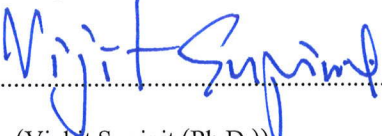


### Abstract

Research Title : Brand Awareness and Brand Trust Affecting Brand Loyalty in Car  
 Insurance of Customer of Dhipaya Insurance Public Co., Ltd. Researcher  
 Researcher : Mr. Thanapon Kongkawinwong  
 Degree : Master of Business Administration  
 Major : General Management  
 Advisor :   
 (Vichit Supinit (Ph.D.))  
 23 / June / 2016

This research aims to study awareness score, trust score and loyalty score of car insurance of Dhipaya Insurance Public Co., Ltd. to study the relationship between awareness and trust, that between awareness and loyalty and that between trust and loyalty, and to study the effect of awareness on trust, the effect of awareness on loyalty, and the effect of trust on loyalty of car insurance of Dhipaya Insurance Public Co., Ltd. The research method was survey quantitative research and used a tool of questionnaires for data collecting of 200 sample population. The result was found that awareness score was 3.67 up with high score level, trust score was 3.67 up with high score level, and loyalty score was 2.34-3.67 with medium score level. The awareness and trust had no statistical significance relationship, the awareness and loyalty had no statistical significance relationship, and trust and loyalty had directly statistical significance relationship. Awareness had no statistical significance effect on trust and loyalty but trust had no statistical significance effect on loyalty.

Keywords: Awareness, Trust, Loyalty, Car Insurance, Questionnaires

**Suggestion for implementation of research results**

The research result was found that the trust affect loyalty in positive of Car Insurance of Dhipaya Insurance Public Co., Ltd. If the customers had high trust, they would have high loyalty. So the company should have measure for increasing trust of customers, such as increasing of service quality, the agency have to act for good trust, the company have to service in time for claiming in contract and solves the customer problems rapidly, etc.