

**THE ATTRIBUTES OF PRODUCT QUALITY: AN ANALYSIS
OF THAI PRODUCT QUALITY**

by

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March 2014

**Thesis Presented to the Higher Degree Committee
of Ritsumeikan Asia Pacific University
in Partial Fulfillment of the Requirements for the Degree of
Doctoral of Asia Pacific Studies**

EXECUTIVE SUMMARY

Recently, global markets have become borderless, and business conditions have turned very competitive. Today's consumers are very demanding and differ in preferences across cultures. These caused the market to re-examine the quality of product as a means to achieve competitive advantage. Despite extensive research, there are relatively a small number of research which has an updated definition and evaluation of product quality. In this research, "The Attributes of Product Quality: An Analysis of Thai Product Quality", the author has investigated the understanding of product quality from various perspectives to determine "product quality definition" and to propose "product quality attribute dimensions" that are valid and could be used in measuring various types of product quality, particularly in the case of Thailand and in three product categories of electronics/IT product, automobile, and home appliance. Through interviews with government officials, product producers, intermediate sellers, and administering of questionnaires to consumers, the research was able to state "being good in all aspects and fitness with intended use" as product quality definition, representing the three perspectives of the regulators, market suppliers, and consumers, as well as propose the composite attribute dimensions, including "function", "ease of use", "reliability", "design", "durability", "eco-friendliness", "customer satisfaction", "support service", "value for money" and "adaptability", for product quality evaluation/measurement. In addition, by applying content analysis and statistical tests, the results verified that the proposed product quality attribute dimensions prove to be one of valid measurements in assessing various types of Thai product quality, specifically automobile and electronics/IT

product. Understanding this up-to-date product quality definition and valid product quality attribute dimensions is an essential tool that could benefit many sectors, especially businesses in developing their products and deciding their marketing strategies.