

Winners of Priceza eCommerce Awards 2016 Revealed

Priceza announced award winners and runner ups for the top marketplace, corporate sellers and SMEs based on Thailand consumer's preference.

BANGKOK, THAILAND, January 27, 2017 /EINPresswire.com/ -- Shopping search engine and comparison website, [Priceza](#) hosted and announced winners of the Priceza Awards for eCommerce brands in Thailand. The event, which was held at Aksara Theatre King Power in Bangkok, announced [award winners](#) and runner ups for the top marketplace, corporate sellers and SMEs based on consumer's preference.

In addition to winner announcements, industry experts shared their knowledge and insights on the eCommerce trends in Thailand for 2017, touching on topics such as payment systems, cross-device trends, logistics, to loyalty apps and chat bots.

The two-part panelist sessions during the event was made up of experienced eCommerce leaders: Mr. Worawoot Ounjai (CEO of [Central Online](#)), Mr. Nuttawit Polwattanasuk (Managing Director of LnwShop), Mr. Tarin Thaniyavarn (CCO of Lazada) and Mr. Thananan Arunrugtichai (Assistant Director of Ascend Group).

The second part, on the topic of what millennial shoppers want, was covered by Mr. M Khajochi from MacThai.com and Mr. Supadej Sutthiphongkanasai from Freeware.in.th. Discussion covered during this session ranged from millennial's online shopping behavior, preferences on items such as loyalty programs and shipping.

Mr. Thanawat Malabuppha, CEO and Co-founder of Priceza shares that when it comes to online shopping services, factors such as quality and reliability of the sellers is one of the driving force for the eCommerce industry. As such, the event was organized to acknowledge eCommerce players who are at the top of consumer's mind; and for the company to take part in the growth and acceptance rate of eCommerce in Thailand.

"The eCommerce market in Southeast Asia is one of the fastest-growing. From our data of over 130 million buying intent, survey of Priceza's members in Thailand of over 800,000 shoppers, and public reviews and ratings made by buyers, we were able to discover eCommerce players that are at the top of consumer's mind in Thailand," shares Mr. Thanawat.

Priceza is a leading provider of shopping search and price comparison in Southeast Asia (SEA) with over 13 million users per month. The platform enable shoppers to search for products from multiple categories offered by the many online shops, which in-turn promotes fair competition and empowers buyers to make informed buying decision. Priceza envisions being part of the efforts in making the retail ecosystem in SEA as transparent as possible and realize a market of perfect competition, benefiting both buyers and sellers.



Award Winners

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