

### Abstract

**Title** : Website Brand Quality Components of E-marketplace in Thailand  
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**Field of study** : Marketing  
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The objectives of the study were (1) to study the characteristics of buyers and sellers in e-Marketplace, (2) to study the brand quality components of e-Marketplace, (3) to study the web brand equity components, (4) to explore the causal relationships among web brand quality components affecting brand awareness, perceived quality, brand association, and brand loyalty, contributing to web brand equity for e-Marketplace in Thailand; (5) to propose the efficiency causal relationship model of brand quality components which could help to promote web brand equity of buyers and sellers. The study used both quantitative and qualitative research. For quantitative method a set of questionnaire was used as tool to collect the data from a sample size of 2,040 buyers and sellers throughout Bangkok. For qualitative research, interview was conducted with eleven experts. The data were analyzed by using software package. Frequency distribution, percentage, arithmetic mean, standard deviation, confirmatory factor analysis (CFA) and structural equation modeling analysis (SEM) were statistical techniques used.

The findings revealed that 65.80 percent of respondents were mainly female. The popular products bought and sold in the e-Marketplace was clothing. The buyers and sellers ranked website trust mark, price and brand loyalty at the highest importance.

The structure equation model showed that website, and e-marketing factors had direct influence upon brand awareness, perceived quality, brand association, brand loyalty and indirect influence upon web brand equity. The structural equation model was designed properly with the ability to predict web brand equity of e-Marketplace in Thailand at the acceptable level of 80.7 percent ( $R^2 = 0.807$ ). The structural equation model was written as web brand equity = -0.015 brand awareness + 0.481 perceived quality - 0.046\* brand association + 0.034\* brand loyalty;  $R^2 = 0.807$ .