

学位授与記録簿
Degree Registry (Ph.D)

アジア太平洋研究科
Graduate School of Asia Pacific Studies

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Last Institution Attended	March, 2014 Graduate School of Asia Pacific Studies Ritsumeikan Asia Pacific University Prospective Completion		
Degree Type	Doctor of Philosophy in Asia Pacific Studies	Date of Award	March 31, 2014
Requirement for Degree Conferral	Refer to the Ritsumeikan Asia Pacific University Degree Regulations Article 13 Section 1 [Degree Regulation Article 4 Section 1]		
Title of Dissertation (日英)	製品品質の属性について: タイにおける製品品質分析 The Attributes of Product Quality: An Analysis on Thai Product Quality		
Examiners	(Supervisor) YOKOYAMA Kenji	OTAKE Toshitsugu	
	NISHI Michihiko (Univ. of Nagasaki)		
Summary of Dissertation Contents	<p>These days, global markets have become borderless, business conditions have become very competitive, and consumers are very demanding and differ in preferences across cultures. These have caused the market to re-examine product quality as a means to achieve competitive advantages. Despite extensive research, there are relatively little research updated on the definition and evaluation of product quality. Owing to that, in this research, “The Attribution Analysis on Product Quality: the Product Quality in the Case of Thailand” the author has investigated the understanding of product quality from various perspectives to define a “product quality definition” and to propose “product quality attribute dimensions” that are valid-able and could be used in measuring various types of product quality, particularly in the case of Thailand and in the three product categories of electronics/IT product, automobile, and home appliances. Through interviews with government officials, product producers, intermediate sellers, and hand out questionnaires with consumers, the research is able to define “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 statistic tests, the results verify that the proposed product quality attribute dimensions prove to be one of valid-able measurements in measuring various types of Thai product quality, specifically automobile and electronics/IT product. Understanding this up to date product quality definition and valid-able product quality attribute dimensions are very essential and benefit many sectors, especially businesses in developing their products and designing their marketing strategies.</p>		
Summary of Dissertation Screening Results	<p>All of the examiners had the same impression that this dissertation should be, first and foremost, highly evaluated in terms of the uniqueness of its topic. One of the four Ps in marketing is Product. There are several definitions of what Product is all about. However, there was little research on the definitions of Quality that may constitute a crucial element of Product. The author tried analyzing what element of quality ordinary consumers, business people and government officials regard as important when it comes to quality. This dissertation implies that the definitions could depend on the country, culture, level of economic development, and so on.</p>		

Summary of Exam Result or Academic Skills	The author's method of presentation was skillful and professional. She was able to present exactly what the paper said. Her answers to the questions from the examiners were understandable and persuasive.
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