

CONSUMERS' PERCEPTION AND LOYALTY TOWARD  
THE REBRANDING OF DOUBLE GOOSE BRAND



Miss Chutikarn Benjamapokai

จุฬาลงกรณ์มหาวิทยาลัย  
CHULALONGKORN UNIVERSITY

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การรับรู้และความกักตึงของผู้บริโภคต่อการปรับตราสินค้าของตราสินค้าห้าหน้



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GOOSE BRAND  
By                                      Miss Chutikarn Benjamapokai  
Field of Study                      Strategic Communication Management  
Thesis Advisor                      Assistant Professor Doctor SUTHILUCK  
VUNGSUNTITUM

---

Accepted by the FACULTY OF COMMUNICATION ARTS,  
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Arts (Communication Arts)

INDEPENDENT STUDY COMMITTEE

..... Chairman  
(Assistant Professor Doctor TEERADA  
CHONGKOLRATTANAPORN)  
..... Advisor  
(Assistant Professor Doctor SUTHILUCK  
VUNGSUNTITUM)  
..... Examiner  
(Assistant Professor Doctor PAPAPORN  
CHAIHANCHAI)



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การศึกษาในครั้งนี้มีวัตถุประสงค์เพื่อสำรวจการรับรู้และความภักดีของผู้บริโภคต่อการปรับตรา  
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The objective of this study was to explore consumers' perceptions and loyalty toward the rebranding of Double Goose brand. This study employs qualitative research methods conducted via online application. With the selection criteria for data diversity, an in-depth interview was used to collect data from eight participants. The research participants are consumers of the Double Goose brand, aged between 20 - 40 years and divided into two groups. The first group is a loyal customers group that loyal to the goose brand and the second group is the new user group of the goose brand. This study uses the conceptual framework of consumers' perception and brand loyalty with the latest campaign, Canvas, the Double Goose brand's printed pattern as a case study to explore the perception and loyalty of consumer brands. The results of the research show that both groups of research participants have different experiences and range of brand used, but both groups have the same attitude towards Double brands. They will associate the clothing brand with simple appearance, good quality, reasonable price, and ease of purchase. Consumers recognize the brand from the color logo and text used the campaign and support the collaboration between Double Goose and illustrator artists in rebranding the old brand as the new brand. Finally, the research participants are interested and express their feelings for the Double Goose brand, which have an influence on purchase decision and the Double Goose product's used if they want to continue using this brand.

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# TABLE OF CONTENTS

	<b>Page</b>
ABSTRACT (THAI) .....	iii
ABSTRACT (ENGLISH).....	iv
ACKNOWLEDGEMENTS.....	v
TABLE OF CONTENTS.....	vi
LIST OF TABLES.....	8
LIST OF FIGURES .....	9
CHAPTER 1 INTRODUCTION.....	10
1.1 Significances of the Study.....	10
1.2 Objective of the Study.....	13
1.3 Research Questions .....	13
1.4 Scope of the Study.....	13
1.5 Operational Definitions of the Variables.....	14
1.6 Expected Benefits from the Study.....	16
CHAPTER 2 LITERATURE REVIEW.....	17
2.1 Branding and Re-Branding.....	17
2.2 Double Goose in Thailand.....	22
2.3 Brand Perception .....	26
2.4 Brand Loyalty.....	30
2.5 Conceptual Framework .....	32
CHAPTER 3 METHODOLOGY.....	33
3.1 Research Sample and Sampling Method.....	33
3.2 Research Instrument .....	35
3.3 Data Collection and Data Analysis .....	38
3.4 Validity and reliability.....	39
CHAPTER 4 RESEARCH FINDINGS.....	40

4.1 Information on Respondents .....	40
4.2 Demographic Profile .....	40
4.3 Double Goose Brand.....	43
4.4 Double Goose Brand and Product Usage .....	44
4.5 Consumer Perception toward Double Goose’s rebranding on Canvas Project.....	49
4.6 Brand Loyalty toward Double Goose.....	58
CHAPTER 5 SUMMARY AND DISCUSSION .....	63
5.1 Summary .....	63
5.2 Discussion .....	66
5.3 Limitations.....	73
5.4 Directions for future research.....	74
5.5 Practical Implications.....	74
REFERENCES .....	76
APPENDIX.....	82
APPENDIX.....	84
VITA.....	87



## LIST OF TABLES

	Page
Table 1. Details of Participants .....	41



## LIST OF FIGURES

	Page
Figure 1. Gon x Double Goose Project .....	12
Figure 2. Brand Refresh – Minimal and Iconic Logo .....	19
Figure 3. Brand Merger – Combination logo of two brands .....	19
Figure 4. Full Rebrand – Change images and market position .....	20
Figure 5. The first garment factory of Double Goose .....	22
Figure 6. The first version of Double Goose logo and package .....	23
Figure 7. The current version of Double Goose logo and package .....	23
Figure 8. Double Goose Canvas New Collection .....	25
Figure 9. Double Goose Hand in Hand with 5 Artists .....	25
Figure 10. Conceptual Framework .....	32
Figure 11. Images used during interview .....	37

# CHAPTER 1

## INTRODUCTION

### 1.1 Significances of the Study

A brand can be defined as a set of tangible and intangible attributes designed to create awareness and identity, and to build the reputation of a product, service, person, place, or organization. The holistic perspective of branding as a long-term strategy includes a wide set of activities ranging from product innovation to marketing communications (Sammut-Bonnici, 2015). Brand and branding are the concepts, which have been existing in business world for long time and play an essential role in marketing strategy. It involves several stages, which result in gaining brand image and brand positioning. Many companies often tend to change the visual asset but keep the product's value to adapt to their customer's perception. After all, it is an opportunity to increase brand awareness. The brand must be able to deliver this value and keep the responsible for consumers, which resulting in consumers buying decision and reflect brand loyalty.

To enter the market with new appearance, company must study their business operations and set a method to import their product into the market. Defining the right identity aids in the development of a brand in all aspects, including the marketing strategy. Marketers can more easily determine the target audience and the position of the product or service with the customer. It is not something that is permanent as it is immortal. Some popular brands in market today might not be in the same status as before due to competitors or uncontrollable circumstances, which also change trends and consumer behavior. Hence, it shows the need for rebranding. Organization to access to the target audience and society by implementing a rebranding strategy. Rebranding is the creation of new names, words, symbols, designs or blending to create a new trademark. It is part of product and service strategy with the intention in develop and set a new position in market. Most brand try to adjust the image through various branding and marketing activities that can attract consumers' attention as well as expanding new product lines. If the brand doesn't want to be perceived as outdated

by consumers, it must modernize itself to adapt to era and lifestyle changes. Research of branding has shown that a company does not need to compete with price if the brand is strong. Customers will pay premium price for products if they value the brand, and especially if the brand has successfully created a customer's long-term loyalty (Hammond 2008). Rebranding often makes brands that have been in Thailand for a long time becomes more modern. It encourages customers to feel attached to the brand. By telling stories from the past and creating new perceptions, it will create engagement until trust is gained and continue to purchase products.

In Thailand, we can find various brands that have been in the market for a long time such as Cha Tra Meu, Sri Chand, and Double Goose. These are the three legendary brands that were able to awaken themselves, maintain their brand strength, and stay with the Thai people for 70 years. Cha Tra Meu is well known Cha Thai brand for passing on quality to drive the tea industry and create Thai Tea for many people worldwide. Sri Chand is one of the Thai soaps that has developed from a pharmaceutical retailer to a now trusted cosmetic brand among Thai people. Lastly, Double Goose is a Thai clothing brand with the original concept of ordinary.

For this study, the researcher will focus on the Double Goose brand. On the Thai market, there are numerous T-shirt brands, including the Double Goose. The brand mainly produce t-shirt, which is an ordinary product in everyday life. It is not easy to create a brand that is memorable and wins the hearts of consumers, but Double Goose can. Double Goose doesn't expect to be remembered as a fashion brand. They just want to make a comfortable product for Thai people. Most of the popular products are t-shirts, tank tops, and underwear that import from Hong Kong and sell well in Thailand. The brand is positioned as high quality, basic design, and affordable prices. The brand values quality and simplicity as its strength. The important thing that makes a pair of goose in the hearts of all generation come from product quality including the selection of raw materials. Inside brand's house, they improve raw material and production process consistently to deliver a comfort product and male customer believe in their brand (Phimmasri, 2022). The product meets the standard,

no matter how many times consumers come back to buy, the product still stands as the main clothing brand that is soft and comfortable.

Even though Double Goose looks like a simple t-shirt and has no flashy marketing, the brand never stops developing. They constantly develop themselves by adjusting the designs of the shirt and rebranding the logo of the shirt to be more diverse to meet the changing lifestyle of consumers in the new era. Sometimes, the key to modernizing a brand can be in form of licensing or partnership too. Double Goose open a new experience with the launch of “Gon X Double Goose” with the belief in giving more lifestyle to various consumers (WP, 2021)



Figure 1. Gon x Double Goose Project

From the collaboration project, the Double Goose brand tends to develop to fit into consumer daily life. If they remain in the same position, the business will expire and lose popularity. That's why they choose to rebrand by adding new trend and a new generation will make the old brand feels refreshed again. The new position will focus on the upgrade design from classic to modern that has become an innovative fashion and lifestyle product for the consumer to wear.

Recently, people's lifestyle toward the brand is about memorable, fashion, and personal interest. It is a habit of people that buy the same product every time and remember the same look of that brand in their mind. If the product is, all the same,

they will lose interest and the brand will fade away. Consumers want to connect with the brand.

Therefore, rebranding is a new way of awakening old brands back and adapting to being a teenager again. The significance of this research can contribute to these endeavors by creating understanding at the grass-root level. The purpose of this research is to create a deeper understanding of rebranding without losing its heritage, what methods are suitable in a rebranding process and how a new brand image can be communicated to the target consumer segment. After the rebranding of Double Goose, what consumer feel and how they perceive all these rebranding activities? Will it work or not, we will find out in the following chapter to see the consumer's implications and suggestions.

### **1.2 Objective of the Study**

1. To examine consumers' perception toward Double Goose brand
2. To examine consumer' loyalty toward Double Goose brand

### **1.3 Research Questions**

1. What is consumers' perception and loyalty toward the rebranding of Double Goose?
2. What is their loyalty toward Double Goose brand?

### **1.4 Scope of the Study**

This research is based on the qualitative approach. Eight participants had been invited. To make sure all the participants met the criteria we used snowball sampling to select the candidates. The criteria of respondents included gender, both male and female, aged between 20-40 years old, and living in Bangkok, Thailand. Meanwhile, all our participants had known about Double Goose and its product. They might or might not use the product, they are interested in the new look product and share the new experience of Double Goose rebranding. This research used an in-depth, semi-structured interview to understand consumer lifestyle and their opinion on the idea of

brand modernization. Using this method, the study aims to encourage the interviewees to talk more about those feelings and thoughts of brand modernization on Thai products and how it connects to their lifestyle. The question guideline of an interview consists of four parts: demographics, brand experience, consumer perception, and brand loyalty toward Double Goose. The data will be collected from October to November 2022.

### **1.5 Operational Definitions of the Variables**

Double Goose: refers to a Thai clothes brand. Double Goose name is considered legend because this brand has been with Thai people for more than decades. Some well-known products that Thai people are familiar with are t-shirt and tank tops. The products are focus on refinement and comfortable fabrics. Moreover, using a high-quality material with technology to get a high-quality product that made the brand special and closer with consumer's daily life.

Rebranding: refers to a marketing strategy that adjusts or reshapes the corporate brand image. A brand's image consists of its logo, sign, brand appearance and brand communication. The purpose is to make it look fresh and more attractive. It might be a slight change to make it different from the competitor. Outstanding rebranding and marketing communication have become a trend many times. In this study, consumers, and outsiders may see a current rebranding project of the Double Goose brand that wants to communicate with ordinary people as well as continue to become a trend like its previous campaign.

Consumers: refers to people or organizations that purchase products or services for personal use. They are the one who is the decision-maker whether to buy an item or not at the store or someone who is influenced by advertisement and marketing. In this study, consumers are Thai people who consume or interest in Double Goose brand and product.

Consumer's Perception: refers to how a customer feels about the brand or company. This includes their thoughts, emotions and opinions related to a brand and its products or services. It occurs when customers interact with the brand, products, or services. Under perceptions, there are 3 aspects are brand awareness, brand association, and perceived quality

1. Brand Awareness: refers to consumer extent on how much they are familiar with the brand. The research will use this aspect to measure how participant remember Double Goose and able to recall the brand after the rebranding.
2. Brand Association: refers to consumer recognition on brand and how brand link with product, events, or another situation. The research will use this aspect to measure how participant describe Double Goose brand and how much they try to engage with more detail that link with product.
3. Perceived Quality: refers to consumer perspective and emotion toward brand, product, and service. The research will use this aspect to measure how participant think and feel toward Double Goose brand and product

Brand Loyalty: refers to a love customers have for a brand, which expressed through repeat purchases or being a loyal customer. The more loyal customers the brand is, a huge reduction in marketing costs.

Under this topic, there are two aspects are affective and action

1. Affective: refer to how consumers like or dislike a brand. The research will measure this loyalty on consumers like or dislike on Double Goose.
2. Action: refer to where consumers show desire to buy products again. The research will measure this loyalty on consumer's decision to repeat using the product.



### 1.6 Expected Benefits from the Study

1. Academically, the result from this research should extend the knowledge for further understanding of the use of the rebranding process in today's market and how to reach the consumer with the brand, especially the old brand with a unique concept and long history. It could be beneficial for those who are interested in this area.
2. Practically, the findings can also be significant to many brands. In Marketing Communication and Creative Industry, the results of this research can help in brand reminder and awareness. Furthermore, it can be used as a guideline to develop a strategy for their business to build brand experience and maintain a long relationship with their consumer in many generations.



## CHAPTER 2

### LITERATURE REVIEW

To explore Thai Consumers' perception of rebranding, the second chapter aims to provide a clearer understanding of the concept of brand modernization and consumer lifestyle. The study focuses on Double Goose Brand (แบรนด์ห่านคู่), a Thai T-Shirt brand is like the identity of Thai people who have been trusted for more than 60 years. The literature review is attained from past research, and related sources and articles. The chapter is divided into five main sections. The first section is about the concept of branding and rebranding. The second section is a brief introduction to the history of Double Goose and how this brand became the most recognized brand with international quality in modern times. The third and fourth sections are to examine various theories or related concepts that will help guide the research to understand the meaning or idea associated with the rebranding of Double Goose, how it fits into the lifestyle of today's people, and create brand loyalty. The fifth section illustrates the concept's aspect through a conceptual framework.

#### 2.1 Branding and Re-Branding

In marketing, Branding refers to the process of creating a strong, positive perception of a company, its products, or its services in the customer's mind by combing such elements as logo, design, mission statement, and a consistent theme throughout all marketing communications. Effective branding helps companies differentiate themselves from their competitors and build a connection with their loyal customers. A unique brand has a huge impact on your bottom line by giving you a competitive advantage over rivals. By carefully constructing a brand through stories, relationships, marketing messages, and visual assets, they have the opportunity of shaping customers' expectations.

In doing business, every product has its life cycle, which is birth, growth, saturation, deterioration, or obsolescence. Marketers often resurrect that product, which is re-launch. Most of the process is to bring a new product or service by changing the package. Lately, when more brands or products are released into the market, we can see that the product type is similar. Therefore, marketers need to find a solution to adjust the position of the brand.

Boonyu Khornprasert (2006) commented on the improvement of the image that “One thing of the most obvious differences between branding from raising children is 'Brands can die and be reborn' or maybe not dead, but when the brand is weak or has a fatal collapse. We can rehabilitate or can give new life to that brand, which is often called 'Re-brand'.

Re-branding refers to the process of changing the corporate image of a brand (brand image) or business. This concept may be a formula modification to turn the brand to be more modern, but the product needs to change its position from logo, image, marketing strategy, etc. The aim is to create a new trademark (Brand) to develop and set a new position in the minds of stakeholders and competitors as well as set the direction of the company's operations.

Re-branding can be divided into three types:

1. Brand Refresh: A rebrand that many businesses do regularly. When the brand image becomes obsolete or does not match the current direction of the brand. Brand Refreshing will improve the brand image to look modern, and more suitable for the new generation.

For example: replace the complicated logo to a minimal style to create a symbolic for consumer to remember.



Figure 2. Brand Refresh – Minimal and Iconic Logo

2. Brand Merger: A rebrand that takes upon acquisition or merge between companies. Therefore, a new image must be created to cover the market position and all product of two companies.

For example: Thai Military Bank and Thanachart Bank form together to create another visual in simple small capital alphabet “ttb.”



Figure 3. Brand Merger – Combination logo of two brands

3. Full Rebrand: In some cases where brand refresh rebranding is not enough to sustain the brand’s survival. The brand needs to change their physical appearance and vision within the organization including planning all new operational strategies.

For example: “Srichand”, which evolved from brand with only scented powder products to the cosmetics industry.



Figure 4. Full Rebrand – Change images and market position

Brand image has long been recognized as an important concept in marketing. Although marketers have not always agreed about how to measure it, one generally accepted view is the consistent with our associative network memory model, brand image is consumers' perceptions about a brand, as reflected by the brand associations held in consumer memory. (Keller, 2020)

According to Keller's way to improve brand image, the brand needs to focus on identifying key target segments as part of its brand revival strategy, such as retaining customers, identifying the neglected segment, and attracting new customers. In general, we don't need to change all of them, but we might need to choose one specific item to pick up the identity from the past and improve. An example of rebranding that we have seen recently is the change of the company name of Facebook to Meta to enter the Metaverse business.

The reason why they want to improve the brand image can be caused by many factors:

1. The organization has changed its vision. The era has changed, unable to communicate in the tradition way, so it needs to be reviewed.

2. The organization has changed its positions. The reason might be that the original brand was unable to generate sales as set, or want to penetrate to other brands, making it difficult to recognize.
3. The organization wants to change the personality to become more modern and different from the brand that had similar product.

Some factors that cause the success of adjusting the image:

1. *Alignment*: When the brand decides to change, it must change all within the organization including marketing strategies, personality, and internal communication. It must be consistent.
2. *Engagement*: All executives and employees must cooperate in making changes by heart or have an emotional buy-in.
3. *Communication*: The brand must communicate to employees at all levels. When everyone is aware of the reasons that need to change and must make everyone in the organization see the change as the same picture. It also helps to clarify brand's culture to their consumer.

In the end, rebranding is not just about changing a new logo, but to create "Brand Awareness" in a new form in the mind of consumers and adapt to new behavior of consumer. All presents must be consistent in all dimensions, both external appearances, and how to operate within for this newly created image can truly create change and sit in the minds of consumers.

## 2.2 Double Goose in Thailand



*Figure 5. Thailand Knitting Factory Company Limited. The first garment factory of Double Goose*

Double Goose was founded in 1953 and later established under the name of the Thailand Knitting Factory Company Limited. It was a partnership business started by several families working together. One of the partners saw an opportunity and jointly develop products and create their brand with t-shirts. Double Goose started mainly producing and selling good quality shirts for Thai people. They want to make clothes suitable for climate change and comfortable to wear. For more than 60 years, the brand known for its signature white round-neck T-shirt and tank tops, and they never stop to develop, and manage to pass on value through t-shirts to many generations.

Consumers of Double Goose come from all walks of life. The Baby Boomer generation, born between 1946 and 1974, is the primary consumer. They associate with and feel attach to the brand. During their time, they usually wore an undershirt and put on a shirt over another one for neatness when wearing to work or travel. As time passed, customers in that generation were now older. The Double Goose brand also wants to capture the new generation of customers such as Generation Z. It is also considered as an obstacle because this new generation may look at Double Goose brand as old-fashioned and only suitable for the older generation. The company therefore had to adjust its own product and marketing strategy to fit in with new customer group (Pafun, 2020).

The interesting growth of the Double Goose brand comes from the adjustment of the marketing strategy to expand to the new generation which consists of 4 main strategies (Eukeik, 2018)

#### 1. Rebranding Strategy:

By adjusting the product logo to create a brand legend. The first design of Double Goose logo in during the time of Marshal P. Pibulsongkram as Prime Minister in 1940s. The Double Goose t-shirt logo is two geese facing each other in the water with Thai and Chinese languages (The People, 2020)



Figure 6. The first version of Double Goose logo and package

In this era, the logo appear to the public in more modern way. The geese still facing each other as before. There is a change in details, which modified the composed of the word 'since 1953' with the English word 'Double Goose' to convey that the longevity of Double Goose brand that has been around for a long time.



Figure 7. The current version of Double Goose logo and package



## 2. Distribution Channel Expansion Strategy:

In the past, the double goose brand used to sell its product through dealers as the only main channel. The reason behind this is for dealers to distribute the product to some wholesale stores or clothing stores in Bangkok and other provinces. Currently, the brand has expanded the distribution channel from the old channel trade to online channels through the website DoubleGoose.com and some E-Marketplace such as Lazada, Shopee, etc.

## 3. Innovative Strategy:

In addition to the quality of the Double Goose T-shirt, which is soft and comfortable, the brand began to invest in modern machinery and recruit new technologies to get products of international quality and set product standards. They selected the best quality cotton to combine with the unique technique to make the fabric durable, soft, and more breathable than general T-shirts.

## 4. Social Strategy:

Double Goose pays attention to the use of social media. To communicate with the new generation, the brand created a Facebook page Double Goose Thailand and updated content related to products and fashion. They also do activities or CSR events with top influencers on Facebook to distribute goose to many areas.

As one of the old brands in Thailand, the challenge is to keep up with the times. The brand admits that everything changes quickly, so they need to figure out where things are going to change and how to adjust to keep up with the situation. The important key is brand modernization and developing the product in terms of concept and visuals. In 2021, Double Goose open a new experience with the launch of the special edition T-Shirt “Gon X Double Goose” with the belief in giving more lifestyle to various consumer (WP. 2021).



Figure 8. Double Goose Canvas New Collection

On September 13, 2022, Double Goose launches a canvas project with an illustrator its printing collection for the first time in 70 years (Tarala, 2022). This project is a further step that will communicate to their consumers everywhere. The idea is to turn a simple t-shirt into a blank canvas, giving space for Double Goose to become a special area where illustrators or designers create good works in the eyes of the consumer. Moreover, this collaboration project helps to bring the brand into the lifestyle of the current target and new generation of consumers. The first collection of T-shirts was designed by 5 famous artists and illustrators with different concepts.



Figure 9. Double Goose Hand in Hand with 5 Artists

After this first kick-off project, Double Goose also works on the design and print with some Thai brands. The first brand is 'KidKid' gum, a famous brand in the 80s, and the other brand is from Jom Pattamakanthin, a true shellfish fan. T-shirts in this canvas project will be available permanently at 390 baht each, both in sizes S, M, L, and XL, to meet the target of all genders. The consumer can match any style of outfit.

From this project, Double Goose use this approach to attract consumer attention as well as expanding their product. Some examples are adjusting the design, create promotion campaign and launch a project will reduce the outdated of product. It reinforced brand essence value proposition for customers. The advantage is to revive brand awareness, make consumer to recall and continue the relationship with the brand. Meanwhile the disadvantage is about limitation of time and the increase of competitors. Since many businesses tend to modernize brand, so there will be a similar type of plan and product. Overall, rebranding is far more than just discarding elements that might no longer be relevant to today's consumers. It was now use as a tool to transform brand through various methods to make the brand more accessible to the lifestyle of consumer and will immediately think about brand. The promise of successful rebranding is an opportunity to reinforce new message that bring product up to date to where their consumer heading today and tomorrow.

### **2.3 Brand Perception**

Perception is how we see ourselves and the world we live in. However, what ends up being stored inside us doesn't always get there in a direct manner. Being able to select, organize and intercept information starts the perceptual process. Perception affects the ways people communicate with others. An individual's pattern of thinking can affect their perception of others. Most people communicate best with people, who have similar cultures.

Consumer perception is the concept of sensory perception and marketing and advertising (Krishna, 2012), as well as related sensory perceptions. The way humans perceive and process sensory stimuli through all five senses. Our brains receive

external stimuli, or sensory inputs, on several channels. We may see a billboard, hear a jingle, feel the softness of a cashmere sweater, taste a new flavor of ice cream, or smell a leather jacket. These inputs are the raw data that begin the perceptual process. Sensory data from the external environment (e.g., hearing a tune on the radio) can generate internal sensory experiences; a song might trigger a young man's memory of his first dance and bring to mind the smell of his date's perfume or the feel of her hair on his cheek (Solomon, 2019)

Consumer perceptions are related to how individuals express their opinions about the company and the products they offer through the purchase. Entrepreneurs use consumer perception theory to determine how their consumers perceive. They also use this theory to develop marketing and advertising strategies aimed at retaining current customers and attracting new customer's attention. It requires a detailed understanding of behavior.

According to many research and studies, consumer perception toward the brand has several components:

1. Product Attributes refers to product quality and brand personality.
2. Value Perception refers to price of the product, especially a comparison to a competitors' product
3. Trust Perception refers to the level of trust toward the brand and product
4. Sensory Perception refers to when people sense or aware of the change, ex. risk in brand reputation and product benefits.

Brand differentiation comes from stimulating awareness of higher product quality and product specification information clearly. This will lead to greater consumer satisfaction for the brand recognition and strength including creating an advantage over other brands too. Also, the product feature's information is what stimulates the perception of the brand's aesthetics. This is one of the sensory perceptions that is useful in attracting consumers' attention and stimulating the information process.

Consumer perception of the benefits generated by appropriate price or quality grading increases purchase intention (Erdil, 2015). The consumer will analyze price

perception, brand image and perceived risks. Quality prices are correlated and matched to assess perceived risks in purchases, and pricing creates value and differentiate consumer among the target consumers. This means that there will be an increase in brand awareness and repetition in buying behavior.

Aaker (1991) cited in Artitaya Daoprateep (2016) explains that brand awareness is the process of consumer perception caused by touch something and then summarize the interpretations from the perception such as name, text, color, symbol, a style that indicates a brand or service including properties, product benefits and value consumers' feelings about the brand.

Pimonrat Vanasatis (2017) explained that Kapferer's concept of being able to build a strong brand requires consistency and consistency of elements including product features, brand personality, brand culture, relevance relationship with the brand, reflection of users of that brand, and reflection of one's own image through the brand. From the brand components from the academic concepts mentioned above, it can be concluded that the main components can be divided into 3 aspects: Brand awareness, Brand association, and perceived quality.

### *1. Brand Awareness*

The ability that one consumer will remember any brand. Any product category can be linked between product categories. Therefore, people looking for the problem of “brand value” that may arise from the perception of the brand need to look at the methods of advertising communication of the agency. The badge experiences that customers gain from purchasing services or talking to the technical staff had to figure out what the problem was, why people didn't know, why people perceived the negative side, etc. Whether it was a direct experience, or heard of from anywhere, it accumulates as a whole ‘Equity’. The level of recognition of any brand is divided into 4 levels.

- Unaware of Brand

The lowest level or the fourth level. If the survey is designed and the consumer does not know the brand surveyed, it is considered a problematic badge. We must find the reason why people can't remember, even though

they are customers in the service. The customer may not even remember the name or the logo, which may be caused by the logo not prominent enough, insufficient communication. The problems encountered may be different and thus lead to different solutions.

- Brand Recognition (Aided Recall)

The brand is recognized by seeing the category or external features of the logo. The problem of memorization can be a mistake because there are competitors with a similar brand. Stores are arranged to sell products alongside competitors in retail stores. Since the logo is inconspicuous, it cannot be recognized or distinguished. If any brand has a problem here, it indicates that the logo improves.

- Brand Recall (Unaided Recall)

Recognition of brand without seeing the category is the external features of the brand that every marketer wants to stay at this level. It is already in the consumer's mind (it evoked set of the decision-making process), but whether the consumer will buy it or not, that may have to wait for the time when Problem Recognition (Active problem / Inactive problem) occurs.

- Top-of-Mind

The first brand in the heart, which consumers will remember first when there is a need for any product.

## 2. *Brand Association*

Binding of logos, images, symbols, recognizable brand can be linked to the image with other products, sponsored events, or other situations. Good connection will affect recognition of brand and brand value. The most used in linking brand consist of the following 11 items:

1. Product attributes
2. Intangibles

3. Customer Benefits
4. Relative price
5. Use / Application
6. User / Customer
7. Celebrity / Person
8. Lifestyle / Personality
9. Product Class
10. Competitors
11. Country of Origin/Geographic Area

Brand Concept Map (Mind Map) is commonly used to create images showing links where Brand Identity is a part of the Brand Association.

### 3. *Perceived Quality*

What and how is the quality of that brand in the eyes of the consumer? It means the perception of quality here including those who have never used the product, have never had direct experience, or never came to receive service, but heard the reputation and perceived quality through various media. The measure of the quality of any brand depends on whether it is a product or service.

## 2.4 Brand Loyalty

Sharp & Sharp (1997) has interpreted the definition of loyalty as a repeat purchase, which arises from the use of the loyalty program to reward customers as a stimulus for customers to gradually change behavior, come to buy more often and don't change your mind to go to other brands.

Richard L Oliver (1999) values the loyalty by dividing it into 4 stages, starting with from customers must be understood Trust and trust in other brands before and develop into the brand's preferences continue to increase due to repeated positive experiences with that brand until the intent to purchase. And in the end, customers will gradually repurchase that brand, step by step.

Brand loyalty is the consumer's positive attitude towards a brand whether it is based on confidence, thought, and or the consumer's heart. Brand loyalty has been recognized as an important aspect of marketing literature for decades. Many researchers agreed that brand loyalty enhance the benefits of the organization as well as reduces the cost for marketing strategy (Chaudhuri & Holbrook, 2001), provides word of mouth, organization's profit, increases market share as well as having an advantage over the competitors (Iglesias, Singh, & Batista-Foguet, 2011).

The concept of brand loyalty is like a relationship commitment, which can be described as a desire to be in a long-lasting relationship. Consumer loyalty is the strength of the relationship between a person's relativistic attitude and repeat patronage. The relationship was viewed as mediated by social norms and situational factors. According to the concept of Oliver (1999, pp. 35-36), it is divided into 4 steps as follows:

- 1) Cognitive Loyalty is the level consumers aware or interest to get information about a product or a brand, knowledge of the brand, information or understanding of the features, characteristics, or benefits of the brand.
- 2) Affective Loyalty is the level that consumers like or dislike a brand.
- 3) Conative Loyalty is the stage that indicates the consumer's behavior towards the brand, such as the intention to buy the product or trial purchase, etc.
- 4) Action Loyalty is the stage where consumers show their intention to buy such products again or buying behavior.

Brand building to achieve brand loyalty in the areas where it is expected is to acquire consumer loyalty and is an essential part of the implementation of our marketing strategy. Consumer behavior that leads to continuous satisfaction with goods and services leading to repeat purchases of goods and services, as well as building relationships between consumers. When buyers and sellers are close, it creates consumer engagement to generate higher switching costs. A new concept in



terms of brand loyalty, brand engagement brand value and brand community are recognized as the main factor that can build engagement and attract customers. (Tartaglione, Cavacece, Russo, & Granata, 2019)

Brand loyalty can generate future sales. It also results in savings in marketing costs. If customers become loyal, then they may not need to spend as many budgets as in the beginning. When customers become loyal to the point of loving our brand, it will lead to word of mouth and brand support throughout. After all, brands can offer new products and services at premium prices because customers have already gained loyalty and familiarity with the brand.

## 2.5 Conceptual Framework



*Figure 10. Conceptual Framework*

The illustration shows an overview of the concept that will be used in this research. In the context of this research, we will explore on the aspect under brand perception and loyalty toward the rebranding of Double Goose brand.

## CHAPTER 3

### METHODOLOGY

The third chapter is concerned with the methodology used for this study. As the research objective is to understand consumers' perception and loyalty toward the rebranding of Double Goose, the methodology is based on a qualitative approach. An in-depth interview method was chosen to understand the Thai Consumer's perception on the rebranding. The questions guideline is comprised of five sections which are screening question, general information of participants, brand usage and experience, and consumer's perception and brand loyalty toward Double Goose and the case study of Double Goose rebranding. This chapter is organized in the following way. It first discussed about research sample and sampling method, followed by research instrument, and data collection and data analysis respectively.

#### 3.1 Research Sample and Sampling Method

This research is based on a qualitative approach with an attempt to understand consumers' perception and loyalty toward Double Goose Rebranding. A total of 8 participants were selected for in-depth interview to generate rich information to obtain details from the participants. Participants are both male and female, aged between 20-40 years old and live in Bangkok, Thailand.

List of Participants:

1. *Participant 1*: Female, Age: 26
2. *Participant 2*: Female, Age: 21
3. *Participant 3*: Male, Age: 22
4. *Participant 4*: Male, Age: 23
5. *Participant 5*: Male, Age: 22
6. *Participant 6*: Female, Age: 35
7. *Participant 7*: Female, Age: 28
8. *Participant 8*: Female, Age: 30

To make sure that each of the participants met the criteria, this study adopted the snowball method. The participants will be divided into two groups. The first group consists of Double Goose loyal customers who have been using Double Goose products for over 10 years. The researcher will recruit some potential loyal customers from personal connections and the Facebook community that loves Double Goose Brand. Another group is a new user, who might or might not have experience using Double Goose products. The study aims to encourage the interviewees to talk more about their feelings and thoughts about the rebranding of Thai products. The interview consists of five parts: a screening question on the Double Goose brand, demographics, a case study event and consumer perception, and brand loyalty to Double Goose. We will confirm with the interviewees that we can record the interview by audio or video while confirming the list of interviews. The interviews were conducted from October to November 2022. Each of the interviews lasted between 40 and 60 minutes. All interviews took place on online application or at any venue where the participants felt comfortable with which could generate relaxing atmosphere. Besides, participants were encouraged to share their opinions and feelings about Double Goose and its modernization.

Procedures for pre interview:

1. Identifying and recruiting Double Goose Brand users from researcher's personal network and reliable communities that will match with the criteria of each groups.
2. Noting down the participants information such as name, telephone number, address, or general information.
3. Contacting the participants and inform them about the research project and set up an appointment for the interview.
4. Contacting the participants to confirm the appointment, one day prior to the appointment day.
5. All the questions were reviewed to have a clear understanding of the topic. Appropriate equipment was prepared for the interview, including a recorder, notebook, and a pen.

Procedures during the interview:

1. Informing the participants about the objective of the research and ask for permission to record the interview.
2. Making the participants feel comfortable so that he/she feels free to share the stories.
3. Taking notes during the interview and observe the nonverbal cues such as, facial expression and body language. For example, a lengthy pause can indicate a sign of difficulty in answering the question.
4. Closing the interview and thanks the participants.

Procedures for post interview

1. The interview statements were carefully checked and transcribed.
2. Making notes and highlighting the important section of the interview statements and use the data for interpretation.

### **3.2 Research Instrument**

This research employed a question guideline as the research instrument, which is based on existing research, covering the content of brand, brand and product usage, consumer's perception on rebranding, and brand loyalty toward Double Goose. The description of each section is respectively stated as below:

*PART I:* Screening on Double Goose Brand contain 3 questions.

- How old are you?
- Do you know Double Goose Brand?
- What is the logo of Double Goose?

*PART II:* related to Consumer's Demographics contain 3 questions about their general information such as education, work, and income. In this part, age and gender will also be identify as a minor detail in section.

- What is your occupation?
- What is your average monthly income?
- Where do you live?

*PART III:* related to Brand contain 2 questions.

- What do you think Double Goose will be like as a person?
- Does it match with your personality?

*PART IV:* related to Brand and Product Usage contain 9 questions about the brand, the product used in lifestyle, some opinions and expectation in the change of design.

- Have you ever used the Double Goose product?
- Why did you choose Double Goose?
- Where did you buy it from?
- Who influence you to buy?
- How long have you use Double Goose's product?
- What product did you use?
- Do you use this product in everyday life? or for what occasion?
- Do you aware of marketing activities of Double Goose and through which channel?
- If Double Goose has changed the design, will it make you feel more confident to wear it outside?

*PART V:* related to consumer's perception toward Double Goose Rebranding contain 17 questions. During the interview, researcher will show some picture of the selected case study, Double Goose Canvas Project New Collection to participants.

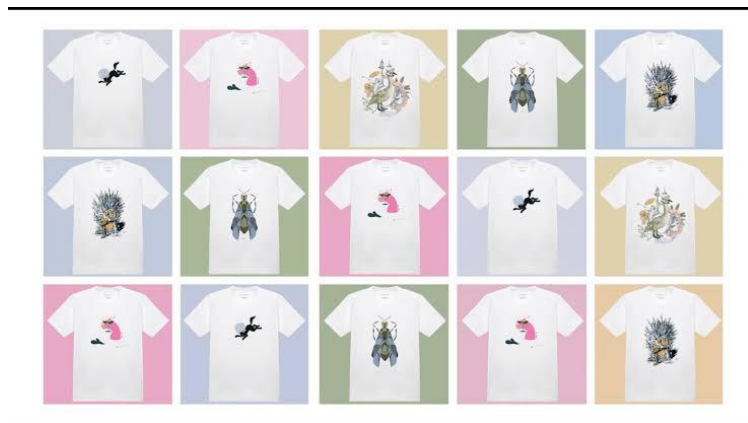


Figure 11. Images used during interview

- Have you ever seen this project of Double Goose before?
- When you see the T-Shirt, do you able to recognize it as Double Goose product?
- Does the backdrop color behind help to recall brand identity?
- Do you think the design is unique and modern? Why?
- Do you think the product's quality is high and consistent? Why?
- Do you think the price of 390 baht is suitable compared to another brand?
- Does collaborate with artists add value to the brand and product?
- Do you think you can get the benefit from this collaboration work?
- Does it help in raising brand awareness?
- Does it help in awaken the old brand to become more modern?
- Do you able to access to new information and experience?
- Do you satisfy with product and overall performance?
- What do you think about this project? What do you like/dislike the most?

- Does this marketing activities affect the decision to buy Double Goose?
- Does it attract you to buy and purchase this product?
- Does inspire to become loyal customer of Double Goose?
- After this project, do you try to search for more information about the brand?

*PART VI:* related to consumer's brand loyalty toward Double Goose contain 2 questions.

- Do you feel proud to use Double Goose?
- Will you continue to use the Double Goose brand? Why / why not?

The questionnaire is initially designed in English. After being approved and guided by the adviser, the researcher will translate it into Thai language. After that, the Thai questionnaire version will be presented to participants to avoid misunderstandings of the questions and avoided compromising the research sample's comprehensiveness.

### **3.3 Data Collection and Data Analysis**

The interview was conducted via Google Meets platform. Data were collected and recorded to allow further comprehension by the researcher. After collecting the data, the interview statements were carefully transcribed and checked by the researcher. Then, the researcher analyzes the transcribed data according to the concept of consumers' perception and brand loyalty toward the brand. This process allowed the researcher to begin to understand the world from each participant's point of view. Lastly, corresponding answers based on consumer perspective of Double Goose rebranding, were identified. Each came from participants' perspective and not in the mind of the researcher. The research results on this rebranding and lifestyle of Thai consumer are discussed in the research finding.

### 3.4 Validity and reliability

Validity is defined as the integrity and operations of methods to accumulated findings that reflected the data. While reliability refers to the consistency of analytical procedures. Qualitative research is often questioned for lacking scientific rigor and rationale. The process finding often involves in human judgement that sometime influenced by bias. Therefore, the researcher must remain transparent and clearly transcribe the participant's view, perspectives and decision made of that subject.

In terms of content validity, the question guidelines were adapted based on the previous studies from Akarathanapirm A. (2015), Chuenchit D. (2015), and Langsui A. (2017). To strict control of sample selection and sample size, this study increases validity with the revision of the whole research method and specific questionnaire from the adviser, to guarantee all the necessary information could be presented to respondents and avoid researcher bias. Moreover, the questions guideline was based on many studies. Therefore, this can ensure the validity of this study in certain extent.



## **CHAPTER 4**

### **RESEARCH FINDINGS**

The fourth chapter will discuss the findings of the in-depth interview with Thai consumers from October – November 2022. The interview was completed online by a total of 8 participants, which were equally divided into 2 groups. The first group is loyal customers, and the second group is new users with or without experience. The interview record was transcribed from these participants to study and report the analysis of consumer perception and loyalty toward the rebranding of Double Goose. The analysis will divide into 5 sections. The first section includes a screening question to determine whether participants match with the criteria. The second section deal with the participant's profile. The third section is related to the usage of Double Goose brand and product. The fourth section focuses on the chosen case study and discussed the consumer's perception of brand awareness, brand association, and perceived quality. The final section focuses on the finding of brand loyalty.

#### **4.1 Information on Respondents**

According to data collection, it was found that all eight participants met the requirements. As stated in the methodology, the research will focus on two group, who are loyal customer and new customers who have or no experience using Double Goose brand. The age range was between 21 – 35 years old, which are the target group that will focus on this study.

#### **4.2 Demographic Profile**

The research consists of eight samples by studying the population information, such as gender, career, education and, monthly income. To enhance this richness and diversity of the data, the researcher list down the selected participants and divided them into the following groups:

Participants	Age	Gender	Occupation	Income	Type of Customers
1	21 years old	Female	4 <sup>th</sup> year university student with bachelor's degree related to engineer	5,000 baht per month	Loyal
2	23 years old	Male	Private company employee	40,000 baht per month	Loyal
3	22 years old	Male	Freelancer	12,000 baht per month (include commission work)	Loyal
4	35 years old	Female	Full-time graphic designer at public company	40,000 baht or more than per month	Loyal
5	26 years old	Female	Full-time special business and franchise officer at public company	22,000 baht per month	New user
6	22 years old	Male	Software House Company (Personal business)	30,000 – 40,000 baht per month	New user

7	28 years old	Female	Graduated from PIM University, Full-time special business officer at public company	22,000 - 23,000 baht per month	New user
8	30 years old	Female	Full-time purchasing officer (RD) at public company	Not more than 40,000 baht per month.	New user

*Table 1. Details of Participants*

All participants are Thai people, who live in Thailand. The result found that the sample group is classified by gender, female is more than male. There are five female participants and three male participants. In term of occupation, the result found that the most professional samples were full-time working employees in private and public company, which consist of five people.

The second rank is also considered as a working people with one participant who own a personal business related to software program and one participant as a freelancer.

The third rank is university student. In term of education, the most education level is bachelor's degree since we have one participant who currently studying. As for other participants, they didn't talk much about their education profile during interview. There is one participant who introduce herself and said that she graduated from Panyapiwat Institute of Management (PIM). Most participants did provide some information when they talked about their childhood memory when they use the Double Goose brand during elementary or high school. In this part, we can at least assume that most participants have education level at high school, bachelor's degree, or vocational certificate.

For monthly income, the research found that the most monthly income come from people who work inside company. The first rank is around 40,000 – 50,000 baht per month from three participants. For other rank, we have one participant with 30,000 - 40,000 baht per month, two participants with 22, 000 – 30,000 baht per month, and two participant who has monthly income below 20,000 baht per month. Because one of them is a student and her income come from parents or family.

All of them answered that they know or heard about Double Goose brand. One of the participants added that because it was Thai brand, that's why she knows it. When they were asked about the logo of Double Goose, they were able to encode and recall some information and the image of the logo from their memory. For loyal customer group, they immediately answer that it was the picture of two geese or a pair of goose. The design of logo is simple and link with the brand name. On the other hand, some of new user group take time to think. They felt familiar and try to picture of the logo, but they were not sure. They explained more in detail by using other asset to support their answers such as color, and the position of two geese. He said that logo is green, and the goose face each other.

### **4.3 Double Goose Brand**

#### *Double Goose as a person*

Based on the result, all participants in the loyal customer group described Double Goose as a person who is clean and tidy in appearance. The white color and soft texture of the t-shirt made them feel that the product was clean and safe. This also create another deep impression on how strong and reliable of product that can protect them. After all, the brand priority was to create a comfortable t-shirt with care for Thai people. That's why all the response are link with the brand image.

As for the new user group, they tend to describe the brand from the behavior and style of that person. Two female participants mentioned on “career,” which reminded them of the brand. The first participant think that Double Goose have similar sense of doctor, who are clean and dignify. Another participant thinks of a kind uncle who sell food and drink, who live with sufficiency life. It reminds her of

Double Goose brand. For other participants in the new user group, they described brand as someone who is simple and shows balance in their life.

Overall, the majority of participant view Double Goose brand as a person who is “*clean*” in appearance and behavior.

### Personality Match

In terms of personality, two participants of the loyal customer group mention that they have a match personality because they prefer something simple and comfy. While another participant provided more in-depth characteristics of brand. One participant thought that she slightly matched because she sees brand as someone simple and fair. It was a personality that she wants to do business with. Another participant think that he might not have similar personality directly, but he admitted that he has some soft personality.

On the new user’s side, all participants think that their personality match with brand personality as a person. They describe their personality as simplistic. They seek for simple lifestyle, and more on what they value in life that will make them happy. One participant mentioned on how she wants to relax and wear some something simple to meet my friends.

As a result, all participants from each group considered themselves to be someone who has “*simple*” behavior, which matches the characteristic of Double Goose’s product design that is minimal and neat.

## **4.4 Double Goose Brand and Product Usage**

This section is focuses on the participant from two groups. The result show how long each group use or familiar with Double Goose brand and product.

### Product usage and frequency

Based on the result, all participants in the loyal customer group have experience in using Double Goose’s product and still using the same product until

now. They have used this brand for 10 or more than 10 years since childhood or during study in pre-school.

While new user group, three participants did have experience with the product for a short period or use for some occasion. They estimated the time to be around 1-2 years and didn't used the product again. For this group, there is only one participant that never have experience with the brand or its product. Mostly, it was her family member that have a direct experience with the product

From this we, can see that loyal customer group have a "*high*" experience in using Double Goose's product than new user group, who have "*basic*" experience about the brand.

#### Type of products they use

Each participant indicated that the product they use. For loyal customer group, female participants use a "*white round neck t-shirt*", while male participant use "*white tank top.*"

New users' groups, also have a similar answer on product categories. Two female participants remember that they have use a classic version of plain t-shirt with a round neck shape and male participant use only the tank top. For one participant, who didn't have direct experience with the product, she mentioned that her family member uses a white t-shirt.

#### The reason for choosing Double Goose

Based on the result, loyal customer group choose Double Goose because they have seen the brand for long time. One of them mentioned that Double Goose can be considered as a top rank of t-shirt brand in Thailand because of its quality. The product was "*easy to find,*" and the "*price wasn't too expensive.*" Furthermore, they

have experience in using product since they are young, so they can explain the characteristic of the product well.

In case of new user group, they choose this brand because of “*convenience, quality, and personal use.*” Two female participants mentioned on how to easy to find the product. While for other participant, include non-user mentioned that about how their family and friends recommend this product to support them in them in their daily life. In their opinion, buying luxury t-shirt product was not worth with the price they pay.

Overall, both loyal customers and new users have a similar reason for choosing Double Goose in terms of general usage, price, quality, etc.

#### *Double Goose’s product buying destination*

According to loyal customers, most of them bought Double Goose’s product from “*department store in the mall*” or some “*trading marketing*” near their home. One participant also mentioned on that if she has some urgent situation, she will go to 7-11 convenience store.

For new users’ group, three female participants rank “*7-11 convenience store*” as the first destination to buy Double Goose’s product. There are many 7-11 convenience store in Thailand, you can easy go and grab the product. One of them also mentioned that even they can’t find in 7-11, there still t-shirt stall inside market. In this group, only male participant hardly recalls on where he bought the product because his parent was the one who buy the product for him.

#### *Someone who influence them to buy the product*

Based on the findings, three participants of the loyal customer group mentioned that their “*parents*” were the one who recommend and persuade them to use Double Goose’s product. They also saw parent using the product since they were kid, that’s why they know about the existence of this brand. Meanwhile, the last

participant of this group recall about her middle school life. Back then, Double Goose considered as a trend, especially for art student. She followed her “*friend*” to wear Double Goose t-shirt.

For new user group, three participants including non-user, also have similar influence with loyal customer group. After all they were surrounded by family member who have direct interaction with the product. Only one participant who didn’t have anyone that influence her to buy Double Goose’s product. It was her “*self-decision.*”

#### Product consumption in everyday life / occasion

Based on the findings, each participant in loyal customer group mentioned on they use the product in their daily life. When they wear at home, they usually use Double Goose product because it is comfortable to wear. One of them wear it as pajamas at night too. As for outdoor, they wear this simple t-shirt with jeans and goes outside. They also wear t-shirt or tank top during daytime when they were at university or work. One participant mention that he used the wear the t-shirt with black suit, which for himself looks polite enough and he can wear it to have a meeting or talk with customers. For other occasion, they wear this product when they go outside to some formal place or events such as funeral.

Meanwhile the new user’s group, three female participants include one participant who answer from the perspective of her family have provide the same detail as the loyal customer group. The product is comfortable to wear both indoor and outdoor. They usually wear it at home or sometime wear it to sleep. They will use the product in some formal event for a short period of time such as merit. Sometimes, they also bought it as a gift to other people. For male participant in this group, he explained that he used to play sport and wear Double Goose either t-shirt or product during military courses. He said that the product really absorbs his sweat.

Overall, both groups have similar way of consuming the product. They wear it as “*home t-shirt*” and “*pajamas.*” When they were outside, they also wear it inside or use it as “*formal uniform*” in their workplace. For some occasion, they wear this Double Goose to attend some “*formal place*” such as merit or funeral at temple.



### Marketing activities' awareness

Based on the result, the researcher found that all participants in loyal customer group didn't know any marketing activities much because they didn't follow any social platform. They might have seen or receive news from "*in-store advertisements*" whenever they go to buy Double Goose in department store or market. They also know about brand and product by "*word-of-mouth*" from parents and friends.

Compared to other group, there are three new users are female. They did interact with some Double Goose content through "*social media platform*" such as Facebook, Tik Tok etc. Only one participant who didn't interact with any media because he didn't play social media much.

### Opinion on Double Goose's rebranding

Based on the findings, two female participants of loyal customer group mentioned on how they think about the current version of the t-shirt. It was a "*matters of memory*" that Double Goose is a plain t-shirt, and they will buy it because they want to wear it. One participant also mentioned that there still some people who like this brand without any design. It depends on the new design, which they think will be slightly different from the original one. For male participants, they didn't cling to the memory, but look forward of what will happen. They know that the brand has been with Thai people for long time. When the younger generation hear about the name, they might see it as an old and unfashionable brand. If Double Goose really change the design to be more diverse to meet with consumer's lifestyle, there might be some possibility for "*more confidence*" to wear it outside and "*more purchase of product.*"

For new user group, three female participants answered it might be possible. If the change of design solves the solution and adapt to different target group, it will increase the connection between the brand itself and customer. Also, it provided "*more of fashion choice.*" They can do some mix and match the clothes when they travel or meeting with someone. On the other hand, one participant thought the design

is not really the main factor to consider, since some product like tank top, they usually wear it inside. Even they add the design, no one going to look at it.

#### **4.5 Consumer Perception toward Double Goose's rebranding on Canvas Project**

The finding of consumer's perception toward the rebranding of Double Goose is reported in this section. The questions of perception considered the aspect of brand awareness, brand association, and brand perceived quality, which will be divided into the following topic:

##### *Canva project awareness*

Based on the findings, both loyal customer and new user group haven't seen this rebranding project before. Even some of new user group, who use social media a lot also never seen any ads or event appear in any media post.

##### *Double Goose brand recognition and identity recall*

When loyal customer participants saw this project, they didn't recognize this product as from the Double Goose brand. From their mindset, Double Goose t-shirt is white and plain. They did agree that some elements in the backdrop of an exhibition help them recall some brand identity. They can see the logo of two geese and the color they use is green, which are the corporate brand color.

The same for new user group, they didn't recognize that it is event held by Double Goose brand. The product didn't seem like it was from Double Goose brand too. Some detail in the backdrop of an exhibition and the front display helps them realize some brand identity. These elements include the logo of two geese, the brand's slogan "*Ordinary T-Shirt that are well made (เสื้อยืดธรรมดา ที่ทำมาดี)*" and lastly the green color. Two participants explained that even though they able to describe some identity, they still need time to look around because many details were hidden in the area where customer can't see clearly.

Overall, all participants didn't recognize this event as part of Double Goose brand and both groups agree that some assets in the decoration that help them to aware of the brand. They mentioned on some similar word include logo of "two geese", and the "green" color.

#### Design of new t-shirt

For loyal customers, they think that this design is modern and combining with illustration created by artists, which made it a "contemporary product." One participant mentioned that she likes one of the designs because it reminds her of the goose. She also explained it is good to have new and modern design, but she still like the plain version t-shirt too.

As for new user group, one participant mention that the design looks modern from "using graphic." While three participants also thought that the design is more modern than before but didn't show enough of Double Goose identity yet. Nowadays, there are many screenings t-shirt in market, so the new design of t-shirt must show some identity to communicate that this t-shirt belong to Double Goose brand.

#### Product's Quality

Based on the findings, loyal customer group saw the product as basic, but "high quality." The product class is around medium to high level class. The product is something that use in daily life and every level of customer can use it. The main feature that made Double Goose looks high is the quality of its product, which include the "texture and innovative of cotton." That's why most participants said in confident tone that they believe in Double Goose brand. When they see the rebranding project, some of them believed that the design quality also improves the product class.

For new user group, they also agreed that the product style is minimalistic, but they are some unique points that made people purchase it. One of the unique points is t-shirt quality that are "well-made" and come into customer's mind if they want to have simple t-shirt but "high quality." This made Double Goose t-shirt outstanding and consider as medium to high class product. When they see the rebranding project,

they see some develop in term of design that might be an opportunity in expand target customer and brand level. In term of quality, it is something they need to check by touching the real product first.

### Price and Value

Loyal customer group have been using Double Goose brand for a long time, so they know about the price well. The price will be around 200 baht that come with good quality. For the Canvas project, they all think that the price of 390 baht is “suitable.” After all, it also a “standard price” for t-shirt market today. As they mention before, they believe in the quality of Double Goose and by adding graphic on t-shirt, this price is acceptable. One participant explained that she used to buy another brand with the price between 200 – 300 baht, the quality is not that good. The collaboration work between artist and brand did have a vital role in price and value of the product. All participants agree that it add more value and variety to the product. It also a good sign for a niche target market.

While the new user’s group, they might not experience directly with the brand, but they used to see some product review. They think that the price is “fair”, but for someone who didn’t know about this brand might think it over pricing. The reason is that normal t-shirt with the screen picture shouldn’t reach more than 250 baht. For this case, it different since it was the product from Double Goose. When the brand launches this recent project, they see the new design and agree that 390 baht is “suitable.” With the brand history, product quality and the design made by artist made it understandable. It also more value and variety to the product for customer to choose.

### Benefits

As for benefit, loyal customer's participant explained that both brand and artist can gain benefit from each other. Double Goose brand being "*more creative,*" and they will have new design to increase their new target and sale. They also have a "*positive image*" in society since they give a chance and support artists to do this project together. From artist's side, they will have more "*place to promote*" themselves and their artwork. Whenever the brand wants some artists to create a work for them again. The brand will be able to contact them. It also a chance where they connect and increase their followers on social media.

For new users' group, two participants also see agree with loyal customer's group. They could see the development of the brand from this collaboration project. Double Goose brand become " *fresher and more modern.*" The brand tends to create growth opportunities for both older and younger generation. As for the artists, they will gain connection with the brand. Moreover, all artists that participate in this project will get to learn more about each other and create a journey that brought the entire pieces to customers. On the other hand, there are two participant of new user who think opposite with other. They think that some artists are not famous but if the illustration is good, there might be some followers that will buy it. If customers who didn't know any about art or artist, they might confuse with the artist's message on the design.

### Raise awareness

Based on the findings, loyal customers group thought that Canvas project did help in "*increase*" consumer brand awareness of Double Goose. For someone who saw this brand since they are young, when they see the change of brand, they will find it interesting and come back to the brand again. Some people who follow an artist, they might also create their own awareness by "*word-of-mouth*" or "*viral*" content on the media. The design also beautiful, it made them want to buy and find more product.

For new users' group, two participants agree that it increase brand awareness because it will help brand to be well-known and expand the market to more target customer. While for other participant, they think that Canvas project slightly help in raising awareness. It helped in terms of create "*variety*" on product. They might need to focus more of communication through different channel to support this project and that will help in raising awareness.

From this, most of the participant see the progress in this project. It showed that the brand also drives to show a "*good development*" to increase awareness of old brand.

### *Change to Modern*

Loyal customers group confidently agree that Canvas project did help in awaken an old brand to become more modern. The original design of t-shirt is plain. When they added illustration or pattern on t-shirt, it attracts new consumers to buy more product. They also want to let the older generation to see the new image of Double Goose and come back to them again.

New users group also have similar answered with the loyal customer group. Double Goose haven't launched this kind of marketing before, but most of them can see the direction where the brand wants to set. The brand refreshes themselves to adapt with new era, which make the plain t-shirt to become brighter as well as more product for customers to choose. One participant compared this change with the uncle or older generation who also need to change their mindset to be bright and cool.

Overall, all participants saw how Double Goose was able to "*shake off*" the old design and "*transform*" into something modern and better to suit many customers' mindset.

### Access to new experience

Based on the findings, three participants of loyal customers group able to access to new experience from the Canvas project. First, they never imagined that Double Goose would rebrand, and it prove that the brand wants to “*overcome the old look*” to create a unique identity for customer to experience. It was another way of “*advertising*,” which can be considered as a trend for new generation. Only one participant didn’t feel attach to this project. She saw something new, and it was more like Double Goose with more visual design.

For new users, two participants were able to access to new experience and information of Double Goose brand from this project. They were able to see the “*movement*” of the brand, and aware of something they never have know before, especially on the artists. They admit that they didn’t know any artist but see this collaboration from Canvas project made them interest in finding more about artists. One of them mentioned she can search anything on online or by word-of-mouth from other people. While other participant, they were not able to access to new experience. After all, they didn’t know that Double Goose launch this campaign, but they admit that they gain something new and feel excited.

From the result, loyal customers and new users group tend to access new experience in terms of new “*brand appearance*” and “*creative marketing style*.” Even though there are some participants who are not into this new experience, but it did create feeling of “*interest*” to entertain them.

### Brand’s project and product satisfaction

Based on the findings, all participants “*satisfy*” with the product and overall performance of Double Goose Canvas project. For loyal customers group, they saw the good change of the brand, which add more value inside. It also entertained to a different version of Double Goose and if the brand really sells it officially, they will be a possible chance for them to buy.

From new user's side, three participants also "*satisfy*" with both concept and the whole Double Goose Canvas project. One of them mentioned that if she can give a score, she will make it "*four out of five.*" The project looks good, and she believe in brand's quality. Only one participant cannot answer if he satisfies or not, but he saw this as an interest direction for rebranding.

#### Reflective on Canvas project

All participants of loyal customers group mentioned what they like about Double Goose's project is that it is one of "*new and creative*" marketing idea. It increases brand awareness with some entertainment that attract customer attention. The brand able to collaborate with Thai artists to refresh Double Goose and "*update with the trend*" that suit with today's customer. One participant did add on his personal like too. He usually consumed a lot of artworks. When the artwork was place on lifestyle product as t-shirt, he feels that it made himself look good. In addition, one participant also gives some idea on what he dislikes. He was concern about the competition because there might be another t-shirt brand that also use the similar marketing strategy to boost brand name. In term of dislike, they didn't mention anything. They feel happy about this for now, and it will great if they brand keep the original version of t-shirt. Some participant believed that there still some people who attract to the simple version too.

For new users' group, all participants also mentioned a similar opinion on what they like about Double Goose and the project. The brand's "*new style, new concept, and new challenge*" to try different strategy to approach to customers. One participant explained in more details that he really like to follow the brand that try new strategy to survive in the market that become bigger and bigger. Other than that, the Canvas project and concept is out of frame. In people's mind set, Double Goose's product is simple and white. By adding color and new design to the white t-shirt, it did attract people and provide more choice for them to buy. Even though it was greats that the brand show more innovative plan, but they also want the brand to keep their original product too. One participant said that the ordinary t-shirt was one of the Double Goose's charm and identity.



In this part, there was two participants mentioned some dislikes about the “*color and design.*” One participant believes that some customers didn’t like white shirt. It will be better if this project or other coming project tried to add new based color. In the same direction, another participant added on some design that didn’t connect with the brand. She said that artist have different perspective that customer can’t reach.

Overall, each participant liked how brand challenge itself to develop and execute the creative campaign just like the Canvas project. As for dislike, it related to some personal concerns and like on product features with high competition.

#### *The effective and attractive of Canvas project on purchase decision*

The Canvas project have some effect on consumer’s decision to buy Double Goose product. Based on the findings, three participants of loyal customers group interested in buying the rebranding t-shirt. They were this brand customer for a long time. If the brand release new design of t-shirt, they would also like to try. In term of aesthetic and function, the “*visual*” itself also look good enough to use it for some occasion. If they want to buy, they will choose this brand from a new look. One of them did mention on one design that look outstanding from other design. The visual gives consumer’s idea about creature-like duck or goose, which remind them about brand. Only one participant didn’t seem to reach the level of wanting Double Goose’s rebrand product. He feels that the design of t-shirt didn’t match his style yet.

For new users’ group, some participants have similar answered that this type of marketing activities have affect the consumer decision to buy Double Goose product. It shaped the brand image to have a clear direction for customer to see. It also helps in increasing awareness and value because it keeps the “*brand story*” inside the concept of the project. They also can know more about artists. Artist has different style, and the design that they draw on a blank t-shirt so also different. In term of the aesthetic and sense, it provides a “*category of design and color*” that will reach many targets group including the artist followers. Aside from that, only one participant remarked that she needs to see first what the brand or the project want to

communication. It also depended on her decision at the time. If she really goes to that event and find something interest, she might grab for it.

They appreciate the brand and artist's effort on this project as they can see from the picture the exhibition was well-decorated with a various design to display. Personally, two participants express their thought on artist. They didn't know or favor any artist, that's why they didn't feel the desire to buy the product.

#### *Inspiration to become loyal customer*

The findings showed that loyal customers would continue to follow and support the brand as loyal customers. They feel that the Canvas project "*inspired*" them in term of new collection that going to be launch, what color, and what design. They also believe Double Goose brand wouldn't stop and continue to show the progress.

For new users' group, two participants thought that the Canvas project did give some "*inspiration and enjoyment,*" but it also depend on occasion too. Most of them didn't use much of Double Goose in their daily life. Other two participants didn't feel any inspiration to become potential customer yet. They might use the product for some time.



#### *Brand research after the Canvas project*

For loyal customer's group, they did have a high of knowledge on Double Goose. They use this brand since they were young until now. When they were asked if want to find out more about the brand after the Canvas project end, the result founded that four participants showed different interest to search more details about the "*Double Goose.*" The first participant interest in finding more about brand to "*keep update with products.*" The second participant tend to find more about "*events and activities*" because it's something that happen infrequent. The third participant choose to find both because he sees the progress in Canvas project and point out that this is a good change for brand. The last participant of the group chooses nothing. She

already had a certain level of information about the brand and didn't feel interest to search for more detail include event.

While new user group, they have a basic or below level of idea on the brand because most of the information usually come from their acquaintance. Based on the findings, all participants interest to search for more "*brand and campaign information.*" The reason is that it kept reminding them of a "*nostalgic memory.*" In addition, they want to be update with the new information. After they see this project, they see that it was a great change and persuade them to support the brand. One participant also mentions that since her family member use a lot of this brand product more than her, she can rely on useful information from them too.

#### **4.6 Brand Loyalty toward Double Goose**

The finding of brand loyalty toward Double Goose brand will be is reported in this section. The questions of brand loyalty considered the aspect of affective and action, which will be divided into the following topic:

##### *Feeling toward Double Goose brand*

From loyal participants point of view, they didn't know what to express. They didn't feel that proud, but they use Double Goose brand because of the quality and the price fine and approachable. They don't need to think complicated when they need to find t-shirt brand and they can wear it whenever they want.

*"Feeling just like a t-shirt that easy to find and can be used."*

*(Participant 1, female, 21 years old)*

*“I didn’t feel that proud, but I feel that it is a brand price is accessible and can be used continuously.”*

*(Participant 2, male, 23 years old)*

*“During Middle school, I have Thai dance class and I need to wear white t-shirt. If I didn’t wear Double Goose T-shirt, I feel insecure”*

*(Participant 3, male, 22 years old)*

*“I’m not sure. I feel that the fabric was comfortable to wear. I didn’t have to think of any brand than Double Goose.”*

*(Participant 4, female, 35 years old)*

From new users’ side, three participants feel proud of using Double Goose brand. After all, it was Thai brand and they feel that it has been with Thai people for a long time, so the brand must have a unique identity at some level to be able to survive and sell their product until now. Only participant feel indifferent, nothing special.

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*“I didn’t feel proud or not proud. I used this brand because of quality.*

*(Participant 5, female, 26 years old)*

*“It feels nice. From the point of view of wearing it as a uniform, it’s not ugly and the quality also not that bad.”*

*(Participant 6, male, 22 years old)*

*“I’m feel proud, partly because it’s Thai brand. It’s a Thai t-shirt that has been around for a long time since my grandfather generation and I’m proud of Thai products.”*

*(Participant 7, female, 28 years old)*

*“It feels great. Even though I didn’t use the brand directly every day, I feel that this brand must have a certain level of quality.”*

*(Participant 8, female, 30 years old)*

*Repetition on brand and product’s usage*

In term of product used, all participants will “continue” to use Double Goose brand. They mentioned that they like the texture of t-shirt, which comfortable to wear, and the product is easy to find. For the loyal customer group, they have been using the product for a long time, so they didn’t think much. Whenever they want to find the white plain t-shirt, they will think of Double Goose as “top-of-mind brand.” As for new users, they added that because their family member also used the product in everyday life. Whether they will buy the product or not, they see Double Goose product at their home.

*“If I think of a white t-shirt, it will be Double Goose.”*

*(Participant 1, female, 21 years old)*

*“Yes, and I feel that it’s constantly changing make me expect for new products.”*

*(Participant 2, male, 23 years old)*

*“Yes, because I already addicted to this brand and it also my personal commitment.”*

*(Participant 3, male, 22 years old)*

*“Of course, I like the fabric and it’s easy to find.”*

*(Participant 4, female, 35 years old)*

*“I still want to use it because I think it looks more modern than before.”*

*(Participant 5, female, 26 years old)*

*“If I want a t-shirt with friendly price, I will probably comeback to Double Goose.”*

*(Participant 6, male, 22 years old)*

*“Yes. After seeing this project, I will search for new product and go buy it.”*

*(Participant 7, female, 28 years old)*

*“I may continue to use it, but still the recognition and sales are not yet accessible.”*

*(Participant 8, female, 30 years old)*

Overall, each participant has a “*positive feeling*” because there was a consensus on an opinion of Double Goose brand and product strength point of quality that make them proud or feel that this brand is the best. The quality that is recognized influences the intention of buying and the trust in the brand. In the end, the research found that all of them also showed their intention to buy and use the products.



## **CHAPTER 5**

### **SUMMARY AND DISCUSSION**

This chapter entails a comprehensive summary of the research findings, subsequently followed by a discussion in reference to the research objectives. The summary and discussions pertain to consumers' perception and loyalty towards the rebranding of Double Goose Brand. Limitations of the current study are explained as well as provided the directions for the future research are outlined. Finally, this chapter will close with the practical implications of study.

#### **5.1 Summary**

Data for qualitative research were collected in October 2022. Eight participants were selected to participate in an in-depth interview in an attempt to understand consumers' perceptions and loyalty toward the rebranding of the Double Goose brand. The interview was divided into six distinct sections, with the screening based on the participant's profile. The second section will provide more participant demographic information. The third section explored consumers' usage and experience of Double Goose Brand. The fourth section is about the recent project of Double Goose. The fifth section addresses consumers' perceptions toward Double Goose and the sixth section addresses consumers' loyalty toward the brand. The summary of the findings under each section is outlined as follows:

#### **General Information and Demographic**

The demographic characteristics of the sample who responded to the interview found that there are more females than males. The age range is around 20-40 years, and most of them are working as employees for either private or public companies. The average monthly income is more than 20,000 baht. For some of them, their monthly income might be less than 20,000 baht because they are self-employed or unemployed. Some income, they get from their personal work and family. In terms of



brand, most of them are familiar with it or have heard of it, and they can recall Double Goose logo. We can assume that there is a high chance of knowing some in-depth information about the brand.

### **Double Goose Brand and Product Usage**

There are two groups of participants, which are loyal and new user. For loyal customer group, the result show that all participants in this group have been using Double Goose product for 10 or more than 10 years. All of them chose this brand because their friends' and families' influence. They saw this product when they were young, and it was recommended by their family, so they chose to follow and wear it. Moreover, they believe with their whole hearts that the product is good and easy to find in some local market or community mall near their house. The price is reasonable and suitable for the quality of the t-shirt. They can wear t-shirt both inside and outside for activities or events. Other than that, the product can also be used for some formal day or event since the design is minimal and polite.

As for new users, the difference is that they still lack brand knowledge and experience. Some of them have used Double Goose at least for 1-2 years, while others haven't used the brand at all. They try to regain some of their memory and explain the features that describe Double Goose. For this group, they have an indirect relationship with the product because they have family to take care of them and make purchase for them. Some of them cannot explain it because they don't use this product that much in their everyday life, but they might still use Double Goose on occasion. Even though they still lack product's experience, at least they have family and some acquaintances to guide them, which might influence them to use the product. In their opinion, the product is simple with a fixed element, so it easy to find and recognize the brand. They think they can find the product in convenience stores, such as 7-11 or some other small outlet. For the price, they compare it with the current t-shirt market, and they feel that this price is already standard.

### **Consumers' perception toward Double Goose rebranding project**

Most people have similar responses when asked about Double Goose brand because the logo is simple in both visual and meaning terms. Two pairs of goose and a green color come to mind for the participants in terms of appearance and quality. Another iconic point of this brand is the white, ordinary t-shirt with the texture of soft cotton. In the following section, they first contact the recent rebranding project of Double Goose. They admit that they don't remember the brand. As they mentioned that the brand itself, clean, and durable. It also has a vibe of simple, friendly, and reliable, which somehow match with participant personality and lifestyle of free and easy going. According to the picture, the decoration and typography are some elements that help them spot some hints about Double Goose. They haven't seen Canvas project, but they like how the brand start to show some change to adapt to new era and new generation of customers. The design of the five t-shirts has some unique points and makes the brand look modern. Furthermore, the product is not over pricing. This campaign helps the old brand to shine again. It also provides benefits for both brand and artists. Overall, these marketing activities is considered as success. The majority of participants like the concept and motivation of the Double Goose, which wanted their product to become trendier while keeping the word "ordinary" in their customers' minds. It will be better if this campaign is promoted through brand social media to raise more awareness and communicate with customers about what happen. It will encourage people who were unable to attend the actual event to purchase the product for trial purposes.

Even though participants didn't see or know much about the Canvas project, the event did create a good impression on them. All participants contributed to the campaign's creativity and product variety created by brand and artists. There is not much comment on what they dislike, but one of them is concerned with how Double Goose will compete with other brands. There are numerous brands that sell screened t-shirts on the t-shirts market. In terms of quality, they think Double Goose is more outstanding than another brand. In terms of price, some of them might think it might be expensive. If the product has good design, and good quality, participant is willing to buy and use in daily life. After the end of project, some of them prefer looking

toward the brand and new product coming more than activities. While some of them choose to learn or search more on event since they think they have known the brand quite well.

### **Consumers' loyalty toward Double Goose Brand**

For loyal customer group, who have some experience with the brand and product, they didn't show a strong emotion toward the brand. They didn't attach to something complicated. They choose Double Goose because they feel like it and will continue to use Double Goose's product. As for the new user group, they show more feeling, but didn't show any interest in becoming loyal customers yet. They will continue to use Double Goose because it's Thai product and expect to try some new products like the Canvas project. Overall, both groups have similar attitude that if they want a t-shirt, they will come back to Double Goose since they place this brand as a top rank in their mind.

## **5.2 Discussion**

The following part discussed upon the answers of participants on brand usage, consumer's perception toward the Double Goose "Canvas project" and loyalty.

### **Double Goose Brand and Product Usage**

In term of product usage and frequency, loyal customer group have a "high" experience in using Double Goose's product because they have been using almost every day. Meanwhile than new user group used the product for some occasion or stop using it for a long time. Based on the findings, the top rank product that both group use is "white round neck t-shirt", and "white tank top." It is a one of the well-known products since baby boomer generation. During that time, there are many advertisements of Double Goose, where people wear white color clothes, especially for men who wear tank top. It commonly used product in daily life.

The result founded that all participants chose Double Goose from general usage, price, and its quality. In term of general usage, it will be about "convenience,"

because the brand is easy to find. It also links with the buying destination part, the research founded that all participants chose to buy Double Goose product somewhere near their house. Most loyal customer rank a “*department store or market*” as the first destination to find the product. Being a big store, there will be a variety of product categories. That’s why they tend to buy in one place. Compared to new user’s group, they rank “*7-11 convenience store*” as a first. They tend to focus on personal or occasion use only. That’s why this group suit more with the term simple and convenience. After all, there are many 7-11 convenience store in Thailand. In term of price, all participants agree that the price is “*reasonable*” and suit with the quality. If you compare Double Goose t-shirt with other brand, you can know it buy the texture of cotton. The t-shirt is soft and comfortable to wear as well as provide some benefit for participant both indoor and outdoor. That’s why Double Goose brand worth the price they paid. For some un-employed worker, they might have less income, but if the quality is outstanding than other brand, they are willing to pay for it.

Because this brand has been with Thai people for so long, the baby boomer generation such grandparents or parents will know about this brand well. Based on the result, we founded that most of participants were influenced by “*parents*” and “*friends.*” Most kids’ behavior, they always listen to parent’s teaching and follow what they do. Since they have seen their parent using the product, they also use the same product too. Moreover, their parents have more experience and knowledge about the brand. That’s why they can recommend some product directly to their kids. As friends or someone who are similar generation, it will mostly be about trend or fashion. It you see someone wear Double Goose t-shirt and looks cool; you also want to be like them. However, it also depends on how they use the product too.

Both groups have similar way of using Double Goose’s product. When they stay at home, they will wear it as “*home t-shirt*” and “*pajamas.*” As they mentioned that the product is comfortable, it helps them to feel relax. When they were outside, they also wear the product as “*formal uniform*”. It looks polite in appearance, anyone who see will believe that they are well-behave with manner. It also gains some confident as well as and you can attend some “*formal place*” whether in their school, office, or temple.

For the marketing of Double Goose, there are rarely campaign the brand launch. Loyal customers participant news from “*in-store advertisements*” or “*word-of-mouth*” from other. As a loyal customer, they have more connection and interaction with people who are using the same brand and product. Compared to new users’ group, who tend to focus on content founded in “*social media platform.*” It is one of the easy ways to find information and receive news. In this era, what people do or see they usually post and share it on online.

Lastly, the opinion on the rebranding of Double Goose. For an old brand, the decision to change made a surprised reaction to many people. Most participant agree that it is possible for Double Goose. If Double Goose really change the design to be more diverse to meet with consumer’s lifestyle, there might be some possibility for “*more confidence*” to wear it outside, which me it also provides “*more of fashion choice*” for consumer to customize. It also led to some loyalty where they will “*more purchase of product,*” or purchase for some “*trials.*” For some participant, they still stick with the old mind set. In their “*memory,*” Double is simple t-shirt with no design. If they are doing a rebrand, there might not be much different from the original version. We can assume that they expect the rebranding will keep the same look as Double Goose brand.

### **Consumers’ perception toward Double Goose rebranding project**

In term of awareness, all participants haven’t heard or see any news about Double Goose Canvas project before. This showed that the still lack of create awareness for consumer, they must deliver the project to their channels. The brand can’t always rely on specific mass media they hire to promote the events. If they launch the event, but they didn’t promote it, no one will know about the existence of Double and rebranding project.

In term of brand and product recognition, participants didn’t recognize this event as part of Double Goose brand. Based on the finding, all participants can describe more details of the brand and product attribute from their memory (Keller, 2020) and what they see from the picture. Some similar assets that help them aware of

the brand are logo of “two geese”, and the “green” color that are decorate around the backdrop or display stand. These two assets are the corporate brand identity of Double Goose brand. It also a unique point of most brand today that consumer tends to remember something short and easy to say. The logo visual is very simple and directly describe the brand name. The color they use is natural palette tone. It reminds them of environment, and suit with brand product that are safe and clean.

As for the design, it is “modern” and “contemporary product.” The brand still using the plain t-shirt that they have as a base and add more “illustration” detail to make the ordinary t-shirt to something consumer never see before. It’s a combination of old and new together. The design was created by Thai artists, which increase the creative for brand. Artist nowadays is mostly draw on computer program and screening the design on t-shirt, that why it looks modern and grab attention from a new generation. Meanwhile, the design is considered as modern, but still didn’t show any identity related to the brand yet. Only one design that have been mentioned on about the “creature-like duck or geese,” which participant see it as a potential product of this project. In this part, we can assume that this project will be more favorable if the artist can illustrate more about brand than their own style of work.

In term of quality, all participants saw the product as basic, but “high quality.” The product is something people use in daily life, but what made the canvas project to be higher than standard is the texture and the new design. As it mentions, the product quality of Double Goose is better than another brand. This means products with high perceived quality would make a consumer selected the specific product brand rather than others (Zeithaml, 1988). Double Goose’s product is well-known for their well-made technology of cottons, which is soft and comfortable. When they choose to rebrand and collaborate with artist, it adds more value to brand. It creates some feeling of desire to collect this product. After all, these products are for the canvas project, which mean it limited collection only for that campaign. When they were told about the price, all of them think that the price of 390 baht is “fair” and “suitable” for t-shirt market today. This show that consumer would like to buy the product with good quality with good price. If the price is low but the quality is low and cannot continuously use, they will not buy it.

As for benefit, both brand, artists and customers will gain benefits from Canvas project. First, it changes from minimal to “*creative*” brand and have more product choice for consumer, which led to increase of sales. Consumer who wants to buy the main product, they will choose Double Goose original design and consumer who interest in some screening design t-shirt, they will pick canvas design collection. From artist’s side, they will have “*free space*” to promote themselves and their artwork. Mostly, we can see artists work from gallery or some of their online page. Some they need to pay or find some sponsor to set their own exhibition. If they aren’t well-known enough, consumer might not buy their work too. For this case, it was the right decision for artist to join hand with the brand. As for customers, they will get to enjoy the events and know more about each artist. There are many customers as well as being artist’s followers too that want to have a premium product that design by artist themselves. They are rarely found in today market.

In term of raising awareness, Canvas project did help in “*increase*” consumer brand awareness of Double Goose. It helps brand to be “*memorable*” and expand the target market. After all, Double Goose is an old brand with heritage. For older generation, when they see this brand in a modern look, they might be surprised and get the feeling of an old memory. As a younger generation, they will see the “*transformation*” of Double Goose brand. The design is cool and suit with many teen fashions. Most of consumer’s today, they become their own trend-setter. If they find the product interesting, they will create their own awareness until it become “*word-of-mouth*” or “*viral*” content on offline and online media. When people see this, they will follow and want to own the product.

In terms of experience, participant get to see new “*movement*” and “*advertisement*” of product. They admit they never imagined that Double Goose would rebrand because they rarely have this kind of campaign. The exhibition they see from the picture raise a question on the lost memory of brand and gain spotlight in brand image and appearance. Also, this style of marketing activity creates a feeling or interest and entertainment for consumer. This is only from they see, still what they want more is to feel and interaction with the real events and product.

Pappu and Quester (2016) suggest that brand loyalty was determined by the satisfaction of customers. Based on the findings, most of participants “*satisfy*” with the product and performance of Double Goose Canvas project. The brand able to collaborate with Thai artists to refresh Double Goose old fashion and execute the product to customer. People’s behavior and trend are always change. It shows that the brand keeps “*update with the trend*” that suit with today’s customer lifestyle. There is one commented on “*unsatisfied*” related to “*color and design*” of *t-shirt*. One participant believes that some customers didn’t like only white color. They should have more variety of color that goes together with the design as well. When customer want to buy some product, they like to have more than one color to compare. If there is only one color, there is noting else to choose. For this case, consumer might not buy and find other shops that provide more color and style of t-shirt for them. This also related to how the project effect consumer on purchasing product. If they want to buy, they will choose this product because of their new look. The “*visual*” itself also look good enough to use it for outdoor or some special occasion, so they will give a try once.

In term of inspiration, Canvas project inspired and entertain most participants in term of product new collection than becoming brand’s customer. The project reassuring of brand DNA and step up to make product special to ordinary people. The way they display the product persuade people to go and look inside for more detail. This reaction is one way to become one of Double Goose brand. Based on the findings, this inspiration can’t use with some new user participant because didn’t use the product often. Even it entertains and persuade them to buy this project, they might only keep it in the closet or buy it as a gift for any friends.

After this Canvas project end, participant shows an intention to look for the brand. Each of them has indicate different information they want to look on Double Goose brand. As for brand research and knowledge, they will loyal customers group a high of knowledge on Double Goose than new users. They use this brand since they were young until now. If they want to search, they choose the topic related on “*product category*” or “*future project.*” They find this kind of information is useful to them. They will know about new product that they didn’t know. If that product



interesting, they will contact or find the way to get that product. For the future project, they want to be the first to know so they can prepare to that exhibition. Meanwhile, new users they have low level on the brand. They tend to focus more on brand to recall some old. If they want more information, they can rely “nostalgic memory” from someone who really know about the brand such family, friend, or anyone who use Double Goose.

### **Consumers’ loyalty toward Double Goose Brand**

In term of affective, loyal customers group have slight emotion toward the brand. They tend to focus on experience and behavior over feeling. Based on the findings, the most similar idea that they mentioned is about product is comfortable, the quality is good, and the price is affordable. They usually use this product in their daily life or every day, so they need some proud that simple, easy to find, which their simple behavior. For this group’s perspective, there might be any brand that have the same fabric with Double Goose and made them feel safe and want to use it. From new users’ side, all participants tend to show a strong emotion toward Double Goose brand. They feel that Double Goose is one of a good brand with a good quality. Even though their time might be shorter than loyal customers, but they heard about brand’s quality and there must be another unique point that made the brand looks appeal to Thai people as well as survive in Thai market for a long time. In other words, they are Thai people, and they feel proud using their home country product.

The result also founded that all participants are happy and feel that they are connect between brand and artist. The way Double Goose came up with this kind of marketing as well as raise awareness of an old brand is great opportunity to expand their product and brand in some niche market. It also helps customer to build a strong relation with the brand (Cho, Rha, & Burt, 2015) and get to know more about artist profile. As they mention that both brand and artist gain some benefits from this project. In the final stage of this loyalty at its peak, this rebranding project influence participant and other customers to believe in Double Goose.

In term of action, all participants choose to “*continue*” using Double Goose brand. After all, it is a “*top-of-mind brand*.” If they want a t-shirt brand, they will think of Double Goose brand. The brand has potential because they made consumer to come back and buy repeat buying their product again and again. Other than that, they made meet with customer’s expectation and hope for new product with similar quality and price. These two words are an important factor that made their target to addict to Double Goose than another brand.

In conclusion, if the brand wants people to be loyal to them, they should consider the image of their professional expertise that appears to the perception of consumer. Most people will use this component to help them decide what they think and what they will do with that brand.

### **5.3 Limitations**

The first limitation pertains to studying only the customer that live and buy the product at the shop in Bangkok area. Double Goose has both online and offline shop covering in many provinces of Thailand. Moreover, most of marketing activities hold around Bangkok. Some people, who live in other side of Thailand might not be able to access to events or products. Moreover, consumer’s decision is different. To further enhance the findings of consumers’ perception and loyalty toward the rebranding of Double Goose, studying additional consumer from other region could provide further understanding and insight for more research.

The second limitation is that the study focuses on one specific campaign as a case study, which occur before the research around 2-3 months. Based on the result, show that most participants didn’t involve or spend time with social media platform much. Least of participant did remember on a previous campaign that Double Goose have done before. It means participants didn’t aware of this new campaign, so they might not have time to process and go through the information. The findings need to add some more case studies or picture that show develop from Double Goose old look to the rebranding one. Moreover, this interview also occurs on online. The participant can get the information only from the picture and explain their perception from what they see from the screen. As a customer, they want to see the real product and provide

more of their experience in this rebranding project. In addition, the study can occur onsite in the shop.

#### **5.4 Directions for future research**

For future research, researchers may choose to conduct more interview to explore other aspects of Double Goose brand's customer. The interview question might need to increase the details of each aspect and consumer's advice on marketing communication in the form of indoor and outside store for various information to analyze the result.

Secondly, we can also focus more on niche customer. The different between niche market and general market is the customer. Niche customers have a very specific identities, needs, and preferences. As for this case, the niche customers can be someone who interest in Double Goose as Double Goose. Based on some participant, they are also some people who like the old and plain design of Double Goose too. Another possible niche customers can be someone who consume art. Because the brand collaborates with artist, the consumers who interest or specialize in art might have different perspective normal consumer. Lastly, the research can conduct a discussion with the marketing team or manager of Double Goose for more diverse findings. They study can explore on aside form consumer's perspective.

#### **5.5 Practical Implications**

Important insights and suggestions regarding on Double Goose branding, consumers' perception toward rebranding, brand loyalty and other brands who want to do similar strategy like Double Goose are provided in this section.

Based on the findings from the study, participants are aware of brand value of Double Goose a lot. As a brand, Double Goose provide a positive impression towards price, product's quality, design, and functional use of the product in consumer daily life. With the characteristics of minimalistic, they can make themselves well-known and become a top-of-mind brand for customer who want to buy t-shirt. The findings

suggest that the brand keep on highlight the quality of products to make it more appeal consumers. As the quality, the development of the technology meets with the implementation of consumers, which allow consumer to see the different of Double Goose and competitors.

As for Double Goose rebranding project, participant did show good reflection on Double Goose rebranding of Canvas project. In term of perception, logo help them to recall brand. Some of them feel that this project attracts them with the meaningful concept. While some of them feel connect to the brand asset and product because it creates a connection between them and remind them some memorable experience. Furthermore, using, or wearing Double Goose products can enhance credibility and confident in particular scenarios. The only negative impression is on the awareness of the project. The findings suggest that Double Goose should communicate in order to create awareness of the brand continuously through online and offline media including sales, promotion, advertising and brand campaign. Social media may be advantageous depending on some target demographic. Even it's a short-term event, the brand still needs to provide some hint or information to their customers. It will allow customers to engage with the brand and aware of what happen now or what will happen in the future. The customer will be able to foresee some plan that they might interact with it.

This also goes the same for brand loyalty. Participants able to comment on brand attribute and that' what made them to show a confident interest and want to support the brand. The finding suggest that the recognition of activity causes the word-of-mouth to allow more consumers to be aware and repeat buying the same or new product of the brand.

Overall, the findings show a good direction of an old brand like Double Goose to be awaken again in Thai market. This study will give various benefits for marketers or other brands who want use rebranding strategy to make the brand looks modern and appeal in consumer's mind. The finding suggests that if there are any brands want to change, they can rebuild the brand identity to be simple as Double Goose and plan a successful marketing communication campaign to launch. Based on the findings, Double Goose collaborate with Thai artists, help grab attention from many local target

groups including artist's follower, art lovers and some marketing news channel. One of the key successes of Canvas project is the concept. The brand define t-shirt as a blank canvas and allow artist to paint their illustration on it. With this meaningful idea, it already made consumer interest with the project. Furthermore, collaboration is also considered as a trend and strategy for many brands to raise awareness and made their campaign become viral. Finally, rebranding is a tool to help brand get back on track and reach more customer as well.



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## **APPENDIX**

### Interview Questions

#### **Part I: Screening on Double Goose Brand**

1. How old are you?
2. Do you know Double Goose Brand?
3. What is the logo of Double Goose?

#### **Part II: Demographic**

4. What is your occupation?
5. What is your average monthly income?
6. Where do you live?

#### **Part III: Double Goose Brand**

7. What do you think Double Goose will be like as a person?
8. Does it match with your personality?

#### **Part IV: Double Goose Brand or Product Usage**

9. Have you ever used the Double Goose product?
10. Why did you choose Double Goose?
11. Where did you buy it from?
12. Who influence you to buy?
13. How long have you use Double Goose's product?
14. What product did you use?
15. Do you use this product in everyday life? or for what occasion?
16. Do you aware of marketing activities of Double Goose and through which channel?
17. If Double Goose has changed the design, will it make you feel more confident to wear it outside?

**Part V: Consumer Perception toward Double Goose's Rebranding on Canvas Project)**

18. Have you ever seen this project of Double Goose before?
19. When you see the T-Shirt, do you able to recognize it as Double Goose product?
20. Does the backdrop color behind help to recall brand identity?
21. Do you think the design is unique and modern? Why?
22. Do you think the product's quality is high and consistent? Why?
23. Do you think the price of 390 baht is suitable compared to another brand?
24. Does collaborate with artists add value to the brand and product?
25. Do you think you can get the benefit from this collaboration work?
26. Does it help in raising brand awareness?
27. Does it help in awaken the old brand to become more modern?
28. Do you able to access to new information and experience?
29. Do you satisfy with product and overall performance?
30. What do you think about this project? What do you like/dislike the most?
31. Does this marketing activities affect the decision to buy Double Goose?
32. Does it attract you to buy and purchase this product?
33. Does inspire to become loyal customer of Double Goose?
34. After this project, do you try to search for more information about the brand?

**Part VII: Consumer Brand Loyalty toward Double Goose**

35. Do you feel proud to use Double Goose?
36. Will you continue to use the Double Goose brand? Why / why not?

## APPENDIX

### คำถามสัมภาษณ์

#### ส่วนที่ 1 : คัดกรองตราห่านคู่

1. คุณอายุเท่าไร
2. คุณรู้จักตราห่านคู่หรือไม่
3. โลโก้ของ ห่านคู่ คืออะไร

#### ส่วนที่ II: ข้อมูลประชากร

4. คุณประกอบอาชีพอะไร
5. รายได้เฉลี่ยต่อเดือนของคุณคือเท่าไร?
6. คุณอาศัยอยู่ที่ไหน

#### ส่วนที่ III: ตราห่านคู่

7. คุณคิดว่า ห่านคู่ จะเป็นอย่างไรในฐานะบุคคล
8. เข้ากับบุคลิกของคุณหรือไม่

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#### ส่วนที่ IV: การใช้ตราห่านคู่

9. คุณเคยใช้ผลิตภัณฑ์แบรนด์ห่านคู่ หรือไม่
10. ทำไมคุณถึงเลือก ห่านคู่
11. คุณซื้อจากที่ไหน
12. ใครมีอิทธิพลต่อคุณในการซื้อแบรนด์ห่านคู่ ของคุณ
13. คุณใช้ผลิตภัณฑ์ของ ห่านคู่ มานานแค่ไหนแล้ว
14. คุณใช้ผลิตภัณฑ์อะไร

15. คุณใช้ผลิตภัณฑ์นี้ในชีวิตประจำวันหรือไม่ หรือเนื่องในโอกาสใด
16. คุณทราบกิจกรรมทางการตลาดของ ห่านคู่ หรือไม่ และผ่านช่องทางใด
17. ถ้า ห่านคู่ เปลี่ยนดีไซน์ จะทำให้ได้ข้างนอกมันใจขึ้นไหม

#### ส่วนที่ V: การรับรู้ของผู้บริโภคต่อการรีแบรนด์ของห่านคู่ ในโครงการ Canvas

18. คุณเคยเห็น โครงการนี้ของ ห่านคู่ มาก่อนหรือไม่
19. เมื่อคุณเห็นเสื้อยืด คุณสามารถรับรู้ได้ว่าเป็นผลิตภัณฑ์ของ ห่านคู่ หรือไม่
20. สีจากหลังช่วยจำเอกลักษณ์ของแบรนด์ได้หรือไม่
21. คุณคิดว่าการออกแบบนั้นมีเอกลักษณ์และทันสมัยหรือไม่ ทำไม
22. คุณคิดว่าสินค้ามีคุณภาพสูงและสม่ำเสมอหรือไม่ ทำไม
23. คุณคิดว่าราคา 390 บาท เทียบกับยี่ห้ออื่นเหมาะสมไหม
24. การร่วมมือกับศิลปินเพิ่มมูลค่าให้กับแบรนด์และผลิตภัณฑ์หรือไม่
25. คุณคิดว่าจะได้รับประโยชน์จากการทำงานร่วมกันนี้หรือไม่
26. แคมเปญนี้ช่วยเพิ่มการรับรู้ถึงแบรนด์หรือไม่
27. แคมเปญนี้ช่วยปลูกแบรนด์ทำให้ทันสมัยขึ้นไหม
28. คุณสามารถเข้าถึงข้อมูลและประสบการณ์ใหม่ ๆ ได้หรือไม่
29. คุณพอใจกับผลิตภัณฑ์และประสิทธิภาพโดยรวมหรือไม่
30. คุณคิดอย่างไรเกี่ยวกับแคมเปญนี้ คุณชอบอะไรมากที่สุดและไม่ชอบอะไรมากที่สุด
31. กิจกรรมทางการตลาดนี้ส่งผลต่อการตัดสินใจซื้อแบรนด์ห่านคู่ อย่างไร
32. แคมเปญนี้ดึงดูดให้คุณซื้อและซื้อผลิตภัณฑ์นี้หรือไม่
33. แคมเปญนี้สร้างแรงบันดาลใจในการเป็นลูกค้าประจำของห่านคู่ หรือไม่
34. หลังจากแคมเปญนี้ คุณพยายามค้นหาข้อมูลเพิ่มเติมเกี่ยวกับแบรนด์ ห่านคู่หรือไม่

ส่วนที่ IV: ความภักดีต่อตราสินค้าที่มีต่อ ห่านคู่

35. คุณรู้สึกภูมิใจที่ได้ใช้ ห่านคู่ หรือไม่

36. คุณจะใช้แบรนด์ ห่านคู่ ต่อไปหรือไม่? ทำไม / ทำไมไม่



## VITA

**NAME** Chutikarn Benjamapokai

**DATE OF BIRTH** 25 August 2000

**PLACE OF BIRTH** Bangkok, Thailand

**INSTITUTIONS ATTENDED** Master of Arts in Strategic Communication Management,  
Chulalongkorn University, Thailand  
Bachelor of Fine Arts in Digital Communication Design,  
Silpakorn University International College

**HOME ADDRESS** 90/8 Pho Kaew Road 2, Town Plus Village, Ladprao 101,  
Khlong Chan, Bang Kapi, Bangkok, 10240



จุฬาลงกรณ์มหาวิทยาลัย  
CHULALONGKORN UNIVERSITY