

The Quality Development of Brand Equity in Online Health and Beauty Businesses in Thailand

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Abstract

The results of this research, a new model has been found related to creating value for health products and online work in Thailand. That affects the views and intentions of investors towards the health and beauty business. The findings show that the quality development of brand equity in online health and beauty business investors' views and intentions. This study uses qualitative and quantitative methods to collect and analyze data. Step 1: e-Delphi qualitative research. Method: twenty-one experts received an email questionnaire to complete online. Two parts of the questionnaire were open-ended and closed-ended with a seven-level rating scale. Step 2: quantitative research involves an online questionnaire to interview and collect data from 600 health and beauty businesses, sellers, and traders. Results of analysis of structural equation testing of factor models influencing brand crosses of online health and beauty product entrepreneurs in Thailand. Variables include Marketing Factors, Online marketing and social media marketing activity, Brand association, perceived quality, brand awareness, brand image, brand trust, brand loyalty, and brand equity, totaling 9 latent variables and 46 observed variables. Considering the regression coefficient of independent variables in the form of standard scores, but in the rapidly growing online health and beauty product market in Thailand Developing and maintaining brand quality has become a key factor for business success. This is in line with the study's objective to provide valuable insights into the dynamics of brand quality within the context of online health and beauty businesses in Thailand.

Keywords: *uality, Development, Brand Equity, Health and Beauty, Entrepreneur Business.*

Introduction

Currently, the health and beauty product business tends to continuously expand. This is due to the behavior of consumers who are turning to pay more attention to health and beauty. And when the demand for E-Commerce from the consumer side increases even more. Policy push from the government focuses on the development of E-Commerce until it is in demand by consumers. Under the development and upgrading of E-Commerce that has been presented to meet the needs of consumers, there are many at the same time.

Trends in health and beauty product business Will focus on online sales. that consumers can access products more easily You can order products anywhere, anytime, anywhere. More Store sales, which have higher management costs Selling products online is popular through online sales platforms that are widely available. which has various management

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systems such as Advertising, accepting payment for products and system administration Making health product business operators and beauty can reduce the cost of management as above Therefore, it is a channel for selling products that is highly popular. Allows business operators to expand their markets. Combined with the current transportation of goods, which offers a variety of services, such as Product delivery within the day of ordering or choosing the day to receive the product, etc., causing consumers to decide to buy products through online channels rather than buying products in stores (Department of Business Development, 2020)

Product groups with online purchasing rates Increased/decreased during January - February 2020 compared to March - April 2020, health and beauty product group. Household consumer goods and electrical appliances increased by more than 29 percent on average. This is considered to be the group of products that are purchased online the most. In addition, the Thai e-commerce market in 2019 had a value of 163,300 million baht. When calculated as a percentage of the domestic retail market, it was found that the value was only 3 percent of the total retail market in the country. Meanwhile, the countries with the highest e-commerce values are China at 25 percent, South Korea at 22 percent, and England at 22 percent, respectively. This means that even though Thai people feel that online trading is popular, if you look at the statistics of Thailand compared to other countries. It can be seen that the e-commerce market in Thailand can continue to grow (Priceza Company Limited, 2020). Growth of e-commerce business It comes from the technology that causes Digital Disruption or changes caused by technology that creates new business models. As a result, consumers have changed their behavior to receive information from smartphones. This makes it easy to compare products between brands and order more products through online channels. Therefore, it has caused more health and beauty product business operators to turn to online marketing. As a result, the online health and beauty product business has experienced intense marketing competition. As a result, business owners of health and beauty products must find ways to create brands. Create memorable brand value. and differentiate itself from competitors in response to consumer changes. In addition to the intense competition situation, The credibility of online health and beauty businesses has a negative image. This is because the Food and Drug Administration regularly inspects health and beauty products and publicizes them to make consumers aware of choosing health and beauty products. In 2020, the Food and Drug Administration has revoked it. Product licenses for health and beauty products during 2020 amounted to 4,711 items, most of which were due to causes Advertising showing false properties Deceiving people into believing unreasonably about treatment Making counterfeit products, etc. (Food and Drug Administration, 2021)

From the foregoing, it can be concluded that This research aims to develop the quality of brand equity of online health and beauty product businesses in Thailand. Can be applied in general marketing It also uses information obtained from research. used in planning Set marketing strategies and marketing communications for online health and beauty product businesses. The researcher conducted qualitative Mix Methodology Research to explore and create variables. and quantitative research to test the efficiency of the variables

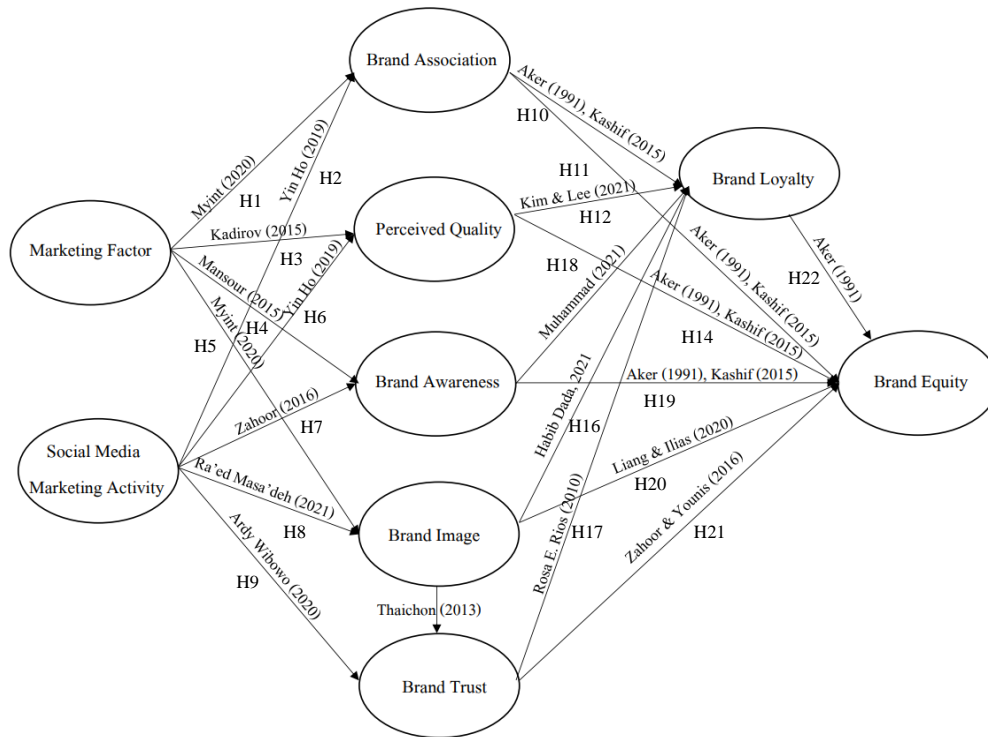
Research objectives

1. To develop a structural equation model for the development of brand equity in online health and beauty product businesses in Thailand.
2. To check the consistency of the development of brand equity in online health and beauty product businesses in Thailand.

Conceptual framework

For this research, the researchers studied the composition of The quality development of brand equity in online health and beauty businesses in Thailand. The study consists of 1)

marketing factor 2) social media marketing activity 3) brand association 4) perceived quality 5) brand awareness 6) brand image 7) brand trust and 8) brand loyalty as shown in Figure 1.



Literature review

Concepts and theories regarding Brand Awareness

Aaker (1991) referred to Thanrada's (2015) Brand awareness has been described as saying that brand awareness makes consumers familiar with a brand. and will be able to develop into brand liking Brand awareness is the demonstration of the identity, promise, and characteristics of a product to consumers through marketing communications. To show that the brand is different or more interesting than competing products. which will create awareness of the brand That must start with making the brand known to consumers first. The communication process for consumers to understand the brand, such as disseminating news about products, and businesses, and conducting marketing activities. When consumers know the brand, they can associate the brand with the properties of the product, which Aaker (1991) cited in Paradee (2015) explains the meaning brand awareness is said to be brand awareness That is, the ability of consumers to remember and remember what kind of product, what type, or who this brand is. Awareness can be divided into 4 levels: 1. Unaware of Brand is the level that consumers have never seen or known of the business's brand. 2. Brand recognition is the level at which consumers begin to receive some information about the brand. Until being able to remember and recall the name of the brand of the business. 3. Brand recall is the level at which consumers do not receive any information about the brand at all. But still able to remember the brand of the business and the 4 highest levels in the mind (Top of Mind) are the levels when talking about product features or various

communications, consumers will think of the business brand first.

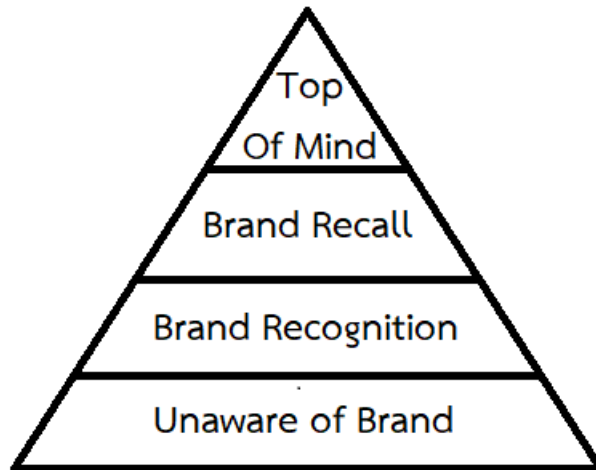


Figure 2 Pyramid showing levels of brand awareness.

Source: Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. New York: Free.

Concepts and Theories Regarding Perceived Quality

Wittawat Rungruangphon (2012) referred to in Phattharapon and Teera (2014) Explained the perception of brand quality. Perceived quality is the ability that consumers can recognize. The quality of products and services is superior, which can make a difference and set positions for that brand. The brand owner can set the price. At the highest level according to the price that consumers can accept, Perceived quality is divided into two dimensions as follows: Product quality dimension is quality, special properties, and compliance with specified properties. Reliability Durability Serviceability, suitability and neatness, and higher prices are one variables that can create understanding. As well as acceptance of the good quality of the product the dimension of service quality is something tangible, reliability, ability to provide services, responsiveness, empathy/empathy. Perception of brand quality directly influences consumers, whether in behavior or psychology. Perceived brand quality is different from brand satisfaction.

Concepts and theories regarding Brand Loyalty

Schiffman & Kanuk (1994, p. 658) explained that brand loyalty means consistent satisfaction. Until the original brand may be purchased in the products of any company. One important aspect of brand loyalty is when customers are loyal to the brand. Market share is constant and increasing and may become an intangible asset that reflects the price of company products.

Brand loyalty is something that shows the commitment that consumers have to the brand. Brand loyalty is an important component of brand equity because if consumers do not see the brand's differences. This will allow consumers to easily switch to other brands, which is considered an opportunity for competitors to enter and compete easily. But if consumers are loyal to the brand, they will repeat purchases or purchase products of that brand continuously. In addition, having consumers be loyal to the brand can also help reduce marketing costs for entrepreneurs. Because those who are loyal to that brand often inform or advise people they know to continue purchasing products and services of that brand.

Concepts and theories regarding Brand Association

Keller (1993) referred to in Kanchana Chunkul (2017) explained the brand association as follows: It is the linking of product information and experiences with the brand that is in the memory of the consumer. Reflects the uniqueness of all of these product characteristics can add value and consumers perceive a positive image and will buy that product. Most of the brand's image comes from the opinions of consumers in society that the properties meet expectations. Or have you notified us? The image of the brand in the minds of consumers should be positive and will be linked to the creation of positive brand equity as well, in line with Aaker (1991) referred to in Punyanuch Rattana Sudsai (2014) It was further explained that the positive brand image that is created in the minds of consumers will help strengthen the product.

Concepts and theories about Online Marketing Strategies

Marketing Oops (2009) Explains the use of Social media is that it is a social group with groups. The user is the person who communicates the message or tells stories, writing, experiences, pictures, or motion recordings written by the user himself by distributing and spreading the word on your area in the online world or social media that provides services for disseminating messages. Thumbsup describes social media as using web based combined with mobile phone technology to create effective communication that allows immediate interaction and interaction. (Thumbs up, 2011)

SEO (2011) talks about social media, which means that it is a medium in today's online society that is widely used in the form of interactive communication or two-way communication. makes it possible for users to quickly access the world of social media in various types and allows users to use the publishing area to interact immediately.

Thanyawat Kabkham (2010) social media is mentioned as an online society that can respond in every direction. Through an intermediary which is online media which can allow for interaction. From the meaning given above. A conclusion can be drawn that social media is social media, on online networks, or when doing activities together on the internet. The key is communication. that can be interacted with by both sides people are using various communications, whether it be videos pictures, or letters, to share with others to be aware of their actions. The user can create content to convince those in the online world to have access. It has become a place to meet people. It will create a history of yourself and create a network of people to contact and communicate with others.

Concepts and Theories about Marketing Factors

Kotler (1997, p. 92) It has been said that the marketing mix refers to marketing tools that can be controlled. which the company should use together to meet the satisfaction of target customers The marketing mix is an important concept in modern marketing. When a business combines these tools, it is considered a consolidation of all marketing decisions that can be used in its operations. The marketing mix can be divided into 7 groups, known as the "7 Ps", which are product, price, place, promotion, people, and physical evidence. The physical environment and process will play a role in effectively communicating marketing messages to the recipient.

Concepts and theories about structural equation models

Structural Equation Model (SEM) statistical analysis is a newly developed statistical analysis that maintains the same statistical analysis that uses the principles of traditional analysis. But improve and develop for the better. Reduces various limitations and can also be used to analyze data more widely than before. It has high analytical efficiency and answers questions in more depth. The SEM model is a model developed by Joreskog (1970) that is created from the integration of structural models based on the principles of influence analysis. and methods for estimating parameters according to the millionaire

theory It can be said that structural equation model analysis is an advanced statistical analysis that has been newly developed.

Creating a research model based on behavioral and social science theories as a basis. The research model is to make it appropriate for the research study. The need to create a research model is because the study of natural phenomena has limitations and cannot be done easily due to the complexity and structure of the relationships. There are many different elements, but in research, researchers have limited capabilities that cannot study every element. The method for creating a research model is therefore the application of theory together with actual phenomena in nature using the inductive method to form a model that is a research hypothesis. The research model is then used to inductively check whether the model is consistent with the empirical data or not. And must continue to improve and develop research models to be consistent with actual phenomena. (Nonglak Wiratchai, 1999, p.2)

Research Methodology

Steps for developing a structural equation model for developing the quality of brand equity of online health and beauty product entrepreneurs in Thailand with the rough set Delphi theory, the details of the operation are as follows.

1 . Round 1 : Synthesize information from the inquiry guidelines and recommendations from Experts in Round 1 by using an open-ended questionnaire. It involves asking open questions to cover the issues you want to study and get the best results. Data collection will be by sending online questionnaires to all 21 experts.

2. Round 2: Create a questionnaire in Round 2 using a rating scale developed from the answers of all 21 experts in Round 1 by gathering the opinions of all experts together. Eliminate duplicate information. Then create a questionnaire. In order for the same experts to answer the questionnaire again using a rating scale of 1 -7 , the data collection will be by sending the online questionnaire to all 21 experts.

3. Round 3: Create a questionnaire in round 3 using a 7-level rating scale. In this round, the interquartile range will be considered. Interquartile Range(IR) If it has a small value, it means that the opinions received are consistent. able to summarize But if the interquartile range Interquartile Range(IR) has a high value, indicating that experts' opinions are scattered. Can't conclude A third round of the questionnaire must be created, but interquartile range positions will be added. Interquartile Range(IR) and shows where the experts answered. For that expert to confirm his or her answers in round 2 again. By sending the online questionnaire to all 21 experts.

4 . Summary of data analysis results by using interquartile range statistics. Interquartile Range(IR), median, and Rough Set Delphi

Population and Sample

Defining and selecting a group of experts. The Selection of experts will be based on government agencies. academic group and successful brand owners which can provide comprehensive and accurate information from a study by Thomas T. Macmillan, the results were presented. Regarding the number of experts in research using the Delphi Technique, it was found that if there are 17 experts or more, the rate of error reduction will be small and begin to stabilize at 0.02. (Bunmee Panthai, 2009)

Group 1: Experts from government organizations with knowledge and understanding of Products for health and beauty products online

1) Have held the position of director or head of a government agency or higher related to online business for not less than 5 years.

2) Have been a committee member related to online business activities for not less than 5 years.

3) Have experience related to project consideration Related to online business operations of health and beauty products

4) Graduated with at least a bachelor's degree.

Group 2 : Experts who are academics with knowledge and understanding of business administration and online business.

1) Must have been a teacher in an educational institution teaching at the graduate level for not less than 10 years.

2) Must have teaching experience in subjects related to business administration.

3) Graduated with no less than a doctorate.

Group 3 : Professional entrepreneurs who are successful in running online health and beauty product businesses.

1) Must be an executive in a health and beauty product business organization at management level or higher.

2) Must have experience in managing business organizations for not less than 5 years.

3) The organization currently holding the position must have operated for at least 5 years or have an income of more than 10 million baht/year.

Data Analysis

In this research, the researcher used descriptive statistics to describe the data and inferential statistics to analyze the collected data. The researcher proceeded to analyze the data.

The details are as follows:

1. Data analysis using descriptive statistics
2. Data analysis using inferential or inferential statistics
3. Structural equation modeling analysis

Analysis and development of structural equation model (SEM) to develop the quality of brand equity of online health and beauty entrepreneurs in Thailand. An advanced statistical data analysis program will be used to know various related statistical information, along with the interpretation of the results of testing the research hypotheses. The model must undergo adjustment of the component values, or latent variables in every research item to be complete. By evaluating the data-model fit until each component or every latent variable has a value consistent with the empirical data and meets every criteria. Adjusting the latent variable values to be consistent with the empirical data meets that criteria. Will consider making adjustments from observational variables, which are variables from questions that are in the form of a rating scale.

Table 1 The statistical values used to test the conformity and harmonization of the model

number	Criteria	Cut-off criteria	Source
1	Chi-Square	> 0.05	Hair et al. (2006)
2	CMIN/DF	< 2.00	Byrne (2006)
3	GFI	≥ 0.90	Joreskog & Sorbom (1984)
4	AGFI	≥ 0.90	Schumacker & Lomax (2004)
5	CFI	≥ 0.90	Hu & Bentler (1999)

6	NFI	≥ 0.90	Shumacker & Lomax (2004)
7	SRMR	< 0.08	Hu & Bentler (1999)
8	RMSEA	< 0.08	Hair et al. (2006)
9	Hoelter	> 200	Hoelter (1983)

Research results

Analysis and examination of correlation among variables of structural equation model of brand value of online health and beauty product entrepreneurs in Thailand. This section analyzes and examines the problem of correlation between brand equity model variables of online health and beauty product entrepreneurs in Thailand. and check the normal distribution of the variables. To test whether there is a problem of multi-linearity, process data using a statistical computer program. The results can be summarized as follows.

Examining the problem of correlation among variables

In this section, an analysis was performed to investigate the problem of correlation among variables of the brand value model of online health and beauty product entrepreneurs in Thailand, consisting of 9 latent variables, namely marketing factors, social media marketing activity, brand awareness, perceived quality, brand association, brand image, brand trust, brand loyalty, and brand equity, a total of 9 latent variables, have a correlation coefficient between 0.465 - 0.798, with a positive value and a correlation coefficient not exceeding 0.80 (Field et al, 2013) It shows that the independent variables are independent of each other, not highly related, and no variables are controlled. It has precision and unity. The latent variables meet the criteria for importing the brand value model of online health and beauty product entrepreneurs in Thailand. The results are shown in Table 2

Table 2 Results of examining the problem of correlation of brand value model variables of online health and beauty product entrepreneurs in Thailand.

Variable	MF	SMMA	BAS	PQ	BA	BIM	BT	BL	BE
MF	1.000								
SMMA	0.648**	1.000							
BAS	0.611**	0.736**	1.000						
PQ	0.657**	0.750**	0.786**	1.000					
BA	0.593**	0.667**	0.707**	0.692**	1.000				
BIM	0.643**	0.730**	0.759**	0.761**	0.685**	1.000			
BT	0.550**	0.768**	0.715**	0.727**	0.607**	0.642**	1.000		
BL	0.624**	0.664**	0.711**	0.720**	0.623**	0.798**	0.587**	1.000	
BE	0.465**	0.565**	0.583**	0.574**	0.538**	0.664**	0.520**	0.615**	1.000

A study on developing a structural equation model for brand equity of online health and beauty product entrepreneurs in Thailand. The research method is a mixed methodology research between qualitative and quantitative methods. The research method is descriptive and uses questionnaires as a tool to collect data, using samples from people who business of cosmetics and dietary supplements. The results can be summarized as follows.

Structural Equation Model (SEM) of the brand equity model of online health and beauty product entrepreneurs in Thailand. Variables in the analysis include marketing factors, social media marketing activity, brand association, perceived quality, brand awareness,

brand image, brand trust, brand loyalty, and brand equity examine the suitability and accuracy of the linear equation model. Structure and adjust the model to be perfect. To make the statistical values acceptable by connecting the variables modification indices and checking the suitability and accuracy of the structural equation model by considering the variable weights and R2 values to check the covariation of the indicators. The analysis results can be summarized.

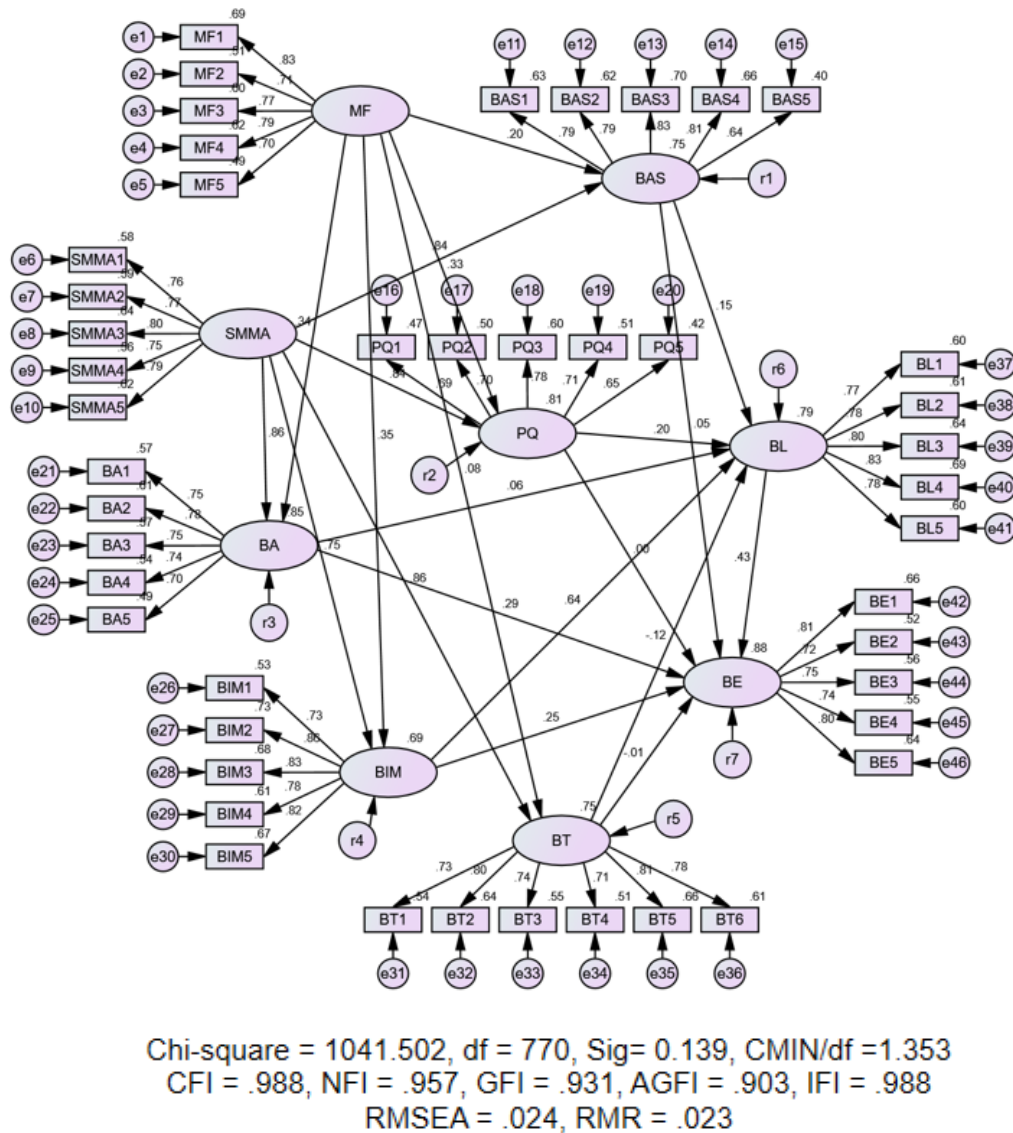


Figure 3 Structural equation model of factors influencing brand equity of online health and beauty product entrepreneurs in Thailand.

Table 3 shows statistics evaluating the harmony of the structural equation model of factors influencing brand equity of online health and beauty product entrepreneurs in Thailand.

Statistical values used in checking	Consideration criteria	Statistics obtained	Conclusion
Chi-square	> 0.05	0.139	pass
CMIN/df	< 2.0	1.353	pass
GFI	≥ 0.90	0.931	pass
AGFI	≥ 0.90	0.903	pass

CFI	≥ 0.90	0.988	pass
TLI	≥ 0.90	0.988	pass
SRMR	< 0.08	0.023	pass
RMSEA	< 0.08	0.024	pass
Hoelter	> 200	481	pass

Summary of the results of the structural equation model analysis of factors influencing brand equity of online health and beauty product entrepreneurs in Thailand, consisting of marketing factors, social media marketing activity, brand association, perceived quality, brand awareness, brand image, brand trust, brand loyalty, and brand equity, consistency with empirical data meets the criteria for validity or fit confirm. Test results can be summarized as shown in Table 3

Table 4 Results of structural equation model analysis of factors influencing brand equity of online health and beauty product entrepreneurs in Thailand.

	Variable (path)		λ	SE.	t-value	Sig.	R ²
1	Marketing factors (MF)	<-- Brand association (BAS)	0.20	0.04	1.29	0.198	81.0%
2	Marketing factors (MF)	<-- Perceived quality (PQ)	0.33	0.04	2.99	0.003**	90.0%
3	Marketing factors (MF)	<-- Perceived quality (PQ)	0.34	0.04	3.98	0.000***	85.0%
4	Marketing factors (MF)	<-- Brand image (BIM)	0.35	0.04	2.45	0.014**	79.0%
5	Marketing factors (MF)	<-- Brand trust (BT)	0.08	0.04	-2.02	0.044*	78.0%
6	Social media marketing activity (SMMA)	<-- Brand association (BAS)	0.85	0.07	15.76	0.000***	81.0%
7	Social media marketing activity (SMMA)	<-- Perceived quality (PQ)	0.84	0.06	14.39	0.000***	90.0%
8	Social media marketing activity (SMMA)	<-- Perceived quality (PQ)	0.86	0.07	14.70	0.000***	85.0%
9	Social media marketing activity (SMMA)	<-- Brand image (BIM)	0.75	0.07	13.51	0.000***	79.0%
10	Social media marketing activity (SMMA)	<-- Brand trust (BT)	0.86	0.07	14.75	0.000***	78.0%
11	Brand association (BA)	<-- Brand loyalty (BL)	0.15	0.07	5.47	0.000***	81.0%
12	Brand association (BA)	<-- Brand equity (BE)	0.05	0.07	1.92	0.055	81.0%
13	Perceived quality (PQ)	<-- Brand loyalty (BL)	0.20	0.12	1.16	0.244	90.0%
14	Perceived quality (PQ)	<-- Brand equity (BE)	0.00	0.11	-0.05	0.959	90.0%
15	Brand Awareness (BA)	<-- Brand loyalty (BL)	0.06	0.13	-1.98	0.048*	85.0%
16	Brand Awareness (BA)	<-- Brand equity (BE)	0.29	0.11	0.87	0.385	85.0%
17	Brand image (BIM)	<-- Brand loyalty (BL)	0.64	0.07	9.75	0.000***	79.0%
18	Brand image (BIM)	<-- Brand equity (BE)	0.25	0.08	5.45	0.000***	79.0%
19	Brand trust (BT)	<-- Brand loyalty (BL)	0.13	0.05	-0.41	0.684	78.0%
20	Brand trust (BT)	<-- Brand equity (BE)	0.01	0.05	-0.05	0.958	78.0%
21	Brand loyalty (BL)	<-- Brand equity (BE)	0.43	0.06	6.34	0.000***	89.0%

* Statistically significant at 0.05 * * Statistically significant at 0.01 * * * Statistically significant at 0.001

Results of analysis of structural equation testing of factor models influencing brand equity of online health and beauty product entrepreneurs in Thailand. Variables include marketing factors, social media marketing activity, brand association, perceived quality, brand awareness, brand image, brand trust, brand loyalty, and brand equity, totaling 9 latent variables and 46 observed variables. The results of the analysis found that the coefficient weight was between $-0.01 - 0.86$. The multiple correlation coefficient (R^2) between the variables was 79.0% - 90.0% when considering the regression coefficient of independent variables in the form of standard scores, which is a decision coefficient that indicates the direct influence of the route by summarizing the test results as follows.

Discussion

Research on the development of structural equation models for brand equity of online health and beauty product entrepreneurs in Thailand. The research results can be discussed as follows.

1. The results of the development of the structural equation model of brand equity of online health and beauty product entrepreneurs in Thailand found that the developed causal relationship model consists of 9 variables as follows: marketing factor, social media marketing activity, brand association, perceived quality, brand awareness, brand image, brand trust, brand loyalty, and brand equity are consistent with the theoretical concepts of Aaker (1991) and Keller (1993). It is a theory related to value creation. Brand Equity, and the theoretical concept of Babac (2011), is a theory of Social media marketing activity, the concept and theory of Ohn Mar Myin, 2020, is a theory of strategy. Marketing Factor to develop and improve. Therefore, this framework has a total of 9 elements to gain new knowledge.

2. Results of analysis of structural equation model of brand equity of online health and beauty product entrepreneurs in Thailand. It is consistent with the empirical data according to the criteria of statistical significance. The analysis results have a Chi - Square value of 1041.502, df is equal to 770, and has a Sig. value of 0.139 and CMIN/df. is equal to 1.353. Relative Harmony Index (CFI) was 0.988, GFI was 0.931, Adjusted Harmony Index (AGFI) was 0.903, and Root Mean Square Error of Approximation (RMSEA) was 0.024. The Freeform Integration Index (NFI) is 0.957. The Inferential Harmony Index (IFI) is 0.988. The Root of the Remainder Index (RMR) is 0.023. Consistent with the research, Anuwat Songsom (2016) found the model of a causal relationship in brand equity of hypermart and department store businesses. It is consistent with empirical data Chi - Square = 545.24, df=284, CFI=0.96, RMSEA=0.046, SRMR=0.043). The variables in the model can explain 78.65% of the variance in brand equity.

3. The results of the analysis of the structural equation model of brand equity of online health and beauty product operators in Thailand found that the factors that influence the brand equity of online health and beauty product operators in Thailand are loyalty. In Brand Loyalty, Brand Image has a total influence coefficient of 0.35, followed by Brand Awareness with a total influence coefficient of 0.34. The total influence coefficient is 0.32. Perceived Quality, total influence coefficient is 0.33. Brand association, total influence coefficient is 0.20, and brand trust, total influence coefficient is 0.08. It has an influence on change at 78.0% respectively. In terms of brand image, it is because of the design of the brand's logo that has an image. and selecting influencers that are consistent with the brand It will help customers remember the brand image easily. This is because consumers often develop beliefs towards each brand based on the product's properties. Therefore, brand belief will later become a brand image. which connects consumers with the brand name (Chiu and Ho, 2010 Cited in Kotler, 2000) while A.L. Biel (1992) explains that brand image is the connection between the brand name, advertising,

packaging, corporate identity, public relations, and various communication information in organizing marketing promotion activities.

4. The results of the analysis of the structural equation model of brand equity of online health and beauty product operators in Thailand found that the factors that influence the brand equity of online health and beauty product operators in Thailand are brand equity is the highest. Brand Association has a total influence coefficient of 0.88, followed by Brand Awareness with a total influence coefficient of 0.86. Brand Trust has a total influence coefficient of 0.88. Total 0.86 in Perceived Quality, total coefficient of influence 0.84, and Brand Image, total coefficient of influence 0.75, with influence on change percentage of 89.0% respectively. In the brand connection aspect. This may be because the brand equity of online health and beauty product operators Gives importance to creating a brand image that reflects the identity of customers. And I think that influencers reflect the brand image. which the brand association says is the linking of product information and experiences with the brand that is in the memory of the consumer. Reflects the uniqueness All of these special characteristics of the product can increase its value, for example, perception of information leads to purchase. and create positive feelings about the brand consisting of impressions from the physical properties of the brand such as logos or packaging and other marketing promotions such as advertising, etc., and the consumer's own experience such as using the product, etc., which most consumers tend to compare with their counterparts. compete Or evaluate from experience the many components of the brand image. It is the impression of consumers that comes from the ability to respond to the business. This shows that consumers are aware of the benefits before the consumer purchases the product. The consumer will have recognition in their memory or know the brand. This will affect the attitude towards the brand. If consumers perceive a positive image, they will buy that product. Most of the brand's image comes from the opinions of consumers in society that the properties meet expectations. Or have you notified us? The brand image that is created in the minds of consumers should be positive and will be linked to the creation of positive brand equity as well (Kanchana Chunkul, 2017) in line with Punyanuch Rattana Sudsai (2014) further explained that a positive brand image in the minds of consumers will help strengthen the product. or long-term business by holding market share in that product type Businesses in the market spend a lot of money to improve their image. Because consumers can receive information about businesses. and products through their image which if the image of the business.

Conclusion

In summary, improving brand quality in the online health and beauty business in Thailand is essential for long-term success and growth in a highly competitive industry. Creating strong and positive brand equity is a multifaceted process that involves several key elements:

Brand Awareness. Building a strong online presence and increasing brand visibility is important. This includes effective digital marketing. Social media engagement and search engine optimization This ensures that potential customers are aware of your brand.

Perceived Quality: Ensuring the quality of products and services is important. High-quality products Excellent customer service and positive customer reviews They all help improve the perceived quality of your brand.

Brand associations. Creating positive associations with your brand, such as associations with health, beauty, and well-being. It can have a significant impact on brand value. Partnerships with influencers and endorsements from experts in the field can help build these relationships.

Brand Loyalty. Promoting customer loyalty through loyalty programs, special offers, and consistent positive experiences is a key driver of brand value. Repeat customers and brand advocates are valuable assets.

Brand Image and Reputation. It is important to manage your brand image and reputation. Responding to customer feedback and handling any issues Professionally and quickly is important to maintain a good brand image.

Brand Differentiation. It is important to set your brand apart from your competitors. Highlight what makes your online health and beauty business unique. Whether it is a unique product group commitment to sustainability or special expertise

Emotional Connection. Creating an emotional connection with customers can have a significant impact on brand value. Sharing your brand's story, values, and personality that resonate with your audience can foster these connections.

If you want to succeed in your online health and beauty business in Thailand It is necessary to pay constant attention to these elements. and adapt to the changing market and consumer needs. When the brand value is stronger It can lead to trust. customer loyalty and, ultimately, business growth and success in the highly competitive Thai market

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