic crisis, consumer behavior has changed and adapted rapidly. Consumers are planning their spending, paying more attention to their health, seeking information through online channels, and increasingly ordering products through online platforms.

Entrepreneurs and companies must adapt to changing consumer behaviors by maintaining and elevating various standards, such as product and service quality. They should establish brand recognition through various media, particularly online channels. Additionally, conducting market tests to gather consumer feedback will help ensure that products and services meet consumer needs more effectively, allowing for adjustments if those products or services do not adequately satisfy consumer demands. This also serves as another avenue to boost sales.

Researchers have extensively studied the impact of nationalism on consumer behavior, revealing its powerful role in consumer decision-making. Indeed, research has shown that nationalism can be a major factor in how consumers view products and brands (Sunardi, 2011). For example, Konrad and Schwarz found that nationalist attitudes can lead consumers to be more loyal to their country's brands. Furthermore, nationalist attitudes can encourage consumers to pay more for products and services from their country's brands. Lee et al. (2014) stated that nationalism significantly influences consumer decision-making, requiring marketers' thoughtful consideration in strategy development. Marketers should ensure that the items and services they offer are relevant to the nationality of their target audience. A corporation marketing items tailored for a certain country must guarantee these products resonate with the nationality of its intended audience.

Consuming goods and services with a sense of nationalism is a personal choice that no one can force upon you. Each person can choose to support or reject foreign products. In this analysis, products broadly refer to the goods and services provided by parcel delivery services. In the research conducted on the moderating effects of brand equity on the relationship between consumer nationalism and consumer behavior, specifically in the case study of parcel delivery service providers, the researcher has established the conceptual framework for the study, as illustrated in Figure 1.

Research Conceptual Framework

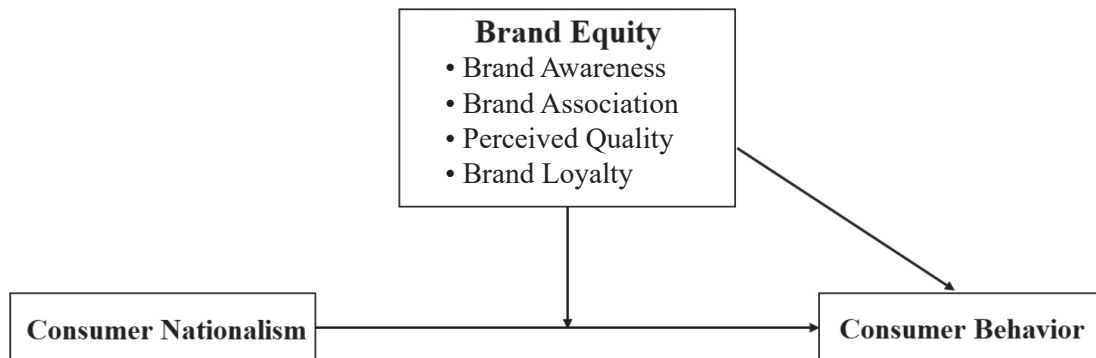


Figure 1 Research Conceptual Framework

Methodology

Population and Sampling

The research population consists of users who had chosen the parcel delivery service themselves within the prior 6 months of the survey in the Bangkok metropolitan area and its surroundings; however, the precise size remains undetermined. This study employed a convenience sampling method to select easily accessible samples from customers of parcel delivery services in the Bangkok metropolitan area and surrounding regions who are 18 years or older.

Sample Size Calculation

Due to the precise population size uncertainty, the researcher established a sample group for the study. As a result, the researcher determined the sample size using Cochran, 1977 approach, a formula designed for estimating sample size when the precise population is indeterminate, with a 95% confidence level and a maximum allowable error of 5%. With the following formula:

$$n = \frac{z^2}{4e^2}$$

when;

n = sample size

z = level of confidence according to the standard normal distribution (for a level of confidence of 95%, $z = 1.96$)

p = estimated proportion of the population that presents the characteristic (when unknown we use $p = 0.5$)

e = tolerated margin of error (for example, we want to know the real proportion within 5%)

To calculate a proportion with a 95% level of confidence and a margin of error of 5%, we obtain

$$n = \frac{(1.96)^2}{4(0.05)^2}$$

$$n = 385$$

According to the sample group's calculations, there are 385 samples in order to reduce the number of errors in data collection, which aligns with the ideas of Hair et al. (2010), having a large sample size increased the accuracy and reliability of the data, prompting the researchers to increase the sample size to 400 samples through convenience sampling. The researchers conducted the sampling with users of a parcel delivery company in the Bangkok metropolitan area from January to March 2024 until they reached the required number.

Research Tools

The questionnaire is designed to examine consumer nationalism, brand equity, and consumer behavior. It comprises five components: Part 1 consists of screening questions; Part 2 collects general information about the respondents; Part 3 examines opinions on brand equity and consumer behavior; Part 4 concentrates on perspectives regarding the origin of goods and services; and Part 5 further suggestions.

We designed the questionnaire as a Likert scale-based rating scale. The 5-point Likert scale consists of the following points: 1) Strongly disagree; 2) Disagree; 3) Neither agree nor disagree; 4) Agree; 5) Strongly agree. The researcher completed the questionnaire creation process using the following steps:

1. Study documents from information sources, concepts, theories, and research related to nationalism, brand equity, consumer behavior, and various factors related to the origins of goods and services to contribute to the design of the questionnaire.
2. Define the questionnaire structure to cover the research objectives.
3. Using content validity assessment methods, three experts in the relevant field evaluated the questionnaire's content validity. This involved analyzing the questions and assigning scores to check the Index of Item Objective Congruence (IOC). If the index of the IOC is between 0.5 and 1.00, it suggests that the item is acceptable (Turner & Carlson, 2003). For this research, the IOC values for each item in the questionnaire ranged from 0.67 to 1.00, which falls within the acceptable range for preliminary testing before actual use.
4. To assess the tool's quality, we tested the questionnaire on a population, not the sample group of 30 people. We analyzed the reliability using Cronbach's alpha coefficient. The test results demonstrated that Cronbach's alpha coefficient was 0.91, suggesting its suitability for relationship analysis.
5. Adjust the questionnaire's wording and language for clarity, as well as the format of the questions, and then use the questionnaire in the research with the sample group.

Data Collection

We collected data on consumer nationalism, brand equity, and consumer behavior using an online questionnaire. The data collection process took approximately 10 minutes. To ensure privacy, we assigned participant codes instead of their names and did not publicly disclose individual data. We reported the research findings as aggregated data. Only those involved in this research can access the information. Data analysis entails analyzing and summarizing data from questionnaires, as well as processing the information using a computer with specialized software. Quantitative data analysis employs two forms of analysis: 1) Descriptive statistics use tools like frequency distribution, percentages, means, and standard deviations to look at the general traits of a population group. 2) Inferential statistics use multiple regression analysis to test the connections between independent variables, controlled variables, and dependent variables, with a significance level of 0.05.

Data analysis entails analyzing and summarizing data from questionnaires and processing the information using a computer with specialized software. Two forms of analysis are employed when analyzing quantitative data: 1) Descriptive statistics use tools like frequency, percentages, means, and standard deviations to look at the general traits of a population group. 2) Inferential statistics use multiple regression analysis to test the connections between independent variables, controlled variables, and dependent variables, with a significance level of 0.05. Regression analysis is crucial in business research for understanding relationships between variables and predicting outcomes.

Results

Descriptive Statistic

The analysis results from the survey respondents, who are users of a parcel delivery service in the Bangkok metropolitan area and its vicinity, totaling 400 individuals. The researcher collected the data and conducted statistical analysis by presenting frequency, percentage, mean, and standard deviation. The majority of respondents to the survey were female, totaling 320 individuals, which accounts for 80.00%. Male respondents numbered 80, making up 20.00%. Most respondents were between 18 and 29 years old, totaling 299 individuals, or 74.75%. Those aged 30-39 years, totaling 87 individuals, or 21.75%, and those aged 40-49 years, totaling 14 individuals, or 3.50%, followed.

The majority of respondents, accounting for 38.00%, had a total monthly income per family ranging from 10,000 to 20,000 baht. Following that, the total monthly income ranged from 20,000 to 30,000 baht, with 85 people accounting for 21.25%. Meanwhile, the total monthly income below 10,000 baht was shared by 75 individuals, accounting for 18.75% of the total.

The Analysis Result of Brand Equity Impact on Consumer Behavior

The issue of brand equity that affects the consumer behavior of parcel delivery service providers encompasses four aspects: brand awareness, brand association, perceived quality, and brand loyalty. We collected and analyzed the data using mean values, standard deviations, and correlation coefficients. The results of the analysis are as follows:

Table 1 Mean, Standard Deviation, and Correlation Coefficient of Brand Equity Value for Parcel Delivery Service Providers

Brand Equity	\bar{x}	S.D.	1	2	3	4
1. Brand Awareness	3.57	.76	1			
2. Brand Association	3.12	.81	.564*	1		
3. Perceived Quality	3.36	.80	.731*	.773*	1	
4. Brand Loyalty	3.25	.84	.592*	.827*	.840*	1

*Significant at 5% level

The study's findings indicate that brand awareness positively correlates with brand association, perceived quality, and brand loyalty among parcel delivery service providers' consumers, with statistically significant correlation coefficients of 0.564, 0.731, and 0.592, respectively. Brand association reveals a positive correlation with perceived quality and brand loyalty which are statistically significant, with correlation coefficients of 0.773 and 0.827, respectively. Table 1 indicates a positive statistically significant correlation between perceived quality and brand loyalty, with a correlation coefficient of 0.840.

Before performing multiple regression analyses, it is essential to verify that the variables in the study meet the fundamental requirements and assumptions. We establish the following set of statistical assumptions:

1. Linearity: The independent variable and the dependent variable have a linear relationship, as indicated by a statistical significance value for linearity of ≤ 0.05 . This shows that the independent variable and the dependent variable are linearly related. The results of the linearity test revealed a statistical significance value of 0.000, indicating that the relationship between the independent variable and the dependent variable is significantly linear.

2. Multicollinearity: Each independent variable must not have any correlation with one another or be independent of each other. The statistic used for testing is the VIF (Variance Inflation Factor), where the VIF of all independent variables must be less than 10. The data test results showed that the tolerance of all independent variables is close to 1, ranging from 0.80 to 0.97, and the VIF of all independent variables is below 10, ranging from 1.72 to 5.03. Therefore, it can be concluded that all independent variables used in the test do not have any level of correlation with each other.

3. Normality Distribution: The data follows a normal distribution, as determined by the skewness and kurtosis values of the variables studied. The criteria for evaluating the skewness and kurtosis of the variables should not exceed ± 2 at a statistical significance level of 0.05 (Hair et al., 2006). Therefore, it is considered that the variables are normally distributed. The test results showed that the minimum skewness value was 0.003 the maximum skewness value was 0.974, while the minimum kurtosis value was 0.204 and the maximum kurtosis value was 0.87. Thus, it is concluded that the variables are normally distributed.

4. Autocorrelation: The residuals are independent of each other (autocorrelation). The statistic used is Durbin-Watson, which indicates that if the Durbin-Watson value is close to 2 or falls within the range of 1.5-2.5, it shows that the residuals are independent. The data analysis found that the Durbin-Watson value is 1.595, thus concluding that the independent variables used in the test have no internal correlation.

5. Homoscedasticity: The error term's variance (e) remains unchanged because of its homoscedasticity. The chi-square value of 1.47 (Breusch-Pagan/ Cook-Weisberg test for heteroscedasticity) and the p-value of 0.2246 indicate that the variance of the error term is constant.

Inferential Statistic

The results of multiple regression analysis to test the relationships among independent variables, moderating variables, and dependent variables are as follows:

Hypothesis testing 1: Consumer nationalism influences consumer behavior using parcel delivery service providers.

Table 2 Results of Hypothesis Testing 1

Variables	Coef.	Std. Err	95% CI	p-value	R ²	Adjusted R ²
Consumer Nationalism	0.474	0.042	0.391, 0.558	0.001**	0.239	0.2371
Constant	1.999	0.138	1.727, 2.271	0.001**		

CI = Confidential Interval, **Significant at 1% level, *Significant at 5% level

From Table 2, the test of the relationship between consumer nationalism and its influence on consumer behavior in using parcel delivery service providers shows that the regression coefficient of the predictor variable is 0.474, with a p-value of 0.001. The R² value is 0.239, and the adjusted R² value is 0.2371, indicating that consumer nationalism significantly influences consumer behavior at a statistically significant level.

Hypothesis testing 2: Brand equity is a moderating variable in the relationship between consumer nationalism and consumer behavior in using parcel delivery service providers.

Table 3 Results of Hypothesis Testing 2

Variables	Coef.	Std. Err	95% CI	p-value	R ²	Adjusted R ²
<u>Equation 1</u>						
Consumer Nationalism	0.202	0.043	0.117, 0.286	0.001**		
Brand Awareness	0.569	0.052	0.467, 0.671	0.001**		
Brand Association	-0.162	0.062	-0.285, -0.04	0.010**		
Perceived Quality	0.235	0.075	0.086, 0.383	0.002**		
Brand Loyalty	-0.015	0.069	-0.151, 0.121	0.825		
Constant	0.593	0.140	0.318, 0.868	0.001**	0.5509	0.5452
<u>Equation 2</u>						
Consumer Nationalism	0.556	0.136	0.289, 0.824	0.001**		
Brand Awareness	1.308	0.201	0.914, 1.703	0.001**		
Brand Association	0.034	0.200	-0.358, 0.427	0.863		
Perceived Quality	-0.500	0.262	-1.015, 0.016	0.050*		
Brand Loyalty	0.024	0.234	-0.436, 0.483	0.919**		
<u>Interaction Variables:</u>						
Consumer Nationalism × Brand Awareness	-0.248	0.065	-0.376, -0.12	0.001**		
Consumer Nationalism × Brand Association	-0.063	0.061	-0.183, 0.057	0.303		
Consumer Nationalism × Perceived Quality	0.233	0.079	0.078, 0.389	0.003**		
Consumer Nationalism × Brand Loyalty	-0.011	0.071	-0.150, 0.129	0.878		
Constant	-0.371	0.387	-1.133, 0.39	0.001**	0.5694	0.5594

CI = Confidential Interval, **Significant at 1% level, *Significant at 5% level

Table 3 is the test of Hypothesis 2, where brand equity acts as a moderating variable in the relationship between consumer nationalism and consumer behavior. Equation 1 revealed that three aspects of brand equity, which consist of brand awareness, brand association, and perceived quality, significantly influence consumer behavior, with p-values of 0.001, 0.01, and 0.002, respectively. With a regression coefficient of the predictor variable equal to 0.556 and a p-value of 0.001, equation 2's addition of the interaction variables, the brand equity across all four aspects, revealed that consumer nationalism still significantly influences consumer behavior when choosing parcel delivery service providers. When considering the interaction variables related to brand equity across the four aspects, it was found that brand awareness (p-value equal to 0.001) and perceived quality (p-value equal to 0.003) are associated with consumer behavior. Therefore, it can be stated that the two brand equity dimensions mentioned above are moderating variables in the relationship between consumer nationalism and consumer behavior towards selecting parcel delivery service providers, with an R^2 value of 0.5694 and an Adjusted R^2 value of 0.5594.

Discussion

The research findings indicate that users possess a moderate awareness of brand equity. For brand recognition, users are most aware of communication and advertising, as well as the quality of products and services they have used or heard about. This aligns with the research of Theerakarn and Udomthanavong (2019), which found that brand awareness influences satisfaction and trust in the brand. Furthermore, it is consistent with Martin and Bush (2000) research, which found that respondents with a positive perception of brand equity tend to have a positive attitude toward the brand and a willingness to purchase additional products and services in the future.

The research findings also indicate that consumer nationalism significantly influences consumer behavior. This aligns with the study by Hung (2022), which found that people tend to prefer food produced domestically and often share positive feedback about its quality, creating a competitive advantage over rivals, as seen in the cases of Thai rice and Taiwanese bubble tea. This reflects a characteristic of consumer nationalism, which directly impacts consumer behavior. This finding aligns with previous research (Siallagan & Vallentine, 2018; Strizhakova & Coulter, 2019), which suggests that among highly nationalistic consumers, there is a subset that prioritizes purchasing local products and services. According to Wu et al. (2023), consumer ethnocentrism had a positive influence on the correlation between social responsibility and consumer loyalty among international retail companies in China. The analysis, which integrated the interaction variables of brand equity across four dimensions-brand awareness, brand association, perceived quality, and brand loyalty-indicated that brand awareness and perceived quality serve as moderating factors in the relationship between consumer nationalism and consumer behavior regarding the selection of parcel delivery service providers, exhibiting statistical significance at the 0.01 level. This is consistent with the research by Jitrakyt and Changchenkit (2020), which found that brand awareness and service quality, in terms of brand recall and recognition, affect consumer satisfaction regarding price and purchasing decisions. The brand's ability to create user awareness, from recognition to recall, ultimately influences consumer behavior.

When choosing a parcel delivery service, users typically favor established service providers with a positive reputation over new brands due to quality concerns. The results indicate that brand awareness, acting as a moderator, negatively impacts the relationship between consumer nationalism and consumer behavior. The reasoning behind this is that people's decision-making, especially for new companies, may be influenced if they perceive the company as Thai, potentially leading to a lack of confidence or experience with the quality of service. Furthermore, the price may exceed that of foreign brands, which can provide reduced rates, thereby affecting the selection of services (Murshed, 2019).

Brand association and brand loyalty have no significant influence on customer behavior. This may be due to a lack of visibility of the link between staff and service users in parcel delivery services and the use of presenters or other personnel in marketing efforts. The activities have yet to forge a link between the brand and the service users. The service users' reliance on convenience, cost, and service quality explains the minimal impact of brand loyalty on consumer behavior regarding parcel delivery service providers. Incidents like delayed delivery and damaged or lost shipments compel service consumers to transition to competitors, resulting in diminished brand loyalty and eventually a lack of influence. By attending to and addressing consumer issues, providing support in various dimensions, valuing both positive and negative feedback for product and service enhancement, and providing options that fulfill consumer needs, it can collectively enhance brand loyalty and ultimately influence consumer behavior.

Conclusion

Parcel delivery service providers in Thailand should engage in activities promoting brand equity, particularly in brand awareness and perceived quality. Service recipients should receive this information to establish the brand's presence. By creating differentiation in communication styles and designing unique identities that stand out from competitors, they can promote the idea of being a Thai parcel delivery service provider. Consumer nationalism directly affects consumers, and establishing brand awareness and perceived quality can significantly influence consumer behavior. When considering the issue of nationalism in consumption, it can predict consumer behavior at a rate of 23.71%. However, when considering variables such as brand equity, brand awareness, and perceived quality, the prediction of consumer behavior rises to 55.94%. Therefore, parcel delivery service providers should utilize information about the company, brand, and quality to create awareness and develop strategies to gain a competitive advantage in the parcel delivery industry.

Further study is warranted in other variables that may moderate the relationship between consumer nationalism and consumer behavior, such as aspects of the marketing mix. Alternatively, we could adjust the study's framework to examine the relationship between brand equity and consumer behavior, using consumer nationalism as a moderating variable to observe comparative results. This research study specifically collected data from questionnaires in the Bangkok metropolitan area. Therefore, those who intend to use or further develop the research findings must consider this limitation. Consumer nationalism is associated with several psychographic characteristics, such as consumer materialism and value consciousness, indicating that individual differences may affect behavior within the same cultural context. Future research could broaden its scope beyond consumer nationalism to include other pertinent psychographic variables, thereby deepening our understanding of consumer behaviors in developing countries.

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