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Brand Sustainability factors: Service stations

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Abstract:

Marketers extend their branding interest from building a brand to a sustaining brand. It has been questioning for decades if a brand can last forever. According to the massive business growth rate, service stations of PTT Public Company Limited (PTT) in Thailand has been selected to be the unit of analysis and therefore this research focus on service marketing from Thailand case. The study aims to identify major factors that sustaining brand's life as well as marketing strategies that influence over the brand. It also aims to encourage the future-oriented branding focus to enhance marketing and branding studies in academic using a blend of qualitative and quantitative research methods. The survey instrument will be administered online using the Opinio platform, the ideal sample size was 1,000. This research will help to generate more academic interest in the branding literature and helping firms to utilize strategies following the conclusion of this research.

Keywords: Brand sustainability, Brand life cycle, Service marketing.