

Title	Effects of Brand Equity and Marketing Strategy Perceptions on Purchase Intention toward Animated Film IP Merchandise
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Abstract

The objectives of this research were to 1) examine the levels of brand equity, marketing strategy perceptions, and consumers' purchase intention toward animated film IP, and 2) analyze the influence of brand equity and marketing strategy perceptions on consumers' purchase intention. This study employed a quantitative research design. The conceptual framework was developed based on brand equity theory and marketing strategy theory. The population of this study consisted of consumers in China who were familiar with or had been exposed to the animated film *Nezha 2* and its related merchandise during the period of January–April 2025, with an estimated audience of approximately 160 million viewers nationwide. The sample size was determined using Cochran's formula at a 95% confidence level. A total of 400 respondents were selected using convenience sampling. Data were collected through a structured questionnaire using a five-point Likert scale. Data analysis included descriptive statistics, reliability analysis, correlation analysis, and multiple regression analysis.

The research findings revealed that 1) the overall levels of brand equity, marketing strategy perceptions, and consumers' purchase intention toward animated film IP merchandise were at moderate to high levels. Among the dimensions of brand equity, brand image received the highest mean score, while brand awareness showed the lowest mean score. For marketing strategy perceptions, promotional activities demonstrated the highest level of consumer perception. 2) The regression analysis indicated that both brand equity and marketing strategy perceptions had significant positive effects on consumers' purchase intention toward *Nezha 2* animated film IP merchandise. Brand equity showed a stronger influence on purchase intention compared with marketing strategy perceptions.

Keywords: Brand Equity, Marketing Strategy Perceptions, Purchase Intention, Animated Film IP Merchandise