

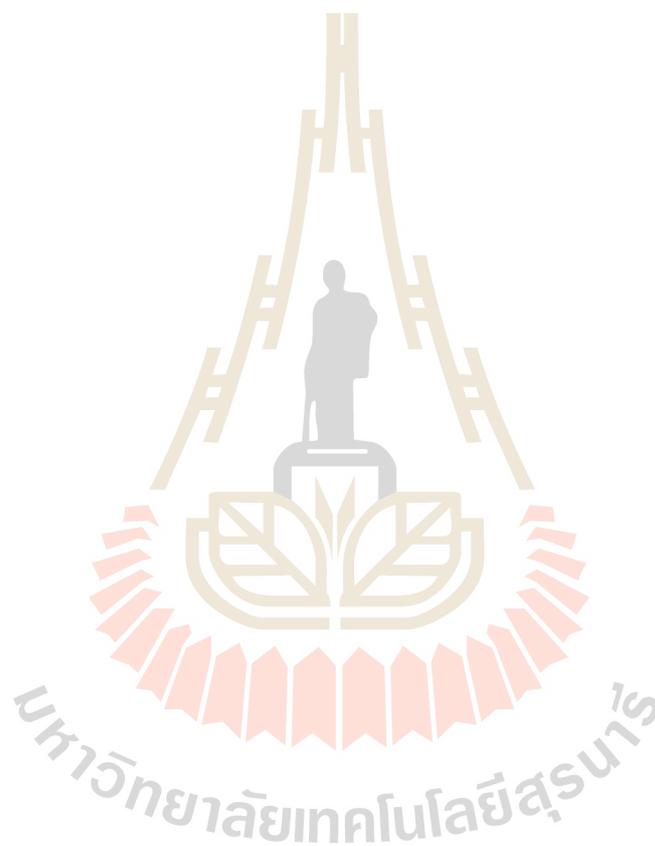
NATCHA LIMPASIRISUWAN : A STRUCTURAL EQUATION MODEL
FOR ENHANCING ONLINE BRAND COMMUNITY LOYALTY. THESIS
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ONLINE BRAND COMMUNITY/LOYALTY/CAR BRANDS

The objectives of studying were 1) to test a model of members' loyalty to online brand communities, 2) to study the impact of the perceived value factors on members' loyalty through mediator variables which include community identification, community satisfaction and community trust, and 3) to compare models of members' loyalty to online brand communities between luxury cars and typical cars. Data were collected from active participants of Facebook fan pages for car brands. The sample size was 512 respondents and obtained by using a systematic random sampling technique.

The results showed that the model fits the empirical data, considering goodness of fit measures, namely Chi-square = 85.606, $df = 29$, $\chi^2/df = 2.95$, CFI = 0.988, TLI = 0.972, RMSEA = 0.065, and SRMR = 0.019. The perceived value factors were important for the enhancement of members' identification ($\beta = 0.829$) and members' satisfaction with online brand communities ($\beta = 0.960$). A high degree of members' satisfaction with online brand communities resulted in a greater trust in the communities ($\beta = 0.872$) but not the identification factor, because it probably was affected by community size which was large. Moreover, the members' loyalty was influenced by their satisfaction, trust, and identification with online brand communities with measures factors of $\beta = 0.466$, $\beta = 0.276$, and $\beta = 0.202$,

respectively. Finally, the comparison model between luxury cars and typical cars found that the model of members' loyalty to online brand communities can be applied to greater loyalty within luxury car communities.



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