

THE SEMANTICS AND PRAGMATICS OF BRAND NAMES:
A CASE STUDY OF THAILAND'S EXPORTED
FOOD PRODUCT BRAND NAMES

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ตราสินค้าและการตั้งชื่อตราสินค้าถือว่ามีผลอย่างมากต่อการดำเนินธุรกิจในปัจจุบัน การศึกษาที่ผ่านมาต่างพยายามเสนอวิธีการตั้งชื่อสินค้าด้วยวิธีการต่างๆ แต่งานส่วนใหญ่ไม่ได้เน้นมิติทางอรรถศาสตร์และวัจนปฏิบัติศาสตร์ของชื่อตราสินค้า ถึงแม้ว่าจะมีกรณีทางการตลาดหลายกรณีที่มีพิสูจน์ให้เห็นว่าอรรถศาสตร์และวัจนปฏิบัติศาสตร์ของชื่อตราสินค้านั้นมีความสำคัญต่อความสำเร็จของการสร้างตราสินค้าก็ตาม แต่ยังคงไม่มีการจัดการให้อรรถศาสตร์และวัจนปฏิบัติศาสตร์ของชื่อตราสินค้าเป็นระเบียบแบบแผนที่ชัดเจนในฐานะวิธีการหนึ่งที่จะช่วยให้ประสบความสำเร็จในการตั้งชื่อตราสินค้า งานวิจัยนี้มีวัตถุประสงค์ 3 ประการ คือ 1) สร้างแนวทางการตั้งชื่อตราสินค้าเชิงอรรถศาสตร์และวัจนปฏิบัติศาสตร์ 2) ค้นหาคุณสมบัติอันพึงประสงค์ทางอรรถศาสตร์และวัจนปฏิบัติศาสตร์ของชื่อตราสินค้า และ 3) ศึกษาปัจจัยทางอรรถศาสตร์และวัจนปฏิบัติศาสตร์ที่สำคัญต่อการตั้งชื่อตราสินค้า

เพื่อให้บรรลุวัตถุประสงค์ ผู้วิจัยได้เลือกชื่อตราสินค้าอาหารส่งออกของไทยมาเป็นกรณีศึกษา โดยได้เก็บข้อมูล 3 กลุ่ม ได้แก่ กลุ่มที่หนึ่งคือข้อมูลชื่อตราสินค้าจำนวน 175 ชื่อซึ่งได้จากชื่อตราสินค้า 5 ประเภท คือ ข้าว อาหารแช่แข็งและแช่เย็น อาหารกระป๋องและกึ่งสำเร็จรูป ขนมและลูกอม และส่วนประกอบอาหารและเครื่องปรุงรส ข้อมูลกลุ่มที่สอง คือ ข้อมูลความหมายที่ตั้งใจไว้ของชื่อตราสินค้า และข้อมูลกลุ่มที่สาม คือ ข้อมูลความหมายตามการตีความของชื่อตราสินค้า การวิเคราะห์ข้อมูลได้ทำทั้งเชิงประมาณและเชิงคุณภาพ ตามกรอบแนวคิดเรื่อง Sense and Reference (Frege, 1892 and Lyons, 1977), Cooperative Principle (Grice, 1975) and Relevance Theory (Sperber and Wilson 1985/1995).

ผลการศึกษาพบว่าแนวทางการตั้งชื่อตราสินค้าโดยยึดคุณสมบัติที่พึงประสงค์ทางอรรถศาสตร์และวัจนปฏิบัติศาสตร์นั้นมี 5 ขั้นตอน คือ ขั้นตอนที่หนึ่ง ผู้สร้างชื่อตราสินค้าต้องทำการศึกษาสภาพแวดล้อมของตลาดเป้าหมายเพื่อทำความเข้าใจข้อมูลทั่วไปของตลาดก่อน จากนั้นในขั้นตอนที่สอง ผู้สร้างชื่อตราสินค้าจึงตั้งวัตถุประสงค์สำหรับการตั้งชื่อตราสินค้านั้น ทั้งสองขั้นตอนนี้เกี่ยวข้องกับมิติทางวัจนปฏิบัติศาสตร์ของชื่อตราสินค้า ในขั้นตอนที่สาม ผู้สร้างชื่อตราสินค้าต้องเลือกคำ หรือกลุ่มคำ สำหรับใช้เป็นชื่อตราสินค้าและเลือกวิธีการนำเสนอชื่อตราสินค้าในตลาดเป้าหมาย โดยกิจกรรมนี้เกี่ยวข้องกับมิติทางอรรถศาสตร์ ในขั้นที่สี่ ผู้สร้างชื่อตราสินค้าต้องวัดระดับ ความเข้าใจได้ของชื่อตราสินค้า และในขั้นตอนที่ห้า ผู้สร้างชื่อตราสินค้าอาจต้องออกแบบข้อความและ ภาพ เช่น โลโก้ สโลแกน หรือ คำบรรยาย เป็นต้น เพื่อส่งเสริมความเข้าใจได้ของชื่อตราสินค้า กิจกรรม ในสองขั้นตอนสุดท้ายจะเกี่ยวข้องกับวัจนปฏิบัติศาสตร์เป็นส่วนใหญ่ สรุปได้ว่า การจะตั้งชื่อตราสินค้าให้ประสบความสำเร็จนั้น ผู้สร้างควรคำนึงถึงปัจจัยหลักทางอรรถศาสตร์และวัจนปฏิบัติศาสตร์ 3 ประการ คือ 1) สภาพแวดล้อมของตลาด 2) ความตั้งใจในการตั้งชื่อตราสินค้า และ 3) ความเข้าใจได้ของชื่อตราสินค้า

สาขาวิชา ภาษาอังกฤษเป็นภาษานานาชาติ ลายมือชื่อนิสิต.....
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NITHAT BOONPAISARNSATIT: THE SEMANTICS AND PRAGMATICS OF
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 SRIOUTAI, Ph.D., 307 pp.

The importance of brand names and brand naming is widely recognized in today's business practices. Previous studies have attempted to suggest different ways for brand naming; however, most works often ignore the semantic and pragmatic dimensions of brand names. Although the semantics and pragmatics of brand names are proved to be crucial to the success of product branding in several marketing cases, they are not clearly formulated as an effective way for successful brand naming. The objectives of the present study are: 1) to establish semantic and pragmatic guidelines for brand naming, 2) to identify the preferable semantic and pragmatic properties of brand names, and 3) to indicate important semantic and pragmatic factors in brand naming.

To fulfill the objectives, Thailand's exported food product brand names were used as the case study. Three sets of data were collected for the investigation. The first data set contains 175 brand names from five food product categories, i.e. rice products, frozen and chilled foods, canned and instant foods, snacks and candies, and food ingredients and seasonings, investigated. The second and the third data set are intended meanings and interpreted meanings of those brand names. The data were analyzed quantitatively and qualitatively based on the the concept of Sense and Reference (Frege, 1892 and Lyons, 1977), Cooperative Principle (Grice, 1975) and Relevance Theory (Sperber and Wilson 1985/1995).

The study results suggest five-step brand naming guidelines, which are based on the preferable semantic and pragmatic properties of the brand names studied. In the first step, the brand name creators are required to investigate market environments in order to make general understanding about the markets. In the second step, the brand name creators have to set a clear objective of brand naming. The first and the second step are considered concerning the pragmatic dimension of brand names. In the third step, the brand name creators need to select lexical items and a presentation method that best represent their intentions. This step pertains to the semantic properties of brand names. In the fourth step, the brand name creators may have to measure comprehensibility of the selected brand names. In the fifth step, the brand name creators are required to design additional texts and images, e.g. logos, slogans, descriptions, etc. that enrich the brand name comprehensibility in the markets. The last two steps are mainly concerned with the pragmatic dimension. In summary, to create an effective brand name, the brand name creators need to focus on three semantic and pragmatic factors: 1) market environments, 2) brand naming intentions, and 3) comprehensibility of the brand names.

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LIST OF WRITING CONVENTIONS

all capital – e.g. JAGUAR	brand name
lower case in parenthesis right after a brand name e.g. JAGUAR (car)	product type
italicized – e.g. <i>dog</i>	word/ title
single quotation mark – e.g. ‘connotation’	technical term
double quotation mark – e.g. “treasure horse”	word meaning/ quotation
symbol inside slash brackets – e.g. /i:/	phoneme
symbol inside square bracket – e.g. [ti:]	phonetic transcription
lower case inside square brackets e.g. [liquid]	semantic feature
all capital inside square brackets [BOY]	concept
all capital followed by an asterisk inside square brackets e.g. [LOTUS IS RICE*]	ad hoc concept
all capital in double square brackets e.g. [[ANIMAL]]	category
an asterisk immediately in front of a word or phrase e.g. *excel fruits	problematic case

CHAPTER I

INTRODUCTION

This chapter presents the introductory parts of this research project. There are nine sections including background of the study, research questions, objectives, statements of hypothesis, scope, limitations and assumptions of the study, definitions of terms and significance of the study. In short, this chapter discusses why this study is important and what is researched in this study.

1.1 Background of the Study

It is widely recognized that brand names play a very important role in marketing products or services and in their acceptance by the public. A study by Kotler and Armstrong (1997) suggests that brand names contribute significantly to the success or failure of new products. A brand name seems to be the first thing that conveys product information to consumers. It is likely that consumers use brand names as a means to recognize product information such as the product type; for example, the brand name COCA-COLA allows consumers to recognize quickly that the product under that name is a cola drink (Kohli and Suri, 2000). Dawar and Parker (1994) also point out in their study that customers normally use brand names as one of their evaluative tools to justify the quality of a product. The choice of a brand name is, therefore, an important strategy a company needs to take into consideration at the beginning stage of its business development. As Ellwood (2000, p.139) suggests, “creating, selecting and testing brand names should not be left to a minor meeting long after new product development has begun; it needs to be thought of at the start of the business, as it has the power to focus and shape the formation of the business structure”.

The role of brand names is becoming increasingly significant in today’s marketplace since the market situation is fundamentally different. With fewer trade barriers, the market is less restrictive, resulting in intense global competition where the products are of higher quality but of lower costs. Eventually, the competitive forces could reduce the field to commodity marketplace players, with the lowest-cost

provider winning all the battles. The only worthwhile strategy, therefore, is to create and leverage brands (Agres and Dubitsky, 1996). However, brand introductions are becoming increasingly expensive. This has prompted companies to take great care in the creation, pretesting, developing, and managing of new brands. Companies carefully create brand names that convey an intended image to target consumers and are distinctive enough to be noticed. Then, they invest heavily to maintain this image. A carefully chosen brand name provides an opportunity to lend inherent strength to the brand (Kohli and Suri, 2000).

Choosing the proper brand name is a very essential point in the introduction of a new product. A wisely chosen brand name can create a favorable image and help in creating and enhancing brand awareness (Keller, Heckler, and Houston 1998). Brand name scholars propose that the brand naming system consists of three basic components: the marketing component, the legal component, and the linguistic component (Chan and Huang, 1997 and 2001, Klink, 2000, Ellwood, 2000). Among the three, the linguistic component seems to be the most fundamental, thus more crucial than the other two. As Charmasson (1988) points out, the degree of market promotion and legal protection of brand names is derived from the use of a brand name, which depends almost entirely on the intrinsic characteristics of its syllables, words and phrases.

The linguistic component of a brand name is often explained by the brand name scholars such as Chan and Huang (1997) to involve the choice of linguistic elements which consists of three parts: phonetic choice, choice of morphological processes and semantic choice. It seems that there is a lack of the term 'pragmatics' in the previous literature. However, by investigating the three basic components of brand names carefully, it is quite obvious that the marketing and the legal component of brand names involve the context of a brand name use. As 'pragmatics' is often defined as "the study of language in use" (Cruse, 2006), it can be assumed that the marketing and legal components are parts of the pragmatics of brand names. The basic components of brand names may thus be refined to involve only the language aspect, or the linguistic specification, and the use aspect, or the communicative specification of brand names.

Previous studies on brand names, e.g. Kohli and LaBahn (1995), Klink (2000) Yorkston and Menon (2004), etc., often focus on the phonetic and morphological aspects of brand names, which are considered a part of the linguistic specifications of brand names. Although the linguistic meaning aspects or the semantics and the communicative meaning aspects or the pragmatics of brand names seem to be significantly essential, only a few studies have paid attention to the semantics and pragmatics of brand names. It is likely that there is very little knowledge on the semantics and pragmatics of brand names. A few researchers proposed that a brand name should convey positive connotations and avoid negative connotations (Ellwood, 2000; Zhang, et.al, 2004; Hong, et.al, 2002; Boonpaisarnsatit, 2009). To my knowledge, there were only two studies by Klink (2001) and Zilg (2011) that indicate the importance of semantics of brand names. Klink (2001) points out that “the semantics, or meaning of a brand name word, could enhance both product liking and positioning” (Klink, 2001: p.27). Zilg (2011) states that “an analysis of the semantic structure of brand names can disclose information and elements of meaning that are contained in the brand names” (Zilg, 2011: p.17). Despite these few studies, there is still a lack of clear and systematic explanation for the nature of semantics and pragmatics of brand names or brand name meanings.

To choose an appropriate brand name for their new product, companies need to consider the semantic and pragmatic characteristics of a linguistic form, word or phrase, used as a brand name for their product. Understanding the nature of brand name meanings should enable companies to choose the right brand name, which guarantees the success of their product trading in certain markets. This study thus aims to reveal the semantic and pragmatic characteristics of brand names, which might be useful for both business operators, and linguists whose works are related to brand naming.

Realizing the importance of brand names in the global market, the former Department of Export Promotion of Thailand¹ has encouraged its exporters to export their products under their own brand names. A program, among others, called

¹ Department of Export Promotion has changed its name to Department of International Trade Promotion since September 19, 2012.

“*Thailand’s Brand²: Diversity and Refinement*” has been launched to support the manufacturers or exporters who export quality products to the international market under their own brand names. According to the program’s official website, [www.thailandsbrand.net³](http://www.thailandsbrand.net), *Thailand’s Brand* is a symbol licensed by the Department of Export Promotion and given to the Thai branded products in order to assure their quality and originality. The program helps promoting Thailand's branded products to be recognized among the international importers. According to the Department of Export Promotion (2009), the branded products that carry *Thailand’s Brand* symbol not only enjoy the recognition of international consumers but also benefit from superior marketing opportunities since the consumers tend to be more confident when buying products with brands.

Despite the good support from the government organization, many Thai exporters still export their products without brand names or under the brand names of foreigner-owned companies. This phenomenon makes Thailand’s export value lower than it should be. For example, in 2012, the total export value of Thailand's food products was 971,689 millions baht (National Food Institute, 2012). However, if Thailand's exporters had exported more branded food products, the food export value, Thailand's Department of International Trade Promotion (2012) believes, would have increased by 10 to 20 percent. The rice product is an example. There are totally 497 rice exporter companies in Thailand, but only 90 companies export rice under their own brand names. In 2012, the total export value of Thai rice products was 147,122 millions baht. According to Thailand’s Department of International Trade Promotion (2012), the value could have been approximately 161,834 millions baht to 176,546 millions baht if the exporters had exported more branded products. This is apparently the loss of economic opportunities of the country as the branded products often generate more profit margins than the unbranded ones.

As Thailand positions itself as the “*Kitchen of the world*” and “*Food Hub of Asia*”, its food industry seems to be outstanding in the global market. Food products from Thailand are also various, ranging from simple agricultural produce such as rice grains, fresh fruits and vegetables and fresh meat. to sophisticated processed food like

² “Thailand’s Brand” has been replaced by “Thailand Trusted Mark” since January 2012.

³ This website has been replaced by www.thailandtrustedmark.com since January 2012.

instant meals, modern snacks and ready-to-eat microwavable food. The brand names of these exported products exhibit a wide variety of brand naming traditions in Thailand. They are thus worth studying. The investigation of the semantics and pragmatics of brand names of Thailand's exported food products should provide useful and practical knowledge to the exporters who plan to get a brand name for their product as well as to other related personnel working in the brand naming industry.

This dissertation is initiated based on the fact that brand names are crucial for product marketing in today's marketplace. Among the brand name's components, the semantics and pragmatics of brand names is considered one of the key success factors for brand communication; however, studies on the issues are still limited. There is a lack of detailed discussion on the actual semantic and pragmatic characteristics of brand names. This study aims to research the linguistic and communicative meanings of brand names in order to add to the body of knowledge in the related fields including marketing science and linguistics insightful views on the semantics and pragmatics of brand names. In this study, the brand names of Thailand's exported food products are investigated as Thailand is ranked as one of the most important food exporters in the world (Global Trade Atlas, 2010). Moreover, Thailand's exported food products are of various types. They are supposed to represent the nature of brand naming traditions in the country. According to the rationale mentioned above, the semantics and pragmatics of Thailand's exported food product brand names is, for this study, worth investigating.

1.2 Research Questions

This study addresses the following questions.

1. What can be the semantic and pragmatic guidelines for Thailand's exported product brand naming?
2. What are the good semantic and pragmatic properties of Thailand's exported food product brand names?
3. What semantic and pragmatic factors do Thailand's exporters need to take into consideration when naming their brands?

1.3 Objectives of the Study

This dissertation aims to research the semantics and pragmatics of the brand names of Thailand's exported food products in order to:

1. establish semantic and pragmatic guidelines for Thailand's exported food products brand naming;
2. investigate the good semantic and pragmatic properties of the brand names of Thailand's exported food products;
3. determine important semantic and pragmatic factors in brand naming Thailand's exported food products.

1.4 Statements of Hypotheses

Based on the research questions, it is hypothesized that:

H1: It is possible to establish the semantic and pragmatic guidelines for Thailand's food exported product brand naming.

H2: Thailand's exported food product brand names have certain semantic and pragmatic components that make them good or preferable brand names.

1.5 Scope of the Study

The brand name data used for this study include only the brand names of *Thailand's Brand* awarded products listed in the Food Category of *Thailand's Exporters Directory 2009 – 2010*. The collected brand names are based only on the online version of the directory, which can be found at http://application.depthai.go.th/Center_Public/thailand_export_directory.html.⁴ There are totally 175 brand names from five different product sub-categories to be investigated in this study. Those brand names include 30 brand names of rice products, 23 brand names of frozen and chilled food, 35 brand names of canned and instant food, 29 brand names of snacks and candies and 58 brand names of food ingredients and seasonings.

⁴ This online version was retrieved on October 15, 2010. It may not be available today; however, the hard copy version of the directory is available at the Department of International Trade Promotion's Library.

1.6 Limitations of the Study

It is acknowledged that this study has theoretical and practical limitations. As this study bases the analysis on the semantic and pragmatic points of view, the study results may not cover all aspects regarding the brand names. The study aims to reveal only the semantic and pragmatic properties, or the linguistic meanings and the communicative meanings of the brand names data, so the theories used for the study are limited to the semantic and pragmatic studies only.

For the practical limitation, it should be noted that this study investigates only the brand names of Thailand's exported food products, thus its findings might not be fully applicable to the brand names of other product categories. However, it is still hoped that this research should help generating some useful ideas for further application of its findings.

1.7 Assumptions of the Study

It is assumed in this study that:

1. The words or phrases which are frequently used as the brand names of Thailand's exported food products contain the preferable semantic and pragmatic properties that can be used for establishing the semantic and pragmatic guidelines for brand naming.
2. The preferable properties of the brand names influence the brand name owner companies' selection of the lexical items to be used as the brand names of Thailand exported food products.
3. The preferable pragmatic properties of the brand names allow the brand name owner companies to communicate their brand name's intended meaning to the consumers successfully.

1.8 Definitions of Terms

Terms used in this study are defined as follows.

1. Adaptation

The term ‘adapation’ is adapted from McArthur (1992). It is used, in this study, to refer to a brand name presentation method that is used when an original brand name in Thai is expressed in a different way that is familiar or appropriate to the English language culture.

2. Brand / Brand name

The American Marketing Association (1960) defines a ‘brand’ as a “name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers”. Practically, the term ‘brand name’ is often used interchangeably with ‘brand’; however, it is more correctly used to specifically denote written or spoken linguistic elements of a brand. In this study, a ‘brand name’ is defined as an “arbitrarily adopted name that is given by a manufacturer or seller to a product or service to distinguish it as produced or sold by that manufacturer or seller and that is used and protected as a trademark”. In this context a ‘brand name’ constitutes a type of trademark if the brand name exclusively identifies the brand owner as the commercial source of products or services. A brand owner may seek to protect proprietary rights in relation to a brand name through trademark registration. *Longman Dictionary of Contemporary English (2009)* suggests that a brand name is synonymous with a trade name. Also, the term ‘brand name’, in this study, will be used to refer to a trade name of a certain product, such as PEPSI for cola drinks, NOKIA for mobile phones.

3. Brand name categorization

The term ‘brand name categorization’ refers to the process in which brand names are grouped into categories. For example, ELEPHANT is categorized into [[ANIMAL]]; LOTUS is grouped into [[FLOWER]], etc. The categorization of brand names is conducted to investigate the concepts or ideas used for brand naming certain products.

4. Brand name presentation

Brand name presentation refers to the method of which brand names are presented in target markets. Brand names can be presented in forms of translation, transliteration, borrowing, or other creative methods. The presentation of brand name is important for this study because different presentation methods communicate different levels of brand name meaning. For instance, the target markets tend to understand the meaning of translated brand name better than the meaning of transliterated brand name.

5. Borrowing

The term ‘borrowing’ in this study refers to ‘lexical borrowing’, which is defined here as “the adoption of individual words or vocabulary items from another language or dialect”.

6. Conversational maxims

The term ‘conversational maxims’ is adopted from Grice (1975). There are four maxims including the maxim of quality (true information), maxim of quantity (sufficient information), maxim of relation (relevant information) and maxim of manner (clear information). In this study, these conversational maxims are used to explain how a brand name meaning can be communicated effectively.

7. Cross-cultural communication

This study focuses on the brand names of exported food products, so it inevitably involves the term ‘cross-cultural communication’. In the case of exported product brand names, the brand owners intend to use the brand names in overseas markets. The brand names are thus regarded as the cross-cultural messages. In this study, the term ‘cross-cultural communication’ is used to refer to the process of brand name communication that the brand owners use to communicate their brand names in cross-cultural markets.

8. Intended meaning

In this study, ‘intended meaning’ refers to the intentions of brand name owners behind the use of certain brand names for their products. The intended meaning of a brand name may or may not be clearly reflected by the lexical items used. For

example, the brand name PIZZA HUT, which is intended to communicate the fact that “this restaurant mainly serves pizza”, seems to explicitly show the intended meaning of the brand name PIZZA HUT.

9. Intention

The term ‘intention’ is used in this study to refer to a specific purpose of a brand name owner in giving a brand name to a specific product. The intention of a brand name owner involve the reasons why he or she brand names the products that way. For example, the owner of the brand name MISTER DONUT has an intention that “this shop is expert in making doughnuts”.

10. Interpreted meaning

The term ‘interpreted meaning’ refers to the interpretation of a brand name made by potential buyers or consumers of the branded product. It is noted that one brand name can be interpreted or understood differently since different people may use different sets of information for their interpretation.

11. Pragmatics

In this study, the term ‘pragmatics’ is used to refer to the meaning of language in use. It mainly deals with ‘lexical pragmatics’, which is defined by Wilson (2003) as “the study of the processes by which linguistically-specified word meanings are modified in use”. In this study, the focus of pragmatics is on intended and interpreted meanings of brand name words. The term ‘pragmatics’ is also used to refer to the communicative meanings of brand names in broad contexts. The discussion of pragmatics herein includes all contextual factors such as culture, marketing activities, and law. that may affect the communicative meanings of brand names.

12. Relevance level

The term ‘relevance level’ is defined based on the Relevance Theory (Sperber and Wilson, 1986/1995). In this study, the term ‘relevance level’ is used to refer to the degree of how a brand name is relevant to background knowledge or personal experiences of potential buyers or consumers of certain branded products. Relevance level of a brand name is considered relatively high if the brand name is optimally relevant to customers’ knowledge and experiences.

13. Semantics

The term ‘semantics’ is generally defined as the “study of linguistic meaning”. In this study, however, semantics will be used in a more narrow sense. The term is used in the sense of ‘lexical semantics’, which is defined by Cruse (2006) as “the system of meaning-related properties of words”. In the case of brand names, the term ‘semantics’ is, thus, involved with the linguistically encoded meanings of brand names.

14. Sense and reference

In the case of brand names, the terms ‘sense and reference’ refer the two main components of semantic meaning of a brand name. Based on Frege (1892) and Lyons (1977), ‘sense’ refers to thoughts or concepts associated with a certain brand name; and, ‘reference’ refers to an object in the world.

15. Thailand’s Exported Food Products

The term ‘Thailand’s Exported Food Products’ refers to food products in the following five categories: 1) canned and instant food, 2) food ingredients and seasonings, 3) rice products, 4) frozen and chilled food, 5) snacks and candies, which are awarded the *Thailand’s Brand* logo and listed in the online version of Thailand’s Exporters Directory 2009 – 2010. These products are manufactured in and exported from Thailand.

16. Translation

The term ‘translation’ used in this study follows the definition provided by McArthur (1992, p.1051). It is defined as “the communication of meaning of a source-language text by means of an equivalent target-language text”. This study focuses mainly on the translation of brand names from Thai, which is the source language in this case, to English, which is evidently the target language.

17. Transliteration

In this study, the term ‘transliteration’ is used to refer to “a linguistic technique for converting words in one language into phonetically equivalent ones in another language” (Sunitha, 2008). Transliteration is involved in this study when the brand owners attempt to preserve the sounds of the syllables in their brand names.

1.9 Significance of the Study

This study contributes to the understanding of the semantics and pragmatics of brand names, which helps enable entrepreneurs to effectively name their new products or re-name their existing products. The knowledge of the semantics and pragmatics of brand names revealed by this study should benefit business operators, i.e. Thai manufactures, traders and exporters, and other related personnel, i.e. brand managers marketers, admen, and business linguists, whose works are related to brand naming and brand name communication. The revealed knowledge should help companies to develop the good brand names that ensure the success of their product marketing.

The semantic and pragmatic guidelines for brand naming formulated in this study are expected to be a useful tool that entrepreneurs in Thailand can use to create the effective brand names for their products. The guidelines are significant in that they are more insightful in terms of brand name meaning than other existing brand naming criteria such as those suggested by McNeal and Zeren (1981), McCarthy and Perreault (1987), Kotler and Armstrong (1997) and Chan and Huang, (1997), where the main focus is on marketing, legal and other linguistic components of brand names.

In addition, the results of this study may also contribute to studies in other related disciplines such as marketing, anthropology, sociolinguistics, psychology, and communication arts, where brand name meaning is in the focus. In marketing and communication arts, for example, the semantics and pragmatics of brand names revealed in this study should be useful for the studies regarding branding strategies and marketing communication. Anthropological studies may benefit from the study results concerning the nature of brand naming traditions practiced by the Thais. Sociolinguists may make use of this study results in terms of the studies of export business language, while psychologists may benefit from the study results regarding the brand name meaning perceived by the exported companies and consumers.

CHAPTER II

LITERATURE REVIEW

There are two main topics reviewed in this chapter: theoretical background and related research. Regarding the theoretical background, three essential aspects, namely, brand names, semantics and pragmatics are included. The first part of this chapter concerns related theories, which provide background knowledge and theoretical frameworks for the study. In the related research section, three main research streams concerning brand name, i.e. brand name and phonosemantics, brand naming in cross-cultural markets, and brand name features and effects are reviewed. This chapter also discusses the strengths and weaknesses of each research, as well as the gap that the present study attempts to fill.

2.1 Theoretical Background

2.1.1 Brand Names

In business world, the brand name is often regarded as the most highly visible and long lasting connecting element of a branded product or service for the consumer. Ellwood (2000) points out that brand names have an important role as the first and most memorable piece of the total branded product identity. This means that the consumer often connects information about the product such as product quality to the brand name. Hart (1998) notices that the brand name is arguably the most important element of branding, because it is the element that a company hopes not to change. Other elements of branding such as packaging designs, advertising campaigns or product formulations are often reconsidered and updated over time, whereas the brand name may remain unchanged throughout the lifetime of business. Branding gurus (e.g. Aaker, 1991; Dearlove and Crainer, 1999; Ellwood, 2000; Interbrand, 2009) agree that the brand name of certain companies is more valuable than the capital assets they own, i.e. the factory buildings and machines, etc. Interbrand, the world's leading branding organization, estimates the values of the top 100 brands every year; in 2009, the top brand names like COCA-COLA, IBM and MICROSOFT, are worth 68,734, 60,211 and 56,647 million US dollars, respectively (Interbrand, 2009: p. 25). These amounts of money are only for the brand names. That is, if there is one

company looking forward to trading its new product under the name COCA-COLA, that company may have to pay 68,734 million dollars or more to the brand name owner, the Coca-Cola Company, to buy just a license to use the COCA-COLA brand name. Due to these facts, numbers of studies have been done in regard to different aspects of brand names and brand naming. Some essential aspects regarding the brand names are reviewed, as follows.

2.1.1.1 The Roles of Brand Name

Longman Dictionary of Contemporary English (2009, p.191) defines the word *brand name* as “the name given to a product by the company that makes it”, and the given synonym of *brand name* is *trade name*. Hence, a forthright definition of *brand name* can be that “the name of a brand, in other words, a word or a group of word, used for product trading”. It is widely accepted that brand name is an essential element for marketing or trading a product or service. Hert (1998, p.34) interestingly says that the brand name plays at least three key roles in trading, as follows:

- (1)
 - a. The brand name identifies the product or service, and allows the consumer to specify, reject or recommend the branded products.
 - b. The brand name communicates messages to the consumer, overtly or subconsciously.
 - c. The brand name functions as a particular piece of legal property in which a manufacturer can sensibly invest and which through law is protected from competitive attack or trespass.

According to (1a), the consumer can just refer to the brand name when they want or reject to buy something. For example, the consumer may use just the brand name to ask for the product he/she is looking for, as in (2) below.

(2) Do you have DOVE (shampoo) ?

The role of brand name in (1b) means that some brand names tell the consumer directly what the product or service is; for example, the brand name

COCA-COLA overtly communicates that the product is cola drink to the consumer. Some brand names may require a specific interpretation to understand a message conveyed in the brand name; for example, to understand a message in the brand name JAGUAR (car), an interpretation of the brand name in relation to the quality of an animal called 'jaguar' is needed. The consumer may interpret the conveyed information in the subconscious level.

In (1c), it can be explained that the brand name, which is registered as a trademark, shall be protected by law. Only the owner company is authorized to use its registered brand name. In accordance with the law, the company can sue any other business operator that illegally uses its registered brand name for any purpose. This means that the linguistic element, namely, a registered brand name can become a valuable asset of a company through law. That is why several companies have put a lot of efforts in creating the right brand names for their new products.

Recognizing these important roles of brand names, many researchers did investigations on the practical process companies used for creating brand names. The major studies regarding brand name creation process include McNeal and Zeren (1981), Shipley, Hooley and Wallace, (1988), Shipley and Howard (1993), Kohli and LaBahn, (1995), Hart (1998) and Ellwood (2000). These works are reviewed in the following sub-section.

2.1.1.2 Brand Name Creation Process

The brand name, as discussed above, is not only important but also complex. It should satisfactorily perform different roles involving aspects of communication, and it also has an important legal role. In creating a brand name, these facts may come to the mind of the creators. As reported in previous literature, companies usually involve the communication and legal aspects in brand name creation process.

McNeal and Zeren (1981) points out that most companies in their study follow a six-step brand name creation process which includes establishing objectives for the brand name, brainstorming a list of candidates for the new brand name, examining the candidate brand names for appropriateness, researching consumers' preferences,

conducting a trademark search, and selecting the final name. The later works by Shipley, Hooley and Wallace (1988) and Shipley and Howard (1993) reports the similar process; that is, setting brand name objectives and criteria in the first step and making decision for the final name in the last step. These studies are, more or less, a survey research which seems not to provide detailed insights into the process. In other word, what companies actually do in the brand name creation process was not reported in these works.

The research by Kohli and LaBahn (1995) seems to be the one that gives more details regarding how companies actually creates brand names. They used companies in the United Stated as their study subject. Kohli and LaBahn indicate that there are only five (not six) steps in the process of actual brand name creation: specifying the objectives of brand naming, creation of candidate brand names, evaluation of candidate brand names, choosing a brand name and trademark registration. However, it is likely that the McNeal and Zeren's (1981) third and fourth steps (examining the candidate brand names for appropriateness and researching consumers' preferences) are incorporated in the Kohli and LaBahn's (1995) third step (evaluation of candidate brand names). Therefore, these proposed brand-naming processes might be considered not so different.

According to Kohli and LaBahn's (1995), in the first step of brand naming process (specifying objectives for brand names), most companies in their study agree that the brand name should say something about the product; for example, the brand name should convey intended product positioning, establish product differentiation or distinctive image, etc. In the second step (creation of candidate brand names), Kohli and LaBahn found out that the traditional method of individual creative thinking and brainstorming was commonly used by most companies. Reference books such as dictionaries, thesauruses, name directories, etc. were also used for creating a list of candidate brand names. In the third step, companies evaluated the brand name using different criteria including relevance to product category, connotations and images generated, ease of recognition, distinction power and trademark availability. Some companies may involve the consumers in their evaluation of brand names. In the fourth step, Kohli and LaBahn report that companies mostly choose the names, which are compatible with their brand naming objectives. In the last step (trademark

registration), the chosen brand name(s), one or more, is/are submitted for a trademark registration. Similar processes and details can also be found in Hart (1998, p.36-41) and Ellwood (2000, p.141-143).

Considering the brand name creation process identified in the previous literature, the notion of semantics and pragmatics of brand names seems not to be explicitly mentioned; however, we may observe the involvement of semantics and pragmatics from what companies actually do in the brand naming process. At the objective setting stage, it clearly shows that companies have some kinds of intention of using a certain brand name. This stage is thus, more or less, involved with pragmatics. When a list of candidate brand names is established, the linguistic meaning is often involved, as we can see that some companies use dictionaries to get brand names. Here, semantics apparently play its roles. Again, at brand name evaluation stage, semantics is involved in, for example, a connotation check. When consumer's interpretation of brand name is required for brand name perception checking, pragmatics is likely to come in the scene. A detailed discussion of the semantics-pragmatics boundary of brand name is discussed in section 2.1.2.1.

2.1.1.3 Types of Brand Names

Since the practice of branding began in the 19th century, a vast number of branded products have been introduced into the market. There are different types of brand names that companies use to market their products in today's world. Many researchers, thus, put their interest in the classification of brand names in their works. Hart (1998) uses the term 'brand name spectrum' to present her classification of brand names. There are three types of brand names in Hart's (1998) brand name spectrum: invented, associative and descriptive brand name. To exemplify, the brand name KODAK is an invented name. It is a collection of letters that is short, memorable and yet has no core of meaning whatsoever (Hart, 1998: p.42). VISA is an example of associative name for a credit card. Hart points out that VISA says nothing about money or finances or even about cards, but talks about travel, opportunities, passports, opening doors and crossing frontiers, instead. The brand name BITTER LEMON is an instance of descriptive name for a lemon-based mixer drink. It is noticed that the brand name classification conducted by Hart (1998) is likely to

involve the aspect of meaning. Hart suggests that the more descriptive a name is the more it communicates to the consumer. But the descriptive name tends to be less distinctive and less protectable, according to Hart. In contrast, the more inventive a name is the less it conveys messages to the consumer and the more the brand owner needs to invest in it to confer upon it the information he/she requires. The most preferable type of brand name, as suggested by Hart (1998) is the associative name, as she explains that this type of name is distinctive and protectable and also communicates some appropriate messages to the consumers, overtly or subconsciously.

Ellwood (2000) refines Hart's (1998) classification of brand names. He adds personal names to the category and uses different terms from Hart's classification. The term 'lexicon-based name' is used instead of the 'invented name', 'theme-based name' instead of the 'associative name' and 'business/product-based name' instead of the 'descriptive name'. Personal-based name (e.g. SARA LEE, WALT DISNEY etc.) is treated as a separate category. Therefore, there are four types of brand name in Ellwood's (2000) classification. Although Ellwood does not pay much attention to the meaning aspect of brand names, he still supports the idea that the brand name should sound right to the consumer. This means that the brand name does convey some kinds of meaning to the consumer.

Chiaravalle and Schenck (2006) suggest six categories of brand name, which companies may use in naming their products. These categories are: the owner's name, abbreviation name, geographically anchored name, descriptive name, borrowed interest name and fabricated-word name. The owner's name is the brand name created out of the name of its owner, e.g. JOE SMITH (piano); the abbreviation name is the brand name made up of a string of initials, e.g. ABC (car rental); the geographically anchored name is the brand name derived from an geographical name such as THE PACIFIC (frozen tuna); the descriptive name is the brand name that describes the product or service – it is the same as Hart's (1998) descriptive name; the borrowed interest name is the brand name that uses existing words that do not directly reflect or describe the product such as DOVE (shampoo); and the fabricated-word name is the newly invented brand name – it is, more or less, the same as Hart's (1998) invented name. In their classification, Chiaravalle and Schenck (2006) seems to focus on forms

of the brand name rather than its meaning; however, they still point out that different types of brand names may communicate different messages to the consumer.

Boonpaisarnsatit (2009) also classifies the brand name or trade name into three categories: proper name, common name and invented name. In this work, the proper and common brand names are classified according to the traditional distinction of noun (proper and common). As a result, the category of proper brand name includes personal and place names in it. The common brand name category includes all the common nouns in it, so the names can be both associative and descriptive. The category of invented brand name includes abbreviation, e.g. UFC (canned food), blended word, e.g. BANARAK (rolled banana) – the blending of the first part of *banana* and the second part of *Bang Rak* 'a district of Bangkok' and deviated word, e.g. DURIO (durain chip) – a deviated form of the word *durian*. The work by Boonpaisarnsatit (2009) clearly concerns the meaning aspect of brand names. It is indicated that different types of brand names have different communication power. Every brand name does convey some kinds of meaning, but the consumer may or may not sense the meaning conveyed in a brand name.

Considering the types of brand names in relation to the meaning aspect, I can summarize, here, that the brand name may convey two broad types of communicative information: overt and covert. The brand names with descriptive power such as PIZZA HUT (pizza shop) communicate the most overt information to the consumer. The associative brand names or the brand names of the same type also overtly communicate some information to the consumer through association. The invented brand names or others of the same type do convey some information, but covertly. These brand names may require heavy marketing activities such as advertisings and public relations to help conveying the information to the consumer.

2.1.1.4 Criteria for Selection of a Good Brand Name

Each type of brand name may have its strong and weak points. Therefore, many studies have worked on the criteria for guidance in the selection of a good and powerful brand name. However, the guidelines presented so far in the literature on branding differ from researcher to researcher. Collins (1977) suggests six conditions

for a good brand name; they are: 1) unique, 2) remindful of the product category, 3) easy to read in all countries in which the brand is to be marketed, 4) easy to pronounce, 5) have semantic and/or symbolic associations, i.e. convey feeling, and 6) be capable of continuation despite changed circumstances. McNeal and Zeren (1981, p. 87) proposes 13 criteria, as shown below

- (3) 1. descriptive of product benefits;
2. memorable;
3. fit with company image and other products' image;
4. trademark available;
5. promotable and advertisable;
6. uniqueness versus competition;
7. syllable length;
8. ease of pronunciation;
9. positive connotations to potential users;
10. suited to package;
11. modern or contemporary;
12. understandable;
13. persuasive.

McCarthy and Perreault (1987, p.239) provides the following list of 12 criteria

- (4) 1. short and simple;
2. easy to spell and read;
3. easy to recognize and remember;
4. pleasing when read or heard – and easy to pronounce;
5. pronounceable in only one way;
6. pronounceable in all languages (for goods to be exported);
7. always timely (does not get out of date);
8. adaptable to packaging or labeling needs;
9. legally available for use (not in use by another firm);
10. not offensive, obscene, or negative;
11. suggestive of product benefits;
12. adaptable to any advertising medium.

In their fourth edition of the book *Marketing: An Introduction*, Kotler and Armstrong (1997) suggest five desirable qualities for a brand name, as follow:

- (5) 1. suggest something about the product's benefits and qualities,
2. easy to pronounce, recognize, and remember,
3. distinctive,
4. translate easily into foreign languages,
5. capable of registration and legal protection.

According to the lists of criteria presented above, there is, apparently, a lack of consistency in terms of the principles which give a guide to brand naming. It is Chan and Huang (1997) who refines those lists of criteria to the three components of a good brand name: marketing, legal and linguistic. However, Chan and Huang's three components are just the summary of the criteria listed in the previous literature. Each component contains different criteria, as listed below.

- (6) 1. The marketing component:
 - suggestive of product benefits;
 - promotable, advertisable and persuasive;
 - suited to package;
 - fit with company image and other products' image.
2. The legal component:
 - legally available for use;
 - unique in competition.
3. The linguistic component: (phonetic, morphological, semantic requirements)
 - pronounceable and easy to pronounce;
 - pleasing when read or heard;
 - short and simple;
 - positive, not offensive, obscene, or negative;
 - modern or contemporary, always timely;
 - understandable and memorable.

According to Chan, Huang and Wu (2009), the core of marketing component is the effective of brand names in influencing consumers in the market. They suggest

that good brand names should, in regard to the marketing component: 1) be distinctive and easy to recognize by consumers; 2) be easy to recall by consumers; and 3) arouse overall liking by consumers and thus have persuasive power. The core of the legal component is trademark registration and legal protection. Good brand names should, according to Chan, Huang and Wu (2009) be able to be registered as a trademark and protected by laws. The core of the linguistic component involves the choice of linguistic elements of the brand names, i.e. phonetic choice, choice of morphological processes and semantic choice.

Although there is a lack of the term ‘pragmatics’ in the previous literature, by investigating the three components of good brand names carefully, it can be considered that ‘pragmatics’, which is often defined as “the study of language in use” (Cruse, 2006), has somehow been included in the previous works, but without mentioning the term. Regarding the three components of good brand names, it is quite obvious that the marketing component and the legal component involve the use of brand names directly. It can be, thus, assumed that the marketing component and the legal component are parts of the pragmatics of brand names. To determine a good brand name in this study, the components of brand name should be refined. Considering the three components of brand name intensively, they seem to involve only two aspects: language and use. The language aspect of brand names refers to its purely linguistic specifications, i.e. the phonetic choices, the morphological choices and the semantic choices of brand names. The use aspect of brand names refers to how the brand name is used in certain circumstances. This aspect mainly concerns the owner companies’ intentions underlying the use of brand names and the consumers’ perception of brand names in use. In other words, the use aspect concerns the communicative dimension of brand name. All in all, when choosing a good brand name, I argue that there are only two components to be considered, the linguistic and the communicative component.

2.1.2 Semantics and Pragmatics

In a broad view, semantics and pragmatics are both concerned with the study of meaning in a language. ‘Semantics’ is often defined as the “study of linguistic meaning”, whereas ‘pragmatics’ is normally referred to as the “study of language in use”. Cruse (2006, p.136) indicates that most linguists draw a boundary between semantics and pragmatics in several ways; however, the main ones are as follows:

- (7)
- a. Semantics deals with truth conditional aspects of meaning; pragmatics deals with non-truth conditional aspects.
 - b. Semantics deals with context-independent aspects of meaning; pragmatics deals with aspects where context must be taken into account. Context is understood here in a broad sense that includes previous utterances or discourse context, participants in the speech event, their interrelations, knowledge, and goals, and the social and physical setting of the speech event.
 - c. Semantics deals with conventional aspects of meaning, that is, where there is an established connection between form and meaning. Pragmatics deals with aspects of meaning that are worked out on particular occasions of use.
 - d. Semantics is concerned with the description of meanings; pragmatics deals with the uses made of those meanings. This is sometimes expressed by saying that semantics takes a formal approach and pragmatics a functional approach.

These different definitions have consequences in terms of what is included in semantics and what is included in pragmatics. Studies on meaning in a language often begin with the semantics-pragmatics boundary issue. Each study has its own way of drawing the boundary between semantics and pragmatics that serves the study purposes. The semantics-pragmatics boundaries drawn in previous literature are, thus, different from work to work. As this study concerns with the meaning of brand names, which are words or phrases in a language, the literature reviewed in this study should involve the aspect of semantics-pragmatics boundary in the studies of word meaning, in other words, the lexical semantics-pragmatics boundary.

2.1.2.1 The Lexical Semantics-Pragmatics Boundary

In order to draw the boundary between the semantics and pragmatics of brand names, the division of labor between lexical semantics and lexical pragmatics should be specified. To do this work, previous literature on lexical semantics and lexical pragmatics should help. In this section, I then review some related literature including Cruse, 1986; Blutner, 1998 and 2002; Carston, 1999; Bach, 1999; Wilson, 2003 and Jaszczolt, 2005. These works explain the division of labor between lexical semantics and lexical pragmatics as follows.

Cruse (1986) points out that lexical semantics is mainly concerned with the identification and representation of the semantic meaning of lexical items; in other words, lexical semantics researches how best to specify the meaning of a word or the lexical meaning. In Cruse (1986), there is apparently no doubt that his lexical semantics involves the linguistically-encoded or conceptual meaning of a word; however, he did not discuss lexical pragmatics in his work since the area of lexical pragmatics emerged later. The first emersion of lexical pragmatics seems to be obvious in the work by Blutner (1998) where he has noted that sense of a lexical item is generally underspecified, he thus proposes lexical pragmatics to account for the problem of the so- called 'semantic underspecification' (see section 2.1.2.2.2 for more discussions). In his later work (Blutner, 2002), the division of labor between lexical semantics and lexical pragmatics becomes clearer when he explains, based on Gricean conversational implicatures, that lexical semantics is responsible for conceptual meaning or linguistically-encoded meaning of a lexical item, whereas lexical pragmatics takes care of contextual meaning or pragmatic-strengthened meaning.

Bach (1999) introduces the concept 'narrow context' and 'broad context' in his semantics-pragmatics distinction, where 'narrow context' is defined as "the conceptual information specifically relevant to determining the semantic values of a word; for example, lexical and grammatical properties, time and place of utterance", and 'broad context' is defined as "the contextual information specifically relevant to determining the speaker's communicative intention and to the successful and appropriate performance of the speech act; for example, socio-cultural knowledge, relationships

between the speaker and hearer. Although Bach (1999) does not directly concern lexical semantics and lexical pragmatics, it is still possible to infer from his work that lexical semantics works in the domain of ‘narrow context’ or conceptual domain, while lexical pragmatics is believed to take roles in ‘board context’ or contextual domain. Apparently, Bach’s (1999) notion of broad context and narrow context is in line with Blutner’s (1998 and 2002).

In the works by Carston (1999) and Wilson (2003), the division of labor between lexical semantics and lexical pragmatics seems to lie between the two processes of utterance interpretation: decoding and interference. The decoding process is argued by Carston (1999) that it is performed within a linguistic system, in other words, Bach’s (1999) ‘narrow context’. It can be, therefore, said here that decoding the word meaning is a job of lexical semantics. The inferencing process is, on the other hand, operated by integrating linguistic information with the information surrounding the utterance. Thus, it can be assumed that the inferencing process goes under the responsibility of lexical pragmatics. Wilson (2003) also points out that decoding provide a linguistic input for the inferencing process, hence the two utterance interpretation processes need to work in harmony in order to arrive at an appropriate interpretation of the utterance. Similarly, lexical semantics and lexical pragmatics have to play their roles harmoniously in lexical interpretation. It is Jaszczolt (2005) who proposes the so-called ‘semantics-pragmatics merger’ in her work. She believes that in order to interpret the meaning of words or utterances fast and efficiently, the semantics and pragmatics have to work together well. This means that the boundary between semantics and pragmatics should be very close and connected that the word or utterance interpretation can be processed very fast and efficiently.

According to the literature, it can be concluded that lexical semantics and lexical pragmatics are complementary linguistic areas, which have their own roles to play. Lexical semantics is, on one hand, responsible for the study of conceptual or linguistic information of a word meaning within a narrow context; its works apparently concern the linguistically encoding and decoding of a lexical item. Lexical pragmatics is, on the other hand, responsible for the study of contextual information of a word meaning within a board context; hence its jobs tend to concern the speaker’s

intention and the hearer's interference. By using a word, the speaker should have an intention attached to the use of that word in his communication act. The hearer also uses both conceptual and contextual information in his interpretation of a word meaning. Following this conclusion, the boundary of lexical semantics and pragmatics can be drawn for the present study of brand names, as shown in Table 2-1.

Brand Name			
<i>Communicative Component</i> Pragmatics	<i>Linguistic Component</i> Semantics		<i>Communicative Component</i> Pragmatics
Intention to use a brand name	Linguistically-encoding Process	Linguistically-decoding Process	Pragmatic Inferencing Process
Brand owners		Consumers	

Table 2-1: The Semantics-Pragmatics Boundary for Brand Name Study

According to Table 2-1, it can be explained that the semantics of brand name is relevant to the linguistically encoding and decoding process or the linguistic component of brand name. The pragmatics of brand name is relevant to how brand owners intend their brand names to mean in communication acts, and to how consumers may infer or interpret the brand names in their conceptions, in other words, the communicative component of brand name. Since the nature of brand name communication is normally not face-to-face, the semantic and pragmatic information used by the brand name owners and by the consumers may be different. It is possible that the brand name owners use one set of conceptual and contextual information when they intend to use a brand name, while the consumers use another set of information for decoding and making inference of the brand name.

Regarding the roles of brand name owners and consumers, it can be observed that both parties perform tasks in both semantic and pragmatic domains. The brand name owners have an intention of using a brand name. This process occurs in the pragmatic domain. Then, they encode linguistic information in a brand name in order to convey their intention; this occurs in the semantic domain. For the brand consumers, they decode a linguistic form, which is arbitrarily used as a brand name.

This process takes place in the semantic domain. Then, the consumers make inference of the brand name; and this occurs in the pragmatic domain. From Table 1, it is quite clear that the semantic and pragmatic study of brand names should involve both brand name owners and consumers. The semantic theories used for the study should be related to the linguistically encoding and decoding of a brand name, whereas the pragmatic theories should concern intended meaning and interpreted meaning of the brand name.

2.1.2.2 Approaches to Word Meaning

In previous literature, word meaning is often seen as a linguistic value which is conventionally associated with individual lexical items. It is extensively discussed in the area of philosophy of language and linguistics. The long history of the studies on word meaning resulted in several approaches that have been proposed to account for the puzzle of word meaning. These approaches view word meaning as different things ranging from reference, sense and concept to use. In this section, I shall group the approaches to word meaning into three main dimensions: reference, sense, and pragmatic dimension of word meaning.

2.1.2.2.1 Reference Dimension of Word Meaning

Theories under the reference dimension of word meaning such as ‘referential theory’ or ‘direct reference theory’ (Mill, 2009/1843), ‘denotation theory’ (Russell, 1905), and ‘causal theory’ (Kripke, 1972) claim that the meaning of a word is the thing or class of things in the world to which the word refers. In this view, the meaning of the word *moon*, for example, is the actual object which moves around the earth as its satellite. This notion of word meaning, according to Black (1968), is considered one of the oldest theories of meaning. It is, perhaps, the British philosopher, John Stuart Mill, who firstly exhibits a reference theory in his work, *A System of Logic*. The work of Mill (2009/1843) mainly concerns the common name (or common noun) and proper name (or proper noun). His referential theory, however, seems to be exclusively developed to account for the case of proper names; he proposes that “proper names are not connotative: they denote the individuals that are called by them; but they do not indicate or imply any attributes as belonging to those

individuals” (Mill, 2009/1843, p.29). Therefore, *John* means the individual whose name is John; it connotes no attribute or sense, according to Mill's referential theory. This straightforward view on the meaning of proper names seems to attract numbers of criticism which lead to the development of sense theories in the later works (i.e. Frege, 1892; Lyons, 1977).

However, for common names, e.g. *horse*, *woman*, *table* etc., Mill has indicated a distinction between the terms ‘connotation’ and ‘denotation’, where connotation is a relation between a common name and one or more attributes, and denotation is an object or objects the name denote(s). According to Mill (2009/1843), the word *horse*, for example, denotes horses and connotes the attributes of being an animal, and of being equine. It is, therefore, quite obvious that common names do convey some senses other than their denotations. Nevertheless, names that contain connotations, according to Mill, include only 'concrete names' or words that stand for things, e.g. *dog*, *water*, *book*, etc. For 'abstract names' or words that stand for attributes of things, e.g. *whiteness*, *honesty*, *humanity*, etc., they are considered to be non-connotative because they directly refer to a certain attribute only.

After Mill's theory of reference had been introduced, many theorists came on the scene to further develop the theory. Russell (1905) is among those who support referential theory of meaning. In his 1905's work, *On Denoting*, Russell discusses the meaning of proper names and definite descriptions and comes up with the claim that a proper name is just a disguised or abbreviated definite description. That is to say, a definite description, which Russell calls a 'denoting phrase', such as *the present President of the United States* denotes a certain man, now Barak Obama; then the name *Barak Obama* is just, according to Russell, an abbreviated form of *the present President of the United States*. In Russell's view, “meaning cannot be got at except by means of denoting phrases” (1905, p.151). This suggests that the meaning of names can be directly derived from their denoting phrases or denotations. However, we shall note here that Russell's theory of denotation is specifically proposed as an account of proper names and definite descriptions. In his 1905's work, Russell also discusses names in the dimension of sense using the term 'meaning'. Especially for the non-existing-referent denoting phrases such as *the present king of France*, Russell argues that the phrases of this kind are still meaningful despite without any referent in the

real world. This notion, perhaps, leads to the concept of possible worlds as proposed in the later works.

Kripke (1972) is also one of the theorists who defend referential theory of meaning when applied to proper names. He claims that proper names do not have any sense, because senses only offer contingent facts about things. As opposed to Russell's (1905), Kripke's (1972) causal theory does not believe that proper names are abbreviated definite descriptions. Kripke notices an important difference between the behavior of a proper name and the behavior of a definite description expressing a contingent or non-essential property of its referent. Consider *Barack Obama* and *the present President of the United States* as an example. Using the formal device of possible worlds, it can be explained that *Barack Obama* is what Kripke (1972) calls a 'rigid designator' since no matter which world it is considered; *Barack Obama* still designates the same man. On the other hand, *the present President of the United States* is a 'non-rigid designator'. In some worlds, *the present President of the United States* may designate Barack Obama, but with respect to other possible worlds, the phrase may designate an individual other than Barack Obama. By contrast, a common word such as *apple*, for instance, designates the same things across all possible worlds. It is, thus, also a rigid designator. According to Kripke (1972), the meaning of a rigid designator is simply its referent. However, Kripke (1972) also points out that in order for a speaker to succeed in using a proper name (rigid designator) to refer to the object or individual he/ she is using the name to refer to, he/she must intend to do so. For example, someone may use the name *Einstein* to refer to a pet cat, even if others use it to refer to the famous scientist. In this case, Kripke's causal theory of reference is somehow associated with the pragmatic dimension of word meaning, as explained in section 2.1.2.2.3.

2.1.2.2.1.1 Reference and Denotation

The literature concerning 'reference' in the early age usually defines the term 'reference' as a thing or a class of thing a word refers to; there seems to be no distinction made between a class of thing and a single thing in the early-age literature. Perhaps, such the distinction is first introduced in the work by Kripke (1972) where the differences between rigid designator and non-rigid designator are observed.

However, the distinction between ‘reference’ and ‘denotation’ is clearly identified in Lyons’s (1977) work. Lyons (1977) acknowledges that ‘denotation’ and ‘reference’ should not be treated as the same thing since they designate different objects in the world. Denotation, on the one hand, designates a set or class of objects in the world. Reference, on the other hand, designates an individual object in the class. Lyons (1977) points out that ‘reference’ is an utterance-bound relation and does not hold of words as such, but of expressions in context. Denotation, on the other hand, is a relation that applies in the first instance to words and holds independently of particular occasions of utterance. Lyons exemplifies his explanation with the word *cow* in English. He describes that the expressions like *the cow*, *John's cow* or *those three cows over there* may be used to refer to individuals, whether singly or in groups, but the word *cow* alone cannot since it refers to the whole class of cow. Clearly, the reference of phrases like *the cow* is context- dependent; however, the reference of expressions containing *cow* is determined by denotation of *cow*. For example, the phrase *this cow* may, in certain contexts, be understood by the hearer to mean “the object near us which belongs to the class of objects which the word *cow* denotes” (Lyons, 1977: p.208). Reference is normally used as referring expression, but denotation is not. As Lyons (1977) has pointed out, for most common nouns in English, if they have denotation, their denotation will determine their reference when they are employed in referring expressions.

In the case where common nouns are used as brand names, the distinction between denotation and reference is quite useful in determining what class of objects the brand name word denotes and what product the brand name referred to. For example, the word *elephant* which is used as a brand name for different kinds of Thai products (e.g. cement powder, roof tile, super glue, file, slippers, rice, beer, etc.) denotes the same class of object; However, the brand name ELEPHANT, in certain circumstances, refers to the product on which it is labeled. The case of brand name is quite different from other cases of referring expressions such as the case of *this cow* mentioned above. This is because the object referred to by a brand name is shifted to the class of objects other than the class its original word denotes. For example, the word *elephant*, which is originated from a common noun in a language, normally denotes a class of animal, namely elephant. When the word is used as a brand name

for a certain type of product, the objects referred to by the original *elephant* is then shifted to refer to that type of product. However, the original *elephant* may be shown as an image in the product's logo. This means that the primary object the word *elephant* denotes still exist; it is not completely changed to mean the type of product right away. In this study, I shall use the term 'original reference' to refer to the class of object a brand name word originally denotes and the term 'brand name reference' to refer to a product on which the brand name is labeled.

2.1.2.2.1.2 Problems of reference dimension

The referential theories seem to work well for most cases of common names or nouns; however there are some problems involving the theories of reference. The classic one is the problem of the non-existent objects referred to by the words. As Kempson (1977) has noted, the word such as *unicorn* and *Santa Claus* can be problematic if we follow the claim that the meaning of a word is the object it refers to because the unicorn and Santa Claus, for example, do not exist. However, it is likely that this problem has been solved by the notion of possible worlds, as already discussed in Kripke's (1972) work. The words with non-existent entities in the real world do refer to their referents in other possible worlds. This problem thus seems to be no longer a problem for the theories of reference.

The second problem of referential theories of meaning involves the meaning of grammatical words such as *and*, *not*, *whether* (Kempson, 1977: p.13). Since these words refer to nothing, they should be meaningless, but, in fact, they are not. Reference theories might not to be able to account for the problem of grammatical word meaning; however, it should be noted that these theories of reference are not developed to explain the meaning of grammatical words. The theories mainly concern content words, especially common nouns and proper nouns; therefore, it might not be right to expect the theories to account for what they are not designed to.

The third problem of reference theories is, perhaps, the problem of reference change. Evans (1982) is the one who exhibits the problem by citing the case of *Madagascar*. He points out that, once, *Madagascar* used to refer to a portion of the African mainland, but now refers to the African island. Similarly, when we use

common names as proper names, their referents will change accordingly. For instance, if someone names his/her pet dog *Tiger Woods*, the reference of *Tiger Woods* will, in this context, change from the famous golfer to the pet dog. To explain this phenomenon, reference theories alone may face with some difficulties. Other additional views such as the context of use may be needed for the better explanation.

Another classic problem of referential theory is, probably, the problem regarding the objects referred to by more than one words. For example, the planet Venus can be referred to by *Hesperus* and *Phosphorus*. According to referential theories of meaning, especially Mill's (2009 [1843]), *Hesperus* and *Phosphorus* should have the same meaning because they refer to the same object. In fact, the two words does not seem to mean exactly the same since *Hesperus* refers to the planet Venus that we see in the evening, whereas *Phosphorus* refers to the same planet in the morning. Obviously, although *Hesperus* and *Phosphorus* refers to the same object, they do not convey the same set of information. This problem seems to, more or less, be a basic grounding for the notification of sense dimension of word meaning in many works under the theories of sense, which will be explored in the next section.

In conclusion, the reference theories of word meaning can be problematic for this study, in at least two main aspects. First, the aspect of reference change is a normal phenomenon, which is often found in brand naming. As many companies use common names as their brand names, for instances APPLE (computer), DOVE (shampoo), HORSE (stationery) etc., referential theory alone cannot completely account for the meaning of brand names. Second, the aspect of one objects with different names or vice versa can be, as well, a problematic case in this study. For example, the same brand name e.g. ELEPHANT is, sometimes, used for more than one product type, i.e. beer, tile, files, etc. In this case, the reference theory alone is apparently proved to be problematic. Although the theories of reference may be well applicable for words with referents such as brand names, where the products are their referents, the theories are still weak when they are countered with problematic cases. Reference theories might need other theories in combination in order to formulate a better account for the case of brand names in this study.

2.1.2.2.2 Sense Dimension of Word Meaning

Arguing that a word does not have only referent as its meaning, some theorists (e.g. Frege, 1892; Saussure, 1916; Lyons, 1977) have proposed the notion of sense as an additional dimension to word meaning. According to North (1995), sense dimension of word meaning is often presented under different theories including ideational theory (Locke, 1690), conceptualist theory (Jackendoff, 1983), or mentalist theory of meaning (Stich and Warfield, 1994). The major claim under these theories is quite similar, that is the meaning of a word is the ideas, thoughts, or concepts associated with the word. According to this claim, a word is not referred to its referent or things directly, but rather indirectly via the so-called 'senses', the ideas, thoughts, or concepts that link between words and things. Sense theories, as discussed in the literature, are not, however, seen as a rival approach against reference theories, but they are rather a complementary one (North, 1995: p.92). Especially for proper names, sense theories argue that proper names do have some senses in addition to their referents.

The first notion of sense, according to Allan (1986), can be traced back to the 4th Century B.C. in Aristotle's *On Interpretation* where the meaning of a word is viewed as thoughts in the human mind. Locke (1690) advocates Aristotle's notion of word meaning when he states that "the use of words is to be sensible marks of ideas; and the ideas they stand for are their proper and immediate signification" (Locke 1690's Essay III.ii 1-2). Locke (1690) turns to the meaning of common names, and points out that the meaning of words is primarily the concept of a semantic relation between names used by a speaker and the ideas that speaker has in mind.

Kretzmann (1967) argues that there is also a secondary semantic relation implicit in Locke's theory. In addition to the relation between words and ideas in the mind, Locke (1690) also believes that an idea is a sign or representation of things (Essay IV.xxi.4). Some names, for example, names of substances such as *gold*, are used "ultimately to represent things and so their signification or meaning must agree with the truth of things, as well as with ideas in human minds" (Essay III.xi.24). Kretzmann (1967, p.380) infers from Locke's ideational theory of meaning that although names primarily and immediately signify ideas in the minds of the speaker

that uses them, in Locke's view, they can secondarily and mediately signify the things ideas represent. Kretzmann's (1967) use of the term 'refer' when discussing Locke's secondary or mediate signification suggests that Locke's distinction parallels Frege's (1892) distinction between sense and reference. While the sense of a name is the ideas the speaker using the name has in mind, it refers to the objects, if any, these ideas represent.

According to Jamil (2010), the notion of sense is apparently and extensively discussed in Frege's (1892) famous work *On Sense and Reference*. Frege (1892) exclusively discusses the sense of proper names and points out that "the sense of a proper name is grasped by everybody who is sufficiently familiar with the language or totality of designations to which the proper name belongs" (1892, p.37). Frege (1892) exemplifies that an actual proper name such as *Aristotle* may contain different senses such as "the pupil of Plato", "the teacher of Alexander the Great", etc. Anyone who is familiar with the name *Aristotle*, according to Frege (1892), should be able to pick up some senses of the name. Frege (1982) describes sense as 'a mode of presentation' of a referent. That is to say, in order to understand the sense ascribed to a proper name, one has to think of an object that immediately corresponds to the name in a particular way. Frege's classic examples, *morning star* and *evening star*, would provide a clear explanation for this. Frege points out that the two expressions *morning star* and *evening star* have the same reference since both of them refer to the same planet, namely Venus. But *morning star* is not a synonym of *evening star* because one is the name of the planet Venus when seen in the morning before sunrise and the other when it appears in the sky after sunset. Thus, in this case, it can be said that the planet Venus has two senses, depending on the time of day the object is seen. The planet itself is the reference, the morning star is one sense, the evening star the other sense. It is also possible that the planet has some other senses.

The notion of sense under conceptualist or mentalist theories of meaning (i.e. Saussure, 1916; Ogden and Richards, 1923; Lyons, 1977; Jackendoff, 1983; Stich and Warfield, 1994) offer a similar claim since the meaning of words is defined as the concept or thought linked between words and objects. Theorists who accept the dimension of sense generally believe that the word meaning cover both sense and reference dimension. Even some direct reference theorists such as Mill (1843) and

Russell (1905) somehow agree with the sense-reference dimension of word meaning. As Noth (1995) has pointed out, different theorists may use different terminology in discussing the dimension of sense and reference. The following table illustrates a terminological synopsis of sense and reference dimension as used by different theorists in the literature.

	Dimension of Sense	Dimension of Reference
Locke (1690)	<i>idea</i>	<i>thing</i>
Mill (1843)	<i>connotation</i>	<i>denotation</i>
Frege (1892)	<i>sense</i>	<i>reference</i>
Russell (1905)	<i>meaning</i>	<i>denotation</i>
Saussure (1916)	<i>concept</i>	<i>thing</i>
Ogden and Richards (1923)	<i>thought</i>	<i>referent</i>
Lyons (1977)	<i>sense</i>	<i>referent, denotation</i>

Table 2-2: Dimensions of Sense and Reference: A Terminological Synopsis (adapted from Noth, 1995, p.94)

It can probably be inferred from Table 2 that numbers of theorists seem to have a consensus on the notion that meaning of most words cover both dimensions of sense and reference. The only conflict between reference theorists and sense theorists, as projected in the literature seemingly involves the case of proper names. Nevertheless, when several problems of the reference-only theories have been revealed, the studies of meaning in modern linguistics, especially in semantics (i.e. Lyons, 1977; Allan, 1986), tend to rely on both sense and reference dimension of word meaning. The studies of brand name meaning, i.e. Ellwood, 2000; Jain, 2001, seem, as well, to be conducted on the basis of sense-reference dimension despite the absence of sense-reference terminology. It can be assumed that sense and reference dimensions of word meaning should be well applicable to this study of Thailand's exported food product brand names.

2.1.2.2.2.1 Sense and lexical and encyclopedic knowledge

Anderson (2007) suggests that in order to understand ‘sense’ clearly, we may have to refer to the so-called ‘lexical knowledge’ and ‘encyclopedic knowledge’. In Lyons (1977), ‘sense’ is defined by the ‘sense relation’ – e.g. antonym, hyponym, metonym etc. – that lexical items enter into. This constitutes the so-called ‘lexical knowledge’. “The encyclopedic knowledge, on the other hand, is knowledge about the real and other possible worlds that attaches to particular objects or referents” (Anderson, 2007: p.79). For instance, many, but not all, people know that the chemical formula for water is H₂O. This knowledge is said to be encyclopedic because it involves entity in the world, not the word *water*. It is likely that the knowledge regarding the chemical formula for water, H₂O, does not block people from understanding or using the word *water* at all. This seems to be grounds for excluding the fact that the chemical formula for water is H₂O from the meaning for the word *water*. Katz and Fodor’s (1963) even claim that encyclopedic knowledge falls outside of the boundaries of linguistic semantics. This claim has, thus, evoked the issues of how much of the knowledge of speakers about a word and extra-linguistic entity designated by that word should be represented in the lexicon.

Regarding the issue, Raskin (1985) convincingly demonstrates that a large amount of contextual information has to be stored in the lexicon to be accessed during the processing of expressions. Let’s consider Raskin’s example in the following sentence.

(8) John stacked the beer in the fridge.

Raskin (1985, p.78) explains that “unless the lexical item *beer* is capable of activating the knowledge that the given liquid comes packaged in containers of stackable shape and dimensions such as to fit in a refrigerator, the above sentence would be impossible to parse given the semantic inconsistency between *beer* [+liquid] and *stack* which subcategories for a [-liquid] direct object”.

This type of argument brings up the issue of distinguishing between the information pertaining to word (lexical knowledge) and pertaining to the world (encyclopedic knowledge). According to Raskin (1985), the difference between lexical and encyclopedic knowledge is not qualitative, but rather quantitative in relation to the closeness of association of the meaning. Let's consider Raskin's case where he has exemplified the Belgian brewers who produce a special type of beer flavored with cherries, called *Kriek Lambic*. Raskin points out that if there is the information (e.g. the information about the cherry-flavored beer) which one happens to have, but not many other people share, where would this type of information appear? According to Raskin, it would not appear directly in the lexical knowledge, but it would appear in what he calls "a restricted knowledge", a part of encyclopedic knowledge, linked to the lexical knowledge. Following Raskin's explanation, it can be assumed that the lexical and encyclopedic knowledge are connected in a lexicon. In my view, lexical knowledge is what I shall call 'basic sense', whereas encyclopedic knowledge is 'extended sense' of a lexicon. For instance, if we have lexical knowledge or know 'basic sense' of the word *water*, we should be able to use it grammatically, e.g. *we drink water* (not **eat water*). When we happen to know the fact that H₂O is the chemical formula for water, it means that our knowledge about *water* is extended. Then we will be able to associate the word *water* with *H₂O*. Thus, I assume that 'sense' should include both lexical and encyclopedic knowledge. In other words, I believe what Murphy (2003, p.19-20) has pointed out -- "words have no fixed number of senses...words can be associated with more than one sense".

2.1.2.2.2 Sense Enumeration and Semantic Underspecification

Concerning sense of a word, there are two notions found in previous literature. One notion is called 'sense enumeration', and the other is 'semantic underspecification'. Sense enumeration has its root in psycholinguistics where there is a belief that people all have a 'mental lexicon' in which they store word representations – not just the meaning of words, but also their orthography, phonology, morphology, syntactic roles, conceptual categories and associations. This notion suggests that the term 'sense' covers all linguistic aspects that are related word meaning. According to Glover (2005), there are two polar views of how this mental

lexicon stores the different senses of a word. The first, ‘separate sense’, view believes that the mental lexicon contains the word senses separately, as we can see in the case of homonymy such as *bank*. However, this view seems less plausible for polysemy – consider the number of separate senses that would need to be stored for a word such as *set*. The second view is the ‘single sense’ view. As Nunberg (1979) has argued, the mental lexicon need to contain only a ‘core’ sense, from which other senses can be generated by reference to the context and by the application of common-sense principles.

Pustejovsky (1995, p.29) has coined the term “sense enumeration lexicon” to describe those approaches to lexical processing that assume that the lexicon contains separate entries for each separate sense of a word, together with the syntactic category and taxonomy of each sense. These sense enumeration approaches are differentiated by how and when they utilize context in selecting the most appropriate sense, and by the effect of relative frequency. Some approaches (e.g. Marslen-Wilson and Tyler, 1980) claim that context acts like an initial filter, to restrict the range of meanings accessed. Others (e.g. Swinney, 1979) point out that all meanings are accessed and that only then is contextual information applied, in order to select the most appropriate meaning. Despite the different process, the sense enumeration approaches all have two things in common, which are 'selectivity' and 'enumerability'. They all assume that the appropriate meaning is selected from all the known meanings that are enumerated in the individual’s lexicon (Clark and Gerrig, 1983).

As sense enumeration allows the representation of word meaning by listing numerous distinct senses for a particular word, it seems to be welcomed by traditional lexicographers (e.g. Linden, 2005); however, it is rejected by the generative lexicologists (e.g. Pustejovsky, 1995) for it seems impossible for one to list all senses and potential usage of a word. The objection to sense enumeration view leads many theorists (e.g. Cruse, 1986; Blutner, 1998 and 2002; Wilson, 2003, etc.) to the notion of semantic underspecification, the other notion concerning sense dimension of word meaning.

Semantic underspecification is often defined as “a linguistic phenomenon where meaning of a word is underdetermined in some senses”. The word *neighbor* is, for instance, underdetermined as to gender, so is it polysemous in that it can refer to either a male or female neighbor (Geeraerts, 1993)? The word *eat* is underspecified as to implement (Cuyckens and Zawada, 2001), so is it polysemous in that it can refer to eating with knife, fork, spoon or fingers? This view suggests that enumerating all senses of a word is somewhat impossible.

Blutner (2002, p.46) advocates the notion of semantic underspecification and posits his own view called the 'radical underspecification' as follows:

(9) The Radical Underspecification View

- a. Every lexical unit determines an underspecified representation (i.e. a representation that may contain, for example, place holders and restrictions for individual and relational concepts)
- b. The combinatorial system of language determines how lexical units are combined into larger units (phrases, sentences).
- c. There is a system of type and sortal restrictions which determines whether structures of a certain degree of (under)specification are well-formed.
- d. There is a mechanism of contextual enrichment (pragmatic strengthening based on contextual and background knowledge).

This view is clearly founded on semantic underspecification representations, and makes use of a pragmatic mechanism of contextual enrichment. According to this view, the adjective such as *fast* is believed to be semantically-underspecified. For example, in the phrases such as *a fast car*, *a fast typist*, *a fast driver*, *a fast book*, etc., the specific meaning of *fast* in each phrase is enriched by the contextual enrichment mechanism. The clear evidence, as presented in Blutner's (2002), is that the phrase *a fast book* which is normally interpreted as “a book that can be read in a short time” may not always have the same interpretation in different contexts. Consider the following example posted in Blutner (2002; p.43).

(10) Yesterday, my friend had some trouble with his wife, and she threw his books out of the window. Unfortunately, I was struck by *a fast book*.

The phrase *a fast book* in (10) is not apparently interpreted as “a book that can be read in a short time any more, but as one that moved quickly. Thus, *fast* is seemingly represented by semantic underspecification, according to Blutner (2002). This view is, more or less, supported by several pragmaticists from both formal and cognitive schools (e.g. Wilson, 2003; Recanati, 2004; Wilson and Carston, 2007).

2.1.2.2.3 Senses as Concepts and Conceptual Categories

Senses are sometimes viewed as concepts or abstract representations connected between thought and language, on the one hand, and referents, on the other (Peacocke, 1992; Zalta, 2001). The notion of ‘sense as concept’ may be understood as “a person's idea what something in the world is like”. More specifically, concepts can relate to single entities such as the concept someone has of one's mother or they can relate to a set of entities, such as the concept [VEGETABLE]. According to Dirven and Verspoor (1998), this type of concept has structure, in that it includes certain entities such as carrots, cabbages, lettuce, etc and excludes others such as apples and bananas. Such senses or concepts, which break reality into relevant units, are called ‘conceptual categories’ – concepts of a set as a whole (Dirven and Verspoor, 1998: p.14). When ones perceive something, they automatically tend to categorize it. For example, when one hears a piece of music, he/she automatically tend to categorize it as rock or as classical music or as something else. Conceptual categories represent the way people articulate their experience of the world to make it manageable, by grouping it into classes whose members have similar properties (Cruse, 2006).

Conceptual categories concerning the classification of words in a language are known as ‘lexical categories’ or ‘lexical concepts’. In assigning a lexical item or word to a category, one has to do with senses or concepts that enable him/her to assign the word to an appropriate category. It is noted by Dirven and Verspoor (1998) that there is a possibility that different people may categorize the same thing differently and even the same person may do at difference times. One person may categorize *tomatoes* as [[VEGETABLE]] and another person may describe the same thing as

[[FRUIT]] . This depends on the experienced world where people have of. Regardless the fact that people may categorize things or words differently, Cruse (2006, p.30) points out that people's ability to deal with the world with conceptual or lexical categories has at least four main advantages, as follows:

- 1) *Learning from experience*: individual experiences rarely repeat themselves exactly, so storing information about each separate one would be of limited usefulness. If, however, ones group similar objects, events, and so on into categories, then these categories do recur and can be associated with a useful build-up of knowledge;
- 2) *Communication*: language would not be able to function unless its elements were associated with shared conceptual or lexical categories;
- 3) *Planning*: senses, concepts and their associated stored knowledge enable people to carry out a virtual operation of things in the world and foresee consequences;
- 4) *Economy*: what is learned about one member of a category can be instantly generalized to other members. Conversely, learning that something belongs to a particular category gives immediate access to further information about it.

These are the reasons why people do categorization in a language. However, the conceptual content of a category tends to cover a wide range of instances or members. For example, the category [[CHAIR]] covers kitchen chair, *rocking chair*, *swivel chair*, *armchair*, *wheelchair*, *highchair* etc. Categorization is then an aspect of language that language scholars or theorists have paid their attention to. As a result, theories of concepts and categorization have been proposed. According to the literature, there are, at least, three main theories regarding the nature of concept and lexical categorization: the classical theory (e.g. Smith and Medin, 1981), the prototype theory (e.g. Rosch, 1978) and the 'theory' theory (e.g. Keil, 1989). These theories have their own strengths and weaknesses, as discussed below.

1. The classical theory is, according to Smith and Medin (1981), based on the claim that every lexical concept is associated with a definition; everything that satisfies the definition belongs to the corresponding lexical category. Thus, this theory is sometimes known as 'the definitional theory' (Cruse, 2006). Definitions typically

take the form of a set of features, or criteria, which are individually necessary for membership of the category and are jointly sufficient. Take the case of the lexical concept [BOY] which we might define as “young male human”. These features are individually necessary, in that every member of the category [[BOY]] must be [male], must be [young], and must be [human]. The features are jointly sufficient, in that everything which possesses all three features qualifies as a boy. According to the classic theory, lexical categorization can be understood as a psychological process in which a complex concept is matched to a target item by checking to see if each and every one of its definitions applies to the target.

This approach has an intuitive appeal, but some problems have been pointed out in the literature (e.g. Dancy 1985, Cruse, 2006). Those problems are: 1) for many lexical concepts such as [KNOWLEDGE], [JUSTICE], it is extremely difficult to come up with satisfactory definitions; 2) this approach implies that lexical categories have sharp boundaries, whereas natural categories typically have fuzzy boundaries (Dirven and Virspeer, 1998); 3) with this approach, everything that satisfies a definition has equal status in a category. This does not explain why, typically, some members of a category are felt to be more central and others more peripheral (Cruse, 2006). Apparently, the later approaches to lexical categories, the prototype theory and the ‘theory’ theory, attempt to deal with one or more of these problems of the classic theory.

2. The prototype theory alternatively indicates that lexical categorization is not operated by definitional structure but by matching a lexical item with the ideal examples or prototypes of a category. Stanford Encyclopedia of Philosophy (2005) says that the prototype theory has its philosophical roots in Wittgenstein’s (1953/1958) famous remark that the things covered by a category often share a family resemblance, and it has its psychological roots in Eleanor Rosch’s experimental treatment of much the same idea (Rosch & Mervis 1975, Rosch 1978). Cruse (2006) points out that the prototype theory is especially aimed at remedying the weaknesses of the classical theory mentioned above.

On this view, whether a lexical item belongs to a lexical category and, if so, how central it is, are determined by its degree of similarity to the prototypical member of the category. In most versions of prototype theory, the prototype is represented by a set of features similar to those found in the classical theory of lexical categorization (Dirven and Virspeer, 1998). For instance, the category [[BIRD]] might be represented by the features [has feathers], [has wings], [flies], [has two legs], [lays eggs], [builds a nest], [sings], and so on. This is sometimes, according to Cruse (2006), described as a ‘summary representation’, because it does not contain details of individual examples. The degree of resemblance of a lexical item to the prototype is measured by the number of features it shares with the prototype. On this view, ‘degree of resemblance to prototype’ can be interpreted as ‘degree of membership in the category’. On this interpretation, *ostrich* would not be a full member of the category [[BIRD]] because it cannot fly.

According to Rosch (1978), there are two basic principles of categorization underlying the prototype theory: the principle of least cognitive effort and the principle of perceived world. The first principle can be explained that in assigning a category for an object or a word, it should be done with the least cognitive effort, and the second principle concern the fact that the category assignment should conform with the structure of information in the perceived world. For example, *robins* and *swallows* are more typical birds than *ostriches* and *chicken* because less cognitive effort is needed in categorizing them as a bird, and they better conform to the world's information structure.

Another major categorization concept proposed in the prototype theory is the ‘degree of membership’. It suggests that objects or words are members of a category with different degree; for instance, *chicken* has less degree of membership of category [[BIRD]] than *robins* do. Dirven and Verspeer (1998) also give a good explanation for the degree of membership using the category [[CHAIR]] as an example. They explain that “when asked to draw a picture of a chair, people are most likely to draw a type of chair which has four legs, a seat and a back so as to be able to sit on it firmly and comfortably”. The most drawn picture is normally a kitchen chair and not an armchair or others. A kitchen chair, thus, has higher degree of membership of the category [[CHAIR]] than the others do. It is the best member or the prototypical

member of the category [[CHAIR]]. Other chairs are also members of the category but with less degree of membership than a kitchen chair.



Figure 2-1: Some members of the lexical category [[CHAIR]]

Comparing the prototype theory with the classical theory, there are three main differences which can be summarized as follows:

i. The set of prototype features does not constitute a definition, as the features are not individually necessary. Membership of a category is determined by having a sufficient degree of similarity to the category prototype, that is, by sharing a sufficient number of features. Prototype theorists believe that there is no sharp division between members and non-members of the kind entailed by the classical theory. According to the prototype theory, the boundaries between lexical categories are rather fuzzy than sharp.

ii. Members of a category do not all have the same status: experimental subjects judge some members of a category to be better examples than others. Seemingly, the classical theory offers no account of this.

iii. The fact that not all features have to be satisfied means two members of a category may resemble the prototype in different ways and as a consequence may have little similarity to one another. This gives rise to the phenomenon of family resemblance as the unifying principle of category membership.

According to Stanford Encyclopedia of Philosophy (2005), the problems of prototype theory may occur when one has to deal with reflective judgements and complex concepts. For the case of reflective judgement, people seem to go beyond the outcome of a similarity comparison. For instance, if asked whether a dog that is surgically altered to look like a raccoon is a dog or a raccoon, the answer for most of us, and even for children, is that it remains a dog (Keil 1989, Gelman 2003). The other problem of prototype theory is that when one has to deal with a more complex concept such as [CHAIRS THAT WERE PURCHASED ON A WEDNESDAY]. Fodor (1998) argues that such concept does not have prototype.

Regardless of these problems, the prototype theory, in my view, seems to do well in accounting for categorization of general lexical items such as natural kind terms such as *animal*, *fruit*, *vegetable*, etc (Dirven and Virspeer, 1998). Even in the cases of reflective judgement (a raccoon-like dog) and complex concepts, [CHAIRS THAT WERE PURCHASED ON A WEDNESDAY], I argue that people can still do categorization for such cases by matching the concepts against the best member of a related category. For example, in assigning a category for a raccoon-like dog, one may compare the prototype of [[RACCOON]] and [[DOG]] before making the judgement. In the case of complex concept such as [CHAIRS THAT WERE PURCHASED ON A WEDNESDAY], one may just categorize the concept by comparing with the prototype of [[CHAIR]]. All in all, the prototype theory seems to work well for brand name categorization in this study.

3. The ‘theory’ theory of lexical categorization basically aims at solving the problems of the classic theory. According to Cruse (2006), the basic idea of this theory is that lexical concepts stand in relation to one another in the same way as the technical terms of a scientific theory and that categorization is a process that strongly resembles scientific theorizing. It can be generally assumed, as well, that the technical terms of a scientific theory are interdefined so that a theoretical term's content is

determined by its unique role in the theory in which it occurs (Keil, 1989). Similarly, the lexical categorization, according to the ‘theory’ theory, is operated by identifying causal relations, purposes, and internal constitution of a lexical items (Cruse, 2006). The main claims of the ‘theory’ theory can be summarized as follows:

i. Categorization has to do with explaining the relations between features. For instance, the category [[BIRD]] which includes the features [can fly] and [has wings] may need the information explaining that, in some cases e.g. *ostrich*, wings are not necessarily related to the ability to fly.

ii. Categorization should give priority to properties that cannot be observed, such as the parentage and internal organs of animal species. For instance, people understand that if something starts out as, say, a cat, changing its appearance by plastic surgery until it looks exactly like a fox does not turn it into a fox, but into an unusual form of cat.

iii. Humans form different types of explanatory theory or different types of conceptual categories, such as [[HUMAN BEINGS]], [[LIVING THINGS]], [[NATURAL KINDS]], [[ARTIFATS]], etc. So, for instance, unlike the cat-fox case just described above, if people are faced with, say, a screwdriver that is changed so that it looks exactly like a chisel, they are most likely to say that it has, in fact, changed into a chisel. This is because people have different sorts of theories concerning living things and artifacts.

iv. Categorization goes through developmental stages in children, which parallel developments in general human understanding and knowledge.

Although the ‘theory’ theory seems to highlight a problem in the prototype theory, it does not rule out prototype effects, nor the existence of some sort of summary representation, nor the storage of information about particular examples (Cruse, 2006)

Stanford Encyclopedia of Philosophy (2005) also points out the problems of the ‘theory’ theory that it has difficulty in allowing for different people to possess the same concepts of categorization or even for the same person to have the same concept

of categorization over time, as the ‘theory’ theory believes that a category’s content is determined by its role in a conceptual world, not by its being composed of a handful of constituents of components. Another problem of the ‘theory’ theory in regard to categorization concerns the analogy to conceptual change in science. The analogy suggests that children undergo radical conceptual re-categorization in development, but many of the central case studies have proved to be controversial on empirical grounds, with evidence that the relevant conceptual categories are connected to core knowledge systems that are enriched in development but not fundamentally changed (Spelke, 1994). To my view, the ‘theory’ theory seems to pay too much attention to the unusual cases such as the case of conceptual change, so it does not seem appropriate for the categorization of brand names, which are generally simple and normal.

2.1.2.2.4 Problems of sense dimension

It is noted that although the notice of sense can be well accounted for the problems posed by referential theories, they do have some problems. As reported in the literature, there are, at least, two problems of sense dimension of word meaning. First, as Kempson (1977) has pointed out, the notion of sense may not be able to effectively account for the meaning of grammatical words, e.g. *and*, *because*, *or*, etc., for it is not clear whether the interpretation of those words can be analyzed in terms of senses, thoughts or concepts in the mind. According to Kempson (1977, p.17), it may be wrong to say that the meaning of *and* is the concept of coordination, and the meaning of *or* is the concept of disjunction, because when one needs to explain coordination or disjunction, he/she needs to refer to *and* or *or*. Kempson (1977) may be right for her argument; however, it seems not fair for the sense approaches since they are not aimed to account for grammatical words. The problem regarding grammatical words should not be treated as the serious problem for the sense dimension, as it is widely accepted as an effective account to content words meaning.

The other problem of sense notion concerns the fact that sense mainly relies on human cognition. Those who concern the notion of sense (e.g. Speaks, 2005) usually point out that the cognitive value contained by sense or concept is, perhaps, untestable. A question such as “how can we identify senses or concepts of a word?”

may be raised, since senses are quite abstract to identify. Kempson (1977) also notes that if word meaning is to be explained in terms of senses or concepts, it is very important that the terms ‘sense’, ‘concept’, ‘idea’ or ‘thought’ are provided with a rigorous definition. Although some scholars question the validity of sense theories, they seem not to reject the existing of senses. Senses do exist but the problem is how to identify them.

To the problem of identifying senses, a number of scholars including the sense theorists themselves have proposed some ways to present the existing of senses. Frege (1892) and Russell (1905) have already proposed a descriptive theory arguing that senses of names can be presented via descriptions. Lobner (2002) supports the descriptivist's view when he states that sense or concept of a word is its descriptions. He exemplifies that a sense of the word *dog* may be presented by a description such as “a certain kind of medium-sized animals with four legs and a tail; they are often kept as pets; they bark; they may bite, etc.”. This descriptivist's solution to sense puzzle is similar to the way a lexicographer uses to present senses of a dictionary entry. The other classic solution to sense problem is, apparently, the proposal of componential analysis of word meaning. Linguists such as Leech (1981), Lyons (1995) explains that one way to identify senses of a word is to decompose the word into minimal components. For instance, the word *spinster* might be broken down into [female], [never married], [adult], [human], etc. To some extents, these components can be used, according to Leech (1981) and Lyons (1995), to present senses of a word. To this point, the problem of sense identification is seemingly not a serious problem for this study. The dimension of sense and reference should be a practical conceptual framework for the investigation of the semantics of brand names.

2.1.2.2.3 Pragmatic Dimension of Word Meaning

The absence of ‘context of use’ in the discussion of sense-reference dimension of word meaning leads a number of theorists (e.g. Firth, 1937; Wittgenstein, 1953; Peirce, 1972, etc.) to propose their theories to account for the ‘use’ and ‘user’ dimension of word meaning. Among those theorists, Firth (1937) is probably the first theorist, according to Noth (1995), who proposes his ‘contextual theory’, which

claims that “meaning (of a word) is ultimately derivable from its observable context”. Firth (1937) defines the word meaning as a function of its situational context, and he proposes his key concept of the ‘context of situation’ in his later work (Firth, 1957), which is apparently, according to Noth (1995), the pragmatic aspects of word meaning. Firth’s (1957, p.182) ‘context of situation’ comprises the following factors of meaning:

- (11) A. The relevant features of participants: persons, personalities.
 The verbal action of the participants.
 The nonverbal action of the participants.
- B. The relevant objects.
- C. The effect of the verbal action.

According to Firth (1957), the (word) meaning is the whole complex of functions which a word may have, and contextual relations at all levels, phonology, grammar, or lexicography, are manifestations of the meaning of a word. It is clear that the word meaning, in Firth's (1937, 1957) view, cannot be explained with the intrinsic semantic features of a word alone, but with the help of the context of situation, in other words, the context of use.

Wittgenstein (1953) is among the very first theorists who explain the word meaning in terms of use. In his *Philosophical Investigations*, Wittgenstein (1953, p.43) proposes the ‘operational theory’ to account for word meaning. He explains that “for a large class of cases – though not for all – in which we employ the word meaning, it can be defined that the meaning of a word is its use in the language. And the meaning of a name is sometimes explained by pointing to its bearer”. This claim is adopted in some later works (i.e. Hallett, 1967; McGinn, 1984) where the term ‘ostension’ (pointing to the object) is used as an account of word meaning. However, it seems to be too straightforward to explain the meaning of a word in terms of ‘ostension’. As Allan (1986, p.77) has pointed out, “ostension explains nothing about the nature of (word) meaning, it just plays a role in the acquisition of meaning”. This apparently shows that treating the word meaning, as its use alone can also be problematic. Still, the linguistic contents of a word are a necessary factor for the consideration of word meaning.

Peirce (1972) is also one of the theorists who advocate the pragmatic dimension of word meaning when he points out that the whole meaning of a word consists in the entire set of its practical consequences (or uses). He seems to have in mind that a meaningful concept of a word must have some sort of experiential value and must somehow be capable of being related to some sort of collection of possible empirical observations under specifiable conditions (or contexts). Peirce (1972) insists that the entire meaning of a meaningful word consists in the totality of such specifications of possible observations. For example, Peirce (1972) spells out the meaning of words such as *hard* or *heavy* by stating that we do not know the meaning of such words unless we have a method of measurement for it. To Peirce (1972), the meaning of a word is the sum total of its implications for possible observations and actions. In other words, the meaning of a word is its use in a certain context. Again, Peirce (1972) seemingly fails to include the intrinsic linguistic features of a word in the discussion of his theory.

The pragmatic dimension of word meaning become clearer in Grice's (1975) 'implicature' where 'what is said' or the actual words used by the speaker and 'what is implicated' or the actual meaning the speaker would like to communicate are discussed. The notion of 'implicature' is reviewed more extensively in section 2.1.2.2.3.1. It is noticed that 'implicature' focuses mainly on the speaker dimension. The hearer dimension, on the other hand, is mainly discussed in 'Relevance Theory', which is extensively reviewed in section 2.1.2.2.3.2.

2.1.2.2.3.1 Implicature

'Implicature' is defined as a speaker meaning that constitutes an aspect of what is communicated in a speaker's saying without being part of what is said (Horn, 2004:p.3). In other words, what a speaker intends to communicate may be characteristically much richer than what he/she directly expresses. The notion of implicature was first introduced by H.P. Grice in the William James lectures at Harvard in 1967 and first published in his 1975 famous paper *Logic and Conversation*. Grice has attempted to clarify the intuitive difference between what is expressed literally in a sentence and what is hinted at by an utterance of the same string of words. To distinguish the latter from the former, Grice (1975/1978) uses the

terms *implicate* and *implicature*, while he refers to the linguistically coded part of utterance content as “what is said”.

The sum of what is said in a sentence and what is implicated in an utterance of the same sentence is called the “Total signification of an utterance” (Grice, 1978: p.41). Implicature itself is meant to cover a number of ways in which literally unsaid information can be conveyed. The relationships between these can be represented schematically as follows:

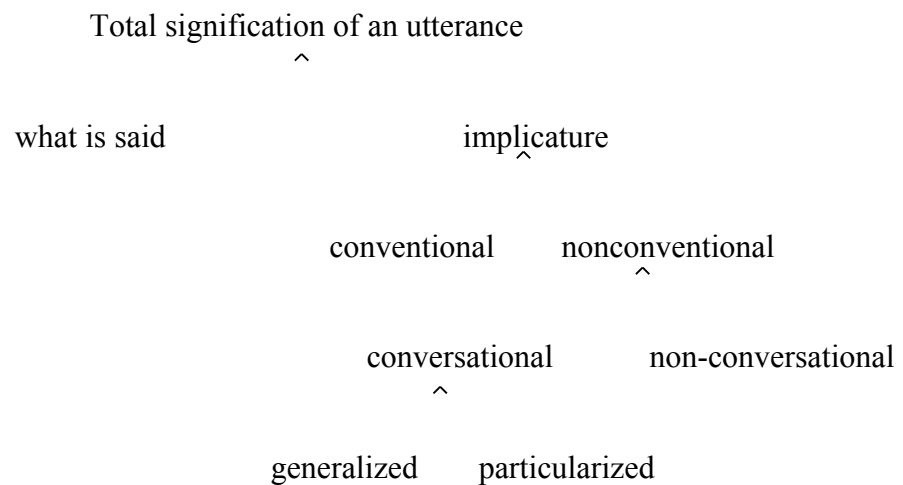


Figure 2-2. Total signification of an utterance

Of the above implicature types, ‘conventional implicature’ and the two types of ‘conversational implicature’, generalized and particularized, are the main aspects of implicature discussed in the literature. Grice’s definitions of these terms can be reviewed as follows:

In the case of conventional implicature, “the conventional meaning of the words used will determine what is implicated, besides helping to determine what is said” (Grice, 1975:p.25). Consider the following example of conventional implicature which is given by Grice.

(12) He is an Englishman; he is, therefore, brave.

According to Grice, (12) is said to conventionally implicate rather than literally say that the man’s being brave follows from his being an Englishman. The conventional implicature here is attributed to the presence of the lexical item *therefore* (Grice, 1975: p. 25-26).

In contrast, conversational implicature is triggered by “certain general features of discourse context” rather than by the conventional meaning of a specific word (Grice, 1975: p. 26). These features are the following: (1) linguistic exchanges are governed by the Cooperative Principle, the content of which is detailed in the four Maxims of Conversation and their submaxims; (2) when one of the participants of the exchange seems not to follow the Cooperative Principle, his or her partner(s) will nevertheless assume that, contrary to appearances, the principle is observed at some deeper level.

The principle, the maxims and their submaxims are formulated as follows:

(13) *The Cooperative Principle* (Grice, 1975: p.26):

Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged.

(14) *The Maxims of Conversation* (Grice, 1975: p.26-27):

QUALITY: Try to make your contribution one that is true.

1. Do not say what you believe to be false.
2. Do not say that for which you lack adequate evidence.

QUANTITY: Be as informative as required

1. Make your contribution as informative as is required (for the current purposes of the exchange).
2. Do not make your contribution more informative than is required.

RELATION: Be relevant.

MANNER: Be perspicuous.

1. Avoid obscurity of expression.
2. Avoid ambiguity.
3. Be brief.
4. Be orderly.

Grice's notion of conversational implicature can be stated as in (15):

- (15) A participant P in a linguistic exchange, by literally making an assertion with the propositional content x, *con conversationally implicates* the proposition y if and only if:
- a. P is presumed to be observing the maxims
 - b. the supposition y is required to maintain (a)
 - c. P thinks that his partner will realize (b) (1975, p.30-31)

The distinction between particularized and generalized conversational implicature is characterized as follows: instances of particularized conversational implicature require 'special features of the context', while in the case of generalized conversational implicature, "the use of a certain form of words in an utterance would normally, in the absence of special circumstances, carry such-and-such an implicature" (Grice, 1975 : p. 37). Consider two of Grice's examples of particularized conversational implicature. In the dialogue

- (16) A: Smith doesn't seem to have a girlfriend these days.
B: He has been paying a lot of visits to New York lately.

B seemingly fails to be cooperative. The implicature that Smith has, or may have, a girlfriend in New York is necessary, Grice (1975) argues, to preserve the assumption that B is observing the maxim of Relation.

Similarly, the professor's letter of recommendation for one of his students applying for a position at a philosophy department (17) seems to violate the first maxim of Quantity:

- (17) Dear Sir, Mr. X's command of English is excellent, and his attendance at tutorials has been regular. Yours, etc.

Given that the professor has made the effort and has written the letter, its recipient cannot help assuming that he wanted to be cooperative, and thus, informative. The implicature that bridges the gap between what is literally said in the letter and the requirement that such a document inform the reader about the

candidate's competence in the given subject is that the student in question is no good at philosophy (Grice, 1975: p. 33).

Under the heading of generalized conversational implicature, Grice (1975) lists a number of sentences containing an indefinite noun phrase. Consider two of those examples:

(18) X is meeting a woman this evening.

(19) X went into a house yesterday and found a tortoise inside the front door.

Grice says that the utterance of (18) carries the implicature that the woman that X is meeting is unknown to the recipient of (18). That is to say, she is "someone other than X's wife, mother, sister, or perhaps even close friend" (Grice, 1975: p. 37). Similarly, (19) normally implicates that the house that X entered is not his or her own.

The emergence of these implicatures is explained in the following way: "When someone, by using the form of expression *an X*, implicates that the X does not belong to or is not otherwise closely connected with some identifiable person, the implicature is present because the speaker has failed to be specific in a way in which he might have been expected to be specific, with the consequence that it is likely to be assumed that he is not in a position to be specific" (Grice, 1975:p. 38). In other words, the assumption that (18) and (19) only seemingly violate the first maxim of Quantity requires the above suppositions.

In connection with the above discussion of generalized conversational implicatures, Grice (1978) notifies his acceptance of the principle called "Modified Occam's Razor", as stated below:

(20) Senses are not to be multiplied beyond necessity. (Grice, 1978: p.47)

In other words, one should only assign more than one conventional meaning to a construction or fix the existence of an additional word sense that supposedly fits the appropriate sentential environment, if "the supposition that there is such a sense does some work, explains why our understanding of a particular range of applications of the word is so easy or so sure" (Grice, 1978: p.47).

It is noted here that although some later works (e.g. Carston, 1988; Levinson, 2000) have tried to revise the notion of Grice's implicature, the main key idea still remains unchanged. The notion that speakers want to mean something by saying a word or a string of word seems to be widely accepted. In this study, I assume that by using a certain brand name, the brand name owners probably intend to communicate or implicate something. It is also noted, according to Bach (2006), that implicature is not inference. It should be understood that when one says that a speaker or a word implies something, he/she means that information is conveyed or suggested without being stated outright. Inference, on the other hand, is the activity performed by a hearer or interpreter in drawing conclusions that are not explicit in what is said. A speaker can implicate something even if the hearer does not recognize it. Of course, this will not be a case of successfully conveying the implicature, but that does not mean the speaker did not implicate anything, just as a speaker can hint at something without the hearer getting the hint. Inference is not pertained to the truth of the implicature but to its content. The aspect of inference is discussed in Relevance Theory below.

2.1.2.2.3.2 Relevance Theory

While the notion of implicature focuses on what a speaker wants to mean by uttering a linguistic expression, Relevance Theory puts its main focus on how the hearer interprets the speaker's intended meaning. Relevance Theory is sometimes known as a pragmatic inferential theory (Ariel, 2010), or the theory of comprehension (Wilson and Sperber, 2004). Relevance theory is developed out of the Gricean maxim of relation, 'Be relevant' (Carston, 1988: p.42). The central claim of Relevance Theory is that the expectations of relevance raised by an expression are precise and predictable enough to guide the hearer toward the speaker's meaning. The aim of the theory, according to Wilson and Sperber (2004, p.608), "is to explain in cognitively realistic terms what the expectations of relevance amount to and how they might contribute to an empirically plausible account of comprehension".

According to Sperber and Wilson (1986/1995), Relevance Theory is based on a definition of 'relevance' and two principles: Cognitive and Communicative Principle of Relevance. The term 'relevance' is defined as a property of inputs (e.g. a

sight, a sound, a linguistic expression, a memory, etc.) to cognitive processes; it is a function of cognitive effects (or contextual effects, changes in the information stored in the cognitive system (Cruse, 2006: p.153) and of the processing effort expended in deriving those effects. It is noted that relevance is a potential property not only of the expressions and other observable phenomena, but of thoughts, memories, and conclusion of inferences (Wilson & Sperber, 2004). Relevance thus involves any external stimulus or internal representation which provides an input to cognitive processes; and the input may be relevant to an individual at some time.

Sperber and Wilson (1995) explain that an input is relevant to an individual when it connects with background information he/she has available to yield conclusions that matter to him/her by e.g. answering a question he/she had in mind, improving his/her knowledge on a certain topic, settling a doubt, confirming a suspicion, or correcting a mistaken impression. In other words, an input is relevant to an individual when its processing in a context of available assumptions yields, what Sperber and Wilson call, a 'Positive Cognitive Effect' which can be defined as a true conclusion, not the false ones (Sperber and Wilson, 1995: p.264). For example, on seeing a train arriving, one might look at his/her watch, access his/her knowledge of the train timetable, and derive a conclusion that his/her train is late. The fact that the train is late is a true conclusion or a positive cognitive effect in this case.

Relevance is obviously a matter of degree. There are potentially relevant inputs all around us, but we cannot attend to them all (Sperber and Wilson, 1986/1995). What makes an input worth picking out from the mass of competing stimuli is not just that it is relevant, but that it is more relevant than any alternative input available to us at that time. The more worthwhile conclusions achieved by processing an input, the more relevant it will be. According to Relevance Theory, other thing being equal, the greater the positive cognitive effects achieved by processing an input, the greater its relevance will be. Therefore, the sight of the train arriving one minute late may make little worthwhile difference to one's representation of the world, whereas the sight of the train arriving an hour late may lead to a reorganization of one's day, and the relevance of the two inputs will vary accordingly.

According to Sperber and Wilson (1986/1995), what makes an input worth attending to is not just the cognitive effects it achieves. In different situations, the same stimulus may be more or less prominent, the same contextual assumptions more or less accessible, and the same cognitive effects easier or harder to derive. Intuitively, the greater the effort of perception, memory, and inference required, the less rewarding the input will be to process, and hence the less deserving of attention. According to Relevance Theory, other things being equal, the greater the processing effort required, the less relevant the input will be. Thus, it can be concluded that the relevance of an input to an individual has to do with: 1) cognitive effects and 2) processing effort, as follows:

(21) Relevance of an input to an individual

- a. Other things being equal, the greater the (positive) cognitive efforts achieved by processing an input, the greater the relevance of the input to the individual at that time.
- b. Other things being equal, the greater the processing effort expended, the lower the relevance of the input to the individual at that time.

To exemplify how the relevance of alternative inputs might be compared in terms of effort and effect, let us consider the following example. Suppose one wants to take the next train to Bangkok, compare statements (22)-(24):

- (22) The next train to Bangkok is at 3:24 pm.
- (23) The next train to Bangkok is after 3 pm.
- (24) The next train to Bangkok is 36 minutes before 4 pm.

All three statements would be relevant to the hearer, but (22) would be more relevant than either (23) or (24). Statement (22) would be more relevant than (23) for reasons of cognitive effect: (22) entails (24), and therefore yields all the conclusions derivable from (22). Besides, these conclusions may have practical consequences for the planning of the hearer's trip. Statement (22) would be more relevant than (24) for reasons of processing effort: although (22) and (24) are logically equivalent, and therefore yield exactly the same cognitive effects, these effects are easier to derive from (22) than from (24), which requires an additional effort of calculus with no additional benefit.

In processing an input, Relevance Theory relies on two principles: Cognitive and Communicative Principle of Relevance. The first, or Cognitive, Principle of Relevance (Sperber and Wilson, 1995: p.260-66) is defined as follows:

(25) *Cognitive Principle of Relevance*

Human Cognition tends to be geared to the maximization of relevance.

Within this principle, aiming to maximize the relevance of the inputs one processes is a matter of making the most efficient use of the available processing resources. Relevance Theory claims that humans do have an automatic tendency to maximize relevance because the human cognitive system tends to work this way. In processing an input, the perceptual mechanisms tend automatically to pick out potentially stimuli, the memory retrieval mechanisms tend automatically to activate potentially relevant assumptions, and the inferential mechanisms tend spontaneously to process the input in the most productive way. Following this principle, in processing a brand name input, consumer's cognition should also be geared to the maximization of relevance, that is to the achievement of as many positive cognitive effects as possible for as little processing effort as possible.

Let us consider the case of DIET COKE (Herbig, 1998: p.98), the brand name owner intended to communicate that DIET COKE was good for people who were on a diet or wanted to stay in shape. Unfortunately, consumers in France seemed not to take the intended meaning; they took [POOR HEALTH] for the word *diet*, instead of [STAY IN SHAPE]. This is because the word *diet*, in France, generally suggests the concept [POOR HEALTH]. The French consumers' cognitions were likely to be geared to the more relevant assumption. They tended not to interpret *diet* as "staying in shape" because, according to Relevance Theory, the new interpretation might require more processing effort. As a result, the brand name owner (Cola-Cola Company) had to change the name to COKE LITE to maintain its intended information.

The second, or Communicative, Principle of Relevance is defined as follows:

(26) *Communicative Principle of Relevance*

Every utterance conveys a presumption of its own optimal relevance.

According to Sperber and Wilson (1989/1995), an utterance or a linguistic expression conveys not just a vague expectation, but a precise presumption of relevance, which the notion of *optimal relevance* captures. The definition of *optimal relevance* is shown below.

(27) *Optimal relevance*

An utterance is optimally relevant to the hearer just in case:

- (a) It is relevant enough to be worth the hearer's processing effort;
- (b) It is the most relevant one compatible with the speaker's abilities and preferences.

According to (27a) of this definition, the hearer is entitled to expect the utterance or expression to be at least relevant enough to be worth processing, which means that the utterance or expression should be more relevant than any alternative input available at the time.

According to (27b), the hearer is entitled to higher expectations than the expectation level spelled out in (27a). The speaker wants to be understood. It is therefore in his/her interest to make his/her utterance as easy as possible to understand, and to provide evidence not just for the cognitive effects he/she aims to achieve in the hearer but also for further cognitive effects which, by holding his/her attention, will help him/her achieve his/her goal. Speakers, however, are not omniscient, and they cannot be expected to go against their own interests and preferences in producing an utterance or expression. There may be relevant information that they are unable or unwilling to provide, and wordings that would convey their meaning more economically, but that they are unable to think of at the time, or are unwilling to use for some reasons. All this is spelled out in (27b) of the definition of optimal relevance, which states that the utterance or expression is the most relevant one, i.e. yielding the greatest effects, in return for the smallest processing effort, that the speaker is able and willing to produce.

The Communicative Principle of Relevance justifies a specific inferential procedure for interpreting an utterance or expression, that is for discovering what the speaker meant by producing it. Wilson and Sperber (2004) explains that the hearer

should take the decoding linguistic meaning; following a path of least effort, he/she should enrich it at the explicit level and complement it at the implicit level until the resulting interpretation meets his/her expectation of relevance. Relevance Theory then suggests the following hypotheses of comprehension procedure:

(28) *Relevance-theoretic comprehension procedure*

- a. Follow a path of least effort in constructing and testing interpretive hypotheses (regarding disambiguations, reference resolutions, implicatures, etc.)
- b. Stop when your expectations of relevance are satisfied (or abandoned).

Regarding clause (27b) of the definition of optimal relevance, it is reasonable for the hearer to follow a path of least effort because the speaker is expected (within the limits of his/her abilities and preferences) to make his/her expression as easy as possible to understand. Since relevance varies inversely with effort, the very fact that an interpretation is easily accessible gives it an initial degree of plausibility. It is also reasonable for the hearer to stop at the first interpretation that satisfies his/her expectations of relevance, because there should never be more than one. A speaker who wants his/her expression to be as easy as possible to understand should formulate it within the limits of his/her abilities and preferences, so that the first interpretation to satisfy the hearer's expectation of relevance is the one he/she intended to convey. An utterance or expression with two apparently satisfactory competing interpretations would cause the hearer the unnecessary extra effort of choosing between them, and, because of this extra effort, the resulting interpretation (if there were one) would not satisfy clause (27b) of the definition of optimal relevance. Thus, when a hearer following the path of least effort arrives at an interpretation that satisfies his/her expectations of relevance, he/she should take it and stop the comprehension process at that time.

In brand name cases, it can be assumed, according to the Communicative Principle of Relevance, that every brand name conveys a presumption of its own optimal relevance. Thus, the brand name consumer should be entitled to expect the brand name to be relevant enough to be worth processing. If a brand name does not seem to be relevant to the consumer or much of his/her processing effort is required,

he/ she may ignore the processing of that brand name. To exemplify, we may think about the case of VISA card types, PLATINUM, GOLD and SILVER. These names will be relevant to a consumer when he/she involves with them in some circumstances (e.g. applying for a credit card). Of course, in this case, PLATINUM, GOLD and SILVER should not be interpreted as a kind of metal, but a class of credit card. Thus, these names may achieve relevance by explaining how they differentiate each type of the credit card. According to (27b) of the definition of relevance, VISA PLATINUM, GOLD and SILVER seems to be also the most relevant because the brand name owner company is likely to use the names to communicate the class of credit card.

Recent studies regarding the pragmatics of lexical items, in other words 'lexical pragmatics' (e.g. Kratzer, 2010; Racanati, 2010; Wilson and Sperber, 2007, etc) often discuss the notion of 'pragmatic enrichment' and 'ad hoc' concept' in relation to Relevance Theory. These notions are likely to help enhancing the notion of implicature and Relevance Theory in explaining the meaning of a lexical item in many cases. They seem to be useful for the analysis of pragmatic dimension of word meaning in previous literature; they are, thus, assumed to be beneficial for this study in a similar way.

2.1.2.2.3.3 Pragmatic Enrichment and Ad hoc Concept

Pragmatic enrichment, also known as 'pragmatic strengthening' or 'pragmatic modulation', is, according to Kratzer (2010), a mechanism required for the interpretation of a given expression, i.e. words, phrases, utterances. The notion of pragmatic enrichment usually goes hand in hand with the view of semantic underspecification discussed in section 2.1.2.2.2.2. Blutner (1998 and 2002), for example, discusses the notion of 'pragmatic enrichment' based on 'conversational implicatures', and explains the interpretation of *red* in *red apple* and *red grapefruit*, for example, that it is semantically- underspecified and pragmatically-enriched. In *red apple*, the concept [RED PEEL], but not [RED PULP], is enriched, whereas the concept [RED PULP] is enriched in the case of *red grapefruit*. Also, only the shade of red color that fits the concept of *red apple* or *red grapefruit* is to be enriched. Similar discussions are also found in other works by Carston, 1998; Wilson, 2003; Racanati, 2004, 2010; Wilson and Carston 2007. It can be assumed from the literature that the mechanism of pragmatic enrichment is widely supported.

Racanati (2010) exemplifies the notion of pragmatic enrichment by pointing out the interpretations of adjectives *ready* in *ready for the walk* vs *ready for dinner* and *tall* in *tall for a six-grader* vs *tall for a basketball player*. In his discussion, it is seemingly suggested that the word *ready* or *tall* is semantically-underspecified and thus needed the mechanism of contextual enrichment to arrive at their exact meaning in certain circumstances. Wilson and Carston (2007) advocates the pragmatic enrichment view by asserting that the meanings of words are frequently pragmatically adjusted and fine-tuned in context, they then propose the notion of 'ad hoc concept' as a representation of the pragmatically-enriched meaning.

The combination of the semantic underspecification view and the pragmatic enrichment mechanism seems to be greatly welcomed by theorists who work in lexical semantics and pragmatics; however, there are some objections to this notion. According to Racanati (2010), whoever points out the theory saying the semantically-underspecified expression must be pragmatically enriched, a question arises, what guarantees that the hearer will be able to take the exact same meaning as the speaker? Racanati (2010) argues that this question is for everybody, but not for the semantic underspecification view nor the pragmatic enrichment mechanism. Whether interpretation involves semantic underspecification or pragmatic enrichment or not is irrelevant as far as this question is concerned, so the question fails as it specifically intended to question the notion of semantic underspecification and pragmatic enrichment.

The other objection concerns the systematicity of semantic underspecification and pragmatic enrichment. Racanati (2010, p.10) foresees the possibility that some objectors may raise an argument for the notion of semantic underspecification and pragmatic enrichment that it is unsystematic. He then points out that the notion of semantic underspecification and pragmatic enrichment can be, in fact, made systematically as he has argued "nothing prevents unsystematic factors from being handled systematically, by being assigned their proper place in the theory". Racanati (2010) suggests that the notion of semantic underspecification and pragmatic enrichment can be seen as parts in a machine where they can perfectly work together. A result from the operation of the semantic underspecification and pragmatic enrichment mechanism is the so-called 'ad hoc concept'.

The term ‘ad hoc concept’ is used to refer to the occasion-specific sense, based on interaction among encoded concepts, contextual information and pragmatic expectations or principles (Wilson and Carston, 2007). The term is, perhaps, first appeared in the work by Lawrence Barsalou (1987) which explains that the interpretation of a general word is much more flexible and context-dependent than is standardly assumed. In later work by psycholinguists (e.g. Glucksberg, Manfredi, and McGlone, 1997) and by pragmatists working within the relevance-theoretic framework (e.g. Wilson, 2003; Wilson and Carston, 2007), it is suggested that the outcome of the ‘ad hoc concept construction’ could be either a narrowing or a broadening of the linguistically-specified meaning: that is, the communicated concept may be either more specific or more general than the encoded concept. For example, the word *drink* which may convey the encoded sense of ‘drink liquid’, but it may be used to mean ‘drink alcohol’ in some specific occasions as in (29) below:

(29) Most men *drink*.

In this case, the ad hoc concept of *drink* is [DRINK ALCOHOL*], which can be regarded as a narrowing concept. In some cases, the encoded sense of a word may be broadened; for example the brand names such as HOOVER, KLEENEX, XEROX, etc. which used to mean only the certain products labeled by the brand names, but in many occasions, these brand names may be used to represent the whole members of product category. For instance, one may refer to a photocopier as a XEROX machine even though, in fact, it is a CANON. In this case, the ad hoc concept of XEROX is probably [ANY PHOTOCOPIER*]; this is a broadening concept according to Wilson and Carston (2007). This phenomenon seems to open up the possibility of a unified account on which ad hoc concepts are the outcomes of a single interpretive process which fine-tunes the interpretation of almost every word (Wilson and Carston (2007)).

With the notion of ad hoc concept, one might see that the meaning of brand name can be either narrowed down and broadened up according to the occasions in which the brand name are appeared. It is likely that every interpretation of brand names is operated under a single interpretative process which yields an ad hoc concept as the outcome. Following this notion, it can be assumed that in most, if not all, occasions, brand names are likely to be interpreted as a certain type of product, so

an ad hoc concept of most, if not all, brand names is, probably, their product types. For example, [NOKIA IS MOBILE PHONE*] is, perhaps, the ad hoc concept of NOKIA in most occasions. However, it should also be noted here that, in different occasion, the ad hoc concept may alter.

2.1.2.2.3.4 Problems of pragmatic dimension

As discussed above, the context of use alone does not cover all dimensions of word meaning. Therefore, the pragmatic theories which just claim that the meaning of a word is its use (e.g. Wittgenstein, 1953; Pierce, 1972) is likely to be considered as an incomplete account of word meaning. It is apparent that people cannot use a word to communicate in contexts if they do not know any lexical contents, i.e. sense and reference of the word. However, the problem of incompleteness of the earlier pragmatic approach to word meaning seems to be resolved by the notion of implicature (Grice, 1975) and Relevance Theory (Sperber and Wilson, 1995).

The only concern regarding the pragmatic theories of meaning probably lies in the specifications of context. Since the meaning of a word, according to pragmatic theories, relies heavily on the context of use, the clear specifications of context must be determined in order for one to arrive at the right meaning of a word. Consider the word *cat* in the following utterance:

(30) Look, a big *cat* is there.

If the context is not clearly specified, the meaning of the *cat* in (30) may not be so clear, since *cat* here can mean “domestic cat”, “tiger”, “lion”, “someone who dresses in a cat suit”, etc. However, if we know that (30) is uttered in a fancy party, *cat* might be interpreted as “someone who dresses in a cat suit”. Thus, to make the pragmatic theories work well, the context of use must be clear.

2.2 Related Research

According to the literature, most studies in relation to brand names are massively conducted in the field of marketing. In terms of brand name meaning, those studies can be grouped in three research streams including brand names and phonosemantics, brand naming in cross-cultural markets and brand name features and effects. The first stream of research exclusively concerns the phonosemantic aspect, a certain sound that gives certain meanings to a brand name. The second research stream concerns brand naming strategies in cross-cultural markets, and the third research stream concerns the features of brand names and their effects on product trading in certain markets.

2.2.1 Brand Names and Phonosemantics

Researches on phonosemantics, or sound symbolism in brand names are, apparently, quite popular in the United States or Western Europe during the past decades. Researchers under this research stream (e.g. Klink, 2000; Yorkston and Menon, 2004; Lowrey and Shrum, 2007), seemingly, believe that each individual sound or phoneme of a brand name word can convey some kinds of meaning to consumers. Their studies can be summarized as follows:

2.2.1.1 Klink (2000 and 2001)

Richard Klink (2000) conducted two studies on sound symbolism in order to determine whether meaning exists in the sound of brand names. His studies focused on the sounds of fictitious or arbitrarily created brand names, and he hypothesized that: 1) products with brand names containing front vowel sounds, as opposed to back vowel sounds, are perceived as: smaller, lighter (relative to darker), milder, thinner, softer, faster, colder, more bitter, more feminine, friendlier, weaker, lighter (relative to heavier), and prettier; 2) products with brand names containing fricatives /f, s, v, and z/, as opposed to stops /p, t, b, d, g, and k/, are perceived as: smaller, faster, lighter (relative to heavier), sharper, softer, and more feminine; 3) products with brand names containing voiceless stops /p, t, and k/, as opposed to voiced stops /b, d, and g/, are perceived as: smaller, faster, lighter (relative to heavier), sharper, softer, and more feminine; and 4) products with brand names containing voiceless fricatives

/f and s/, as opposed to voiced fricatives /v and z/, are perceived as: smaller, faster, lighter (relative to heavier), sharper, softer, and more feminine.

In his first study, Klink (2000) asked 265 undergraduate students from a mid-Atlantic college to respond to thirty-one questions corresponded to his hypotheses. The questions asked subjects to indicate which of the two invented brand names better conveys a given attribute for a particular product, e.g. “*which brand of ketchup seems thicker? NIDAX or NODAX*”. Klink (2000) uses 124 word-pairs in his first study, and words in a given pair are created to be identical except for the vowels or consonants being contrasted. The results of Klink’s (2000) first study show that his hypotheses were confirmed. This suggests that brand names containing particular sounds do possess certain meaning. In other words, the results from Klink’s (2000) first study support a relationship between brand name sound and meaning.

Followed from his first study, Klink (2000) conducted the second study in order to examine whether brand names can communicate product information in presence of related marketing communications. He selected three brand name-pairs from the first study: ESPLE – USPLE (work boots), TIDIP – TODIP (shampoo), and VALP – GALP (motorcycle) to be investigated. In this study, subjects were 85 graduate business students from a mid-Atlantic college. The subjects were presented three color print ads containing the selected brand names, and they were asked to answer questions pertaining to the products. For ESPLE – USPLE (work boots), the asked questions concern thinness, warmth, and strength. TIDIP – TODIP (shampoo) questions dealt with femininity, softness, and mildness. VALP – GALP (motorcycle) questions related to speed, weight, and size. The results of Klink's second study show that VALP motorcycles are perceived as faster, lighter, and less heavy than GALP motorcycles, as he expected. Concerning the brand names TIDIP – TODIP, TIDIP shampoo was perceived as more feminine and softer than TODIP shampoo. Concerning mildness, the results were not really significant but were in the hypothesized direction. For the brand names ESPLE – USPLE, no significant differences were found for any of the attributes associated with work boots; however, ESPLE brand name was evaluated more favorably than the USPLE brand name.

From his two studies, Klink (2000) concludes that brand name sounds, both the vowels and consonants, possess meaning related to product attributes. The meaning conveyed by brand name sound can relate to tangible features of the product (e.g. size) as well as intangible ones (e.g. speed). Klink (2000) also claims that the brand name sounds may not be limited by language abilities of consumers, so he believes that sound symbolism may be particularly informative in naming products that market globally.

In his later work, Klink (2001) adds semantics to his previous study of sound symbolism. He empirically tests two methods for creating meaningful new brand names. His first method involves using semantics – i.e., embedding existing words or word fragments in the brand name to convey meaning; for example, *cold* in COLDSPOT. The second method involves using sound symbolism – i.e., embedding sounds of individual letters or combinations of letters in the brand name to convey meaning; for example, using the letter *z*, as in PROZAC, to communicate efficacy of the product. The results of his study show that products with brand names using sound symbolism to reinforce a relevant product benefit, i.e. SILBEE, were liked more than products with brand names that did not use sound symbolism in this manner, i.e. POLBEE. Interestingly, Klink's (2001) work also reveals that products with brand names that supplemented sound symbolism with semantics to convey the relative product benefit, i.e. SILSOFT, were received more favorably than products with brand names using sound symbolism alone to communicate the intended message. Although it seems that Klink (2001) still believes in the power of sound symbolism, he tends to accept that semantics is relatively crucial for creating meaningful new brand names.

2.2.1.2 Yorkston and Menon (2004)

Eric Yorkston and Geeta Menon (2004) are interested in phonosemantic effects of brand names on consumer judgments. They did a study in order to prove the belief that when consumers encounter a brand name, they infer attribute meaning. Unlike Klink's (2000) work, Yorkston and Menon (2004) studied only one brand name pair: FRISH – FROSH for ice cream, and their study focused on the automaticity of the underlying process by which phonosemantic effects occur. They

hypothesize that consumers attempt to strategically use the brand name as information when they perceive it to supply diagnostic information; however, consumers will attempt to ignore and adjust for the phonosemantics in situations where the brand name is perceived as less diagnostic. To manipulate the diagnosticity of the brand names, they inform their participants that the brand name was either a 'true' name or a 'test' name. The true name is considered by Yorkston and Menon (2004) as high diagnostic and the test name as low diagnostic.

In their study, Yorkston and Menon (2004) used 126 undergraduate students in a university in the US as their subjects. The subjects were asked to read a paragraph stating that a new ice cream was to be introduced into the area and a press release describing the planned promotional activities that were to accompany the ice cream launch. After reading the press release, the subjects were asked to evaluate the ice cream on its richness, smoothness and creaminess. At the end of the questionnaire, the subjects were asked to report how much the brand name reminded them of the ice cream, how involved they were in the study and whether they were aware of using the information gathered from the brand name.

The study results provide evidence that sound symbolism can influence product attribute perceptions, that is the subjects evaluated the brand name FROSH, which contains /ä/ sound, as creamier, richer and smoother than FRISH, which contains /i/ sound. Yorkston and Menon (2004), however, found out that the phonosemantic effects of brand names can be undercut by alternate information at the time at which brand names are encountered that discredits the effects of sound symbolism. When information regarding diagnosticity of the brand name is provided at the time the name is encountered, consumers can control whether or not to process the underlying sound symbolism. For example, if the ice cream was named for its maker, Joseph Frish, then the brand name, according to Yorkston and Menon (2004) should be seen as less diagnostic, and consumers may ignore the use of sound symbolism in the brand name.

2.2.1.3 Lowrey and Shrum (2007)

By extending Yorkston and Menon's (2004) work, Lowry and Shrum (2007) conducted a research on phonosemantics and brand name preference in order to test the findings revealed by Yorkston and Menon (2004). They used six word pairs of /i/ and /ä/ sound from both Klink (2000) and Yorkston and Menon (2004): GIMMEL – GOMMEL, BRIMLEY – BROMLEY, NILLEN – NALLEN, TIDDIP – TODDIP, SITTAL – SOTTAL, PINNER – PONNER and four word-pairs of /ä/ and /ü/ sound: PAWDEX – PEWDEX, MAWLAD – MEWLAD, FAWTIP – FEWTIP and KAWLAN – KEWLAN in their study. Two product categories: automotive vehicles and tools were selected to be investigated. For automotive vehicles, two-seater convertibles and SUV's were selected as opposites (e.g. small vs. large, light vs. heavy, fast vs. slow). For tools, knives and hammers were selected as opposites (e.g. light vs. heavy, sharp vs. dull).

Lowrey and Shrum (2007) used 122 undergraduate business students whose first language in English as their subjects. In the study, the subjects were given a list of 10 word pairs that varied only on the vowel sound. The subjects were asked to indicate their preferences between each word pair as brand names for only one product: two- seater convertible, SUV, knife or hammer. Then, the subjects rated the brand names on product attributes (e.g. heavy vs. light, large vs. small, etc.).

Lowrey and Shrum (2007) report the results of their study that the sound of words can convey meaning apart from their actual definitions, and this meaning can systematically bias perceptions and judgements. According to the findings of Lowrey and Shrum's (2007) study, the words containing /ä/ sound were perceived as a preferable choice for SUV and hammer, whereas the word containing /i/ is considered good for two-seater convertible and knife. When comparing /ä/ sound with /ü/ sound, the word with /ä/ sound was preferred as the brand name, regardless of product type. Although the study by Lowrey and Shrum (2007) confirms the existence of sound symbolism in brand name words, they still question its universality. They, thus, suggested other researchers to do researches to determine whether the phonosemantic effects are universal or language- or cultural specific.

2.2.1.4 Notes on brand name and phonosemantic research

According to the previous literature, it is quite obvious that studies on sound symbolism are mostly conducted in English-speaking countries or in the West. Although the results of those studies appear to be convincing, the claim that sound symbolism is likely to be universal, as suggested by Klink (2000), is questionable. Lowrey and Shrum (2007) also question the universality of phonosemantics or sound symbolism of brand names. Related works on brand names in the East may prove whether sound symbolism is universal or language-specific. Although this study does not directly concern sound symbolism, the study on how consumers interpret the meaning of some brand names in this research may provide some evidences that answer whether sound symbolism affects the meaning of Thailand's exported food brand names.

It is also noticed that research on brand phonosemantics normally concern fictitious English brand names which, in nature, lack inherently lexical meaning. Consumers' perception of those brand names' meaning may be influenced by the leading questions asked by researchers. The brand name alone may be meaningless to consumers. In addition, the effect of brand sound symbolism may be, as pointed out by Yorkston and Menon (2004), ignored by consumers if an actual word in the language of consumers is used as a brand name. The similar evidence can be found in the work by Klink (2001) where semantics enhances the meaningfulness of sound symbolism imbedded brand names. This implies that sound symbolism alone might not always work well in communication of intended brand name meaning.

2.2.2 Brand Naming in Cross-cultural Markets

Applying brand names to international markets is often seen as a challenge to multinational cooperation. Researchers in related fields have recently attempted to find out a good practice for international brand naming. As opposed to the phonosemantic researches, most studies concerning brand naming in cross-cultural markets are often conducted under the belief that brand names are cultural-specific. The way to present brand names in cross-cultural markets can be done through translation and transliteration of brand names. Some studies related to brand naming techniques used in cross-cultural contexts are presented below.

2.2.2.1 Zhang and Schmitt (2001)

Shi Zhang and Bernd Schmitt (2001) studied three translation techniques used in English-Chinese-English brand name translation: 1) phonetic technique or transliteration (e.g. MOTOROLA > MOU-TUO-LUO-LA), 2) semantic technique or meaning-oriented translation (e.g. MICROSOFT > WEI RUAN “micro/tiny soft”) and 3) the combination of phonetic and semantic techniques (e.g. COCA-COLA > KE-KOU-KE-LE “tastes good and makes you happy”), in order to seek for an appropriate way for brand name creation in an international and multilingual market. They conducted three experiments with college students in China. Their first experiment was focused on the name emphasis, the second was on the prior naming method, and the third was on the role of foreign image. The participants were given a booklet containing fictitious brand names translated by the three techniques. Then, they were asked to evaluate the brand names according to the criteria set by Zhang and Schmitt (2001).

The study results suggest that the choice of translation technique should be guided by considerations of contextual factors including: 1) which brand name, the English or Chinese name, will be emphasized, 2) which translation approach, phonetic, semantic or phono-semantic, for similar products is considered the standard in the marketplace. In their discussion, Zhang and Schmitt (2001) indicate that although brand name translation requires a consideration of linguistic factors, it is not a purely mechanical symbol-to-symbol matching process. Brand name translations require an analysis of how consumers mentally represent and process different types of brand names. Evaluation of brand names is influenced by the contextual factors, which act as primes and benchmarks that set up expectations and affect the processing of brand names. When contextual factors require semantic processing, it is essential to pay close attention to desirable meanings and name associations. However, when phonetic processing occurs, the appropriate sound translation becomes most critical, and desirable meanings add some values to the name.

2.2.2.2 Li and Shooshtari (2003)

The study conducted by Li and Shooshtari (2003) is aimed to investigate brand naming and translating in Chinese market. Li and Shooshtari (2003) studied three brand name cases: HONG GAO LIANG “red sorghum” (fast food restaurant), JIN SAN YAN BA CHU “three golden essentials baked pig face” (baked pig face), and TIANJIN GOU BU LI BAO “the dog ignores steamed buns” (steamed buns) based on a sociolinguistic framework. They collected data from different sources including Chinese local newspapers, investigative reports, periodicals, trade books, Chinese marketing textbooks, trade journals, oral accounts passed on from prior generations, and interviews with local Chinese. Content analysis was used for their data analysis.

For the case of HONG GAO LIANG “red sorghum”, the brand name is quite successful when targeting at the baby-boomers who were sent as to the countryside in their teens and twenties as part of Mao Zedong’s re-education programs intended to make city people and intellectuals learn from the peasants. The name HONG GAO LIANG “red sorghum” is, according to Li and Shooshtari (2003), appealing and intimate to the Chinese baby boomers and expressive of their patriotic pride. However the brand name is not successful among the younger generations because the name HONG GAO LIANG “red sorghum” does not evoke the same sense for teenagers.

Regarding the case of JIN SAN YAN BA CHU “three golden essentials baked pig face”, Li and Shooshtari (2003) explain that baked pig’s head used to be a traditional dish for poor people, but it is not so affordable at present. The brand name JIN SAN YAN BA CHU has recently become a social status identification in China. This suggests that changes in product beliefs also provide new meaning for the brand names.

For the brand name TIANJIN GOU BU LI BAO “the dog ignores steamed buns”, according to local historians and oral accounts passed along, the brand name was originated from a boy's nickname. Some four generations ago, members of the Chen family found an abandoned child in a garbage dump and adopted him. Alluding to his good fortune in not being eaten by dogs, they nicknamed him Gou Zi, or

“Doggy”. The child grew up to become an accomplished self-taught chef whose steamed dumplings were unparalleled in the area, and were made from the best ingredients. His business prospered and soon he was kept busy bustling about his shop and entertaining important new clients. His old friends and original customers would have difficulty getting his attention and began to refer to him as “Doggy ignores (us).” His business eventually acquired that appellation and, still today, attracts long lines of customers in Tianjin. As the business is so successful in his home country, the owner of TIANJIN GOU BU LI BAO opened branches in New York, San Francisco and Tokyo. Unfortunately, the brand name does not communicate the same story in those cities. This confirms that brand names are likely to be cultural-specific.

Li and Shooshtari (2003) note in their discussion that the brand naming tradition in the North America and Western Europe normally relies on phonetic appeals, whereas in China, the meaning and sociolinguistic background is very important for brand naming. They gave examples of the Western and American brand names that have been translated into Chinese, e.g. MERCEDES BENZ becomes BEN CHI “dashing speed”, TIDE becomes TAI-TZI “washing off stains”, to fit Chinese culture. They also exemplify a Chinese brand name JIANLIBAO (soft drink) which is marketed in America. According to Li and Shooshtari (2003), the brand name JIANLIBAO which is a combination three Chinese characters: JIAN standing for “health and vigor”, LI for “power and strength”, and BAO indicating “precious treasure” is not recognized in the US market; in other words, the brand name is not appealing to the Americans. Li and Shooshtari (2003) suggested in their study that the use of initials JLB can be a better brand name for JIANLIBAO because it is better to follow the phonetic appeal orientation in Latin-system oriented brand naming.

2.2.2.3 Alon, Littrell and Chan (2010)

The work by Alon, Littrell and Chan (2010) discusses issues in the translation of international brand names to Chinese in order to provide a framework for international companies that aim to expand their business to China. This work is mainly a document research. The researchers reviewed a number of related documents and came up with some generalizations. Unlike Zhang and Schmitt (2001),

Alon, Littrell and Chan (2010) noticed that generally, there were four translation methods used in China: 1) transliteration without meaning, 2) transliteration with meanings, 3) interpretive and 4) transliteration with an interpretive component. The first method, transliteration without meaning, is just the same as phonetic translation technique discussed in the work Zhang and Schmitt (2001). It is the method of translation that keep the brand sounds similar in Chinese and English, but the characters shown in the brand have no discernible meaning. The second method, transliteration with meaning, is the same as Zhang and Schmitt's (2001) phono-semantic translation. With this method, the brand name sounds similar in Chinese and English, and the characters shown in the brand provide a meaningful combination. The third method, interpretive, is the same as Zhang and Schmitt's (2001) semantic translation. Regarding this method, the sound of the brand name is different in Chinese and English, but the meaning of the brand stays about the same. The last method, transliteration with an interpretive component, is not mentioned in the work by Zhang and Schmitt (2001). With this method, some part of the brand English sound remains, but an additional character is used to provide some meaning.

It is suggested in Alon, Littrell and Chan's (2010) work that cross-cultural translation of a brand name, in both content and context, needs to appeal to the local market and, at the same time, stay true to its global image. As a result of their study, Alon, Littrell and Chan (2010) propose the so-called 2x2 framework for brand name translation. Their framework examines two central dimensions of branding: the brand sound and the brand meaning. The framework is illustrated as follows:

	Same meaning	Different meaning
Different sound	Brand meaning extension	Dual adaption branding
Similar sound	Dual extension branding	Brand feeling extension

Table 2-3: Alon, Littrell and Chan's (2010) Framework for Brand Name Translation into Chinese

The dual extension branding is equivalent to transliteration, Alon, Littrell and Chan (2010) point out that it rarely happens because there are no direct sound equivalent between English and Chinese. Only the brands that seek a global identity choose the method of transliteration without meaning. Brand meaning extension is a semantic or interpretive translation which Alon, Littrell and Chan (2010) regard as a good translation strategy for products or services that aim at Chinese domestic market. It is suggested in the study that meaning can be standardized in China, whereas the sound is not. For dual adaptation branding, Alon, Littrell and Chan (2010) point out that it is a great challenge to Western companies since meanings are so important to Chinese and Chinese characters have meanings. P&G is an example of brand name that employs this translation strategy. Proctor & Gamble, the owner company of P&G, avoids using its original name, which can have a bad meaning in Chinese. The name P&G was changed to BAO JIE “precious cleanness” which is different in both sound and meaning from its original name. Brand feeling extension occurs when the brand sound is preserved, but the chosen characters convey a new meaning; for example, DOVE which transliterates to DUOFENG and means “much fragrance”, EQUAL which transliterates to YIKOU and means “joyful mouth”. According to Alon, Littrell and Chan (2010), the brand feeling extension is the second most popular translation method in China.

2.2.2.4 Notes on research on brand naming in cross-cultural markets

The research reviewed in the above section apparently indicates that the brand naming practiced in the West is quite different from the brand naming technique used in China, which may be regarded as a representative of the East. The main insight from these studies is that the meaning of brand names is quite an important issue in Eastern culture, but may not be so important in Western culture. The question concerning whether sound symbolism is universal or cultural-specific is, seemingly, answered by the findings from these studies, especially from the work by Alon, Littrell and Chan (2010). The previous studies are quite strong in terms of numbers of data and methodology; however, their scopes are still limited to Chinese context. To my knowledge, it seems that no research of similar contents has been conducted in other Eastern context. This study is likely to be one of the pioneer research on brand names, which is conducted outside Chinese context.

2.2.3 Brand Name Features and Effects

The brand name features and their effects on product trading in certain markets is quite important for marketers since the knowledge of brand name features and their effects can provide some information for the marketers to create their branding strategies for the target markets. Some researches that study brand name features and their effects are reviewed as follows.

2.2.3.1 Chan and Huang (2001)

Chan and Huang (2001) studied 1,304 Chinese brand names of ten types of products in China, namely matches, spirits, bicycles, shoes, toothpastes, cosmetics, soft drinks, washing machines, refrigerators and TV sets. They aimed to determine how linguistic principles including phonetics, morphology and semantics are applied to those Chinese product brand naming. Based on their prior study in 1997, they hypothesized that: 1) most Chinese brand names are in two-syllable compound structure, 2) the second syllable of a compound brand name is high-toned, 3) the compound pattern is a modifier-noun pattern, and 4) the brand names have positive connotations.

The data for their study were collected from two corpora: *The Database of Enterprise and Products of China 1997* and *China Top Brands – Consumer Goods 1994*. Their data consisted of 25 brand names of matches, 808 brand names of spirits, 66 brand names of bicycles, 85 brand names of shoes, 26 brand names of toothpastes, 85 brand names of cosmetic products, 96 brand names of soft drinks, 35 brand names of refrigerators, 48 brand names of TV sets and 30 brand names of washing machine. In their analysis, Chan and Huang (2001) classified the products into three categories: 1) traditional products – represented matches and spirits, 2) traditional product with current development – represented by bicycles, shoes and toothpastes, 3) modern products – represented by cosmetics, soft drinks, washing machines, refrigerators and TV sets. They then investigated the linguistic patterns in each product category.

According to their study results, Chan and Huang's (2001) hypotheses were all confirmed; however, special features of the brand names, which had not been hypothesized, were also discovered. For traditional products, Chan and Huang (2001) found out that 64 percent of match brand names are the names of cities or provinces in China where match companies are located, for example BEIJING, NANJING, XIAN, HUHAN, JILIN, etc. This phenomenon is explained by Chan and Huang that the match industry is very localized in nature – match companies only produce enough matches to supply consumers in the city or areas around the city. Chan and Huang (2001) also claims that place names are mostly neutral in meaning and easy to remember. Spirit brand names are named: 1) after famous mountains or rivers, local hills or rivers that indicate the origins of the respective manufacturers, 2) with water-related words, e.g. HU “lake”, YE “liquid”, LU “dew”, etc. and 3) with words with meaning of “oldness”, e.g. GU-JING “ancient well”. This shows that originality and oldness are mostly emphasized in the meaning of spirit brand names.

For the brand names of traditional products with current development, Chan and Huang (2001) notice that bicycle brand names feature the use of animal names related to toughness, e.g. LION, CROCODILE, EAGLE, ELEPHANT, and speed, e.g. HORSE, CAT, DEER. The words related to elegant swiftness e.g. YUN “cloud”, XIAN “fairy” and positive words in Chinese culture, e.g. JIN “golden” indicating richness and lasting, FEI “flying” indicating fastness, are also used as a part of brand names for bicycles, e.g. JIN-SHI “golden lion”. Similarly, shoe brand names also feature animal names that indicate the quality of being energetic and active, e.g. MONKEY, SWALLOWS, CRANES, and positive words in Chinese culture, e.g. JIN “golden”, FEI “flying”. Toothpaste brand names, according to Chan and Huang (2001), feature words related to toothpaste ingredients, e.g. SAN-QI “a very well-known Chinese herb”, words related to characteristics of cleanness and whiteness, e.g. BAI-YU “white jade”, MEI-JIA-JING “beautiful plus clean”, and words related to function of toothpastes, e.g. JIAN-CHI “strengthen-tooth”, KANG-CHI “make healthy-tooth.

For modern products, Chan and Huang (2001) reveal that brand names of cosmetics involve feminine, beauty-related words or romance-related words, e.g. AI-LI- SI “love-beautiful-silk”, TAIN-LI “natural beauty”, WU-WANG-WO “don't

forget me”. Soft drink brand names feature cold-related and water-related words, e.g. XUE-YANG “snow ocean”, LENG-QUAN “cold spring”, HAI BI “sea blue”. The brand names of washing machines appear to involve water-related animals, plants and other objects, e.g. JIN YU “golden fish”, XIAO-YA “little duck”, SHUAN-OU “two seagulls”, HE-HUA “lotus”. Refrigerator brand names feature cold-related words, e.g. BEI-BING-YANG “north ice-ocean”, XUE-HUA “snow flower”. TV set brand names involve color-related words, e.g. CHANG-HONG “long rainbow”, HONG-MEI “red plum blossom”. Chan and Huang (2001) point out that the brand names of these products should well reflect the nature of brand naming in China where meaning of the brand names is intensively emphasized.

2.2.3.2 Lowrey, Shrum and Dusbitsky (2003)

Lowrey, Shrum and Dusbitsky (2003) conducted a study to investigate the relation between particular linguistic features of brand names and memory for those brand names. They believed that certain linguistic properties of brand names affect consumers’ memory for those names, and they wanted to find out which features are dominant. The study involved 480 American brand names in various product categories (e.g. cleaning products, packaged foods, financial services) targeted toward female consumers. These brand names were obtained from a leading communication research company in the US. Phonology, orthography, morphology and semantics of brand names were the main subjects of the study. To conduct the study, 200 female consumers were invited to preview new program material, which includes the tested brand name advertisings on an unused cable channel. The consumers were then contacted the following day to determine whether they viewed the program, and if so, they were interviewed for the study using a questionnaire that collects data on both the program and the brand name advertisings.

Lowrey, Shrum and Dusbitsky (2003) used frequency analysis to investigate the prevalence of linguistic factors in the data, and found out that the semantic appositeness, or fit between the brand name and product attributes or function, appears to be the most frequent linguistic factor that affects consumers’ memory for brand names. For example, the brand name BUFFERIN, which is formed through combining the word *buffer* with the word *aspirin* to communicate the idea of “aspirin

that protects”, was reported easy to recall by consumers. The study by Lowrey, Shrum and Dusbitsky (2003) implies that meaning of brand names is, perhaps, the most important linguistic factor that affects brand name memorability. This finding suggests that in brand naming process, related personnel should pay much attention to the semantic appositeness of the brand names since it can benefit brand communication in actual marketing.

2.2.3.3 Bao, Shao and Drivers (2008)

The study by Bao, Shao and Drivers (2008) concern the effects of brand name relevance (i.e. the degree to which a brand name suggests descriptive information of the product), connotation (i.e. the suggestiveness of a brand name) and pronunciation on consumers’ preferences for new brand names. Bao, Shao and Drivers (2008) used six brand names for health-care organizations, including CAROWELL, BOND, MERRITAN, AVACARE, CARIEL and KINDRED as data for the their study. They hypothesized that: 1) relevance of new brand name to product category contributes to brand preference; 2) positive connotation of new brand name contributes to brand preference; 3) easy pronunciation of a new brand name contributes to brand preference; 4) positive connotation enhances the effect of relevance on brand preference; and 5) difficult pronunciation reduces the effect of relevance and connotation on brand preference. To test their hypotheses, Bao, Shao and Drivers (2008) conducted a series of executive interviews, brainstorm sessions, focus group studies and telephone surveys. There were totally 480 people of different age and social background participated in the study.

The results from the study by Bao, Shao and Drivers (2008) show that the brand names with high relevance and positive connotation, i.e. AVACARE, CAROWELL, CARIEL indicating “care”, put great effects on people's brand preference. The effect of pronunciation of the brand names is, in contrast, not significant in the study; however, there is evidence for the interaction between connotation and pronunciation. That is, the effect of connotation will be reduced if the brand name is difficult to pronounce. It is suggested by Bao, Shao and Drivers (2008) that brand-naming related personnels must pay careful attention to the naming of their products. According to the study by Bao, Shao and Drivers (2008), the importance of

how relevant a name is to a product category, what its name connotes, and how difficult it is to pronounce all contribute to consumer brand preference.

2.2.3.4 Chan, Huang and Wu (2009)

Chan, Huang and Wu (2009) studied Chinese brand names and global brand names in order to compare brand naming traditions featured by the two corpus. In the study, they collect 5,089 Chinese brand names from 21 product categories listed in *The Database of Enterprises and Products of China 2001* and 100 global brand names listed in *Interbrand's 2005 the 100 Most Valuable Global Brands*. The purpose of their study was to make comparison and contrast of the characteristics of the two groups of brand names, namely Chinese and global brand names. For Chinese brand names, Chan, Huang and Wu (2009) focused on six aspects: number of syllables, compounding pattern, tone pattern, semantic pattern and semantic categories of each product category. But for global brand names, only four aspects, including the selection of phonemes, the choice of syllable types, the selection of word formation processes, and the selection of semantic types, were focused.

The study results show that for Chinese brand names, two-syllable words, modifier-noun compounding structure and a high-tone in the second syllable are preferred. For the semantic pattern of Chinese brand names, Chan, Huang and Wu (2009) reported that 73 percent of the brand name data convey positive meaning. The most frequently-used words are from five semantic categories: 1) nature-related words, e.g. SHAN “mountain”, TIAN “sky”, YANG “sun”, 2) good-luck related words, e.g. JI “lucky”, TAI “safe”, FU “fortune”, 3) beauty and intimacy related words, e.g. MEI “beauty”, AI “love”, 4) color words, e.g. JIN “golden”, HONG “red”, LU “green”, and 5) number words, e.g. SAN “three”, SHUANG “two/pair”, WAN “ten thousand”. For global brand names, Chan, Huang and Wu (2009) indicate that stop sounds /k,g,t,d,p,b/ are the most frequently used. The consonant-vowel (CV) structure is preferred. Acronyms (e.g. BMW, LG), founder names (e.g. PORSCHE, MERCEDES) and arbitrary names (e.g. ROLEX) are mostly used as brand names for the top 100 global brands. However, the brand names featuring descriptive and suggestive meaning, e.g. DURACELL, PIZZA HUT, etc. are placed in the very high rank.

From this study, Chan, Huang and Wu (2009) concluded that Chinese brand names and global brand names differ mostly in the meaning of brand names. Majority of global names are arbitrary while the majority of Chinese brand names tend to be meaningful. The study by Chan, Huang and Wu (2009) reflects specific characteristics of Chinese brand naming and global brand naming. The meaningfulness of global brand names are normally descriptive and suggestive of products. In contrast, the meaningful brand names in Chinese are not necessarily descriptive and suggestive of products, but are much more related to Chinese culture.

2.2.3.5 Zilg (2011)

Zilg (2011) studied the formal structure and the meaning of brand names based on a corpus comprising 950 brand names of food products in Italy. Zilg collected her data by using field research and used popularity and vividness as criteria for the selection of brand names. In her study, Zilg (2011) points out that brand names in the Italian food market show a very high level of linguistic creativity. There are four aspects namely, graphic structure, morphological structure, semantic structure, and lexical peculiarities, discussed in her study.

For the graphic structure of brand names, Zilg (2011) states that “a protectable brand name can be achieved with a slight graphic change of a lexical item. The direct reference to the denotation of the lexical item is kept, but the divergent written form makes the new name easy to remember and further associations can be assigned” (Zilg, 2011: p.7). The examples are the brand name FAGOLOSÌ which has been generated from the word *favolosi* ‘fabulous’ and the brand name WULEVU which convey a hint at the named product *würstel* ‘sausage’.

Regarding the morphological structure of brand names, Zilg (2011) reports that brand names can be described by means of derivation, composition and formation of abbreviations. As Italian language is very rich in suffixes, suffixation is much more popular than prefixation. The creation of Italian brand names thus shows a number of suffixes used; for example, the suffix *-issimo-* that is used to form the absolute superlative in the brand names such as CONISSIMO (*cono* ‘cone’), CUBISSIMO (*cubo* ‘cube’), FAGIOLISSIMA (*fagiolo* ‘bean’), INSALATISSIME (*insalata* ‘salad’), POMODORISSIMO (*pomodoro* ‘tomato’).

In terms of the semantic structure of brand names, Zilg (2011) points out that patronyms e.g. COLUSSI, GALBANI, PERONI, which serve as company names, are the most popular category. In addition, brand names are also formed by making use of Christian names such as ALLEGRA, ANNABELLA, and BENIAMINO and the names of saints e.g. S. GIORGIO, SAN BENEDETTO, SAN CARLO, SAN GIULIANO, SAN MARTINO, SANTA LUCIA, SANTA ROSA, SANT'ORSOLA. These brand names show the importance of religion in the Italian market. Zilg (2011) also indicates that brand names in Italian food industry that suggest the ingredients of the designated product are common. The brand names such as POLPABELLA, POLPADORO, POLPAPRONTA, TUTTAPOLPA, which suggest tomatoes in the names are commonly found in Italian markets. These brand names seem to be created to meet the consumer's need for product information.

For the lexical peculiarities of brand names, Zilg (2011) states that the use of foreign-language forms in brand naming can make the brand name exotic. There are eight foreign languages, i.e. English (e.g. JOY), French (e.g. CAPRICE), Latin (e.g. OPTIMUM), Greek (e.g. GALATINE), German (e.g. KINDER), Spanish (e.g. FIESTA), Portuguese (e.g. PUALISTA) and Flemish (e.g. ACTIMEL), that are used to form brand names in the Italian food industry. These foreign-language brand names are pointed out in Zilg's (2011) work that they arise from the international interweaving of today's production world. It is worthwhile for a company to sell its products under the same name worldwide.

2.2.3.6 Notes on brand name features and effects

Previous studies on brand name features and their effects on product trading in Chinese, American and Italian contexts clearly confirm the importance of brand name meaning. Particularly in China, the requirement that brand names have to mean something that fits into Chinese culture is widely practiced. In the American context where brand name meaning seems to be less important than it is in China, the meaning of brand names plays a quite important role in customers' memorability of brand names, which is regarded as one of the crucial factors for marketing communications. Also, the importance of brand name meaning in the American context is emphasized in the study by Bao, Shao and Drivers (2008). In Italy, the

brand name meaning might be related to religious faith or product information as suggested in Zilg's (2011) work.

Research on the actual use of brand name reviewed above can well reflect brand naming tradition in the territory where the brand name is marketed. However, those previous research are, seemingly, still conducted only in China, North America, and Western Europe. Similar studies have not yet found in Southeast Asia, especially in Thailand, where culture is diverse. Since brand naming seems to be cultural-specific, it can be expected that brand-naming tradition in other parts of Asia or in Thailand may have a unique characteristic that adds new body of knowledge to the existing brand naming studies. Although the previous studies are quite well conducted, they are, more or less, a marketing-oriented research. Results from those studies, thus, mainly reflect marketing perspectives on brand names. To my knowledge, a pure linguistic research focusing on brand names is quite rare, so the linguistic perspectives on brand names seem not to be so obvious. This present study is, then, aimed to provide insights about brand names from the linguistic point of view

CHAPTER III

RESEARCH METHODOLOGY

This chapter presents how this research is designed and conducted. I discuss the research methodology in the following order: populations and samples, analytical frameworks, data collection and data analysis.

3.1 Populations and Samples

As this research involves three sets of data: brand names of Thailand's exported food products, brand name meanings as intended by the brand name owners and brand name meanings as interpreted by buyers and consumers, the populations and samples used in this study comprise three different subjects, as shown below.

3.1.1 Brand Names of Thailand's Exported Food Products

This research studies the brand names of *Thailand's Brand* awarded products listed in the Food Category of *Thailand's Exporters Directory 2009–2010*. There are totally 175 brand names, which include 30 brand names of rice products, 23 brand names of frozen and chilled food, 35 brand names of canned and instant food, 29 brand names of snacks and candies and 58 brand names of food ingredients and seasonings.

According to the Department of Export Promotion (2009), *Thailand's Brand* awarded products must meet the following criteria: 1) the product must be produced in Thailand; 2) the products must have their own brand; 3) the products must have good export volume for two consecutive years; and 4) the products must be certified with a recognized product standard such as ISO, HACCP, etc. It can be assumed that the *Thailand's Brand* awarded brand names are good samples for investigating the semantic and pragmatic properties of a good brand name.

3.1.2 Owners of Thailand's Exported Food Brand Names

Although there are totally 1,844 companies listed as food exporters in *Thailand's Exporters Directory 2009–2010*, only 556 companies export products under their own brands, and only 136 companies export the *Thailand's Brand* awarded products. The rest are Original Equipment Manufacturer, or OEM, the companies that manufacture products that are purchased by a company and retailed under the purchasing company's brand name.

To be parallel with the brand name data as stated in 3.1.1, this study investigates those 136 companies who are the owners of the *Thailand's Brand* awarded products as listed in the Food Category of *Thailand's Exporters Directory 2009–2010*.

3.1.3 Buyers and Consumers of Thailand's Exported Food Products

According to the National Food Institute (2009), food products from Thailand are exported to 174 countries in North America, South America, Africa, Europe, the Middle East, Asia, Australia and Oceania. However, over 70 percent of the total food products are exported to the top 20 countries in the list of Thailand's food export markets. In 2009, the top 20 export markets for Thailand's food products included the United States of America, Brazil, China, Australia, Argentina, Indonesia, India, Malaysia, Taiwan, New Zealand, Japan, South Korea, United Kingdom, Singapore, Canada, France, Vietnam, the Netherlands, Myanmar and Vanuatu. The total food export value generated from these countries was approximately 200 billion baht in 2009. People from those countries are the major consumers of Thailand's exported food products are people from those countries. This study includes both buyers and consumers from those 20 countries in the sample groups. The purposive sampling method is adopted for the selection of samples.

The selected samples consist of 125 people from the top 20 countries shown in the list of Thailand's food export markets. Fifty of them were importers who came to buy Thai food products at *ThaiFEX-World of Food Asia*, the largest food exhibition in Thailand organized by Thailand's Department of Export Promotion on May 25–29,

2011, and the other fifty were general tourists from those 20 countries who came to the exhibition to buy some Thailand's exported food. These people were 20–60 years old and were able to communicate in English, regardless of their native language.

3.2 Frameworks

This study analyzes the semantics and pragmatics of brand names based on the conceptual frameworks adopted from concepts and theories discussed in section 2.1.2. These include the notions of sense and reference (Frege, 1892; Lyons, 1977), Cooperative Principle and Conversational Maxims (Grice, 1975) and Relevance Theory (Sperber and Wilson, 1986/1995). The notions of sense and reference, as reviewed in section 2.1.2.2.1 and 2.1.2.2.2, are used to analyze the semantic dimension or the linguistically encoded information of the brand names. Both sense and reference of brand names are extensively investigated. The Cooperative Principle and Conversational Maxims, as discussed in section 2.1.2.2.3.1, are used to observe the cooperativeness of the brand name owners in the communication of their brand names in the markets. The Relevance Theory, as reviewed in section 2.1.2.2.3.2, is used for investigating the customers' comprehension of the brand names.

3.2.1 Sense and Reference Framework

This study assumes that a brand name consists of both sense and reference dimensions. As a framework for brand name study, 'sense' is the lexical meaning or conceptual meaning of a brand name, and 'reference' of a brand name is an object referred to by a brand name. Take the brand name NOODLE D as an example. Sense of NOODLE D is an idea or concept associated with *noodle*, and reference of NOODLE D is an object or a product marked by the brand name. In this study, 'sense' and 'reference' are treated as the major conventional contents of a brand name. They are set as a framework for the brand name study in order to investigate the semantic properties of brand names and to consider how they may influence the communication of brand names in the export markets.

3.2.2 Cooperative Principle and Maxim Framework

It is believed, in this study, that the brand name owners want their brand names to be comprehensible in the target markets. To do so, they need to be cooperative in the communication of brand names in the markets. Grice's (1975) conversational maxims are adapted and used as a framework for investigating the cooperativeness of the brand name owners in this study, as follows.

- Maxim of Quality: The brand name owners need to be truthful about their brand names.
- Maxim of Quantity: The brand name owners need to provide sufficient information about their brand names to the target customers.
- Maxim of Manner: The brand name owners need to make their brand names as clear as possible to the target customers.
- Maxim of Relation: The brand name owners need to make their brand names relevant to the products and the target customers.

3.2.3 Relevance – Theoretic Framework

Based on the concept of Sperber and Wilson (1995)'s 'relevance', it can be assumed in this study that every brand name possesses a certain degree of relevance. As the cognitive principle of relevance suggests, "human cognition tends to be geared to the maximization of relevance" (Sperber and Wilson, 1995: p.260), it can be assumed that customers tend to comprehend the brand names with high level of relevance. The communicative principle of relevance also states "every utterance conveys a presumption of its own optimal relevance" (Sperber and Wilson, 1995: p.261). In communication of brand names, it can be expected that the brand names also convey presumptions of their own optimal relevance. Customers should be able to comprehend the brand names when those brand names are relevant enough to their experiences. In this study, the relevance level of brand names is investigated in order to find out some good ways to create a brand name that is easy for the target customers to comprehend.

3.3 Data

This study investigates three sets of data including 1) the brand names of Thailand's exported food products, 2) the brand names' intended meanings and 3) the brand names' interpreted meanings. The collection and the analysis of these three data sets are discussed in the following subsections.

3.3.1 Data Collection

The collection of data for this study is divided into three stages: Stage 1: Collection of brand name data, Stage 2: Collection of brand name intended meaning, or owners' intentions and Stage 3: Collection of brand name interpreted meaning, or consumers' interpretation. Each stage of data collection is discussed below.

3.3.1.1 Collection of Brand Name Data

Thailand's Exporters Directory 2009–2010 is used as the only source of brand name data for this study for the fact that it is the complete collection of exported products available in the country. Moreover, since the directory is published by Thailand's Department of Export Promotion, Ministry of Commerce, it can be regarded as a good and reliable source of data for investigation. The exporters directory is available in two formats, hard copy and online, of the same content. The online version found at http://application.depthai.go.th/Center_Public/thailand_export_directory.html (retrieved October 15, 2011) is used in this study because it is more convenient to access than the hard copy.

In the first stage, brand names of all branded products listed in Food Product Category of *Thailand's Exporters Directory 2009–2010* are collected, using the brand name collection sheet as a tool. Since the directory is based on company names, the brand names appear to be unsystematically listed in the directory. In this stage, each brand name is assigned a category according to its product types. There are five food product categories: rice products, frozen and chilled food, canned and instant food, snacks and candies, and food ingredients and seasonings. In each category, the collected brand names are organized in the alphabetical order for the ease of data searching. In addition to brand names, other related information such as product

types, names of the owner companies, countries of export, etc. are also collected as supplement data for analysis.

3.3.1.2 Collection of Brand Name Intended Meanings

In the second stage, the meanings of brand names as intended by the brand name owner companies are collected. To begin with, the official websites of the brand name owner companies are explored in order to search for initial information about the intended meaning of the brand names. If not, an interview for intended meaning of the brand name can be skipped. In case the brand name intended meaning is not clearly stated on the website, an interview for brand name intended meaning is required. The interview is conducted via either email or telephone. Initially, the interview questionnaire for brand name owners is sent to the companies' contact persons via email addresses showing in *Thailand's Exporters Directory 2009–2010*. Each company is requested to respond via email in two weeks after the email has been sent. If any company does not answer the email interview within the requested time, a telephone interview is conducted to complete the collection of data.

3.3.1.3 Collection of Brand Name Interpreted Meanings

At the third stage of data collection, the selected buyers and consumers of Thailand's exported food products are asked to answer certain interview questions. A brand name sample sheet is shown to the consumer while he or she is being interviewed. The interviews are conducted face-to-face in a rest area provided at *ThaiFEX-World of Food Asia*, the largest food exhibition in Thailand, held on May 25–29, 2011 by Thailand's Department of Export Promotion. To complete the data collection, ten research assistants are hired to help in the interviews. In case some buyers or consumers cannot provide an immediate response, they may be asked to do an e-mail interview afterwards. Nevertheless, it is preferable if the consumer interviews can be completed during the exhibition period.

3.3.1.4 Research Instruments

The instruments used for data collection in this research are: 1) brand name collection sheet, 2) interview questionnaire for brand name owners, 3) interview questionnaire for buyers and consumers, and 4) brand name sample sheets for buyer and consumer interviews. Each research instrument is explained below.

3.3.1.4.1 Brand Name Collection Sheets

A brand name collection sheet is a simple table used for collecting brand names and their related information including types of products, names of the owner companies, countries of export and domain names. The sheet is divided into five separate sections, each of which is used for each of the five food product categories: rice products, frozen and chilled food, canned and instant food, snacks and candies, and food ingredients and seasonings. A brand name collection sheet is displayed in Appendix A.

3.3.1.4.2 Interview Questions for Brand Name Owners

This is a list of five main questions used for interviewing a senior marketing officer or a marketing staff whose responsibilities are related to branding of the brand name owner companies. The main purpose of asking these questions is to find out what exactly the brand name owner companies would like their brand names to mean. The questionnaire begins with general information about the companies and their products, and then about the brand names. It is noted that the interview is conducted in Thai. The main questions asked are as follows:

- a) To what countries your company export the products?
- b) Are your products well accepted in those countries? Why?
- c) Do you think the brand name is crucial for the success of your product?
- d) Why does your company name the product ___(brand name) ___ ?
- e) Is there any special meaning the company wants the brand name to mean?
What is it?

These questions were tried out by asking five marketing officers from five exporter companies in Chiang Mai to respond in order to test their validity. The tryout of this questionnaire was conducted via telephone interviews, and the average time spent for each interview was 3.5 minutes. From the tryout, it is obvious that the brand name intended meaning could be elicited out of the questions. Moreover, these questions were reviewed and commented by three experts from Chiang Mai University. This interview questionnaire is considered valid enough to be used for collecting the brand name intended meaning data. It should be noted here that the first three questions are aimed to get general information about the brand names and the products only. The main data, i.e. brand name intended meaning, are expected to obtain from the last two questions.

3.3.1.4.3 Interview Questions for Buyers and Consumers

This is a list of five main questions used for interviewing the buyers and consumers of Thailand's exported food products. The main purpose underlying these questions is to determine whether buyers or consumers interpret the meaning of brand names, and if so, how they process their interpretation. The questionnaire contains general questions that ask the respondents about their opinions towards branded products and specific questions concerning the respondents' interpretation of brand names. These questions are listed as follows:

- a) Do you pay attention to the brand name when you are buying the products?
- b) How do the brand names influence your decision making in buying the products?
- c) Do you consider the meaning of brand names when you are buying products of the same quality and price?
- d) Do you tend to buy the products with good meaning brand names if all other things are equal?
- e) How do you interpret the meanings of these brand names? (*a brand name sample sheet is presented to the interviewee when asking him/her this question*)

The tryout of this questionnaire was conducted by asking five English-speaking foreigners who came to buy some Thai food products in a supermarket in Chiang Mai to respond. When asking question (e), the respondents are presented with a brand name sample sheet containing seven brand names of Thailand's exported food products. The average time spent for each interview was five minutes. According to the tryout, all respondents said that they paid attention to the brand name when they are buying products. Most of them responded to question (b) saying that they tended to buy the products with brand names that they are familiar with. For questions (c) and (d), all responses were 'yes'. These responses help emphasizing the importance of brand name meaning in this study. Customers can refer to the brand name when they want to buy the products again in the future. The products with brand names seem standardized to them. For question (e), the respondents were able to interpret most of the sample brand names; e.g. KING (cooking oil) is interpreted as "high quality". The respondents seemed to relate the word meaning with quality of the product. The main data, i.e. the brand name interpreted meaning, is obtained from the last question or question (e). According to the tryout, the questionnaire seemed to be able to elicit the expected data. In addition, the questions were reviewed by two professors from Chiang Mai University for their validity. The questionnaire is considered valid for collecting the data regarding the interpreted meaning of brand names from the buyers and consumers of Thailand's exported food products.

3.3.1.4.4 Brand Name Sample Sheets

A brand name sample sheet is a simple A4 paper containing a list of non-duplicate brand names collected from *Thailand's Exporters Directory 2009–2010*. The sheet is made in two formats: hard copy and soft copy. There are totally 25 sheets, each of which containing 7 different brand names. In the 25 sheets, all the 175 collected brand names are non-duplicately listed. The brand name samples to be put in each sheet are randomly selected from the five food product categories: rice products, frozen and chilled food, canned and instant food, snacks and candies, and food ingredients and seasonings. Each sheet is used to present to a buyer or consumer of Thailand's exported food products when the researcher asks them to respond to question (e) in the interview questionnaire for buyers and consumers. One hundred

buyers and consumers were interviewed, so each sheet was viewed by four participants: two buyers or importers and two consumers. A brand name sample sheet is shown in Appendix B.

3.3.1.4.5 Summary of Data Collection

After completing the three stages of data collection, three sets of data are ready for analysis. The first data set is a list of brand names and their related information; the second set is a list of brand name meanings as intended by the owner companies; and the third set is a list of brand name meanings as interpreted by a group of buyers and consumers. The following table summarizes how each set of data is collected.

Data	Source of data	Instruments
1. Brand names	Brand names of Food Product listed in Food Category of Thailand's Exporters Directory 2009–2010	-Brand name collection sheets
2. Brand name intended meaning	Owners of the brand names / owner companies' staff / companies' official websites	-Interview questions
3. Brand name interpreted meaning	Buyers and consumers of Thailand's exported food products who attended <i>ThaiFEX–World of Food Asia</i>	-Brand name sample sheets -Interview questions

Table 3-1: Summary of data collection

3.3.2 Data Analysis

The analysis of data in this study is done quantitatively and qualitatively. Regarding the quantitative dimension, percentage and frequency analysis is adopted in the investigation of brand name data. The quantitative investigation of brand names involves the frequency and percentage of brand name presentation methods, brand name categories and brand name intended-interpreted meaning matches. For the qualitative dimension, content analysis is used in the investigation of the semantics or the linguistically encoded meanings and the pragmatics or the intended and interpreted meanings of brand names. The qualitative analysis emphasizes the linguistic and communicative aspects of the brand names, which include sense, reference, cooperativeness of brand name owners, customers' comprehension of brand names and brand name relevance.

3.3.2.1 Quantitative Analysis

The quantitative analysis of the brand name data is conducted to investigate the patterns of Thailand's exported food product brand naming. This is to find out the tendency of brand naming practice in Thailand's food exporting industry. The quantitative analysis results are expected to reveal certain semantic and pragmatic properties of brand names that might lead business operators or other related personnel to the better understanding of Thailand's exported food product brand naming. The main focus of quantitative analysis is put on frequency and percentage of three main aspects of brand name communication: 1) brand name presentation methods, 2) categorization of brand names and 3) the match between intended and interpreted meanings of the brand name data.

3.3.2.1.1 Analysis of Brand Name Presentation Methods

As this study mainly concerns the communication of brand name meaning in international market, the way a brand name is presented in the market, e.g. translation transliteration, borrowed words, etc., is quite crucial. The analysis of brand name data initially addresses the brand name presentation methods used among Thai food exporters. To analyze the brand name presentation methods, the frequency of each method found in each product category is counted, and then converted into percentage in order to see a better picture of brand name presentation methods used in each product category.

3.3.2.1.2 Categorization of Brand Names

Lexical items used as brand names are regarded as an important factor for brand name communication. This study categorizes all lexical items used in the brand name data based on the two principles of categorization proposed in the Prototype Theory (Rosch, 1978): the principle of least cognitive effort and the principle of perceived world, as discussed in 2.1.2.2.2.3. To exemplify, the brand name containing the word *elephant* is put in the category [[ANIMAL]] since a little cognitive effort is needed for processing the categorization and it conforms to the world's information structure. Based the lexical meaning of each brand name, the brand name categorization is done by asking and answering questions such as "Is the brand name

a/an animal/ plant/ food stuff, etc.?” The answers to the questions must be obtained with least difficulty; they should conform to the information structure in the world. The categorization of brand name in this study is simply based on the researcher’s own judgments. After all lexical items have been assigned to their appropriate categories; the number of each category’s members is counted for frequency and percentage analysis. It is expected that lexical categories with high frequency and percentage may reflect certain properties of Thailand’s exported food brand names.

3.3.2.1.3 Intended – Interpreted Meaning Matching

Based on an assumption that a match between intended meaning and interpreted meaning of a brand name can reflect a successful case of brand name communication, this study investigates the match between the brand name meaning as intended by the brand name owner companies and the meaning as interpreted by consumers. The analysis of this meaning match begins with the observation of how the brand name owners intended to use their brand names. Then, the brand name intended meaning is taken to compare with the five brand name interpreted meanings in order to consider if the brand name intended meaning and the interpreted meanings are matched or not. After doing the meaning matching, each brand name is categorized into either the meaning-match group or the meaning non-match group. It is noted that the number of intended-interpreted meaning match can range from one to five, as there are five interpreted meanings collected from five different customers. The non-match group refers to the brand name with zero match. The frequency of each group’s members is counted, and then converted to percentage for a better picture of the quantitative dimension of data analysis.

3.3.2.2 Qualitative Analysis

The qualitative analysis of the brand name data is conducted to reveal semantic and pragmatic factors that might influence communication of brand names in the international market. For semantic dimension, the researcher analyzes sense and reference of the brand names based on the notions introduced by Frege (1892) and Lyons (1977). For pragmatic dimension, the analysis of brand owners’ intentions is based on Grice’s (1975) Cooperative Principle. The analysis of customers interpretations is based on the Relevance Theory (Sperber and Wilson, 1986/1995)

3.3.2.2.1 Sense and Reference of Brand Names

The analysis of sense and reference of brand name is aimed to determine how sense and reference of a brand name may influence the communication of brand names in the market. For brand name's sense, the concepts or thoughts associated with the brand names are investigated. In terms of reference, both object in possible worlds and the branded product are analyzed. For example, the brand name SUN is derived from the lexical item referred to the star at the center of the Solar System, and as a brand name, it marks the branded products. The sense of the brand name SUN is the concepts attached to it.

3.3.2.2.2 Cooperativeness of Brand Name Owners

According to Grice (1975), if one would like to communicate successfully, he/she is required to be cooperative in that communication situation. The level of cooperativeness can be indicated by a good observation of the 'conversational maxims', which consist of four maxims: Quality, Quantity, Manner and Relation. To consider how cooperative the brand name owners are in the brand name communication, the analysis of maxims may provide some insightful results. The analysis is conducted by investigating both the members of brand names in the intended-interpreted meaning match groups and the members of brand names in the intended-interpreted meaning non-match groups. This is to consider what maxims the brand name owners observed or violated. It is expected that a good brand name communication should exhibit an observation of certain maxims.

3.3.2.2.3 Brand Name Relevance

To enhance the analysis of brand name communication maxims, level of relevance of the brand names is also analyzed. Based on Sperber and Wilson (1986)'s 'optimal relevance', the analysis of brand name data is conducted to find out how the brand name relevance affects the customers' comprehension of brand names in the international markets. The analyses involve both brand names in the intended-interpreted meaning match group and brand names in the intended-interpreted meaning non-match group in order to investigate different brand name properties that might affect the comprehensibility of brand names in the two groups.

3.4 The Formulation of Brand Naming Guidelines

The final products of this research are, as stated in the first research objectives, brand-naming guidelines, especially for the exported food products. The formulation of brand naming guidelines will be formulated according to the preferable semantic and pragmatic properties revealed in this study. The ‘to-be-formulated guidelines’ are different from the brand naming criteria suggested in previous literature (e.g. McNeal and Zeren ,1981; McCarthy and Perreault, 1987; Kotler and Armstrong, 1997; Chan and Huang, 1997), discussed in section 2.1.1.4, in that the guidelines are, expectedly, more semantically and pragmatically insightful. The formulation of the brand naming guidelines will also be focused on the cross-cultural brand naming or the brand name translation issues since this study concerns exported products. The guidelines are aimed to help the exporters in determining when to translate, transliterate or coin a brand name for their exported products.

As found in the related researches in 2.2, brand naming tradition is, seemingly, not universal. Brand naming tradition in the West is quite different from the tradition practiced in the East. The semantic and pragmatic guidelines for brand naming will also take this into consideration. The focus of the guidelines will be on how to create a product brand name that is meaningful to both the owner companies and consumers in their target markets.

3.5 Summary of Research Methodology

This section summarizes the methodology used in this study. There are three sets of data, i.e. brand names, brand name intended meaning and brand name interpreted meaning, to be investigated in this research. The analysis of data begins with the investigation of brand name presentation methods and lexical categories of the brand names. The analysis in this stage is done quantitatively, i.e. using frequency and percentage. Then, the intended meaning and the interpreted meaning of the brand name data are matched in order to investigate how well each brand name is successful in communication. The meaning matching shall break the brand name data into two groups: the meaning match group and the meaning non-match group. After that, the brand names in each group are analyzed for their semantic and pragmatic factors that might influence the match and non-match between their intended and interpreted

meanings. The analysis in this stage is done qualitatively. The results of the analysis are then taken to formulate the guidelines for brand naming. The following diagram provides the overview of how the research is conducted.

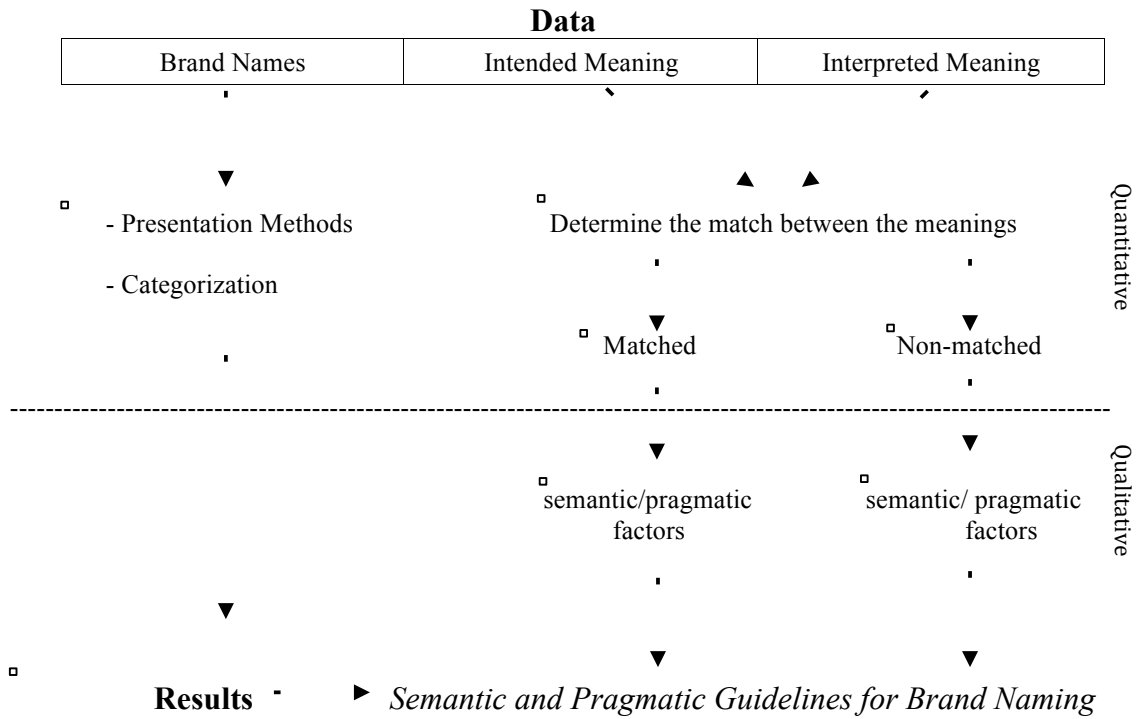


Figure 3-1: The Procedure for Analyzing the Semantics and Pragmatics of Brand Names

CHAPTER IV

STUDY RESULTS

This chapter presents the results of the study. Both quantitative and qualitative dimensions of the study results are presented and discussed. The quantitative dimension includes the frequency and percentage of brand name presentation methods, brand name categories, and brand name intended-interpreted meaning matching. The qualitative results cover 'sense and reference' of brand names, cooperativeness of the brand name owners, and customers' comprehension of the brand names.

4.1 Quantitative Results

The results of quantitative analysis of Thailand's exported food product brand names reveal important facts about brand naming in the industry. The frequency numbers and percentage of brand name presentation methods show the trends of how the brand names are presented in the market. The investigation of brand name categories indicates the tendency for brand naming certain types of products in Thailand's food industry. The brand name intended-interpreted meaning matching shows the level of communicative power of each brand name.

4.1.1 Brand name presentation methods

Brand name presentation methods reflect the way the brand name owners communicate the meaning of their product brand names to their target customers. The investigation of the brand name data shows that seven main methods of brand name presentation are used. These methods include: 1) translation, 2) adaptation, 3) transliteration, 4) abbreviation, 5) borrowing, 6) lexical deviation and 7) hybrid method. Each method is prominently used to present the brand names of each product type. In other words, the brand names of each product category have a tendency to be presented by certain presentation methods, as shown in the following subsections.

4.1.1.1 Translation

Translation is the word-for-word rendering of the Thai original brand names to English. It was found one of the major techniques used to present brand names of rice products, canned and instant food and food ingredients and seasonings. The study results show that 40 percent of rice product brand names, 28.57 percent of canned and instant food brand names and 24.14 percent of food ingredient and seasoning brand names are presented by translation method. However, this method was not found used in the presentation of frozen and chilled food brand names and snack and candy brand names.

As translation is a word-for-word translation, it is noticed that some translated brand names, e.g. รักชาวนา [rākʃāwnā:] ‘LOVE FARMER’⁵, can be unusual or unnatural in the English language. This phenomenon can well reflect the situation of English usage in Thailand, where English is spoken as a foreign language. With this reason, some unusual English brand names can occasionally be found in the markets. There are also cases of under-translation found when direct translation is applied, e.g. ต้นถั่ว [tǒntʰuà] ‘BEAN’⁶. This might also show that the translator lacks vocabulary that represents the equivalent idea of the original brand name. However, the number of these problematic translations is not high.

Among the 175 brand names of Thailand’s exported food products studied, there are totally thirty-six brand names found presented by translation method. These thirty-six brand names consist of twelve brand names of rice products; ten brand names of canned and instant food and fourteen brand names of food ingredients and seasonings. The brand names presented by translation are shown in Table 4-1 below.

⁵ LOVE FARMER is considered ungrammatical in English. It should be with an article *a* or in a plural form, *farmers*. This brand name is intended to say, “ I love famers”.

⁶ This brand name should be translated as ‘bean stalk’ to make it equivalent to the Thai original, ต้นถั่ว [tǒntʰuà].

Brand names presented by translation

No.	Original Brand Names (Thai Market)	Exported Brand Names (International Market)	Products
Rice Product			
1	ลูกโลกทองคำ [lū:k.lōk.tʰɔ̄:ŋkʰ.l̄m] 'golden globe'	GOLDEN GLOBE	Thai jasmine rice (premium grade)
2	เอื้องหลวง [ɛ̄:ŋlūwŋ] 'royal orchid'	ROYAL ORCHID	Thai white rice (premium grade)
3	ช้างคู่ [ʃá:ŋkʰú:] 'double elephants'	DOUBLE ELEPHANTS	Thai white rice (standard grade)
4	ม้าทองคำ [má:tʰɔ̄:ŋkʰ.l̄m] 'golden horse'	GOLDEN HORSE	Thai white rice (premium grade)
5	กระต่ายทอง [kràtài.tʰɔ̄:ŋ] 'golden rabbit'	GOLDEN RABBIT	Thai white rice (premium grade)
6	ช้างเผือก [ʃá:ŋpʰɛ̄:k] 'white/royal elephant'	ROYAL ELEPHANT	Thai jasmine rice (premium grade)
7	ฉัตร [ʃət] 'royal elephant'	ROYAL UMBRELLA	Thai jasmine rice (premium grade)
8	แผ่นดินทอง [pʰɛ̄ndīn.tʰɔ̄:ŋ] 'golden earth'	GOLDEN EARTH	Thai white rice (premium grade)
9	อ่างทอง [à:ŋtʰɔ̄:ŋ] 'golden tub/basin/bowl'	GOLDEN TUB	Thai jasmine rice (premium grade)
10	รักชาวนา [rəkʃáwnā:] 'love farmers'	*LOVE FARMER	Thai white rice (standard grade)
11	พระอาทิตย์ [pʰrāá:tʰít] 'sun'	SUN	Thai white rice (standard grade)
12	ช้างน้อย [ʃá:ŋnói] 'little/young elephant'	YOUNG ELEPHANT	Thai white rice (standard grade)
Canned and Instant Food			
1	ดาว [dāo] 'star'	STAR	noodle
2	ปลายิ้ม [plā:yím] 'smiling fish'	SMILING FISH	Canned fish/seafood

No.	Original Brand Names (Thai Market)	Exported Brand Names (International Market)	Products
3	เรือรบ [rɔ̃:rɔ̃p] 'battleship'	BATTLESHIP	Canned sardine/mackerel
4	ต้นสน [tɔ̃nsɔ̃n] 'pine tree'	PINE	Vermicelli
5	ต้นไผ่ [tɔ̃npʰai] 'bamboo tree'	BAMBOO	Vermicelli
6	สามแม่ครัว [sá:mmæ̃kʰrɯa] 'three lady cooks'	THREE LADY COOKS	Canned sardine/mackerel
7	นกพิราบ [nókʰírá:p] 'pigeon'	PIGEON	Canned vegetable/ fruit
8	ต้นถั่ว [tɔ̃ntʰuá] 'bean tree'	?BEAN	Vermicelli
9	มังกรคู่ [mɔ̃ŋkʰɔ̃nkʰú:] 'double dragons'	DOUBLE DRAGON	Vermicelli
10	แม่น้ำแคว [mæ̃ná:mkwæ̃] 'Kwai River'	RIVER KWAI	Canned sweet corn
Food ingredients and seasonings			
1	ฉลากทอง [ʃlâ:ktɔ̃:ŋ] 'gold label'	GOLD LABEL	Seasoning sauce
2	กระต่ายบิน [kràtài] 'flying rabbit'	FLYING RABBIT	Rice flour
3	กุหลาบ [kòlâ:p] 'rose'	ROSE	Tapioca flour
4	เหรียญทอง [rêintɔ̃:ŋ] 'golden coins'	GOLDEN COINS	Rice flour
5	มือที่หนึ่ง [mɔ̃tʰínɔ̃nɔ̃ŋ] 'hand number one'	HAND NO.1	Dried spices
6	จิงโจ้ [ʒɔ̃ŋʒɔ̃:] 'kangaroo'	KANGAROO	Tapioca flour
7	หอยนางรม [hòinã:ŋrom] 'oyster'	OYSTER	Oyster sauce

No.	Original Brand Names (Thai Market)	Exported Brand Names (International Market)	Products
8	ใบหยก [bāiyòk] 'jade leaf'	JADE LEAF	Rice flour
9	ช้อนแดง [ʃwǎndæŋ] 'red spoon'	RED SPOON	Monosodium glutamate
10	ต้นไม้ [tônmaí] 'tree'	TREE	Tapioca flour
11	ช้างเผือก [ʃá:ŋpʰùik] 'white/royal elephant'	WHITE ELEPHANT	Rice flour
12	ปลาทอง [plā:tɔ:ŋ] 'goldfish /fish in gold color'	GOLDEN FISH	Rice flour
13	เสือบิน [sɔ̃:bīn] 'flying tiger'	FLYING TIGER	Dried mug bean
14	ครัวสยาม [kʰūasàyâm] 'Siam kitchen'	SIAM KITCHEN	Dipping/seasoning sauce

Table 4-1: Brand names presented by translation

4.1.1.2 Adaptation

Adaptation is defined here as “the method in which an original brand name in Thai is expressed in a different way that is familiar or appropriate to the English language culture” (McArthur, 1992). Interestingly, the adaptation method was also found used only in the three product categories: rice product, canned and instant food, and food ingredients and seasonings. The majority of adapted brand names, 23.33 percent, were found in the presentation of rice products, 17.24 percent were found in the presentation of food ingredients and seasonings, and 2.86 percent were found in the presentation of canned and instant food.

Unlike direct translation, the brand names presented by adaptation tend to be more natural in the English language. For example, the brand name ม้าบิน [má:bīn], which is translated to *Pegasus* is considered to be more familiar to the English speakers than the direct translated one, i.e. *Flying Horse*. The adapted brand names also show certain intention of the brand name owners as it is quite obvious that the

word like ‘golden’ is added to the translation where the Thai original does not contain any word counterpart. Examples can be seen from the translation of the brand names, GOLDEN CRANE, GOLDEN DIAMOND, GOLDEN PEARL, GOLDEN BOY, etc., which are translated from นกกระเรียน [nókkràriān] ‘crane’, เพชร [pʰét] ‘diamond’ ไข่มุก [kʰàimók] ‘pearl’ and เด็ก [dèk] ‘child /kid’.

The results of frequency count show that seven brand names of rice products, one brand name of canned and instant food, and ten brand names of food ingredients and seasonings are presented by adaptation method, as shown in Table 4-2 below.

Brand names presented by adaptation

No.	Original Brand Names (Thai Market)	Exported Brand Names (International Market)	Products
Rice Product			
1	หงษ์ทอง [hòŋtʰɔ̃ːŋ] ‘golden swan’	GOLDEN PHOENIX	Thai jasmine rice (premium grade)
2	นกกระเรียน [nókkràriān] ‘crane’	GOLDEN CRANE	Thai jasmine rice (standard grade)
3	เพชร [pʰét] ‘diamond’	GOLDEN DIAMOND	Thai jasmine rice (premium grade)
4	บัวทิพย์ [būatʰíp] ‘divine/sacred lotus’	GOLDEN LOTUS	Thai jasmine rice (premium grade)
5	ไข่มุก [kʰàimók] ‘pearl’	GOLDEN PEARL	Thai jasmine rice (premium grade)
6	นางรำ [nāːŋrām] ‘dancer’	ROYAL DANCER	Thai jasmine rice (premium grade)
7	ฉลาดชิม [ʃàlɑːdʃīm] ‘taste smartly’	SMART CHEF	Thai white rice (premium grade)
Canned and Instant Food			
1	ช้างคู่ลูกโลก [ʃáːŋkʰùlók] ‘two elephants and globe’	TWIN ELEPHANTS & EARTH	Canned tropical fruits
Food Ingredients and Seasonings			
1	สามพ่อครัว [sàːmpʰókʰruā] ‘three male cooks’	3 CHEFS	Curry/ Tom Yam Paste

No.	Original Brand Names (Thai Market)	Exported Brand Names (International Market)	Products
2	สามเหลี่ยม [sâ:mlìàm] 'triangles'	THREE TRIANGLES	Tapioca flour
3	เรือ [r3:] 'boat/ship'	GOLDEN BOAT	Seasoning sauce
4	สิงห์ดาว [sìṅdāo] 'star lion'	STAR LION	Rice flour
5	เด็ก [dèk] 'child /kid'	GOLDEN BOY	Fish sauce
6	นางรำ [nā:ṅrām] 'dancer'	THAI DANCER	Seasoning sauce/powder
7	ม้าบิน [má:bīn] 'flying horse'	PEGASUS	Chili sauce
8	ชวนชม [ʃuānʃōm] 'nice to see/watch'	DESERT ROSE	Tapioca flour
9	หอยหลอด [hôi:lò:d] 'tube-like clam'	RAZOR CLAM	Fish sauce
10	ยิ้มสยาม [yímsà:yâ:m] 'Siamese smile'	THAI SMILE	Seasoning sauce/powder

Table 4-2: Brand names presented by adaptation

4.1.1.3 Transliteration

Transliteration of brand names in this study refers to the method for converting brand names in the Thai originals into phonetically equivalent ones in the English language. Transliteration was found used in the presentation of the five product categories studied. The majority of transliterated brand names, or 29.31 percent, were found used in the presentation of food ingredients and seasonings. The method was also used to present 17.14 percent of canned and instant food brand names, 16.67 percent of rice product brand names, 13.79 percent of snack and candy brand names, and 4.34 percent of frozen and chilled food brand names.

The use of transliteration method for presenting brand names can serve certain purposes of the brand name owners. For example, the brand name owners who want to honor their company founders or recipe owners can transliterate the proper names of those people, e.g. PONGLARP, MAHBOONKRONG, MAE PRANOM, etc. In addition, some products presented by transliteration tend to have certain stories or features that the brand name owners want to keep. For instance, the brand name KOH-KAE was associated with the story of Thai teenagers in the 1960s that represented modern lifestyles during that period (www.goh-kae.com). MANORA was associated with a traditional performance of Southern Thailand where the company's factories are located. TAO KAE NOI was associated with the company owner who was very young when he launched the products.

Although some transliterated brand names were aimed to communicate Thainess, e.g. SWAT-D [sàwλtdī:], which is derived from the word for 'hello' in Thai, their orthography might not allow the intended information to be communicated. The fact that the spelling of SWAT-D is similar to the abbreviation S.W.A.T (Special Weapons and Tactics) might be more familiar to international customers than "greeting in Thai". The brand name AROY-D [àròidī:] 'delicious' is another example of translated brand names with interesting spelling. According to the interview, these brand name owners used this style of brand name spelling to communicate modernity of their products.

The study results reveal that five brand names of rice products, one brand name of frozen and chilled food, six brand names of canned and instant food, four brand names of snacks and candies and seventeen brand names of food ingredients and seasonings are presented by transliteration method, as shown in Table 4-3 below.

Brand names presented by transliteration

No.	Original Brand Names (Thai Market)	Exported Brand Names (International Market)	Products
Rice Product			
1	เกษตร [kàsèt] 'agriculture'	KASET	Thai jasmine rice (premium grade)
2	มานุญครอง [mā:bōnkḥōng] 'Mah Boonkrong' (personal names)	MAH BOONKRONG	Thai jasmine rice (premium grade)

No.	Original Brand Names (Thai Market)	Exported Brand Names (International Market)	Products
3	พงษ์ลารภ [pʰoŋla:p] 'Ponglarp' (personal name)	PONGLARP	Thai white rice (standard quality)
4	สุรินทวิทิพย์ [sʰɨrɪntʰíp] 'sacred Surin'	SURINTIP	Thai jasmine rice (premium grade)
5	สวัสดี [sàwàtdɨ:] 'hello'	SAWAT-D	Organic jasmine rice
Frozen and Chilled Food			
1	อร่อยดี [àròidɨ:] 'delicious'	AROY-D	Frozen ready meal
Canned and Instant Food			
1	ส.ขอนแก่น ⁷ [sʰɨkʰɔŋkʰɛ̀n] 'product from Khonkaen'	S. KHONKAEN	Processed meat product
2	กินดี [kɪndɨ:] 'eat well'	KIN DEE	Instant cooked rice
3	ไวไว [wāiwāi] 'quick quick'	WAI WAI	Instant noodle
4	เบญจมาศ [bɛ̀ŋzàmə:t] 'chrysanthemum'	BENJAMAS	Vermicelli
5	พิชญา [pʰitʃàyā:] 'Pitchaya' (personal name)	PICHAYA	Canned food
6	มาม่า [mā:mǎ:] 'mother'	MAMA	Instant noodle
Snacks and Candies			
1	โก๋แก๊ง [kô:káŋ] 'old gangster'	KOH-KAE	Coated peanut snack
2	มนอร่าห์ [mánōrā:] 'Manorah performance'	MANORA	Rice cracker
3	เต้าแก๊งน้อย [tʰǎokáŋnói] 'young entrepreneur'	TAO KAE NOI	Seaweed snack

⁷ The first letter of the brand name S.KHONKAEN is abbreviated from สินค้า [sɪnkʰá:], which means 'product' in the Thai language.

No.	Original Brand Names (Thai Market)	Exported Brand Names (International Market)	Products
4	จี๊ดจ๊าด [ʒí:dʒá:d] 'sour'	JEED JARD	Tamarind snack
Food Ingredients and Seasonings			
1	มรกต [mōrákòt] 'emerald'	MORAKOT	Cooking oil
2	รำวง [rāmwoŋ] 'circle dance'	RAMWONG	Curry powder
3	สุรีย์ [sùrī:] 'Suree (personal name)'	SUREE	Seasoning sauce
4	พันท้ายนรสิงห์ [pʰántáinōrásīŋ] 'Coronel Norasingh' (personal name)	PANTAINORASINGH	Dipping sauce
5	แม่ประนอม [mǎepṛánōm] 'Mother Pranom' (personal name)	MAE PRANOM	Chili/curry paste
6	ชาวไทย [jǎotʰāi] 'Thai people'	CHAO THAI	Coconut milk
7	แม่ครัว [mǎekrūa 'lady cook'	MAE KRUA	Oyster sauce
8	ชาวเกาะ [jǎokó] 'islander'	CHAO KOH	Coconut milk
9	รวมรส [rūamrót] 'mixed taste'	RUAMROS	Fish sauce
10	แม่พลอย [mǎepḷōi] 'Mother Ploy' (personal name)	MAE PLOY	Curry paste
11	แม่ศรี [mǎsī:] 'Mother Sri' (personal name)	MAE SRI	Curry paste
12	ไร่ทิพย์ [raītʰíp] 'sacred/divine farm'	RAITIP	Dried beans/ spices/ cereals
13	มรดก [mō:ràdòk] 'heritage / inheritance	MORADOK	Dipping sauce

No.	Original Brand Names (Thai Market)	Exported Brand Names (International Market)	Products
14	จุธาทิพย์ [ʒɔt ^h a:t ^h ɪp] 'Juthatip' (personal name)	JUTHATHIIP	Fish sauce
15	ตลาดไทย [tǎlǎ:dt ^h āi] 'Thai market'	TALAD THAI	Tamarind paste
16	ก๊วยยิ้ม [kɔ̀kyím] 'smiling cook'	COOK YIM	Seasoning sauce
17	เฟื่องฟ้า [fɛ̃:ŋfá:] 'Bougainvillea'	FUANG FAH	Tapioca flour

Table 4-3: Brand names presented by transliteration

4.1.1.4 Abbreviation

Abbreviation is known as a shortened form of word or phrase. It can be considered one of the popular methods used for presenting Thailand's exported food brand names, as it was found used in every product category studied. There are three types of shortened forms found in the case of Thailand's exported food product brand names, including 1) alphabetical abbreviation⁸, 2) acronym and 3) clipping. In this study, an alphabetical abbreviation refers to a group of initial letters used as an abbreviation for a brand name, e.g. AMS, CNV, PFP, etc. Acronym is an abbreviation that can be pronounced as a word, e.g. PAM, KISS, etc., and clipping refers to the method which consists in the reduction of a word to one of its parts⁹, e.g. EURO (European), CAPUNO (Cappuccino) etc.

The analysis of brand name data reveals that 3.33 percent of rice product brand names, 52.17 percent of frozen and chilled food brand names, 20 percent of canned and instant food brand names, 13.79 percent of snack and candy brand names and 1.73 percent of food ingredient and seasoning brand names are presented by abbreviation.

⁸ Alphabetical abbreviation is also known as 'initialism' or 'alphabetism'.

⁹ This definition is adapted from Marchand's (1969) *The Categories and Types of Present-Day English Word-formation*

Considering the brand names presented by alphabetical abbreviation carefully, it is apparent that most of them, e.g. AMS, CNV, PFP, TSF, etc. are derived from the names of the owner companies, e.g. Andaman Seafood (AMS), Chainavee (CNV), Pacific Fish Processing (PFP), Transmut Food (TSF). The acronyms, e.g. TROFCO, PAM, etc., are also derived from the company names, e.g. Tropical Food Company (TROFCO), Pacific Marine (PAM). Clipping, which is the only abbreviation method that leaves traces of original words in brand names, e.g. VITAFOOD, FOODEX, etc., might be considered the best abbreviation for communicating brand name intended meaning. Although the use of clipping is not high in number, it reflects the emerging trend of brand naming, where creativity and exoticness are in focus.

The number of brand names presented by abbreviation is quite high in frozen and chilled food category, as twelve brand names are found. Abbreviation is also moderately used in the presentation of canned and instant food brand names, and snack and candy brand names, as seven brand names and four brand names are respectively found. Nevertheless, the abbreviation method seems not to be popular in the presentation of rice product brand names and food ingredient and seasoning brand names, as only one brand name is found in each product category. Brand names presented by abbreviation are shown in Table 4-4 below.

Brand names presented by abbreviation

No.	Original Brand Names (Thai Market)	Exported Brand Names (International Market)	Products
Rice Product (alphabetical abbreviation)			
1	URC (Universal Rice Company)	URC	Thai jasmine rice (premium grade)
Frozen and Chilled Food (alphabetical abbreviation)			
1	AMS (Andaman Seafoods)	AMS	Frozen seafood
2	CNV (Chainavee)	CNV	Frozen seafood

No.	Original Brand Names (Thai Market)	Exported Brand Names (International Market)	Products
3	U.F.P (Union Frozen Products)	U.F.P	Frozen seafood
4	PFP (Pacific Fish Processing)	PFP	Frozen cooked seafood
5	TSF (Transmut Food)	TSF	Frozen seafood
6	PTN (Phatthana)	PTN	Frozen seafood
7	CMR (Chaicharoen Marine)	CMR	Frozen seafood
8	CSF (Chanthaburi Seafoods)	CSF	Frozen seafood
Frozen and Chilled Food (acronym)			
9	KISS (Keep it simple, sweetie)	KISS	Frozen ready meal
10	PAM (Pacific Marine)	PAM	Frozen seafood
Frozen and Chilled Food (clipping)			
11	VITAFOOD (Vitamin + Food)	VITAFOOD	Chilled fresh pineapple
12	VENTUNA (Venturetech + Tuna)	VENTUNA	Frozen tuna fish

No.	Original Brand Names (Thai Market)	Exported Brand Names (International Market)	Products
Canned and Instant Food (alphabetical abbreviation)			
1	KC (KittikhunChai)	KC	Canned sweet corn
2	O&P (Orapin and Pinlada)	O&P	Canned vegetable
3	UFC (Universal Food Company)	UFC	Canned vegetable/fruit
Canned and Instant Food (acronym)			
4	Hi-Q (High Quality)	Hi-Q	Canned sardine/ mackerel
5	TROFCO (Tropical Food Company)	TROFCO	Canned vegetable/fruit
6	AMPRO (American Professional)	AMPRO	Canned pineapple
Canned and Instant Food (clipping)			
7	PROCHEF (Professional Chef)	PROCHEF	Dehydrated fruit/vegetable
Snacks and Candies (clipping)			
1	WAFRUIT (Wafer Fruit)	WAFRUIT	Fruit favored wafer
2	YOFRUIT (Yoghurt Fruit)	YOFRUIT	Fruit and yoghurt favored wafer
3	EURO (European)	EURO	Custard cake
4	CAPUNO (Cappuccino)	CAPUNO	Cappuccino favored candy

No.	Original Brand Names (Thai Market)	Exported Brand Names (International Market)	Products
Food Ingredients and Seasonings (clipping)			
1	FOODEX (Food + Export)	FOODEX	Salad dressing/cream

Table 4-4: Brand names presented by abbreviation

4.1.1.5 Borrowing

Borrowing, or an adoption of lexical items from other languages as brand names, is considered quite popular among the Thai food product exporters, as it is found used in the presentation of all the product categories studied. The highest percentage, 48.28 percent, is found in the presentation of snack and candy brand names. The percentage of brand names presented by borrowing is also high in the presentation of frozen and chilled food brand names, 34.78 percent, and of canned and instant food brand names, 28.57 percent. Rice product brand names and food ingredient and seasoning brand names presented by borrowing are not quite high in percentage. There are 13.34 percent of borrowings found used in the presentation of rice product brand names and 17.24 percent in the presentation of food ingredient and seasoning brand names.

The most popular language that Thai exporters borrow lexical items from is English. There is no doubt about this fact since English is regarded as the language for international trading, and English is also widely used by most business units in Thailand. Interestingly, three foreign languages, Arabic, Japanese and Spanish, are also found used in the presentation of certain brand names. The use of English borrowing shows that the brand name owners want to make their brand names international, as English is regarded as the language for international trading. For other foreign language borrowing, the brand name owners tend to emphasize the exoticness of the branded products. Most customers might not even know that the brand names are borrowed from certain languages.

The high number of brand names presented by borrowing seems to show a trend of exported food product brand naming in Thailand. Especially for snacks and candies, frozen and chilled food and canned and instant food, these products have a high tendency to be named by borrowing.

Table 4-5 below shows the number of brand names presented by borrowing in each product category. There are four borrowings found in the presentation of rice product brand names; eight borrowings in the presentation of frozen and chilled food brand names; ten borrowings in the presentation of canned and instant food brand names; fourteen borrowings in the presentation of snack and candy brand name; and ten borrowings in the presentation of food ingredient and seasoning brand names.

Brand names presented by borrowing

No.	Original Brand Names (Thai Market)	Exported Brand Names (International Market)	Products
Rice product (English borrowing)			
1	IMPERIAL TASTE	IMPERIAL TASTE	Thai jasmine rice (premium grade)
2	JASMINE GOLD	JASMINE GOLD	Premium Thai jasmine rice
3	SUPER DRAGON	SUPER DRAGON	Premium Thai white rice
4	GREAT HARVEST	GREAT HARVEST	Organic jasmine rice
Frozen and Chilled Food (English borrowing)			
1	FRUIT KING	FRUIT KING	Chilled fresh fruit
2	MAY	MAY	Frozen shrimp
3	EXCEL FRUITS	*EXCEL FRUITS	Chilled fresh fruit

No.	Original Brand Names (Thai Market)	Exported Brand Names (International Market)	Products
4	SEA FRESH	SEA FRESH	Frozen seafood
5	CHEF'S CHOICE	CHEF'S CHOICE	Chilled fresh vegetable and spices
6	LITTLE CHEF	LITTLE CHEF	Chilled fresh vegetable and spices
7	OCEAN STAR	OCEAN STAR	Frozen seafood
8	FRUIT CELLAR	FRUIT CELLAR	Chilled fresh fruit
Canned and Instant Food (English Borrowing)			
1	PANASIA	PANASIA	Canned seafood
2	DELIGHT	DELIGHT	Canned seafood
3	ASIAN BOWL	ASIAN BOWL	Instant rice /noodle
4	NAUTILUS	NAUTILUS	Canned seafood
5	KING BELL	KING BELL	Canned food
6	OCEAN TASTE	OCEAN TASTE	Canned seafood
7	QUEEN BELL	QUEEN BELL	Canned sweet corn

No.	Original Brand Names (Thai Market)	Exported Brand Names (International Market)	Products
8	ROYAL SEA	ROYAL SEA	Canned seafood
9	YUM YUM	YUM YUM	Instant noodle
Canned and Instant Food (Arabic Borrowing)			
10	โรซ่า (Arabic word) [rō:sǎ:] 'Islamic fasting'	ROZA	Canned sardine/mackerel
Snacks and Candies (English borrowing)			
1	FLOWER FOOD	FLOWER FOOD	Sunflower seed snack
2	CLASSIC	CLASSIC	Candy
3	COUGAR	COUGAR	Chewing candy
4	CRUSTY	CRUSTY	Wafer
5	JUMBO	JUMBO	Corn snack
6	ONE MORE	ONE MORE	Candy
7	POTATO	POTATO	Potato snack
8	SOFT LINE	SOFT LINE	Soft candy
9	NUT WALKER	NUT WALKER	Nut snack
10	MY MINT	MY MINT	Mint favored candy
11	NUT CANDY	NUT CANDY	Coated nut snack

No.	Original Brand Names (Thai Market)	Exported Brand Names (International Market)	Products
12	MR. SQUID	MR. SQUID	Squid snack
Snacks and Candies (Japanese borrowing)			
13	ทาโร่ (Japanese word) [tā:rō] 'Taro (personal name)'	TARO	Fish snack
14	โอดาริ (Japanese word) [ō:tā:ri] 'Otari (name of a Japanese village)'	OTARI	Rice snack
Food Ingredients and Seasonings (English Borrowing)			
1	KING	KING	Cooking oil
2	ORIENTAL CHEF	ORIENTAL CHEF	Coconut milk
3	CLASSIC THAI	CLASSIC THAI	Thai style dipping sauce
4	SUN SAUCE	SUN SAUCE	Chili sauce
5	THAI CHOICE	THAI CHOICE	Seasoning sauce
6	NO.1 CHOICE	NO.1 CHOICE	Dried spices
7	NEW GRADE	NEW GRADE	Rice flour
8	ALFA ONE	ALFA ONE	Cooking oil
Food Ingredients and Seasonings (Japanese borrowing and Spanish borrowing)			
9	โกกิ (Japanese word) [kō:kì] 'word meaning'	GOGI	Tempura flour
10	อาร์โรซ่า (Spanish word) [ā:rō:sā:] 'rice'	ARROZA	Rice bran oil

Table 4-5: Brand names presented by borrowing

4.1.1.6 Lexical Deviation

Lexical deviation is the process by which the brand name owners create entirely new words or deviate existing words from their general uses. Brand name creators may play with spellings; for example, they may change the initial letter 'c' in the word *choice* to letter 's' to make the brand name SHOICE. Or, he may add extra letters to the existing words, for example, adding letter 'o' to the word *fish* or *rich* to make the brand names FISHO and RICHO. In the case of Thailand's exported food product brand names, lexical deviation was found used in two product categories, snacks and candies, and food ingredients and seasonings, only. Based on the percentage study, it was found that 17.24 percent of snack and candy brand names and 8.62 percent of food ingredient and seasoning are presented by lexical deviation. Although the percentage of lexical deviation used is not quite high, the emerging of this method can be considered a new idea for brand naming Thailand's exported food products. In the situation when words in the dictionaries are reserved by other companies, lexical deviation might be adopted.

The brand names such as PILLO, DURIO, FISHO, BIGGA and RICHO are all deviated from their original words, *pillow*, *durian*, *fish*, *bigger*, and *rich*, respectively. The merit of this presentation method can be that the brand names may look distinctive while keeping the trace of original word meaning at the same time. For example, the brand name FISHO may sound strange to customers, but the trace of the word 'fish' in FISHO seems not to be so difficult for customers to recognize. However, the more complicated lexical deviation like in the presentation of the brand names RIZI and LOBO can, unintentionally, blur the brand name intended meaning. Without any additional information, it is quite hard for customers to recognize the brand name intended meaning by just looking at the brand names.

Interestingly, the brand names presented by lexical deviation are all based on lexical items in the English language. By using lexical deviation to present their product brand names, the brand name owners tend to focus on creativity and distinctiveness of the brand names rather than their original conventional meaning.

Table 4-6 shows the brand names presented by lexical deviation. There are five brand names found used in the presentation of snack and candy brand names, and five brand names in the presentation of food ingredient and seasoning brand names.

Brand names presented by lexical deviation

No.	Original Brand Names (Thai Market)	Exported Brand Names (International Market)	Products
Snacks and Candies			
1	PILLO (created from 'pillow')	PILLO	Soft candy
2	DURIO (created from 'durian')	DURIO	Durian chips
3	FISHO (created from 'fish')	FISHO	Fish snack
4	BIGGA (created from 'bigger')	BIGGA	Corn snack
5	RICHO (created from 'rich')	RICHO	Fish snack
Food Ingredients and Seasonings			
1	OLEEN (created from '(palm) olein')	OLEEN	Palm olein oil
2	RIZI (created from 'rice')	RIZI	Rice bran oil
3	SHOICE (created from 'choice')	SHOICE	Seasoning sauce
4	LOBO (created from 'global')	LOBO	Cooking power/paste
5	MEGACHEF (created from 'mega + noun')	MEGACHEF	Premium fish sauce

Table 4-6: Brand names presented by lexical deviation

4.1.1.7 Hybrid Method

Hybrid method¹⁰, in this study, refers to the use of the combination between two different brand name presentation methods as one. There are only two types of hybrid found. The first one is Abbreviation + Borrowing or vice versa, and the second one is Transliteration + Borrowing or vice versa. This brand name presentation method was found used in every product category studied, but the frequency number and percentage of use are not high. The analysis shows that 3.33 percent of rice product brand names, 8.70 percent of frozen and chilled food brand names, 2.86 percent of canned and instant food brand names, 6.90 percent of snack and candy brand names, and 1.73 percent of food ingredient and seasoning brand names are presented by hybrid method.

Although hybrid method was not high in number of use, it was found used in every product category. It can be believed that this brand name presentation method will be popular in the future. It can be also said that hybrid method is an emerging trend of brand naming Thailand's exported food products. As the hybrid method brand names found in this study contain at least one meaningful English word, the brand names should be meaningful to those customers who know English. Moreover, the other part of the brand names, i.e. abbreviation or transliterated words, can make the brand names look distinctive. That is to say, the hybrid method not only makes a distinctive brand name but also keeps the brand name meaningful to international customers.

Table 4-7 shows the frequency number of brand names presented by hybrid method in each product category. There is one brand name found in the presentation of rice product brand names; two in the presentation of frozen and chilled food brand names, one in the presentation of canned and instant food brand names, two in the presentation of snack and candy brand names, and one in the presentation of food ingredient and seasoning brand names.

¹⁰ The term 'hybrid method' was introduced by Professor Thom Huebner during a personal discussion regarding this dissertation topic.

Brand names presented by hybrid method

No.	Original Brand Names (Thai Market)	Exported Brand Names (International Market)	Products
Rice Product (Abbreviation + (English) Borrowing)			
1	Q RICE (Q = Quality)	Q RICE	Thai jasmine rice (premium grade)
Frozen and Chilled Food (1. Abbreviation + (English) Borrowing, 2. Transliteration + Borrowing)			
1	KC FRESH (KC= Kampaengsaen Commercial)	KC FRESH	Chilled fresh vegetable and fruit
2	สุรพล + FOODS [sʉrapʰon] 'Surapon' (personal name)	SURAPON FOODS	Various frozen foods
Canned and Instant Food (English Borrowing + Transliteration)			
1	MADAME + หวัง [wǎŋ] 'Wong' (personal name)	MADAME WONG	Instant ready meal
Snacks and Candies (Transliteration + (English) Borrowing)			
1	ทอง + GARDEN [tʰɔːŋ] 'gold'	TONG GARDEN	Nut snack
2	เขาช่อง + NUTS [kʰhǎɔŋt͡ɕʰ] 'Khao Shong' (a mountain name)	KHAO SHONG NUTS	Coated peanut snack
Food Ingredients and Seasonings (English Borrowing + Abbreviation)			
1	NEO + SUKI (clipped from 'sukiyaki')	NEO SUKI	Sukiyaki sauce

Table 4-7: Brand names presented by hybrid method

4.1.1.8 Discussions on brand name presentation methods

Before discussing the brand name presentation methods further, the researcher would like to present an overview of brand name presentation methods used in each product category. See Figure 4-1 – Figure 4-6 below for the percentage and frequency number of each presentation method used in the five product categories studied.

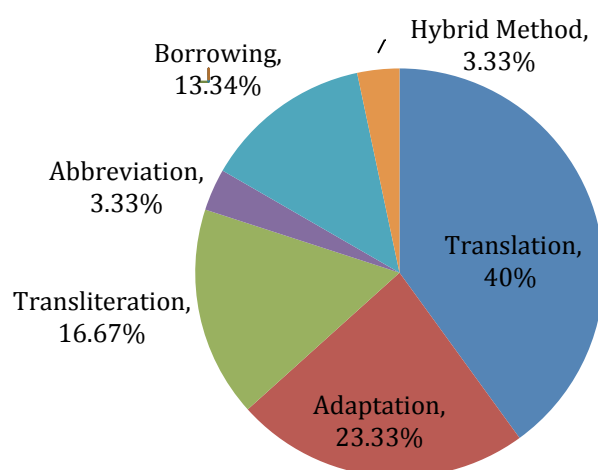


Figure 4-1: Presentation Methods of Rice Product Brand Names

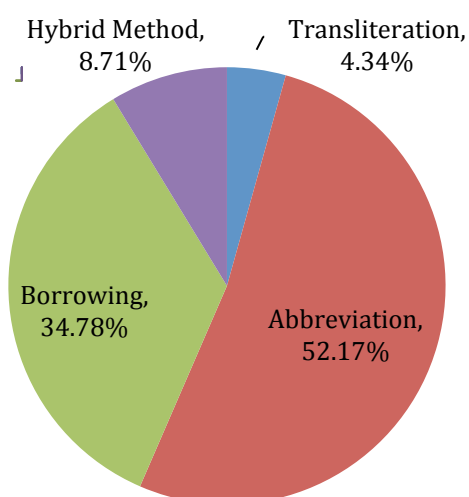


Figure 4-2: Presentation Methods of Frozen and Chilled Food Brand Names

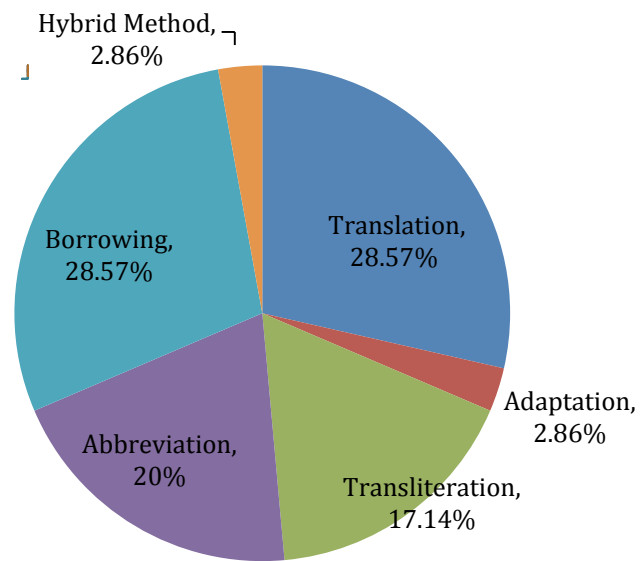


Figure 4-3: Presentation Methods of Canned and Instant Food Brand Names

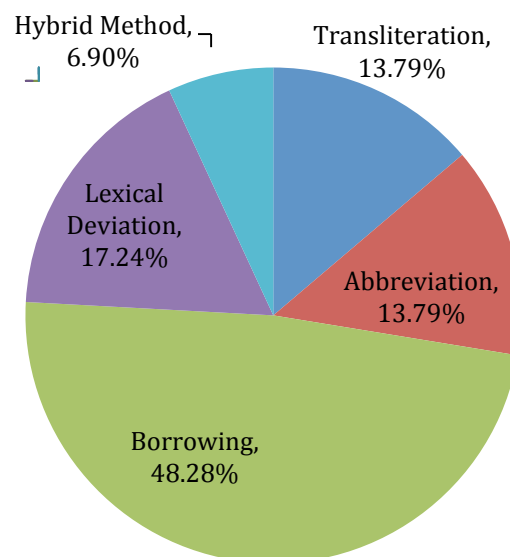


Figure 4-4: Presentation Methods of Snack and Candy Brand Names

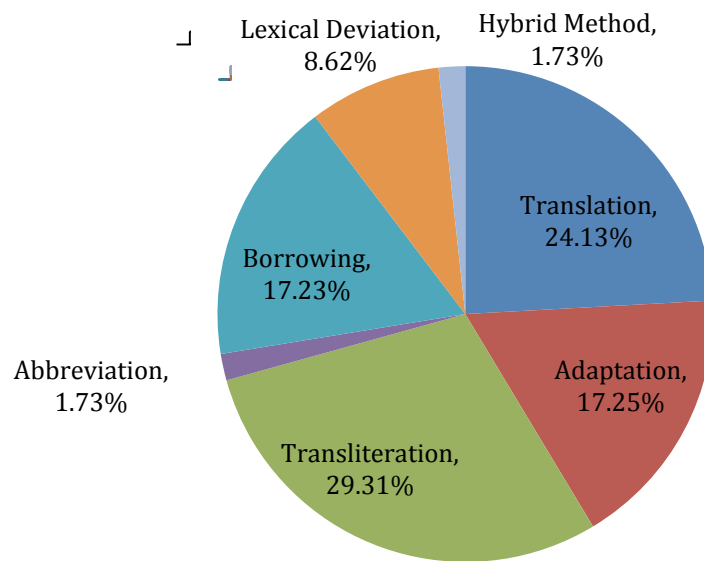


Figure 4-5: Presentation Methods of Food Ingredient and Seasoning Brand names

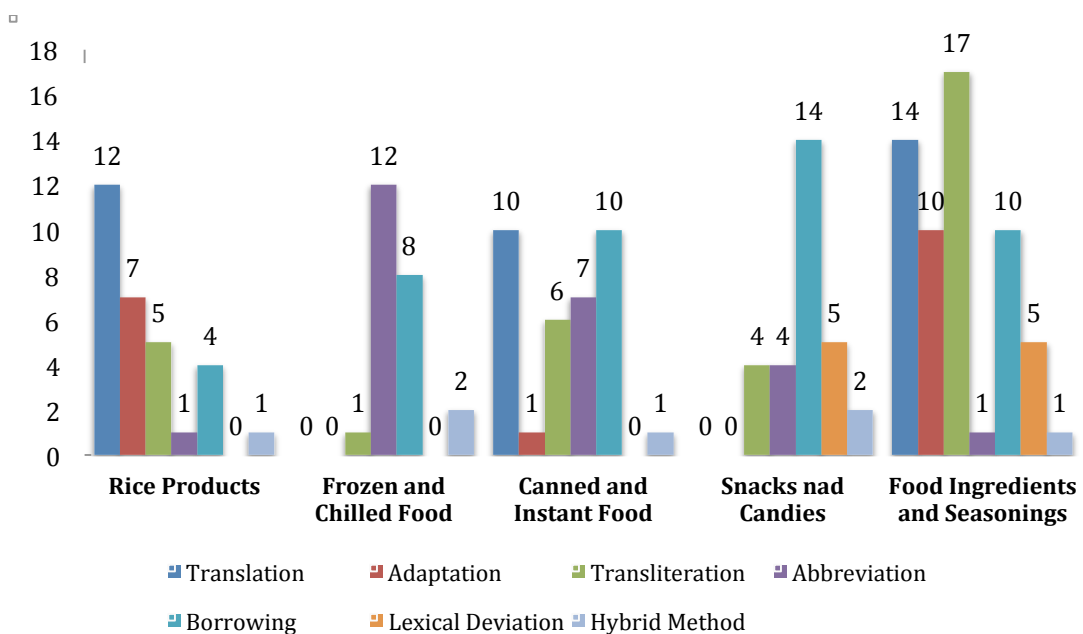


Figure 4-6: Frequency of brand names presented by each presentation method

According to the percentage and the frequency of brand names presented in the charts above, it is noticed that the brand names of each product category are significantly presented by certain brand name presentation methods. Direct translation is highly used in the presentation of rice product brand names, canned and instant

food brand names, and food ingredient and seasoning brand names. Adaptation is also significantly used in the presentation of rice product brand names and food ingredient and seasoning brand names. Transliteration is moderately used in the presentation of brand names in all product categories, except in frozen and chilled food product. Abbreviation and borrowing are prominently used in the presentation of frozen and chilled food brand names, canned and instant food brand names, and snacks and candy brand names. Lexical deviation is specifically used in the presentation of snack and candy brand names and food ingredient and seasoning brand names. Hybrid method is slightly used in every product category studied. It is quite interesting that only transliteration, abbreviation, borrowing and hybrid method are found used in every product category. This information indicates that there tend to be certain norms of presenting brand names in each product category.

Regarding the comprehensibility of brand name meaning conveyed by each brand name presentation method, it is possible that each brand name presentation method be placed on a scale where one end shows high comprehensibility of the brand name meaning and the other end show low comprehensibility. It is noted that the comprehensibility of brand name meaning is viewed from the perspectives of international community where English is regarded as an international language. From this scale, English borrowing, adaptation and direct translation can be placed on the high comprehensibility end, respectively. Hybrid method, abbreviation and lexical deviation may be placed somewhere in the middle of the scale. Other foreign language borrowing and transliteration can be placed at the low comprehensibility end, as shown in Figure 4-7 below.

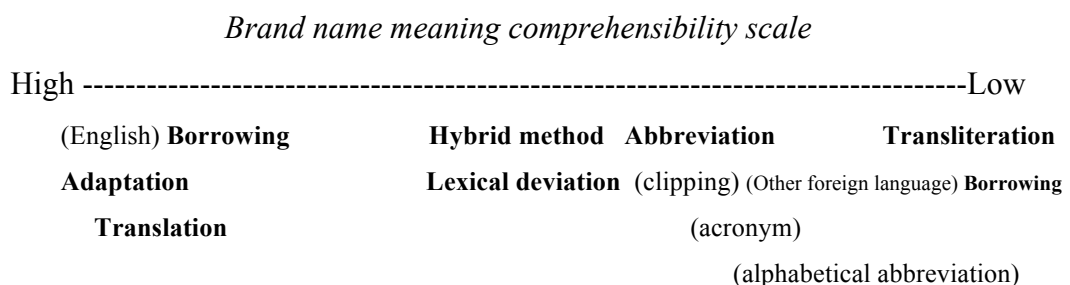


Figure 4-7: Brand name presentation methods and transparency of brand name meaning

Brand names that are presented by existing words in the English Language i.e. English borrowing, adapted translation and direct translation, can transparently communicate the brand name meaning to international customers. The brand names such as FRUIT KING, SEA FRESH, GOLDEN GLOBE, SMART CHEF, DELIGHT, POTATO, NUT CANDY, TREE, OYSTER, etc. can be easily understood by the speakers of English, either as the first language, second language or foreign language. This means that the brand names alone can communicate something to customers. For example, the brand name NUT CANDY seems to tell customers about the fact that ‘this candy is made from nuts’. The benefit of these brand name presentation methods can be that the brand name owners may save time explaining what their brand names mean in the international markets. These brand name presentation methods can thus be used to communicate an international image of the branded products in the markets.

The brand names presented by English Borrowing, translation and adaptation can be different in terms of intentions of the brand name owners. For instance, when presenting their brand names with the translation method, it seems that the brand name owners intend to convey the meaning or concept of the Thai original brand names to international customers. As in the presentation of rice brand names, the brand names such as ลูกโลกทองคำ [lǔ:kʰlɔ̀kʰtʰɔ̃:ŋkʰā̃m] ‘golden globe’, ม้าทองคำ [má:tʰɔ̃:ŋkʰā̃m] ‘golden horse’, แผ่นดินทอง [pʰæ̃ndīntʰɔ̃:ŋ] ‘golden earth’, etc. are often presented with the words ทองคำ [tʰɔ̃:ŋkʰā̃m] ‘gold’ or ทอง [tʰɔ̃:ŋ] ‘golden/gold’ which can reflect the preciousness of rice in the Thai society. When presenting these brand names in the international markets, the brand name owners choose to translate their original Thai brand names into English directly. The intention of the brand name owners is to keep their original concepts underlying the original brand names. In the case of adaptation, it is quite clear that the word ‘golden’ is added to the Thai original brand names, where the word ทองคำ [tʰɔ̃:ŋkʰā̃m] ‘gold’ or ทอง [tʰɔ̃:ŋ] ‘golden/gold’ is absent, e.g. GOLDEN CRANE, GOLDEN DIAMOND, GOLDEN PEARL, etc. These adapted brand names seem to reflect the brand name owners’ emphasis on the preciousness or the high quality of rice product from Thailand. However, it is not necessary that international customers understand this original intention since the

word *gold* or *golden* may also communicate different things in different market settings.

It can be noticed that some translated brand names may not communicate the original meaning as intended by the brand name owners since words in two languages tend not to be exactly equivalent in communicative meanings. For example, the brand names ROYAL ELEPHANT and ROYAL UMBRELLA may communicate something different from their original meaning. In Thailand, ‘royal elephant’ and ‘royal umbrella’ are widely used to represent the king who is highly respected by the Thai people. But these two brand names may not communicate the same thing in foreign countries. The brand name owners may have to be more careful when translating their Thai original brand names into foreign languages. Sometimes, direct translation can be problematic if a wrong word choice is used in the translation. For example, the brand name GOLDEN TUB, which is directly translated from อ่างทอง [à:ŋtʰɔ̃:ŋ] ‘golden basin/tub/bowl’, seems to communicate an undesired meaning to the target market. It appears that the brand name owner chose to use the word ‘tub’ instead of ‘bowl’. As a result, the meaning of the brand name tends to be associated with bathroom instead of kitchen or food.

Unlike the translated brand names, English borrowing brand names tend to say something about the branded products directly. For example, the brand names such as OCEAN TASTE, SEA FRESH, DELIGHT, IMPERIAL TASTE, etc. can implicitly suggest special properties of the products, e.g. tasty, fresh, etc. English borrowing brand names rarely convey complicated concepts underlying the brand naming, like there are in the cases of translated brand names mentioned earlier. With this reason, the intentions underlying the brand names presented by English borrowing might be easier for international customers to understand than those presented by translation. However, the use of English borrowing may also require good knowledge of the English language, as there can be a possible unintended mistake if the brand name creators do not know English well enough. For example, the brand name EXCEL FRUITS can be considered unusual in English. Because ‘excel’ is a verb in English, it should not be used as a modifier of the noun ‘fruits’. An appropriate one, in terms of grammatical English, should be EXCELLENT FRUITS. Nevertheless, since the

brand name is a kind of proper name, grammatical issues may not be such an important point. But, if the brand name creators are aware of such the mistake, the created brand name will be more accurate and perhaps more effective.

Transliteration and foreign language borrowing are placed at the low end of the brand name meaning comprehensibility scale since the meaning of brand names presented by these two methods seem to be opaque to international customers who do not know Thai and other foreign languages. Transliteration and foreign language borrowing can be regarded as cultural-specific brand naming methods, as the brand name owners tend to use lexical items from certain language to communicate product origin or specific culture underlying the branded products. Let us take the brand names of food ingredient and seasoning products as examples. As presented in Figure 4-5 above, most brand names of Thai food ingredients and seasonings are presented by transliteration. It might be because the transliteration method is believed to be able to carry Thainess with the brand names. For examples, the products under transliterated brand names, e.g. coconut milk, curry paste, tamarind paste, fish sauce, etc. are considerably related to Thai food cooking. That is why the brand names such as MAE PRANOM, MAE PLOY, CHAO THAI, TALAD THAI, JUTHATHIP, etc. were presented by Thai transliteration. Alternatively, when the brand name owners use other foreign languages to present their brand names, they tend to communicate certain culture underlying that branded product. For example, the Japanese borrowing brand name, GOGI, is used for tempura flour to communicate the information that ‘this is an ingredient for tempura, which is widely known as a Japanese cuisine’. Nevertheless, the brand name owners have to keep in mind that the transliterated brand names might be difficult for international customers to pronounce and comprehend.

Hybrid method and lexical deviation seem to be in the middle between brand name comprehensibility. The brand names such as Q RICE, KC FRESH, FISHO, etc. can be considered comprehensible for international customers, as there are understandable words or traces of words appeared in these brand names. The brand names also show brand naming creativity that helps making the brand names look distinctive in the markets. The brand names with a combination between transliteration and English borrowing, e.g. KHAOSHONG NUTS, can also balance

between the international image and cultural specific concept of the brand names. It is noticed that although these brand name presentation methods have clear benefits, not many brand name owners used hybrid method or lexical deviation to present their product brand names in the markets. It may be because these methods are more complicated to do than other methods, or they require more time and attempts to create such the brand names. However, these brand name presentation methods possibly become more popular in the future as many existing lexical items in the English language become limited due to the fact that the majority of preferred words have already been reserved by rival companies.

Abbreviation can be various in terms of comprehensibility. Clipping might be more comprehensible than acronyms and alphabetical abbreviations because there is still a trace of original words left in the brand names. For example, the brand names such as YOFRUIT, PROCHEF, FOODEX, etc. show parts of words, i.e. *fruit*, *chef*, and *food*, that can be understood by international customers. But acronym and alphabetical abbreviations, e.g. TROFCO, UFC, PFP, URC, etc. tend to be quite difficult for international customers to comprehend if no additional information, e.g. the full forms of the brand names, is provided. Nevertheless, these brand name presentation methods can be used to communicate international image of the products, like hybrid method and lexical deviation do. In addition, abbreviation seems to be relatively easy to do, but there might be some problems when marketing the branded product. For instance, the brand names may unintentionally duplicate or resemble other existing brand names in the markets. If such the case happens, the level of differentiation of the brand names will be reduced.

In conclusion, the brand name presentation methods found in this study can be viewed in terms of comprehensibility and creativity, or international image representation and specific culture representation. It is noted that English borrowing, adaptation and translation mainly focus on the comprehensibility of brand names in international markets. Lexical deviation, abbreviation, hybrid method, foreign language borrowing and transliteration may be less comprehensible, but somewhat creative for communication in the markets. Regarding international image representation and specific culture representation, English borrowing, adaptation, lexical deviation, abbreviation and hybrid method can be seen as the methods

emphasizing on international image of the branded products, whereas transliteration, foreign language borrowing and translation tend to be used to represent specific cultures in the markets. When giving a product a brand name, it is suggested that the related personnel should take these issues into consideration.

4.1.2 Products and Brand Name Categories

The investigation of products and brand name categories shows that owners of each product category tend to use certain lexical items from certain conceptual categories as the brand names of their products. For example, most of the rice product brand names, e.g. GOLDEN CRANE, GOLDEN PEARL, GOLDEN LOTUS, etc. tend to be something in gold or in golden color, so they can be conceptually grouped together in the category [[GOLDEN ENTITY]]; the majority of food ingredient and seasoning brand names, e.g. CLASSIC THAI, THAI CHOICE, THAI SMILE, etc. appear to be concepts relating to the category [[THAINESS]]. The categorization of brand names of each product type interestingly reveals the nature of Thailand's exported food product brand naming, as shown and discussed in the following subsections.

4.1.2.1 Rice Product Brand Name Categories

The brand names of Thailand's exported rice products can be conceptually categorized into nine categories, as shown in Table 4-8 below.

No.	Categories	Brand names
1	GOLDEN ENTITY (11)	GOLDEN TUB, GOLDEN EARTH, GOLDEN GLOBE, GOLDEN DIAMOND, GOLDEN PEARL, GOLDEN LOTUS, JASMINE GOLD, GOLDEN PHOENIX, GOLDEN CRANE, GOLDEN HORSE, GOLDEN RABBIT
2	ROYAL ASPECT (5)	ROYAL ORCHID, ROYAL ELEPHANT, ROYAL UMBRELLA, ROYAL DANCER, IMPERIAL TASTE
3	PROPER NAME (4)	MAH BOONKRONG, PONGLARP, SURIN TIP, URC
4	ANIMAL/ CREATURE (3)	SUPER DRAGON, DOUBLE ELEPHANTS, YOUNG ELEPHANT
5	AGRICULTURAL ACTIVITY (2)	KASET 'agriculture', GREAT HARVEST
6	PROFESSION (2)	SMART CHEF, LOVE FARMER
7	CELESTIAL BODY (1)	SUN
8	GREETING (1)	SWAT-D
9	GRAIN (1)	Q RICE

Table 4-8: Categorization of rice product brand names

It appears that the majority, or 36.67 percent, of the brand names of Thailand's exported rice products are **[[GOLDEN ENTITY]]**, as it was found used in eleven brand names. The second frequently used category is **[[ROYAL ASPECT]]**, as it was found used in five brand names, counting for 16.67 percent of the exported rice brand names. Other categories found used as the brand names of rice products include **[[PROPER NAME]]**, **[[ANIMAL/CREATURE]]**, **[[AGRICULTURAL ACTIVITY]]**, **[[PROFESSION]]**, **[[GREETING]]**, **[[GRAIN]]**, and **[[CELESTIAL BODY]]**. The percentage of these brand name categories can be illustrated by the following chart.

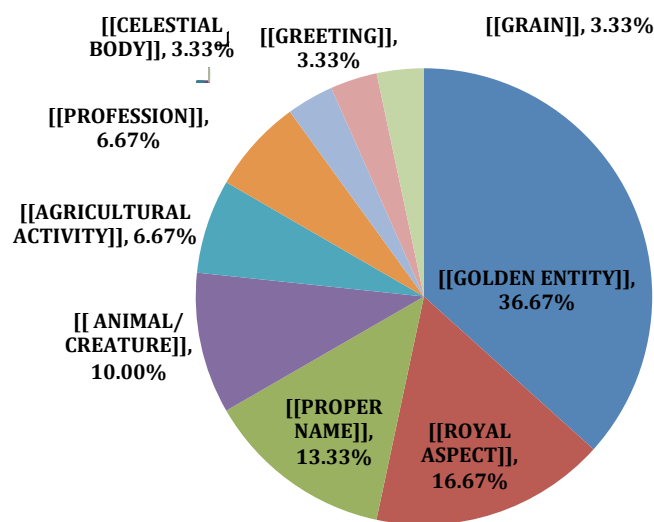


Figure 4-8: An overview of rice product brand name categories

Considering the top three frequently used categories, **[[GOLDEN ENTITY]]**, **[[ROYAL ASPECT]]** and **[[ANIMAL/CREATURE]]**, it can be generalized that the concept of high quality product is likely to be popular among the Thai rice exporters as the concept of the color gold (golden), nobility (royal) and special quality (super) can be conceptually implied superiority of something in the Thai society. It might, thus, be concluded that Thailand's exported rice products are generally named based on the concept that Thai rice has good quality.

When observing each brand name category in detail, it was found that certain groups of lexical items were selected to accompany *golden* and *royal*. The most significant one is an animal term, including mythical animals such as *phoenix* and *dragon*, elegant animals such as *crane*, *elephant* and *horse*, fluffy animals such as *rabbit*. Other groups of lexical items that can be significant are a flower term, i.e. *jasmine*, *lotus*, *orchid*, and jewelry, i.e. *diamond* and *pearl*. These groups of lexical items tend to signify a special quality or property of rice, e.g. uniqueness, softness, fragrance or preciousness. These terms can also well reflect the Thai belief about rice that it is valuable and, sometimes, the most sacred and highly respected food in Thai society.

For the other less frequently used categories, i.e. [[PROPER NAME]], [[AGRICULTURAL ACTIVITY]], [[GRAIN]], [[PROFESSION]], [[CELESTIAL BODY]], and [[GREETING]] they seem not to be related on the product quality but other matters relating to rice. For example, the members of [[PROPER NAME]], *Mah Boonkrong*, *Ponglarp*, *URC*, *Surin*¹¹ *Tip* are directly referred to the rice company founders and the company name, respectively. The members of [[AGRICULTURAL ACTIVITY]], *Kaset* and *great harvest*, [[PROFESSION]], *farmer*, [[CELESTIAL BODY]], *sun*, and [[GRAIN]], *rice*, tend to be concerned with rice farming. The member of [[GREETING]], *Sawat-d*¹² is intended to suggest the fact that this rice product is from Thailand. All in all, it can be generalized that the brand names of Thailand's exported rice products were all associated with rice product in a certain way. However, the degree of association is varied according to the lexical items used as a part of the brand name combination.

¹¹ Surin is a province in the Northeastern Region of Thailand. It is famous for its good quality rice.

¹² This brand name means 'hello' in Thai. Although the brand name itself refers to a greeting word in Thai, its spelling may lead customers to different interpretations. If this brand name were written differently, e.g. *sawadee*, *sawadii*, the brand name communication would yield different effects.

4.1.2.2 Frozen and Chilled Food Brand Name Categories

The brand names of Thailand's exported frozen and chilled food products are conceptually categorized into six categories, as shown in Table 4-9 below.

No.	Categories	Brand names
1	PROPER NAME (11)	PFP, PTN, CMR, CNV, AMS, U.F.P, TSF, CSF, KISS, PAM, MAY
2	FOOD STUFF (5)	FRUIT KING, EXCEL FRUITS, SURAPON FOODS, VITAFOOD, VENTUNA
3	FOOD'S ATTRIBUTE (3)	SEA FRESH, KC FRESH, AROY-D 'delicious'
4	CHEF / CHEF'S ASPECT (2)	LITTLE CHEF, CHEF'S CHOICE
5	CELESTIAL BODY (1)	OCEAN STAR
6	FOOD STORAGE (1)	FRUIT CELLAR

Table 4-9: Categorization of frozen and chilled food brand names

The data in Table 4-9 shows that the most frequently used category is [[PROPER NAME]], as it was found used in eleven brand names, or 47.83 percent of Thailand's exported frozen and chilled food product brand names. Other popular categories are [[FOOD STUFF]] and [[FOOD'S ATTRIBUTE]]. The categories are, respectively, counted for 21.74 percent and 13.04 percent of the frozen and chilled food brand names. Other conceptual categories found used include [[CHEF'S ASPECT]], [[CELESTIAL BODY]] and [[FOOD STORAGE]]. The percentage of Thailand's exported frozen and chilled food brand names can be summarized in the following chart.

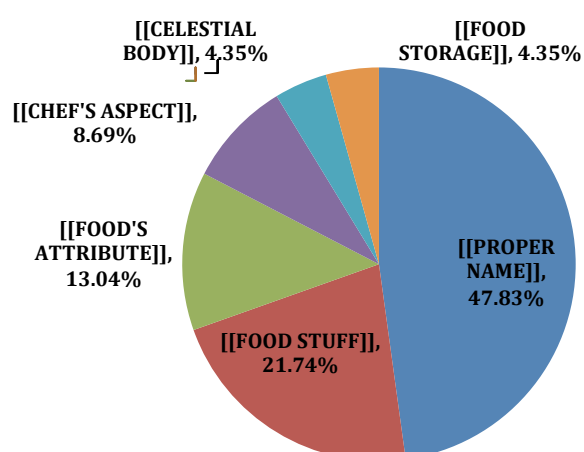


Figure 4-9: An overview of frozen and chilled food brand name categories

Considering the members of the category [[PROPER NAME]] carefully, it was found that most brand names are abbreviated from different proper names. The majority of the abbreviations are abbreviated from the company names, i.e. PFP (Pacific Fish Processing), PTN (Patthana), CMR (Chaicharoen Marine), CNV (Chainavee), AMS (Andaman Seafoods), U.F.P (Union Frozen Products), TSF (Transamut Food), CSF (Chanthaburi Seafoods), PAM (Pacific Marine). The full forms of these company names can suggest the kind of products the companies produce, e.g. *fish, seafood, frozen food*, and where the product might come from, e.g. *Pacific, Andaman, Chanthaburi*. It can be generalized from these lexical choices that abbreviated brand names are relatively popular for frozen seafood products. Some brand names, i.e. PTN and CNV, appear to be derived from personal names. Only one company name, i.e. KISS, is abbreviated from the expression *Keep It Simple, Sweetie*. It is noticed that if customers know what the full forms of the abbreviation are, they tend to understand what the brand names mean. On the contrary, if the full forms of the abbreviation are unknown, the meanings of the brand names might not be understood. Therefore, the exporters might have to keep this fact in mind if they intend to use abbreviation as the brand names of their products.

Considering other categories which are frequently used as the brand names of Thailand's exported frozen and chilled food, i.e. [[FOOD STUFF]] and [[FOOD'S ATTRIBUTE]], it was found that the used lexical items were mainly concerned with foods, e.g. *fruits, food, tuna*, and their attributes, e.g. *fresh, delicious*. It is noticed that these lexical choices may be good for brand name meaning communication; however, if the selected lexical item is limited to a single product, e.g. *tuna*, the company may have to encounter a problem when they want to expand their product lines. For example, if the company wanted to export shrimp or other kinds of seafood, the brand name such as VENTUNA might not be able to communicate the new types of products. As a result, the company may have to create new brand names for the new product lines. More importantly, the company may have to invest certain amount of money for introducing the new brand names to the markets. This is another aspect the exporters need to consider when creating a brand name for their products.

4.1.2.3 Canned and Instant Food Brand Name Categories

The brand names of Thailand's exported canned and instant food products are conceptually categorized into twelve categories, as shown in Table 4-10 below.

No.	Categories	Brand names
1	PROPER NAME (12)	MADAME WONG, PICHAYA, MAMA, S.KHONKAEN, RIVER KWAI, PANASIA, UFC, KC, O&P, HI-Q, AMPRO, TROFCO
2	FOOD'S ATTRIBUTE (5)	DELIGHT, OCEAN TASTE, KIN DEE 'good for eating', YUM YUM 'yummy', WAI WAI 'quick'
3	ANIMAL/CREATURE (5)	DOUBLE DRAGON, NAUTILUS, TWIN ELEPHANT & EARTH, SMILING FISH, PIGEON
4	HORICULTURE (4)	BAMBOO, PINE, BEAN, BENJAMAS 'chrysanthemum'
5	ROYAL ASPECT(3)	ROYAL SEA, KING BELL, QUEEN BELL
6	PROFESSION (2)	PROCHEF, THREE LADY COOKS
7	KITCHEN UTENSIL (1)	ASIAN BOWL
8	CELESTIAL BODY (1)	STAR
9	ARMY FLEET (1)	BATTLESHIP
10	RITE (1)	ROZA 'Islamic Fasting'

Table 4-10: Categorization of canned and instant food brand names

The data in Table 4-10 show that twelve brand names, or 34.29 percent are [[PROPER NAME]]. Five brand names, or 14.29 percent, are found to be [[FOOD'S ATTRIBUTE]] and [[ANIMAL/CREATURE]]. Four brand names, or 11.43 percent, are [[HORICULTURE]]. The category [[ROYAL ASPECT]] is found used in three brand names, or 8.57 percent of the canned and instant food brand names studied. Other conceptual categories found used include [[PROFESSION]], [[KINTCHEN UTENSIL]], [[CELESTIAL BODY]], [[ARMY FLEET]] and [RITE]]. The proportion of canned and instant food brand name categories can be summarized in the following chart.

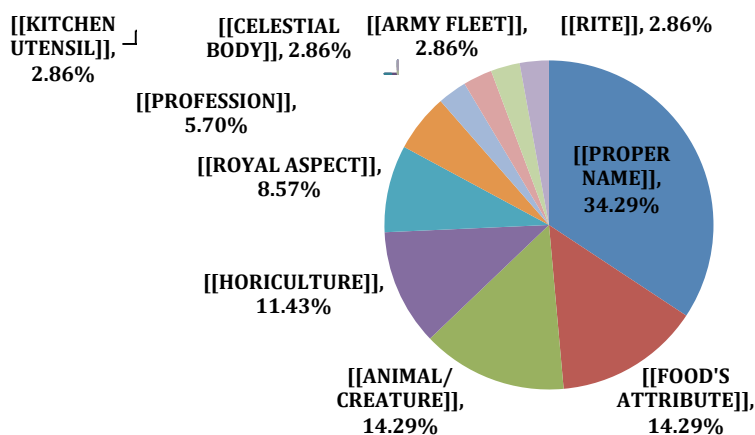


Figure 4-10: An overview of canned and instant food brand name categories

As Thailand exported canned and instant food products are quite various, the brand-naming trend seems also various. The top three brand name categories are [[PROPER NAME]], [[FOOD'S ATTRIBUTE]], and [[ANIMAL/CREATURE]]. Like frozen and chilled food brand names, the members of [[PROPER NAME]] of canned and instant food brand names consist of both names of the companies, i.e. UFC (Universal Food Company), HI-Q (High Quality Food Products Company), AMPRO (American Professional), TROFCO (Tropical Food Company) and names of the company founders, i.e. PICHAYA, KC (Kittikhunchai), O&P (Orapin and Pinlada). Observing the full forms of these company names carefully, it was found that the company owners tended to emphasize their product properties or specialties in the brand names, as we can see from the lexical items used such as *high quality*, *universal*, *professional*, *tropical*. Other members of the category [[PROPER NAME]], i.e. *Madame Wong*, *Pichaya*, *Mama*, are used to suggest the recipe owners. The place name, such as S.KHONKAEN is used to suggest the origin of the products. That is to say the brand name S.KHONKAEN is used to communicate the fact that the products are from Khonkaen, a city in the Northeastern Thailand.

The members of [[FOOD'S ATTRIBUTE]] also emphasize the fact that the exporters of canned and instant food products are likely to focus on the properties of their products when they create a brand name. For example, the words used such as *delight*, *yummy*, and *ocean taste* are concerned with the taste of the product. The word such as *quick* can imply that the product (instant noodle) needs a very short time for cooking. Another category that may imply the special quality of products is [[ROYAL ASPECT]]. The lexical items used in this category, e.g. *royal*, *king*, *queen*, can suggest superiority of the products.

The members of the category [[ANIMAL/CREATURE]] can suggest uniqueness of the products since the animal terms used are quite unusual. For example, *dragon* is not just one dragon, but *double dragons*, which is used to represent the “very special” quality. Another example is *nautilus*, which is a very unusual creature (see figure 4-11). This term can also make the brand name sound unique to the customers. Even a *pigeon*, which is normally a symbol of freedom in Thailand, is also used to suggest specialties of the product. Nevertheless, the brand

name creators have to be aware of the fact that these animals or creatures may not communicate the same things in different culture.



Figure 4-11: A picture of *nautilus*

The members of other categories such as [[PROFESSION]], [[KITCHEN UTENSIL]] are associated with the products in some ways. For examples, *chef* and *cook* can probably suggest tasty food because a chef and a cook are normally good at cooking. For a kitchen utensil such as *bowl*, it can directly be associated with food because it is known as a food container. When *bowl* is collocated with *Asian*, it should be understood as Asian food, which is generally rice or noodle dish.

Other categories such as [[HORICULTURE]], [[ARMY FLEET]] and [[RITE]] seem not to be related to any aspect of the products. The brand name owners may use the lexical items according to their personal needs. For example, according to the interview of the brand name owner, the brand name BATTLESHIP is used to honor a battleship monument, which is located near the company's factory. This brand naming practice may make the brand name unique; however, it might be difficult for the company to communicate the intended information to the customers. Or, the brand names may sound strange to the customers. The brand name creators should also be aware of the unintended meaning that the brand name may carry to customers in the target market.

4.1.2.4 Snack and Candy Brand Name Categories

The brand names of Thailand's exported snack and candy products can be conceptually categorized into nine categories, as shown in Table 4-11 below.

No.	Categories	Brand names
1	FOOD STUFF (10)	FLOWER FOOD, NUT CANDY, POTATO, MY MINT, WAFRUIT 'fruit wafer', CAPUNO 'cappuccino', KHAO SHONG NUTS, YOFRUIT 'fruit yoghurt', FISHO 'fish', DURIO 'durian'
2	FOOD'S ATTRIBUTE (7)	JUMBO, SOFTLINE, CLASSIC, CRUSTY, BIGGA 'bigger', JEED JARD 'sour', RICHO 'rich'
3	PLACE (3)	TONG GARDEN, EURO 'Europe', OTARI 'a village in Japan'
4	PERSON (3)	TAO KAE NOI, KOH KAE, TARO
5	PERSONIFIED ENTITY (2)	MR.SQUID, NUT WALKER
6	SPEECH ACT (1)	ONE MORE
7	ANIMAL (1)	COUGAR
8	BEDDING (1)	PILLO 'pillow'
9	LOCAL ENTERTAINMENT (1)	MANORA 'Manorah performance'

Table 4-11: Categorization of snack and candy brand names

The data in Table 4-11 shows that the most frequently used category is **[[FOOD STUFF]]**, as it was found used in ten brand names, or 34.48 percent of the brand names of Thailand's exported snack and candy products. The second most frequently used category appears to be **[[FOOD'S ATTRIBUTE]]**. It was found used in seven brand names, which can be counted for 24.14 percent of the total snack and candy brand names. **[[PLACE]]** and **[[PERSON]]** were each found used in three brand names or 10.34 percent of the total. Two brand names, or 6.90 percent, are found to be **[[PERSONIFIED ENTITY]]**; and the rest are **[[SPEECH ACT]]**, **[[ANIMAL]]**, **[[BEDDING]]** and **[[LOCAL ENTERTAINMENT]]**. The proportion of these brand name categories are shown in the following chart.

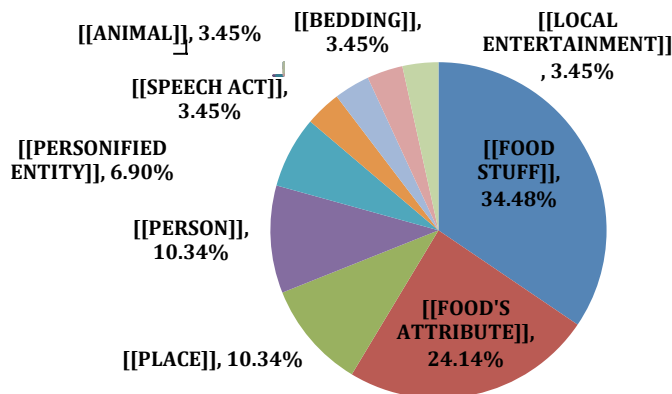


Figure 4-12: An overview of snack and candy brand name categories

Considering the percentage of snack and candy brand name categories, it clearly shows that the majority of the brand names are concerned with [[FOOD STUFF]] and [[FOOD'S ATTRIBUTE]]. This might be interpreted as that the exporters of snack and candy mainly paid attention to what the product is and what is the special property of the product. The lexical items used in these two categories are all intended to tell something about the products. For example, FLOWER FOOD, NUT CANDY, POTATO, etc. can clearly suggest what the products are, i.e. a snack food made from flower, a candy made from nuts, a snack made from potatoes. JUMBO, CLASSIC, CRUSTY, etc. can also suggest certain properties of the products: i.e. *jumbo* suggests size of the snack; *classic* suggests quality of the candy; *crusty* suggests the crispiness of the snack. It can be generalized that the use of the members of [[FOOD STUFF]] and [[FOOD'S ATTRIBUTE]] as a brand name tends to be popular among the exporters of snack and candy products.

The emphasis on types of the products may also be seen in [[PERSONIFIED ENTITY]], i.e. MR.SQUID and NUT WALKER, and the category [[SPEECH ACT]], i.e. ONE MORE, may imply the fact that the candy is so good, so that customers may ask for more candies. Other categories, i.e. [[PERSON]], [[PLACE]], [[ANIMAL]], [[BEDDING]] and [[LOCAL ENTERTAINMENT]] may make the brand name sound unique; however, it might be quite difficult for the companies to associate the brand names with the products. Therefore, it might also be difficult for the customers to recognize the type of products and their properties when they first see the product brand names. Brand name creators should be aware of the communicative power of each lexical item they selected to be used as parts of a brand name.

4.1.2.5 Food Ingredient and Seasoning Brand Name Categories

The brand names of Thailand's exported food ingredient and seasoning products can be conceptually categorized into thirteen categories, as shown in Table 4-12 below.

No.	Categories	Brand names
1	THAINESS (8)	CLASSIC THAI, THAI CHOICE, SIAM KITCHEN, TALAD THAI, CHAO THAI, THAI SMILE, THAI DANCER, RAMWONG 'Thai circle dance'
2	PROPER NAME (7)	SUREE, PANTAINORASINGHA, MAE PRANOM, CHAO KOH, MAE PLOY, MAE SRI, JUTHATHIP
3	ANIMAL/CREATURE (7)	FLYING RABBIT, FLYING TIGER, STAR LION, WHITE ELEPHANT, PEGASUS, KANGAROO, RAZOR CLAM
4	HORICULTURE (7)	DESERT ROSE, OLEEN 'palm olein', FUANG FAH FLOWER, ROSE, JADE LEAF, TREE, RAITIP 'sacred farm'
5	FOOD STUFF (6)	SUN SAUCE, NEO SUKI, FOODEX, RIZI 'rice', ARROZA 'rice', OYSTER
6	GOLDEN ENTITY (5)	GOLD LABEL, GOLDEN COINS, GOLDEN FISH, GOLDEN BOAT, GOLDEN BOY
7	COOKING PROFESSION (5)	OREINTAL CHEF, COOK YIM, 3 CHEFS, MEGACHEF, MAE KRAU 'lady cook'
8	SHAPE/SYMBOL (5)	ALFA ONE, HAND NO.1, THREE TRIANGLES, RED SPOON, LOBO 'globe'
9	QUALITY ASPECT(3)	NEW GRADE, NO.1 CHOICE, SHOICE 'choice'
10	VALUABLE OBJECT (2)	MORAKOT 'emerald', MORADOK 'inheritance'
11	FOOD'S ATTRIBUTE (1)	RUAMROS 'mixed taste'
12	NOBILITY (1)	KING
13	LINGUISTICS (1)	GOGI 'word meaning'

Table 4-12: Categorization of food ingredient and seasoning brand names

According to Table 4-12, it was found that the brand name categories of Thailand's exported food ingredient and seasoning products are quite various. The top frequently used categories tend to be [[THAINESS]], as it was found used in eight brand names or 13.80 percent of the total food ingredient and seasoning brand names. Other frequently used categories, which were found used in seven brand names, include [[PROPER NAME]], [[ANIMAL/CREATURE]] and [[HORICULTURE]]; each can be accounted for 12.07 percent of the total food ingredient and seasoning brand names. [[FOOD STUFF]] was found used in six brand names, accounting for 10.35 percent. [[GOLDEN ENTITY]], [[COOKING PROFESSION]], and [[SHAPE /SYMBOL]] may also be considered as a moderately used category, as they were found used in five brand names, or 8.62 percent of the total food ingredient and seasoning brand names. Other less frequently used brand names include [[QUALITY], [[FOOD'S ATTRIBUTE]], [[NOBILITY]], and [[LINGUISTICS]]. The percentage of these brand name categories is shown in the following chart.

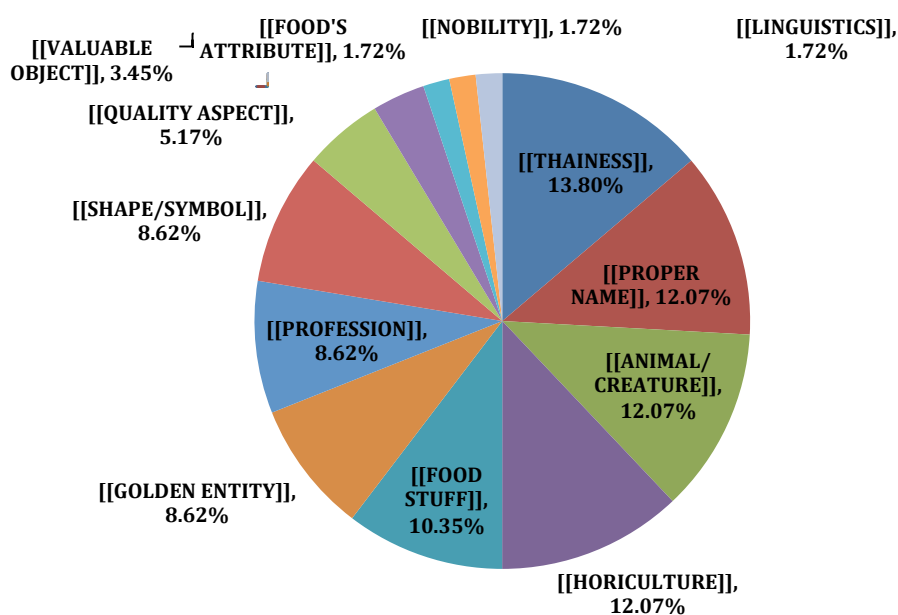


Figure 4-13: An overview of food ingredient and seasoning brand name categories

As most of food ingredient and seasoning products are for Thai food cooking, the lexical choices used tend to convey the sense of Thai. The members of [[THAINESS]], for examples, *classic Thai*, *Thai choice*, *Thai smile*, etc. are likely to suggest that the products are related to Thailand and, of course, to Thai food. The members of [[PROPER NAME]] are all Thai personal names, so they tend to convey Thainess with the products. It can probably be generalized that the exporters of food ingredient and seasoning products emphasize Thai identity in the exported food markets.

Considering the proportion of the food ingredient and seasoning brand name categories carefully, it can be noticed that the categories that imply quality or property of the products, such as [[GOLDEN ENTITY]], [[QUALITY]], [[VALUABLE OBJECT]], [[FOOD'S ATTRIBUTE]] and [[NOBILITY]], were used quite significantly. For example, *golden label*, *new grade*, *no.1 choice*, etc. seem to be used to convey the sense of good quality of the products. Thus, it can be generalized that some exporters of Thailand's exported food ingredient and seasoning products also focus on the product quality when giving their products a brand name.

Another concept that the exporters might take into consideration when naming their brands is ‘distinctiveness and creativity’, as the categories found used in food ingredient and seasoning brand names, i.e. [[ANIMAL/CREATURE]], [[HORICULTURE]], [[SHAPE/SYMBOL]] and [[LINGUISTICS]], can make the brand names look distinctive in the markets. For example, *flying tiger*, *Pegasus*, *desert rose*, *three triangles*, etc. tend to be noticeable and, perhaps, easy to remember. However, it can be quite difficult to associate these brand names with the products since there might be an issue of cultural aspect concerned. The exporters have to be aware of the unintended meaning of the brand names that might be emerged in a specific market. For example, *razor clam* might not sound good to customers in a certain country.

The concept relating to food and cooking, i.e. [[FOOD STUFF]] and [[COOKING PROFESSION]], was also found used as the brand names of Thailand’s exported food ingredient and seasoning. The brand names such as SUN SAUCE and NEO SUKI can be directly related to the products, chili sauce and sukiyaki sauce. For example, the word *sun* can be associated with the spiciness of the chili sauce. The brand names such as ORIENTAL CHEF, MEGA CHEF, 3 CHEFS etc. can also be directly associated with the products, i.e. coconut milk, fish sauce, curry paste, as these products are normally used by those who cook food, in other words cooks or chefs. With this reason, food and cooking terms tend to be a good choice for exporters who are naming the brands of food ingredients and seasoning products.

4.1.2.6 Discussions on Brand Name Categories

Consider the frequency number of the brand name categories found in each product category in Table 4-13 and the percentage of each brand name category in Figure 4-14 below

Brand name categories	Frequency number					Total	%
	Rice Products	Frozen and Chilled Food	Canned and Instant Food	Snacks and Candies	Food Ingredients and Seasonings		
PROPER NAME	4	11	12	-	7	34	19.43
FOOD STUFF	-	5	-	10	6	21	12.00
FOOD'S ATTRIBUTE	-	3	5	7	1	16	9.14
ANIMAL/CREATURE	3	-	5	1	7	16	9.14
GOLDEN ENTITY	11	-	-	-	5	16	9.14
HORICULTURE	-	-	4	-	7	11	6.29
PROFESSION	2	-	2	-	5	9	5.14
THAINESS	-	-	-	-	8	8	4.57
ROYAL ASPECT	5	-	3	-	-	8	4.57
SHAPE	-	-	-	-	5	5	2.86
PLACE	-	-	-	3	-	3	1.71
PERSON	-	-	-	3	-	3	1.71
CELESTIAL BODY	1	1	1	-	-	3	1.71
QUALITY ASPECT	-	-	-	-	3	3	1.71
AGRICULTUAL ACTIVITY	2	-	-	-	-	2	1.14
VALUABLE OBJECT	-	-	-	-	2	2	1.14
PERSONIFIED ENTITY	-	-	-	2	-	2	1.14
CHEF'S ASPECT	-	2	-	-	-	2	1.14
FOOD STORAGE	-	1	-	-	-	1	0.57
GRAIN	1	-	-	-	-	1	0.57
GREETING	1	-	-	-	-	1	0.57
KITCEN UTENCIL	-	-	1	-	-	1	0.57
ARMY FLEET	-	-	1	-	-	1	0.57
RITE	-	-	1	-	-	1	0.57
BEDDING	-	-	-	1	-	1	0.57
SPEECH ACT	-	-	-	1	-	1	0.57
LOCAL ENTERTAINMENT	-	-	-	1	-	1	0.57
NOBILITY	-	-	-	-	1	1	0.57
LINGUISTICS	-	-	-	-	1	1	0.57

Table 4-13: Frequency number of brand name categories

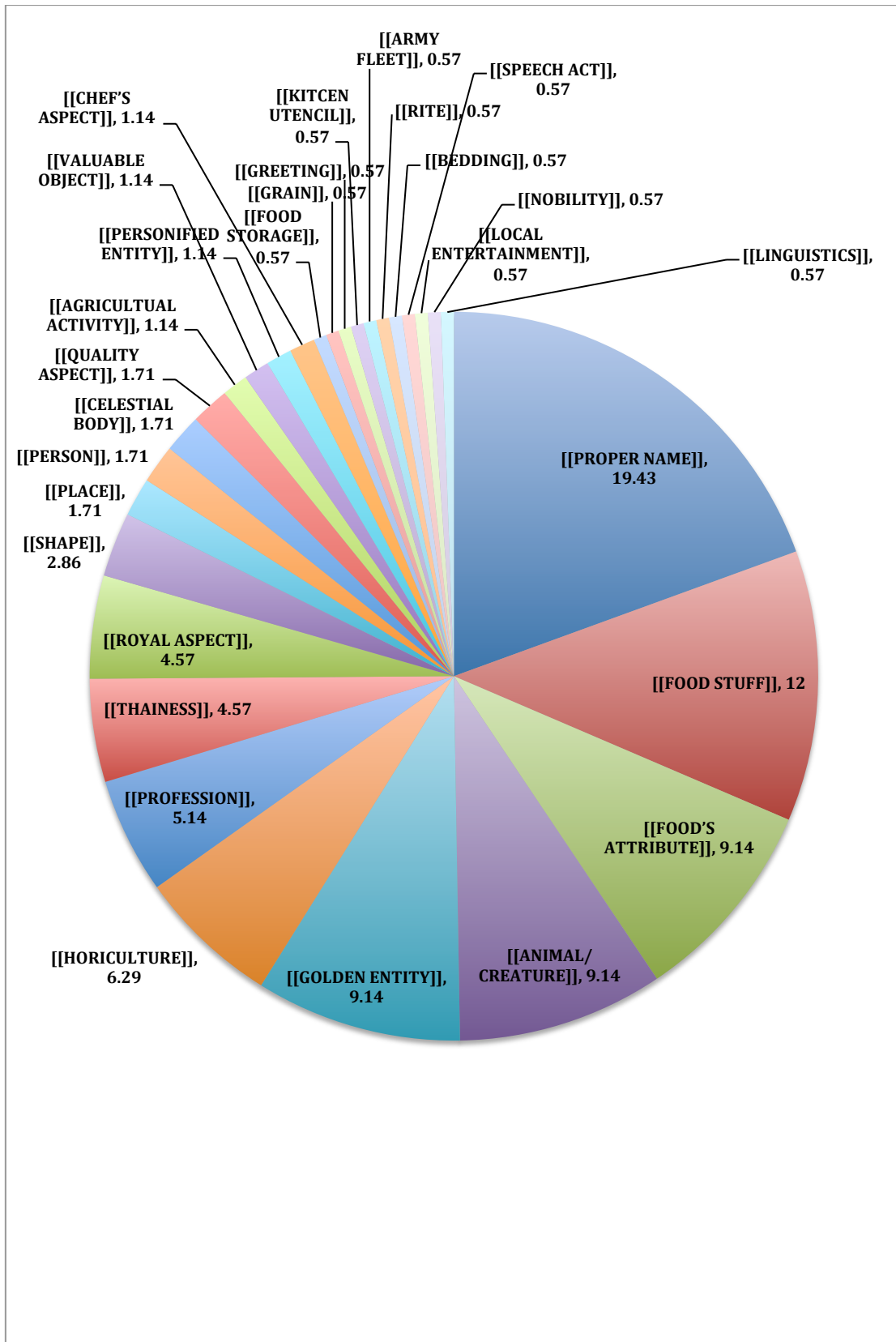


Figure 4-14: Percentage of brand name categories

It is noticed that certain conceptual categories can be dominant in the brand naming of certain product type. The top five categories used are [[PROPER NAME]], [[FOOD STUFF]], [[FOOD'S ATTRIBUTE]], [[ANIMAL]] and [[GOLDEN ENTITY]], respectively. This may show a current trend of brand naming Thailand's exported food products. It seems that the brand naming focus is placed mainly on three aspects, namely manufacturers or owners of the products, types of the products and quality of the products. This brand naming practice may also be used as a guideline for future brand naming tasks.

For rice products, the concept relating to product quality is significant; and it was found that the words *golden* and *royal* are normally used to convey such concept. For frozen and chilled food products, the exporters tended to focus on the concept relating to product types, as most brand names contain the lexical items that show product types, e.g. *fish*, *seafood*, *frozen food*, *tuna*, etc. However the brand names of frozen and chilled food are mostly abbreviated in order to make the brand names easy to remember. These abbreviated brand names are also aimed to show the concept of modern product brand naming in international markets. Canned and instant food brand name owners tend to emphasize the product properties or qualities, as the lexical items used such as, *high quality*, *delight*, *yummy*, *universal*, etc. can say something about the product properties. Snack and candy brand name owners seem also focus on product types and product properties. The lexical items used in snack and candy brand names, e.g. *potato*, *nut candy*, *nut walker*, *jumbo*, *classic*, *crusty*, etc., all communicate types and/or properties of the products. The food ingredient and seasoning brand name owners tend to use the lexical items such as, *Thai smile*, *classic Thai*, *Thai choice* and other Thai personal names, e.g. Suree, Mae Pranom, Mae Ploy, etc. to communicate the properties of being Thai original products. All in all, it can probably be claimed that the brand names of Thailand's exported food products were created based on similar concepts even though choices of lexical items used may be different.

4.1.3 Intended Meaning, Interpreted Meaning and The Meaning Matching

This section presents brand name intended meaning, brand name interpreted meaning and the results of the matching between the intended meaning and the interpreted meaning of the brand names. As it is assumed, in this study, that the communication of brand names can be successful when the intended meaning and the interpreted meaning of the brand names are matched, the investigation of the meaning matching should help revealing the preferred characteristics of good brand names that can be used to establish the brand-naming guidelines for the Thailand's food exporters. To begin with, the researcher shows the intended meaning and the interpreted meaning of each brand name, and then shows how the two meanings are matched or non-matched.

4.1.3.1 Brand name intended meaning

The intended meaning is, here, referred to the owner's intention for using each brand name. It was found that the brand names of Thailand's exported food products are normally intended by the owner companies to communicate certain meanings to customers. It is also noticed that the intention behind each brand name are likely to be originated from the contextual elements surrounding the brand name creation, including product types and properties, company founders, company locations, target markets and other related subjects. The intended meaning of each brand name is shown in Table 4-14 below.

Intended meaning of Thailand's exported food product brand names

No.	Brand Name	Intended Meaning (brand owner's intention)
RICE PRODUCTS		
1	GREAT HARVEST	Finely selected organic rice
2	GOLDEN PHOENIX	Top quality product
3	GOLDEN GLOBE	Premium quality
4	GOLDEN CRANE	Quality rice with special price
5	GOLDEN DIAMOND	Premium grade product
6	GOLDEN HORSE	Premium grade product
7	GOLDEN LOTUS	High quality rice
8	GOLDEN PEARL	High quality rice
9	GOLDEN RABBIT	Special quality rice
10	GOLDEN EARTH	High quality rice
11	GOLDEN TUB	Top grade product
12	IMPERIAL TASTE	Very good taste

No.	Brand Name	Intended Meaning (brand owner's intention)
13	JASMINE GOLD	Top grade, superb quality
14	ROYAL ORCHID	Premium quality rice
15	ROYAL DANCER	Special selection of quality rice
16	ROYAL ELEPHANT	Genuinely clean and premium quality rice
17	ROYAL UMBRELLA	The best grade, premium quality Thai rice
18	SMART CHEF	Quality rice with special price
19	LOVE FARMER	Standard rice with special price
20	YOUNG ELEPHANT	Standard rice products from Thailand
21	DOUBLE ELEPHANTS	High quality rice with competitive price
22	SUPER DRAGON	Special grade product
23	SUN	Standard quality rice
24	SURIN TIP	Quality rice from Surin
25	SWAT-D	Healthy, finely selected grains of superb quality
26	MAH BOONKRONG	A combination of the business founders' first names "Mah + Boonkrong"
27	KASET	High quality rice selected from the best source
28	PONGLARP	The company name, which is named after its founder.
29	Q RICE	Quality rice specially selected to meet demand of new-generation customers
30	URC	Abbreviation for Universal Rice Company/Top quality-premium grade rice products
FROZEN AND CHILLED FOOD		
1	FRUIT CELLAR	Fruit supply for all year round
2	FRUIT KING	Durian, the king of fruit
3	EXCEL FRUIT	High quality fresh fruits
4	SEA FRESH	Fresh product from the sea
5	CHEF'S CHOICE	Chef's grade product.
6	OCEAN STAR	Quality seafood product
7	LITTLE CHEF	Easy-to-cook food
8	KC FRESH	Fresh products from Kamphaengsaen Commercial
9	SURAPON FOODS	The company name, which is named after its founder name
10	VITAFOOD	Food with vitamins
11	VENTUNA	Tuna product from Venturetech (the company name)
12	PFP	Abbreviation for Pacific Fish Processing (the company name)
13	PTN	Abbreviation for Phatthana (the first word in the company name-Phatthana Seafoods)
14	CMR	Abbreviation for Chaicharoen Marine (the company name)
15	CNV	Abbreviation for Chainavee (the company name)
16	AMS	Abbreviation for Andaman Seafoods (the company name)
17	U.F.P	Abbreviation for Union Frozen Products (the company name)
18	TSF	Abbreviation for Transmut Food (the company name)
19	CSF	Abbreviation for Chanthabuti Seafoods (the company name)
20	MAY	Nickname of the company founders
21	AROY-D	Delicious food
22	KISS	Abbreviation for "Keep It Simple, Sweetie"
23	PAM	Abbreviation for Pacific Marine (the company name)
CANNED AND INSTANT FOOD		
1	PROCHEF	Food from professional chef.
2	OCEAN TASTE	Tasty food from the ocean.
3	ASIAN BOWL	Food of Asia
4	ROYAL SEA	High quality seafood
5	STAR	High quality product
6	SMILING FISH	Tasty food
7	MADAME WONG	a famous Chinese cook
8	AMPRO	Abbreviation for American Professional (the company name)
9	PANASIA	Product from Asia
10	YUM YUM	Yummy food
11	KING BELL	Top grade product
12	MAMA	Your mom's recipe
13	QUEEN BELL	High grade product
14	THREE LADY COOKS	Very tasty food
15	DELIGHT	Tasty food
16	DOUBLE DRAGON	Thai-Chinese company
17	TROFCO	Tropical food
18	KC	Abbreviation for KittikhunChai, the family name of the company founder
19	HI-Q	High quality product
20	O&P	Abbreviation for Orapin and Pinlada (names of the company founders)
21	UFC	Abbreviation for Universal Food Company (the company name)
22	BATTLESHIP	a battleship monument near the factory.

No.	Brand Name	Intended Meaning (brand owner's intention)
23	ROZA	Food to cure your hunger
24	TWIN ELEPHANT & EARTH	Standard grade product
25	S. KHONKAEN	Products from Khon Kaen
26	PINE	Top grade vermicelli
27	NAUTILUS	Tasty seafood
28	BAMBOO	New standard grade vermicelli
29	KIN DEE	A Thai word means "eat well".
30	RIVER KWAI	Famous river near the company's location
31	BENJAMAS	Standard product
32	PIGEON	Symbol of peace, the name of the company (Peace Canning)
33	BEAN	Standard grade vermicelli
34	WAI WAI	Quick for cooking
35	PICHAYA	Name of the company's founder
SNACKS AND CANDIES		
1	FLOWER FOOD	Food from flower
2	NUT CANDY	Nut snack
3	MR. SQUID	Squid snack
4	JUMBO	Big-piece snack
5	POTATO	Potato snack
6	SOFTLINE	Soft candy with long shape
7	MY MINT	Mint-flavored candy
8	WAFRUIT	Fruit-flavored wafer
9	CLASSIC	Candy for all
10	CAPUNO	Cappuccino-favored candy
11	KHAO SHONG NUTS	Nuts from Khao Shong
12	CRUSTY	Crispy wafer
13	TONG GARDEN	Products from Tong Garden
14	YOFRUIT	Yoghurt and fruit favored wafer
15	ONE MORE	Give me more candies
16	FISHO	Snack made from fish
17	NUT WALKER	Nut snack for your free time activity
18	BIGGA	Big-piece snack
19	DURIO	Snack made from durian
20	KOH-KAE	Classic snack for all ages
21	MANORA	Products from Southern Thailand
22	RICHO	Snack that values your money
23	TARO	Japanese sounded name
24	COUGAR	Candy for chewing
25	EURO	Snack from Europe
26	PILLO	Pillow-shaped candy
27	OTARI	Japanese-sounded name
28	TAO KAE NOI	Young entrepreneur
29	JEED JARD	Sour and spicy taste
FOOD INGREDIENTS AND SEASONINGS		
1	SUN SAUCE	Hot and spicy chili sauce
2	GOLD LABEL	Premium grade product
3	NEW GRADE	Newly developed product
4	NO 1. CHOICE	The best choice
5	CLASSIC THAI	Product for traditional Thai food cooking
6	THAI CHOICE	Good product for Thai food cooking.
7	SIAM KITCHEN	Product for Thai food cooking
8	KING	Quality product
9	ORIENTAL CHEF	Product for Asian food
10	NEO SUKI	New style of sukiyaki
11	COOK YIM	Cook's favorite product
12	3 CHEFS	Product for cooking delicious food
13	FLYING RABBIT	Special grade product
14	TALAD THAI	Thailand's central market for agricultural product
15	CHAO THAI	Product from Thailand
16	GOLDEN COINS	Quality product
17	HAND NO.1	Good quality product
18	STAR LION	Good quality product
19	ALFA ONE	Premium grade product
20	MEGACHEF	The best fish sauce for cooking

No.	Brand Name	Intended Meaning (brand owner's intention)
21	FOODEX	A short form for Food Export
22	THAI SMILE	Thai hospitality
23	RED SPOON	Basic ingredient for your kitchen
24	SHOICE	Good choice for every dish
25	WHITE ELEPHANT	Quality product
26	FLYING TIGER	Special selected product
27	THAI DANCER	Authentic and flavorful Thai food
28	PEGASUS	Special grade
29	GOLDEN FISH	Top grade product
30	OLEEN	Palm olein, the raw material used for producing the product
31	MORAKOT	As clear and precious as emerald.
32	RAMWONG	Product for fun cooking
33	DESERT ROSE	A trademark for quality product
34	LOBO	Easy cooking for everyone
35	SUREE	The company founder's name / the recipe owner
36	PANTAINORASINGH	The name of Thai historical hero
37	RIZI	Rice, the raw material used for producing the product
38	RAZOR CLAM	Famous seafood in the company location
39	FUANG FAH	A trademark for quality product
40	ROSE	Quality product
41	THREE TRIANGLES	A trademark for quality product
42	MAE PRANOM	The name of recipe owner
43	GOLDEN BOAT	Premium product
44	KANGAROO	A trade mark for quality product
45	MAE KRUA	Product for cooking delicious food
46	RUAMROS	Good taste
47	OYSTER	A product produced from oyster
48	GOLDEN BOY	The best quality product
49	GOGI	Japanese product
50	JADE LEAF	Standard grade product
51	CHAO KOH	Good quality coconut milk
52	MAE PLOY	The name of the main female character, Mae Ploy, in a famous Thai novel called Si Phaen Din (Four Reigns)
53	MAE SRI	Name of the recipe owner
54	ARROZA	Rice, the raw material used for producing the product
55	TREE	A trademark for quality product
56	RAITIP	Fine selected products
57	MORADOK	Heritage of Thai cooking
58	JUTHATHIP	The company founder's name

Table 4-14: Intended meaning of Thailand's exported food product brand names

The investigation of Thailand's exported food product brand names indicates that all brand names are not just randomly given to the products. There always seems to be a certain concept or idea behind each brand name. For rice products, it can be noticed that most owners of rice product brand names intended to communicate the quality of their products in the markets. The lexical items the brand name owners selected to convey their intentions are associated with quality, e.g. *great*, *golden*, *imperial*, *royal* and *super*. However, there are the cases where the selected lexical items seem not to be directly associated with the brand name owner's intentions; for example *sun*, *young elephant*, *love farmer*, *double elephants* which are likely not to be concerned with the quality or standard of rice product.

The brand names of Thailand's exported frozen and chilled food products are mostly intended to communicate who the product manufacturers or the exporters are and what types the products are. As shown in Table 4-14, most brand names are abbreviated from the company names; and the lexical items used, e.g. *fruit, seafood, fish, tuna, etc.* clearly show the product types. For canned and instant food brand names, it was found that the brand name owners intended to communicate three main types of information via the brand names: i.e. product properties and quality, product types and company founders. The lexical items used can suggest the company intentions either directly or indirectly. For example, *taste, delight, fish, etc.* can directly tell the product properties or product types, whereas *bowl, king, star, etc.* do not directly convey the owners' intentions.

For snack and candy brand names, it was found that most brand name owners intended to communicate types of products and product properties in the markets. The lexical items used, e.g. *flower food, nut candy, squid, potato, etc.* clearly show the types of products; and, the words like *big, jumbo, sour, soft, etc.* can tell specific properties of the products. For food ingredient and seasoning brand names, it was found that the brand name owners intended to communicate three main aspects: product quality, Thai original, and recipe owner. Certain lexical items, e.g. *number one, new, golden, etc.* were used to show product quality. The brand names containing *Thai* were intended to show the fact that the products are originated in Thailand; and proper names, e.g. *Mae Pranom, Mae Sri, Juthathip, etc.* were used to honor the recipe owners.

Considering the brand name owners' intentions carefully, it can be generalized that the representations of the intended meanings are either transparent or opaque. For example, the brand names such as IMPERIAL TASTE, FLOWER FOOD, SEA FRESH, etc. are quite semantically transparent as the selected lexical items can represent the intentions of the brand owners. Nevertheless, most brand names are likely to be semantically opaque since their intended meanings tend to be symbolic or indirect. For instance, the brand names such as SUN, TREE, ROSE, etc. and the intention to relate these brand names with quality of the products are quite opaque. For effective communication, the brand names with the more transparent or direct intended meanings tend to be easier for the brand name owners to communicate,

whereas the brand names with the more opaque or indirect intended meanings would be more challenging for the brand name owners to communicate their intentions through the brand names.

4.1.3.2 Brand name interpreted meaning

The interpreted meaning mentioned here refers to the interpretation made by the potential customers or buyers of the branded products. For each brand name, there are five interpreted meanings collected from five participants of *ThaiFEX-World of Food Asia*, on May 25–29, 2011. It was found that the customers tended to interpret the meanings of brand names based upon both lexical items and their personal experiences. The customers usually consider the product types when they interpret the meaning of the brand names. In other words, most customers tend to relate their brand name interpretations with the product types. The interpreted meaning of each brand name is shown in Table 4-15 below.

Interpreted meaning of Thailand's exported food product brand names

No.	Brand Name	#	Interpreted Meaning (Customers' interpretation of brand names)
RICE PRODUCTS			
1	GOLDEN PHOENIX	1	Traditional and classic
		2	Premium grade
		3	Good quality
		4	Special type of rice
		5	Premium grade
2	GREAT HARVEST	1	Good rice product
		2	Rice from good farm
		3	Special selected product
		4	Rice with good production
		5	Good rice product
3	GOLDEN GLOBE	1	Award-winning product
		2	Good quality
		3	Award-winning product
		4	Good product
		5	Good product
4	GOLDEN CRANE	1	Good rice
		2	Premium quality
		3	Premium grade
		4	High quality
		5	Good product
5	GOLDEN DIAMOND	1	Premium product
		2	Good quality
		3	Precious product
		4	Expensive product
		5	Premium quality
6	GOLDEN HORSE	1	Special quality product
		2	Award-winning product
		3	Full of energy
		4	Special rice
		5	Rice with special quality

No.	Brand Name	#	Interpreted Meaning (Customers' interpretation of brand names)
7	GOLDEN LOTUS	1	Soft and fragrant
		2	Good natural product
		3	Exotic quality
		4	Rice with good smell
		5	Good fragrant rice
8	GOLDEN PEARL	1	Premium quality
		2	Precious product
		3	Premium quality
		4	High quality
		5	Premium rice
9	GOLDEN RABBIT	1	Soft rice
		2	Good and soft rice
		3	Tasty rice
		4	Soft rice
		5	Rice with soft texture
10	GOLDEN EARTH	1	Good product
		2	Good quality
		3	Premium grade
		4	Good natural product
		5	High quality
11	GOLDEN TUB	1	Product for rich people
		2	Strange name for rice
		3	Something concerning with mystery
		4	Sultan's property
		5	Exotic product
12	IMPERIAL TASTE	1	Good taste
		2	Tasty, delicious
		3	Good taste
		4	Good taste
		5	The best and tasty rice
13	JASMINE GOLD	1	Good fragrant rice
		2	Good Thai rice
		3	Quality rice with good smell
		4	Fragrant rice
		5	Top quality fragrant rice
14	ROYAL ORCHID	1	Rice with good smell
		2	Good fragrant rice
		3	High quality
		4	Good fragrant rice
		5	Rice with good smell
15	ROYAL DANCER	1	Soft rice
		2	Good and soft rice
		3	No idea
		4	Soft and tasty rice
		5	No idea
16	ROYAL ELEPHANT	1	Special quality
		2	Extraordinary quality
		3	Good quality rice
		4	Special grade
		5	Special grade
17	ROYAL UMBRELLA	1	Special quality
		2	Better than ordinary product
		3	Special product
		4	Special quality
		5	Special quality
18	SMART CHEF	1	Good product
		2	Easy-to-cook rice
		3	Product with good quality
		4	Good for cooking
		5	Easy-to-cook rice
19	LOVE FARMER	1	Rice from farms
		2	Rice produced with love
		3	Requests for supporting farmers
		4	Rice grown by farmers
		5	Rice grown by farmers

No.	Brand Name	#	Interpreted Meaning (Customers' interpretation of brand names)
20	YOUNG ELEPHANT	1	Small company
		2	Fresh product
		3	Newly harvested rice
		4	No idea
		5	No idea
21	DOUBLE ELEPHANTS	1	Extra quantity
		2	Name for good luck
		3	Special rice quality
		4	Extraordinary product
		5	Extra product
22	SUPER DRAGON	1	Superior goods
		2	High quality
		3	Special quality
		4	Special product
		5	Superior quality
23	SUN	1	Natural product
		2	Naturally-grown rice
		3	No idea
		4	Source of energy
		5	Naturally-grown rice
24	SURIN TIP	1	No idea
		2	No idea
		3	No idea
		4	No idea
		5	No idea
25	SWAT-D	1	Produced with high technology
		2	Innovative product
		3	Abbreviation for something
		4	Abbreviation for something
		5	Something relating to technology
26	MAH BOONKRONG	1	No idea
		2	Difficult name
		3	No idea
		4	No idea
		5	No idea
27	KASET	1	Russian name
		2	No idea
		3	No idea
		4	No idea
		5	No idea
28	PONGLARP	1	No idea
		2	No idea
		3	No idea
		4	No idea
		5	No idea
29	Q RICE	1	Quality rice
		2	New rice product
		3	Quality rice
		4	Quality rice
		5	Quality rice
30	URC	1	Abbreviation for something
		2	Abbreviation for something
		3	Abbreviation for something
		4	Abbreviation for something
		5	Abbreviation for something
FROZEN AND CHILLED FOOD			
1	FRUIT CELLAR	1	Fruit storage
		2	Place for storing fruit
		3	Fruit seller
		4	Room for keeping fruit
		5	Room for keeping fruit
2	FRUIT KING	1	The best fruit provider
		2	The king of fruit
		3	Fruit expert / specialist
		4	Fruit expert / specialist
		5	Fruit expert / specialist

No.	Brand Name	#	Interpreted Meaning (Customers' interpretation of brand names)
3	EXCEL FRUIT	1	Good fruit
		2	Excellent fruit
		3	Fruit with good quality
		4	Fruit with good quality
		5	Fruit with good quality
4	SEA FRESH	1	Fresh product from the sea
		2	Fresh product from the sea
		3	Fresh product from the sea
		4	Fresh product from the sea
		5	Fresh product from the sea
5	CHEF'S CHOICE	1	Product for chefs
		2	Chef-grade product
		3	Good product for chefs
		4	Product for chefs
		5	Good product for cooking
6	OCEAN STAR	1	Good seafood
		2	Good seafood
		3	High quality seafood
		4	Good quality seafood
		5	Good seafood
7	LITTLE CHEF	1	For easy cooking
		2	Everyone can cook
		3	Everyone can cook
		4	Products for cooking
		5	Everyone can cook
8	KC FRESH	1	Fresh product
		2	Fresh product
		3	Fresh product
		4	Fresh product
		5	Fresh product
9	SURAPON FOODS	1	Food product from Surapon
		2	Food product from Surapon
		3	Food product from Surapon
		4	Food product from Surapon
		5	Food product from Surapon
10	VITAFOOD	1	Food with vitamins
		2	Food with vitamins
		3	Food with vitamins
		4	Food with vitamins
		5	Food with vitamins
11	VENTUNA	1	Tuna product
		2	Tuna product
		3	Product from tuna
		4	Tuna product
		5	Tuna product
12	PFP	1	Abbreviation for something
		2	Abbreviation for something
		3	Abbreviation for something
		4	Abbreviation for something
		5	Abbreviation for something
13	PTN	1	Abbreviation for something
		2	Abbreviation for something
		3	Abbreviation for something
		4	Abbreviation for something
		5	Abbreviation for something
14	CMR	1	Abbreviation for something
		2	Abbreviation for something
		3	Abbreviation for something
		4	Abbreviation for something
		5	Abbreviation for something
15	CNV	1	Abbreviation for something
		2	Abbreviation for something
		3	Abbreviation for something
		4	Abbreviation for something
		5	Abbreviation for something

No.	Brand Name	#	Interpreted Meaning (Customers' interpretation of brand names)
16	AMS	1	Abbreviation for something
		2	Abbreviation for something
		3	Abbreviation for something
		4	Abbreviation for something
		5	Abbreviation for something
17	U.F.P	1	Abbreviation for something
		2	Abbreviation for something
		3	Abbreviation for something
		4	Abbreviation for something
		5	Abbreviation for something
18	TSF	1	Abbreviation for something
		2	Abbreviation for something
		3	Abbreviation for something
		4	Abbreviation for something
		5	Abbreviation for something
19	CSF	1	Abbreviation for something
		2	Abbreviation for something
		3	Abbreviation for something
		4	Abbreviation for something
		5	Abbreviation for something
20	MAY	1	Name of a person
		2	Name of someone
		3	Name of someone
		4	Name of someone
		5	Name of someone
21	AROY-D	1	No idea
		2	No idea
		3	Exotic name
		4	No idea
		5	No idea
22	KISS	1	Food for everyone
		2	Product of love
		3	Product for showing your love
		4	Product of love
		5	Product of love
23	PAM	1	Name of a person
		2	No idea
		3	Someone I really hate
		4	Name of someone
		5	Name of someone
CANNED AND INSTANT FOOD			
1	PROCHEF	1	Product for professional chef
		2	Someone who is good at cooking
		3	Product for professional chef
		4	Good for cooking
		5	Product from professional chef
2	OCEAN TASTE	1	Delicious seafood
		2	Tasty seafood
		3	Tasty seafood
		4	Real taste of seafood
		5	Tasty seafood
3	ASIAN BOWL	1	Asian cuisine
		2	Asian food
		3	Noodle
		4	Asian food
		5	Asian food
4	ROYAL SEA	1	Good quality seafood
		2	Good and clean seafood
		3	Good seafood product
		4	High quality seafood product
		5	Good seafood
5	STAR	1	No idea
		2	To be a famous product
		3	No idea
		4	No idea
		5	Famous food

No.	Brand Name	#	Interpreted Meaning (Customers' interpretation of brand names)
6	SMILING FISH	1	Happy fish
		2	Good fish product
		3	Product that makes you happy
		4	Friendly company
		5	Product that makes you happy
7	MADAME WONG	1	Name of someone
		2	Name of someone
		3	Name of someone
		4	Name of someone
		5	Name of someone
8	AMPRO	1	No idea
		2	No idea
		3	No idea
		4	No idea
		5	No idea
9	PANASIA	1	Product from Asia
		2	Product from Asia
		3	Product from Asia
		4	Product from Asia
		5	Product from Asia
10	YUM YUM	1	Delicious
		2	Yummy yummy
		3	Delicious
		4	No idea
		5	Delicious
11	KING BELL	1	Traditional / classic product
		2	A mark of quality
		3	High grade product
		4	Famous product
		5	Good product
12	MAMA	1	Taste like your mother's cooking
		2	Mom's cooking
		3	Mom's cooking
		4	Mom's cooking
		5	Mom's cooking
13	QUEEN BELL	1	Soft food with mild taste
		2	Taste good
		3	Taste good
		4	Taste of royal food
		5	Better than ordinary product
14	THREE LADY COOKS	1	Good food
		2	Good for cooking
		3	Tasty food
		4	Tasty food
		5	Tasty food
15	DELIGHT	1	Tasty seafood
		2	Good seafood
		3	Quality seafood
		4	Good seafood
		5	Good seafood
16	DOUBLE DRAGON	1	Extraordinary product
		2	Special product
		3	Special quality
		4	Special quality
		5	Special quality
17	TROFCO	1	No idea
		2	No idea
		3	No idea
		4	No idea
		5	No idea
18	KC	1	Abbreviation for something
		2	Abbreviation for something
		3	Abbreviation for something
		4	Abbreviation for something
		5	Abbreviation for something

No.	Brand Name	#	Interpreted Meaning (Customers' interpretation of brand names)
19	HI-Q	1	No idea
		2	Abbreviation for something
		3	High quality product
		4	Abbreviation for something
		5	Sound like technological product
20	O&P	1	Abbreviation for something
		2	Abbreviation for something
		3	Abbreviation for something
		4	Abbreviation for something
		5	Abbreviation for something
21	UFC	1	Abbreviation for something
		2	Abbreviation for something
		3	Abbreviation for something
		4	Abbreviation for something
		5	Abbreviation for something
22	BATTLESHIP	1	Sound dangerous
		2	Strong taste
		3	Food for military
		4	Food for military
		5	No idea
23	ROZA	1	No idea
		2	Name of someone
		3	No idea
		4	No idea
		5	No idea
24	TWIN ELEPHANT & EARTH	1	Traditional product
		2	Exotic name
		3	No idea
		4	Traditional style
		5	Traditional style
25	S. KHONKAEN	1	No idea
		2	No idea
		3	No idea
		4	No idea
		5	No idea
26	PINE	1	Food from nature
		2	Nutrient food
		3	Natural food
		4	No idea
		5	No idea
27	NAUTILUS	1	A ship's name
		2	Exotic seafood
		3	No idea
		4	Special recipe
		5	Secret recipe
28	BAMBOO	1	Asian food
		2	Natural food
		3	No idea
		4	No idea
		5	Food from forest
29	KIN DEE	1	No idea
		2	No idea
		3	No idea
		4	Sound like Korean food
		5	No idea
30	RIVER KWAI	1	Natural product
		2	Natural product
		3	Clean product
		4	No idea
		5	Make you feel fresh
31	BENJAMAS	1	No idea
		2	No idea
		3	No idea
		4	Sound like Benjamin
		5	No idea

No.	Brand Name	#	Interpreted Meaning (Customers' interpretation of brand names)
32	PIGEON	1	Exotic food
		2	Dirty
		3	No idea
		4	No idea
		5	Dirty
33	BEAN	1	Traditional product
		2	Made from bean
		3	No special meaning
		4	No idea
		5	No idea
34	WAI WAI	1	No idea
		2	Chinese-sounded name
		3	No idea
		4	Chinese food
		5	No idea
35	PICHAYA	1	No idea
		2	No idea
		3	No idea
		4	No idea
		5	No idea
SNACKS AND CANDIES			
1	FLOWER FOOD	1	Food from flower
		2	Food from flower
		3	Food from flower
		4	Food from flower
		5	Food from flower
2	NUT CANDY	1	Candy made from nut
		2	Candy made from nut
		3	Candy made from nut
		4	Candy made from nut
		5	Candy made from nut
3	MR. SQUID	1	Made from squid
		2	Made from squid
		3	Made from squid
		4	Made from squid
		5	Made from squid
4	JUMBO	1	Big
		2	Big
		3	Big
		4	Big
		5	Big
5	POTATO	1	Made from potato
		2	Made from potato
		3	Made from potato
		4	Made from potato
		5	Made from potato
6	SOFTLINE	1	Long and soft candy
		2	Long and soft candy
		3	Long and soft candy
		4	Long and soft candy
		5	Long and soft candy
7	MY MINT	1	Mint-flavored candy
		2	Mint-flavored candy
		3	Mint-flavored candy
		4	Mint-flavored candy
		5	Mint-flavored candy
8	WAFRUIT	1	Mixed with fruit
		2	Mixed with fruit
		3	Mixed with fruit
		4	Mixed with fruit
		5	Mixed with fruit
9	CLASSIC	1	Very good candy
		2	Traditional candy
		3	Taste good
		4	Taste good
		5	Taste good

No.	Brand Name	#	Interpreted Meaning (Customers' interpretation of brand names)
10	CAPUNO	1	Taste like cappuccino
		2	Cappuccino favor
		3	Cappuccino favor
		4	Cappuccino favor
		5	Cappuccino favor
11	KHAO SHONG NUTS	1	Made from nuts
		2	Something about nuts
		3	Exotic nuts
		4	Sound like Chinese nuts
		5	Something about nuts
12	CRUSTY	1	Crispy
		2	Crispy
		3	Crispy
		4	Negative meaning = moody
		5	Old-fashion word
13	TONG GARDEN	1	Fresh from garden
		2	Garden-grown product
		3	Product from garden/ farm
		4	Fresh from garden
		5	Fresh from garden
14	YOFRUIT	1	Fruit mixture
		2	With fruit ingredient
		3	Fruit favor
		4	Fruit wafer
		5	No idea
15	ONE MORE	1	More candies please
		2	One is not enough
		3	Have more candies
		4	Tasty candy
		5	Very good candy
16	FISHO	1	Made from fish
		2	Made from fish
		3	Made from fish
		4	Made from fish
		5	Made from fish
17	NUT WALKER	1	Made from nut
		2	Made from nut
		3	Snack for traveller
		4	Made from nut
		5	Made from nut
18	BIGGA	1	No idea
		2	Something big
		3	Something big
		4	Something big
		5	Something big
19	DURIO	1	No idea
		2	Made from durian
		3	Made from durian
		4	No idea
		5	Made from durian
20	KOH-KAE	1	No idea
		2	No idea
		3	No idea
		4	No idea
		5	No idea
21	MANORA	1	No idea
		2	No idea
		3	No idea
		4	No idea
		5	No idea
22	RICH0	1	No idea
		2	No idea
		3	No idea
		4	No idea
		5	No idea

No.	Brand Name	#	Interpreted Meaning (Customers' interpretation of brand names)
23	TARO	1	No idea
		2	No idea
		3	No idea
		4	Mixed with taro
		5	No idea
24	COUGAR	1	Fun to chew
		2	No idea
		3	No idea
		4	No idea
		5	No idea
25	EURO	1	Cheap snack
		2	From Europe
		3	From Europe
		4	From Europe
		5	From Europe
26	PILLO	1	No idea
		2	No idea
		3	No idea
		4	No idea
		5	No idea
27	OTARI	1	Japanese-sounded name
		2	No idea
		3	Japanese snack
		4	No idea
		5	No idea
28	TAO KAE NOI	1	No idea
		2	No idea
		3	Chinese-like
		4	No idea
		5	No idea
29	JEED JARD	1	No idea
		2	No idea
		3	No idea
		4	No idea
		5	No idea
FOOD INGREDIENTS AND SEASONINGS			
1	SUN SAUCE	1	Hot and spicy
		2	Hot and spicy
		3	Hot and spicy
		4	Hot and spicy
		5	Hot and spicy
2	GOLD LABEL	1	Premium quality
		2	Top grade
		3	Very high quality
		4	Top grade
		5	Good quality
3	NEW GRADE	1	Something new
		2	New product
		3	Better quality
		4	Better quality
		5	Better quality
4	NO 1. CHOICE	1	The best product
		2	The best product
		3	The best product
		4	The best product
		5	The best product
5	CLASSIC THAI	1	Very good quality product
		2	Traditional Thai product
		3	Traditional Thai product
		4	Traditional Thai product
		5	Traditional Thai product
6	THAI CHOICE	1	Good choice for Thai
		2	Good product for Thai food
		3	Good product for Thai
		4	Good choice for Thai food
		5	Good product for Thai

No.	Brand Name	#	Interpreted Meaning (Customers' interpretation of brand names)
7	SIAM KITCHEN	1	Traditional /classic product for Thai cuisine
		2	Product for Thai kitchen
		3	Traditional /classic product
		4	For Thai kitchen
		5	Good product for Thai kitchen
8	KING	1	King of cooking
		2	The best oil for cooking
		3	Good for cooking
		4	Cooking king
		5	Cooking king
9	ORIENTAL CHEF	1	For Asian food cooking
		2	Good for oriental food
		3	Let's cook oriental food
		4	Product for oriental food
		5	For cooking oriental food
10	NEO SUKI	1	New recipe
		2	Something new about sukiyaki
		3	Something new about sukiyaki
		4	No idea
		5	New way of eating sukiyaki
11	COOK YIM	1	Something about cooking
		2	Something about cooking
		3	Something about cooking
		4	Let's cook
		5	Something about cooking
12	3 CHEFS	1	Product for cooking
		2	Easy cooking
		3	Your cooking assistants
		4	Product for cooking
		5	Good for cooking
13	FLYING RABBIT	1	With special softness
		2	White and soft
		3	Extraordinary soft flour
		4	Extra quality
		5	Special quality
14	TALAD THAI	1	Something about Thai
		2	Good for Thai cuisine
		3	Something about Thai
		4	Thai product
		5	Something about Thai
15	CHAO THAI	1	Product from Thailand
		2	Something about Thai
		3	Something about Thai
		4	For Thai food cooking
		5	Something about Thai
16	GOLDEN COINS	1	Good grade product
		2	Perfect for cooking
		3	Premium grade product
		4	Good quality product
		5	Good quality product
17	HAND NO.1	1	Number one in cooking
		2	The best for cooking
		3	No idea
		4	Pick this product for the first priority
		5	Cooking by hand / easy for cooking
18	STAR LION	1	Classical product
		2	Lucky name
		3	To be famous and sustainable
		4	Something special
		5	No idea
19	ALFA ONE	1	Special recipe
		2	Something about number one
		3	No idea
		4	Number one cooking oil
		5	No idea

No.	Brand Name	#	Interpreted Meaning (Customers' interpretation of brand names)
20	MEGACHEF	1	Strong taste
		2	Full of taste
		3	For tasty food
		4	Product for big chefs
		5	For professional cook
21	FOODEX	1	Something about food
		2	Food product
		3	Food product
		4	Something about food
		5	For cooking food
22	THAI SMILE	1	Good for Thai food
		2	Make Thai food more delicious
		3	Feel good with Thai food
		4	Good for Thai food
		5	Make Thai food more delicious
23	RED SPOON	1	Symbol of something
		2	No idea
		3	Delicious food
		4	For better cooking
		5	For better taste
24	SHOICE	1	No idea
		2	Your alternative product
		3	For you to choose
		4	For you to choose
		5	No idea
25	WHITE ELEPHANT	1	The color of the rice flour
		2	No idea
		3	Pure flour
		4	With magical power
		5	Bad luck
26	FLYING TIGER	1	Special quality
		2	Exotic product
		3	Traditionally-produced product
		4	Good product
		5	Extraordinary quality
27	THAI DANCER	1	Make the cooking more fun
		2	The art of Thai cooking
		3	For easy cooking of Thai food
		4	Fun and happy cooking
		5	Happier when cooking Thai food
28	PEGASUS	1	Special recipe
		2	No idea
		3	Traditional sauce
		4	Secret recipe
		5	No idea
29	GOLDEN FISH	1	Good and soft rice flour
		2	Lucky symbol
		3	Classic product
		4	Something good about the product
		5	Lucky symbol
30	OLEEN	1	No idea
		2	No idea
		3	No idea
		4	No idea
		5	No idea
31	MORAKOT	1	No idea
		2	No idea
		3	No idea
		4	No idea
		5	No idea
32	RAMWONG	1	No idea
		2	No idea
		3	No idea
		4	No idea
		5	No idea

No.	Brand Name	#	Interpreted Meaning (Customers' interpretation of brand names)
33	DESERT ROSE	1	Unique quality
		2	Special type of flour
		3	Special tapioca flour
		4	No idea
		5	Extraordinary flour
34	LOBO	1	No idea
		2	No idea
		3	Abbreviation for something
		4	No idea
		5	No idea
35	SUREE	1	No idea
		2	No idea
		3	No idea
		4	No idea
		5	No idea
36	PANTAINORASINGH	1	No idea
		2	No idea
		3	No idea
		4	No idea
		5	No idea
37	RIZI	1	No idea
		2	No idea
		3	No idea
		4	No idea
		5	No idea
38	RAZOR CLAM	1	Sound dangerous
		2	Special ingredient
		3	No idea
		4	Exotic recipe
		5	Strong taste
39	FUAN	1	Soft flour
		2	Traditionally-produced flour
		3	No idea
		4	No idea
		5	No idea
40	ROSE	1	Traditional product
		2	Symbol of something
		3	Traditional product
		4	No idea
		5	Nice and soft
41	THREE TRIANGLES	1	No idea
		2	Lucky symbol
		3	No idea
		4	Holy sign
		5	No idea
42	MAE PRANOM	1	No idea
		2	No idea
		3	No idea
		4	No idea
		5	No idea
43	GOLDEN BOAT	1	For better taste
		2	No idea
		3	Classic product
		4	Premium quality
		5	No idea
44	KANGAROO	1	No idea
		2	No idea
		3	Strange name for flour
		4	Product from Australia
		5	Something about Australia
45	MAE KRUA	1	No idea
		2	No idea
		3	No idea
		4	No idea
		5	No idea

No.	Brand Name	#	Interpreted Meaning (Customers' interpretation of brand names)
46	RUAMROS	1	No idea
		2	No idea
		3	No idea
		4	No idea
		5	No idea
47	OYSTER	1	Made from oyster
		2	Made from oyster
		3	Made from oyster
		4	Made from oyster
		5	Made from oyster
48	GOLDEN BOY	1	Lucky symbol
		2	No idea
		3	Symbol of something
		4	No idea
		5	No idea
49	GOGI	1	No idea
		2	No idea
		3	No idea
		4	No idea
		5	No idea
50	JADE LEAF	1	Soft flour
		2	Natural product
		3	No idea
		4	No idea
		5	Soft and precious
51	CHAO KOH	1	No idea
		2	No idea
		3	No idea
		4	No idea
		5	No idea
52	MAE PLOY	1	No idea
		2	No idea
		3	No idea
		4	No idea
		5	No idea
53	MAE SRI	1	No idea
		2	No idea
		3	No idea
		4	No idea
		5	No idea
54	ARROZA	1	No idea
		2	No idea
		3	No idea
		4	No idea
		5	No idea
55	TREE	1	Natural product
		2	Source of food
		3	Product from nature
		4	No idea
		5	Symbol of something
56	RAITIP	1	No idea
		2	No idea
		3	No idea
		4	No idea
		5	No idea
57	MORADOK	1	No idea
		2	No idea
		3	No idea
		4	No idea
		5	No idea
58	JUTHATHIP	1	No idea
		2	No idea
		3	No idea
		4	No idea
		5	No idea

Table 4-15: Interpreted meaning of Thailand's exported food product brand names

Based on the observation of the brand names' interpreted meanings shown in Table 4-15, it can be noticed that the interpretations of brand name meaning are mainly processed by using the information provided, i.e. the lexical items used as the brand names and the product types. The customers tend to associate the brand names with the product they are labeled on, when doing the interpretations. If the association between the brand names and the product types is quite direct, the customers tend to be able to come up with the same or similar interpretations. For example, the brand name FLOWER FOOD seems to be directly associated with the product type, sunflower seed snack, the interpretations made by the customers were all the same. On the other hand, if the association between the meaning of the brand name words and the product types is not clear or indirect, the interpretation of the brand name meaning tend to be various, depending on personal experience of each customer. There are also the cases where customers are reluctant to interpret the brand name meanings, i.e. the transliterated brand names (e.g. MAE PRANOM, PANTAINORASINGH), foreign word brand names (e.g. ROZA, OTARI) and other creative names (e.g. TROFCO, LOBO). The customers seem to have no idea about these brand names.

Considering the brand names of each product category, it was found that the brand names of rice products that contain attributive words such as, *golden*, *great*, *royal*, *super* are likely geared to the interpretation relating to the quality of rice products. However, it can be noticed that some brand names, e.g. GOLDEN TUB, ROYAL DANCER, etc. seem not to be interpreted in relation to rice grade, but to other things relating to *tub* and *dancer*. It was also found that the transliterated brand names, e.g. MAH BOONKRONG, PONGLARP, etc. seem to be a totally new word to the customers, as the customers expressed no idea for the interpretations of the brand names. For abbreviated brand names, e.g. URC, the customers tended to know that the names stand for something, but they cannot tell the full forms of the names.

For frozen and chilled food brand names, it can be noticed that customers interpreted the brand names based on the lexical items used. Most customers tended to relate the product types with the brand names. For example, the brand names such as, FRUIT CELLAR, FRUIT KING, SEA FRESH, etc. were interpreted according to the lexical meanings of the brand names with relation to the product types. For the

alphabetical abbreviated brand names, e.g. PTN, CMR, CNV, etc., it was found that the customers were able to recognize that the brand names stand for something, but they cannot tell what the brand names' full forms are. It was also found that the acronyms, i.e. PAM, KISS, could lead to the interpretations relating to the pronounced words, i.e. *Pam* and *kiss*.

For canned and instant food brand names, it was found that the customers interpreted the brand names based on the lexical items used and the product types. The brand names such as, PROCHEF, OCEAN TASTE, ASIAN BOWL, ROYAL SEA, etc. are the examples. When the brand names and the product types are not directly related to each other, the customers tended to be reluctant to interpret the brand name meaning. For example, the brand names such as STAR, PIGEON, PINE, BEAN, etc. seems to be quite difficult for the customers to interpret their intended meanings. The transliterated brand names, foreign language borrowings and acronyms such as S.KHONKAEN, ROZA, AMPRO, TROFCO, also tend to be quite hard for the customers to interpret.

The interpretations of snack and candy brand names also show that the customers related the brand names with the product types. The brand names such as FLOWER FOOD, NUT CANDY, MR.SQUID, etc. can be regarded as the good examples. Again, transliterated brand names, foreign language borrowings and other creative brand names, e.g. JEED JARD, OTARI, PILLO, etc. are likely to be too difficult for the customers to interpret. For food ingredient and seasoning brand names, the interpretations of the brand name meaning were also based on the lexical items used and the product types. For instance, the interpretation of the brand name SUN SAUCE seemed to be based on the association between the word *sun* and the hot and spicy taste of the product (chili sauce). Like many cases found in other types of products, the Thai transliterated brand names, foreign language borrowings and lexical deviated brand names, e.g. MAE SRI, GOGI, LOBO, etc. seem to be difficult for the customers to interpret. Therefore, customers tend to be reluctant to express their interpretations regarding the brand names.

In terms of communication, the brand names with direct association between the brand names and the product types tends to be easy for the customers to do the interpretations of brand name meanings. To communicate their brand names to international customers, it is likely that most brand name owners are aware of the issue. It is noted that if the companies want to expand their product lines, the too direct brand names, such as FRUIT KING may not work well for the new products other than fruits.

For the brand names which customers have no idea about, e.g. ROZA, TROFCO, PONGLARP, etc., the owner companies might have to spend much time and investment on the communication of brand names in the very beginning they enter the markets. However, the companies have a chance to create the meaning they want to communicate through the advertising since the brand names seem to be a totally new word to the customers. In addition, the company may use the brand names for the new product lines they might expand in the future.

The brand names aiming at product quality and property such as GOLDEN DIAMOND, ROYAL ORCHID, KC FRESH, NO.1 CHOICE, etc. seem to be relatively effective in communication as the interpretations of these brand names appear to be in the same or similar way. Also, these brand names seem to be applicable for a wide range of product types, so the companies may use the brand names for the new product lines that might be launched in the future. However, the companies still have to do some advertising at the very beginning of the market entrance, but may not as heavy as the brand names which customers have no idea about.

It can be summarized from the investigation of the brand names' interpreted meanings that international customers tend to consider the product types and the lexical items used as the brand names when they do the interpretation. The interpreted meanings of most brand names seem to reflect the lexical and associative meaning of the brand name words in relation to the product types. Personal experiences of the customers also play a role when the brand name words and the product types are not directly associated. When the brand names sound meaningless to the customers, it is likely that the customers express no idea about the brand names. These findings

suggest that when the company owners create a brand name, they may have to keep in mind that the brand names with direct association between the brand names and the product types are easy to be understood, but they may limit the company's product lines. On the other hand, the brand names with indirect association or no idea interpretation may open a chance for the company to create new meanings for the brand names, but more time and investment in advertising may be required.

4.1.3.3 Results of Brand Name Intended – Interpreted Meaning Matching

Each brand name tends to be different in level of intended-interpreted meaning match. As one intended meaning of a brand name is matched with its five interpreted meanings, the level of intended-interpreted meaning match can be ranging from one to five. This number means that if the five interpreted meanings of a brand name are matched with its intended meaning, the match level is five. If four, three, two and one interpreted meaning(s) of a brand name are/is matched with its intended meaning, the match level is four, three, two and one, respectively. When the number of intended-interpreted meaning match is zero, the brand names are categorized in the meaning non-matched group. The results of brand name intended-interpreted meaning matching are shown in Table 4-16 below.

PRODUCT	Numbers of intended –interpreted meaning matched	Brand Names
RICE PRODUCTS	5	GOLDEN CRANE, GOLDEN PEARL, GOLDEN EARTH, IMPERIAL TASTE, ROYAL ELEPHANT, ROYAL UMBRELLA, SUPER DRAGON, URC (8)
	4	GOLDEN DIAMOND, JASMINE GOLD, Q RICE (3)
	3	GOLDEN PHOENIX, GOLDEN GLOBE, ROYAL ORCHID (3)
	2	GREAT HARVEST, GOLDEN HORSE, SMART CHEF, DOUBLE ELEPHANTS (4)
	1	GOLDEN LOTUS, GOLDEN RABBIT, GOLDEN TUB, ROYAL DANCER (4)
	0	KASET, MAH BOONKRONG, PONGLARP, SURIN TIP, SWAT-D, LOVE FARMER, YOUNG ELEPHANT, SUN (8)
FROZEN AND CHILLED FOOD	5	SEA FRESH, KC FRESH, SURAPON FOODS, VITAFOD, VENTUNA, PFP, PTN, CMR, CNV, AMS, U.F.P, TSF, CSF (13)
	4	- (0)
	3	CHEF'S CHOICE, EXCEL FRUIT (2)
	2	OCEAN STAR (1)
	1	LITTLE CHEF, FRUIT KING, FRUIT CELLAR (3)
	0	MAY, AROY-D, KISS, PAM (4)

PRODUCT	Numbers of intended –interpreted meaning matched	Brand Names
CANNED AND INSTANT FOOD	5	OCEAN TASTE, ROYAL SEA, PAN ASIA, KC, O&P, UFC (6)
	4	ASIAN BOWL, YUM YUM, MAMA (3)
	3	THREE LADY COOKS (1)
	2	- (0)
	1	PROCEF, KING BELL, QUEEN BELL, DELIGHT, HI-Q (5)
	0	STAR, SMILING FISH, MADAME WONG, AMPRO, DOUBLE DRAGON, TROFCO, BATTLESHIP, ROZA, TWIN ELEPHANT & EARTH, S.KHONKAEN, PINE, NAUTILUS, BAMBOO, KIN DEE, RIVER KWAI, BENJAMAS, PIGEON, BEAN, WAI WAI, PICHAYA (20)
SNACKS AND CANDIES	5	FLOWER FOOD, NUT CANDY, MR.SQUID, JUMBO, POTATO, SOFTLINE, MY MINT, WAFRUIT, CAPUNO, FISHO (10)
	4	BIGGA, EURO (2)
	3	CRUSTY, YOFRUIT, ONE MORE, DURIO (4)
	2	KHAO SHONG NUTS, TONG GARDEN (2)
	1	NUT WALKER, OTARI (2)
	0	CLASSIC, KOH KAE, MANORA, RICHO, TARO, COUGAR, PILLO, TAO KAE NOI, JEED JARD (9)
FOOD INGREDIENTS AND SEASONINGS	5	SUN SAUCE, NO.1 CHOICE, OYSTER (3)
	4	CLASSIC THAI, SIAM KITCHEN, ORIENTAL CHEF, COOK YIM, GOLDEN COINS, DESERT ROSE (6)
	3	GOLD LABEL, 3 CHEFS, FLYING RABBIT, FLYING TIGER (4)
	2	THAI CHOICE, NEO SUKI, SHOICE, PEGASUS, GOLDEN FISH, GOLDEN BOAT (6)
	1	NEW GRADE, KING, CHAO THAI, HAND NO.1, STAR LION, ALFA ONE, MEGACHEF, THAI DANCER (8)
	0	TALAD THAI, FOODEX, THAI SMILE, RED SPOON, WHITE ELEPHANT, OLEEN, MORAKOT, RAMWONG, LOBO, SUREE, PANTAINORASINGH, RIZI, RAZOR CLAM, FUANG FAH, ROSE, THREE TRIANGLES, MAE PRANOM, KANGAROO, MAE KRUA, RUAMROS, GOLDEN BOY, GOGI, JADE LEAF, CHAO KOH, MAE PLOY, MAE SRI, ARROZA, TREE, RAITIP, MORADOK, JUTHATHIP (31)

Table 4-16: Results of brand name intended-interpreted meaning matching

Table 4-16 shows the number of intended-interpreted meaning match and non-match of brand names in each product category. It was found that for the brand names of rice products, the total number of brand name intended-interpreted meaning matched¹³ is twenty-two brand names, which count 73.33 percent of the rice product

¹³ The total number of brand name intended-interpreted meaning matched includes the brand names from level one to level five.

brand names studied. The total number of brand name intended-interpreted meaning non-matched¹⁴ of the rice products is eight brand names, or 26.67 percent. For frozen and chilled food brand names, it was found that the total number of brand name intended-interpreted meaning matched is nineteen brand names, or 82.61 percent of the frozen and chilled food brand names studied, and the total number of brand name intended-interpreted meaning non-matched is four brand names, or 17.39 percent. For canned and instant food brand names, it was found that the total number of brand name intended-interpreted meaning matched is fifteen brand names, or 42.86 percent of the canned and instant food brand names studied, and the total number of brand name intended-interpreted meaning non-matched is twenty brand names, or 57.14 percent. For snack and candy brand names, it was found that the total number of brand name intended-interpreted meaning matched is twenty brand names, or 68.97 percent of the snack and candy brand names studied, and the total number of brand name intended-interpreted meaning non-matched is nine brand names, or 31.03 percent. For food ingredient and seasoning brand names, it was found that the total number of brand name intended-interpreted meaning matched is twenty-seven brand names, or 46.55 percent of the food ingredient and seasoning brand names studied, and the total number of brand name intended-interpreted meaning non-matched is thirty-one brand names, or 53.45 percent. The frequency number and the percentage of the brand name intended-interpreted meaning matched and non-matched can be summarized in the following chart.

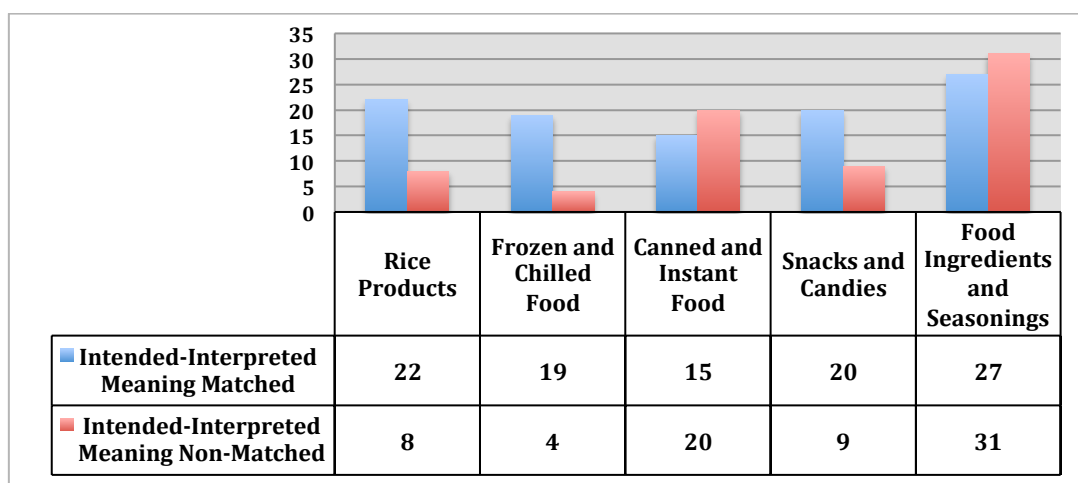


Figure 4-15: The number of brand name intended-interpreted meaning matched and non-matched

¹⁴ The total number of brand name intended-interpreted meaning non-matched includes the brand names in zero level only.

According to the number of brand name intended-interpreted meaning matched and non-matched shown in Figure 4-15 above, it can be noticed that the number of brand name intended-interpreted meaning matched is higher than the number of brand name intended-interpreted meaning non-matched in the cases of rice product brand names, frozen and chilled food brand names and snack and candy brand names. But in the cases of canned and instant food brand names and food ingredient and seasoning brand names, the number of brand name intended-interpreted meaning non-matched is higher. This phenomenon shows that the nature of brand naming in each product category may effect the communication of brand names in international markets. Further discussions on this issue are shown in section 4.1.3.4 below.

4.1.3.4 Discussions

Considering the brand names in the brand name intended-interpreted meaning matched group, it can be noticed that all brand names are, at least, meaningful in English. The brand names in level five, e.g. IMPERIAL TASTE, SEA FRESH, ROYAL SEA, FLOWER FOOD, SUN SAUCE, etc. are English borrowings. The translated brand names, e.g. GOLDEN CRANE, GOLDEN PEARL, OYSTER, etc., simple clippings, e.g. WAFRUIT, CAPUNO, etc, and simple lexical deviations, e.g. FISHO, can show a well match between their intended meaning and interpreted meanings. The alphabetical abbreviations, e.g. URC, PFP, CNV, KC, UFC, etc. are understood that they are abbreviated for something. Although the customers do not know what the full forms of these abbreviated brand names are, they seem to be ready to receive the information about the full forms of the brand names. All in all, it can be generalized that English lexical items and abbreviations tend to be effective and powerful for brand name communication in the international markets.

On the contrary, brand names in the brand name intended-interpreted meaning non-matched group, e.g. KASET, PONGLARP, MAE SRI, GOGI, RIZI, ROZA, etc. are mostly Thai transliterations or foreign language borrowings. These brand names are not meaningful in the English language, so they tend not to be interpretable for the customers. The acronyms, e.g. TROFCO, PAM, KISS, etc. and the complex lexical deviations, e.g. LOBO, OLEEN, etc. are also found in the brand name intended-interpreted meaning non-matched group. Although these brand names are

pronounceable as a word in English, their pronunciation may lead to a non-preferred interpretation. There are also English borrowings and translated brand names, e.g. SUN, TREE, COUGAR, PIGEON, etc. found in the brand name intended-interpreted meaning non-matched group. However, these brand names tend not to be directly related to the products they are labeled on. For example, the brand name PIGEON seems to have nothing to do with canned food. Therefore, it can be concluded that in addition to being meaningful in English, a brand name for international market must be directly or somehow related to the product it is labeled on.

More importantly, it was also found from the study of brand name intended meaning that the intentions of the brand name owners were crucial for the match and non-match between the brand name intended meaning and the brand name interpreted meaning. If the brand name owners' intentions are well conveyed by the lexical items used, the interpretation of the brand name tends to match its intended meaning quite well. For example, the brand names such as SUN SAUCE, POTATO, OYSTER, etc. seem to convey the brand name owners' intentions to the target customers quite well, so the five customers who interpreted these brand names could get the brand name meanings as they are intended to communicate.

In conclusion, the match and the non-match between the brand name intended meaning and the brand name interpreted meaning tend to depend on three main aspects, including 1) the meaningfulness of brand names in the target markets, 2) the relationship between the brand names and the products they are labeled on, and 3) the ability of brand names to convey the owners' intentions to target customers. These three aspects are specifically concerned with the semantic and pragmatic dimensions of brand names. Further qualitative discussions on the three aspects are shown in the following section and subsections.

4.2 Qualitative Results

This section presents the qualitative results of the brand name analysis. The focus is on the semantic and the pragmatic dimensions of the brand names analyzed, which include sense and reference of brand names, brand name communication maxims, and relevance level of brand names. It was expectedly found that an effective brand name tends to show certain semantic and pragmatic components that influence the match between the intended meaning and the interpreted meaning of the brand name.

4.2.1 Sense and Reference of Brand Names

Sense and reference of brand names seem to be the major semantic factors that influence brand name communication in the markets. As customers tend to understand the brand names with clear sense and reference better than those with the unclear ones, the brand names in the intended-interpreted meaning matched group can be good examples of the brand name with good representation of sense and reference. To make this point of investigation clear, the researcher presents sense and reference of brand names in the following subsections separately.

4.2.1.1 Reference Dimension of Brand Names

As, in this study, the term ‘reference’ is semantically defined as an object in the world, the reference of a brand name is the set of branded products. For example, the reference of the brand name POTATO is a snack product labeled by POTATO on the package, as shown in Figure 4-16 below.



Figure 4-16: Reference of the brand name POTATO

Although the brand names have certain products as their reference, they are mostly derived from certain lexical items that also refer to certain things in the possible worlds. The brand name POTATO, for example, is derived from the word *potato* in English, which normally refers to a kind of starchy plant tuber, as shown in Figure 4-17 below.



Figure 4-17: Reference of the word *potato*

This reasonably shows that the brand names and the products they are labeled on can be closely related. As noticed from the case of POTATO, the brand name is directly related to the product since the snack is made from *potato*. The same phenomenon can be seen in the brand names such as, OYSTER, FLOWER FOOD, NUT CANDY, MR. SQUID, etc. These brand names show the very close and direct relationship between the reference of the brand name, or the product the brand name is labeled on, and the reference of the lexical item used as the brand name. It can be claimed here that the brand name with direct relationship between the product and the word used as the brand name tend to be effective for communication.

The relationship between the reference of brand names and the reference of products they are labeled on can also be indirect. For example, the brand name ROYAL UMBRELLA, which refers the rice product labeled by the brand name, as shown in Figure 4-18, does not seem to directly relate to the reference of the lexical items *royal umbrella*, as shown in Figure 4-19.



Figure 4-18: Reference of the brand name ROYAL UMBRELLA



Figure 4-19: Reference of the lexical items *royal umbrella*

Although the word *royal umbrella* does not have anything to do with the rice product, it still seems to be an effective brand name. This can be because the sense of the word *royal* that leads to the interpretation with relation to the quality or property of the rice product. This means that not only the direct relationship between the product and the lexical items used as the brand name, but also the sense of words in the brand name combinations, that make the brand name effective for communication.

For the brand names in the intended-interpreted meaning non-matched group, it was found that the references of the words used as the brand names tend to be unknown to the customers. For example, the Thai translated brand names and the foreign language borrowings, e.g. SUREE, RIZI, ROZA, etc. tend to be impossible for the customers, who do not know Thai and other borrowed languages, to indicate

the references of those words. The words such as *nautilus*, *razor clam*, *star lion*, etc. seem also difficult for the customers to indicate their references and make relationship to the product since the words have the quite exotic references that might be unknown to most customers in the markets.

Regarding the reference dimension of the brand names, it can be concluded that an effective brand name should be derived from the lexical items that have an easy-to-identify reference; and, the reference of that lexical items should be directly related to the product. For example, the brand name OYSTER can be considered an effective brand name because it is derived from the word *oyster*, which is easily identified its reference. The reference of the word *oyster* is also directly related to the product, oyster sauce, because it is the raw material used for producing the product. If the reference of the lexical items used as the brand names do not directly relate to the product, there should be a word in the brand name combination that possesses a sense that leads to the preferred interpretation. For example, the brand name GOLDEN PEARL, which seem to have nothing to do with rice products, the sense or concept of gold color of the word *golden* may lead to a positive interpretation about the product.

It is noticed that the brand names of rice products, the brand names of frozen and chilled food and the brand names of canned and instant food do not seem to focus on reference dimension of the brand names as most references of the brand names show no direct relation to the references of the lexical items used as the brand names. The effectiveness of these brand names tends not to rely on their reference dimension but rely mainly on their sense dimension. The discussions on the sense dimension of theses brand names are presented in section 4.2.1.2 below.

On the contrary, the effective brand names of snacks and candies and of food ingredient and seasoning products seem to show that their owners paid much attention on reference dimension of the brand names as most brand names, e.g. PATATO, NUT CANDY, OYSTER, etc. show direct relationship between the references of the brand names and the references of the lexical items used as the brand names.

4.2.1.2 Sense Dimension of Brand Names

In this study, the term ‘sense’ is simply defined as ideas, thoughts or concepts associated with words. In the case of brand names, ‘sense’ can be generally referred to the ideas, thoughts or concepts that customers have about certain brand names. In other words, it is the ideas or concepts that link between the brand names and the products they are labeled on. For example, sense of the brand name OCEAN TASTE is the concepts that link between the brand name and the canned seafood, which OCEAN TASTE is labeled on. However, the lexical items used as the brand names normally have senses in general. The word *ocean taste*, for example, contains an idea or concept of sea flavor. When the word is used as a brand name for canned seafood, it seems that the concept of *ocean taste* can easily be transferred to the brand name OCEAN TASTE. Therefore, when considering ‘sense’ of a brand name, it may be necessary that we consider ‘sense’ of the words used as the brand name in order to investigate association between the two senses.

Considering brand names in the intended-interpreted meaning matched group, it was that the senses of brand names and the senses of lexical items used as the brand names could be easily associated. For example, the brand names of rice products, i.e. GOLDEN CRANE, GOLDEN PEARL and GOLDEN EARTH, which their references have nothing to do with rice, tend to possess the sense transferred from the lexical items used. That is to say, the concepts of gold color of *crane*, *pearl* and *earth* can be transferred to sense of rice product labeled by the brand names GOLDEN CRANE, GOLDEN PEARL and GOLDEN EARTH. Due to the fact that general *crane*, *pearl* and *earth* are not in gold color, the words, *golden crane*, *golden pearl* and *golden earth* can be associated with the concepts of being special or extraordinary. When these words are used as the brand names, the concepts of being special can also be transferred to the brand names. Nevertheless, for the brand names such as, GOLDEN ORCHID, GOLDEN LOTUS and JUSMINE GOLD, the concepts associated with these flower terms, e.g. being soft and fragrant, may dominate the concepts of being special of the word *golden* or *gold*. The similar cases can be observed in the brand names IMPERIAL TASTE, ROYAL ELEPHANT, ROYAL UMBRELLA and SUPER DRAGON, as the words *imperial*, *royal* and *super* can also transfer the concepts of being special to the brand names. The collocates of these

words may also give different degree of being special; for example, *royal elephant* tends to be associated with being extraordinary animal while *royal dancer* tends to be associated with being elegant dancer.

The abbreviated brand names i.e. URC, PFP, PTN, CMR, CNV, AMS, U.F.P, TSF, CSF, KC, O&P and UFC tend to possess the concepts of being abbreviated from something. Although the full forms of these abbreviations might not be clear to the customers at first, it seems to be quite easy to associate these abbreviated brand names with their full forms in order to make them mean something to the customers. For example, when customers know that URC stands for Universal Rice Company or PFP stands for Pacific Fish Processing, it is quite easy for customers to associate the brand names with the products. With this reason, abbreviated brand names can be considered having good sense association between the brand names and the full forms or the lexical items used as the brand names .

For brand names in the intended-interpreted meaning non-matched group, it was found that senses of the brand names are not easily associated with the senses of the lexical items used as the brand names. For example, the brand name THREE TRIANGLES, which is labeled on a tapioca starch package, conveys the concepts of being a kind of product made from tapioca, but the words *three triangles* in general do not concern any concept that can be associated with tapioca starch. The same phenomenon can be seen in the cases of brand names such as SUN, YOUNG ELEPHANT, BATTLESHIP, PIGEON, PINE, BEAN, etc. The senses of these brand names seem to be too far to associate with the senses of their original lexical items.

4.2.1.3 Discussions on Sense and Reference of Brand Names

From the investigation of Thailand's exported food product brand names, it can be noticed that sense and reference of the brand names do, as expected, influence the brand name communication. The successful cases of brand name communication show that the reference of brand names should be directly related to the reference of the lexical items used as the brand names. Also, the sense of the brand name should be easily associated with the sense of the lexical items used as the brand names.

Concerning the direct relationship between the reference of brand name and the reference of the lexical items used as the brand name, although the brand names with this feature, e.g. POTATO, OYSTER, etc. are quite effective for communication, they also have limitations when they are used as the brand name for other product types. Their power of communication may not remain the same. For example, if POTATO is used as a brand name for canned seafood, the communication of the brand name may not be as effective as when it is used as the brand name for potato snack. For sense association between the brand name and the lexical items used as the brand name, it is necessary to note here that if a brand name consists of more than one lexical item, sense of one lexical item may dominate the senses of others. That is, when one lexical item is more closely associated with sense of the brand name or product than other lexical items, it seems that the lexical item will be dominate the senses of other lexical items. See the cases of GOLDEN EARTH and GOLDEN LOTUS mentioned above for example.

In conclusion, both sense and reference of the brand names tend to play an important role in brand name communication, so when creating a new brand name, the brand name creators have to think about how to select a lexical item that can convey effective sense and reference to customers in the markets.

4.2.2 Cooperativeness of Brand Name Owners

The cooperativeness of the brand name owners can also be considered as an important factor that influences brand name communication in international markets. As adapted from Grice's (1975) Cooperative Principle¹⁵, it can be generalized that the brand name owners are expected to be cooperative in the communication of brand names. Although the nature of brand name communication is not exactly the same as general conversation, the communication of brand names and conversation seem to be more or less similar. In other words, when comparing the brand name communication with conversation, the brand name owner can be compared to the speaker in a conversation; the brand name itself is the message; and the target customer can be compared to the hearer in a conversation. To exemplify, the owner of the brand name

¹⁵ "Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged" (Grice, 1975, p.26).

SUN SAUCE, who intended to communicate the fact that his chili sauce is very hot or very spicy, tended to say, “*This chili sauce is hot like the sun*” in a conversation. As the brand name owner wanted his brand name to be easy to remember, he then shortened his expression to SUN SAUCE. From this example, it is quite clear that a brand name is created to convey certain message from the brand name owner to the target customers.

As Grice’s (1975) Cooperative Principle normally concerns the four maxims of conversation¹⁶, the brand name communication tends to concern something similar to the four conversational maxims, which the researcher shall refer to as ‘brand name communication maxims’. Adapted from Grice’s (1975) conversational maxims, the first maxim, or maxim of quality, can supposedly be the requirement suggesting that the brand name owners say something true about their products. The second maxim, or maxim of quantity, can be that the brand name owners give enough information about the products. The third maxim, or maxim of relation, can be that the brand name owners make their brand names relevant enough to the products and customers’ experiences. The last maxim, or maxim of manner, can be that the brand name owners make their brand names clear enough for customers to be able to comprehend. It is noted that these adapted maxims are used to investigate and explain the phenomena where the brand names are successfully or unsuccessfully communicated.

The investigation of Thailand’s exported food product brand names shows that the brand names in the intended-interpreted meaning matched group can meet the requirements stated in the four brand name communication maxims. For examples, the brand name NUT CANDY can well exemplify the brand name owner’s observation of the four maxims. That is, the brand name owner intended to say, “*This product is made from nuts and it can be eaten like candies*”, which seems to be true (maxim of quality) and informative (maxim of quantity) enough. The brand name NUT CANDY is used for a kind of nuts coated with flavored sugar. It can be noticed that both *nut* and *candy* are directly relevant to the product. Also, the customers are expected to have some kind of knowledge and experience about *nut* and *candy*. The brand name NUT CANDY can be considered relevant (maxim to relation) enough to

¹⁶ The four maxims of conversation are: 1) Maxim of Quality, 2) Maxim of Quantity, 3) Maxim of Relation, and 4) Maxim of Manner. For more details, see section 2.1.2.2.3.1.

both the product and the customers' background knowledge. In terms of clarity (maxim of manner) of the brand name, it can be said that NUT CANDY is clear enough to be understood.

Nevertheless, most brand names in the intended-interpreted meaning matched group tend to lack certain maxims. For instance, the brand name SEA FRESH, which is intended to say, "*This product is from the sea, and it is fresh*", seems to lack quality maxim (be truthful), since it cannot be so sure that the seafood is fresh. Normally, seafood has to travel for many hours before it reaches the factory. Therefore, the seafood may not be as fresh as the brand name owner thought. The alphabetical abbreviated brand names e.g. URC, PFP, PTN, CMR, UFC, AMS, etc. obviously lack the maxim of quantity (be informative) and the maxim of manner (be clear). These brand names can be considered truthful due to the fact that they are intended to communicate abbreviations of the brand name owners' companies. The abbreviation itself may not be relevant to the product until the full form of the abbreviation is given. For example, the brand name PFP can be relevant to the situation of brand name communication when the full form, Pacific Fish Processing, is given. Clipped brand names, such as WAFRUIT, YOFRUIT, VENTUNA, EURO, CAPUNO etc. and lexical deviated brand names, such as FISHO, BIGGA, etc. also lack of informative maxim. However, these brand names seem to be quite relevant to the situation of brand name communication. For example, the brand name CAPUNO, which is intended to say, "*This candy has cappuccino flavor*" can be considered relevant enough since it is used as the brand name for cappuccino flavored candy.

For brand names in the intended-interpreted meaning non-matched group, it was found that most of them lack the maxim of relation. That is to say, the brand names are not relevant enough to the situation of brand name communication. For example, the transliterated brand names, e.g. AROY-D, JEED JARD, etc. may be relevant to the situation of brand name communication in the Thai market, but irrelevant in international markets because the brand names are meaningless in English. Other meaningful brand names such as COUGAR, KANGAROO, SUN, PIGEON, TREE, etc. also tend to lack the maxim of relation. These brand names seem to have nothing to do with the products they are labeled on. That is, in the

situation of brand name communication, the brand name such as KANGAROO tends not to be relevant to either the product (tapioca flour) or the customers' experiences.

In conclusion, it can be generalized that if the brand name owners can meet the requirements of all maxims, i.e. be truthful, be informative, be relevant and be clear, they tend to be successful in communication of their brand names. However, it seems to be quite difficult for the brand name owners to follow all the maxims, so some maxims may be occasionally violated. The effectiveness of brand names in communication tends to be less and less when more numbers of maxims are violated. From the observation of Thailand's exported food product brand names, it is suggested the brand name owners have to, at least, keep their brand names relevant to the situation of brand name communication if they want the brand name to be effective. When the brand name owners do not observe the maxim of relation, it is likely that the brand names cannot convey their intended meanings to their target customers. This is one of the important factors the brand name creators have to keep in mind when giving a brand name to new products.

4.2.3 Customer Comprehension of Brand Names and Brand Name Relevance

This section concerns how customers perceive the information conveyed by brand names. Adapted from the two principles of relevance, i.e. Cognitive Principle of Relevance¹⁷ and Communicative Principle of Relevance¹⁸, it can be generalized that certain brand names convey relevance of certain level, and the brand name relevance allows customers' cognition to comprehend information conveyed by the brand name. As Sperber and Wilson (1985/1995) states in their Relevance Theory, 'relevance' is a property of inputs (e.g. a sight, a sound, a linguistic expression, a memory, etc.) to cognitive processes. Thus, the relevance of brand name can be seen as any linguistic or non-linguistic element, which provides an input to customers' cognitive processes; and the input may be relevant to the customers at some time.

¹⁷ "Human Cognition tends to be geared to the maximization of relevance". (Sperber and Wilson, 1985/1995)

¹⁸ "Every utterance conveys a presumption of its own optimal relevance" (Sperber and Wilson, 1985/1995)

Adapted from Sperber and Wilson's (1985/1995) Relevance Theory, it can be concluded that the relevance of a brand name to a customer concerns cognitive effects and processing effort. That is, the relevance level of a brand name is considered high if: 1) the brand name is relevant enough to customers' cognitive system or background information that allows them to perceive the right interpretation, and 2) the brand name requires less processing efforts from the customers. When a brand name possesses high level of relevance, it is likely that customers can comprehend the intended information conveyed in the brand name.

Considering brand names in the intended–interpreted meaning matched group, it can be noticed that the brand names have different level of relevance since they seem to contain different cognitive effects and require different amount of processing efforts. The brand names such as FLOWER FOOD, OYSTER, POTATO, NUT CANDY, MR.SQUID, etc. can be considered possessing high level of relevance because these brand names tend to, when processing in the context (a brand name of certain product), yield positive cognitive effects. That is, they tend to fit the background information stored in customer's cognitive system. In addition, it seems that these brand names require little effort for processing. For instance, to comprehend the fact that the brand name FLOWER FOOD means, "*This snack product is made from flowers*", customers tend to spend not much effort. From these brand name cases, it can also be generalized that the more the brand name is directly related to its product, the higher the relevance level of the brand name.

The brand names of rice products, e.g. GOLDEN CRANE, GOLDEN PEARL, GOLDEN EARTH, etc. seem to have higher level of relevance than the brand names such as GOLDEN TUB, GOLDEN RABBIT, GOLDEN LOTUS. This phenomenon can be explained that the first group of brand names may provide better cognitive effects than the second group. For example, customers who have knowledge about rice may compare the color of rice grain with golden pearl when they process the interpretation of GOLDEN PEARL. It is also likely that customers use little efforts when making the comprehension of GOLDEN PEARL as 'high quality rice'. This is because the customers who interpreted the brand name GOLDEN PEARL may have background information that gear their interpretation that way. On the contrary, the brand name such as GOLDEN TUB may not fit customers' background

knowledge, so they seem to spend a big amount of effort in making comprehension of the brand name GOLDEN TUB as ‘high quality rice’.

In the cases of abbreviated brand names, it seems that customers can comprehend the alphabetical abbreviations, e.g. URC, UFC, PFP, etc. and clippings, e.g. WAFRUIT, CAPUNO, YOFRUIT, etc. better than acronyms, e.g. PAM, KISS, etc. It can be generalized that the alphabetical abbreviations and the clippings tend to fit customers’ background knowledge better than the acronyms. That is to say, when customers see the brand name URC, their cognitive system tends to gear their interpretation to ‘abbreviation of something’; whereas, when customers see the brand name KISS, they tended to think that the brand name was derived from the word *kiss* in English. Many customers then gear their interpretation of the brand name KISS towards the lexical meaning of the word *kiss*. This example shows that customers tend to follow a path of least effort in comprehending a brand name.

Considering brand names in the intended–interpreted meaning non-matched group, it can also be noticed that those brand names tend to lack positive cognitive effects and require a lot of processing efforts. For example, the transliterated brand names such as JEED JARD, MANORAH, KIN DEE, etc. may not be relevant to any information stored in customers’ cognitive system. In addition, customers may have to spend a lot of their efforts in interpreting these brand names. According to the comprehension procedure suggested in Relevance Theory, it can be generalized that customers tend to stop the interpretation since the transliterated brand names need too much processing effort. That is to say, these brand names exceed customers’ abilities to comprehend. Similar situation can be observed in the cases of foreign language borrowings, e.g. ORARI, GOGI, ROZA, etc.

4.2.4 Discussions

According to the investigation of Thailand’s exported food product brand names, it can be indicated that the effectiveness of a brand name tends to concern how much the brand name owner cooperates in the creation of brand name for communication in the markets, and how easy the brand name allows customers to comprehend. Ideally, the brand name owner should follow the four maxims. That is,

the brand name owner should, firstly, provide true information about their product via the created brand name. Secondly, the brand name owner should provide information not more or less than as required via the created brand names. Thirdly, the brand name owner should make the created brand name relevant enough to the context of communication. Finally, the brand name owner should make the created brand name clear enough to be understood. Nevertheless, in practical, it seems impossible that the brand name owner follow all the maxims. Therefore, some maxims can be ignored but never the maxim of relation. In other words, if the brand name owners want their brand names to communicate their intentions, they need to make their brand names relevant to the context of communication for at least.

In terms of customer comprehension, it seems to be quite difficult for the brand name owners to know all the background knowledge their target customers have. However, using common or general knowledge as an assumption for brand naming tends to ease the comprehension of brand name for customers. For example, the brand name that is directly related to the product, e.g. POTATO, FLOWER FOOD, OYSTER, etc. tend to be quite easy for customers to comprehend because in the similar context of communication, customers tend to gear their comprehension in the same way. For the more-complicated-to-comprehend brand names, i.e. the transliterated brand names and the foreign language borrowings, customers may firstly need to be educated by the brand name owners in order to have background knowledge for the brand name comprehension. It should be noted here that when giving a brand name to certain product, the product owner company should research about customers' background knowledge prior to the brand naming activity, so that the created brand name can fit the target customers' background knowledge.

CHAPTER V

PREFERABLE SEMANTIC AND PRAGMATIC PROPERTIES OF BRAND NAMES

This chapter presents the semantic and pragmatic properties of brand names that can be considered preferable for brand name communication in international or export markets. The chapter is divided into five sections: 1) brand name owners' intentions, 2) sense, reference and categories, 3) enrichable contexts, 4) presentation of brand names and 5) conclusion.

5.1 Brand Name Owners' Intentions

As discussed in section 4.2.2 of the previous chapter, intentions of brand name owners can affect the effectiveness of brand names in communication. That is, when brand name owners are cooperative in brand name communication, they will choose a word or a phrase that well represents their intentions to be the brand name of their products. Such the brand name is preferable because it conveys specific information intended by the brand name owner to the customers. Generally speaking, a preferable brand name should well represents what the brand name owners intend to communicate to their target customers.

As brand name owners' intentions are closely concerned with the pragmatic dimension of brand name, it is necessary that we consider the contextual information, or conditions surrounding the brand name owners when they choose a brand name for their product. Based on the intended meaning of the brand names studied, it can be noticed that most brand name owners have three types of information to convey. They are product properties, product origins, and product manufacturers. These brand name owners' intentions can be discussed further in the following subsections.

5.1.1 Intention to Communicate Product Properties

According to the interviews conducted for this study, the brand name owners who intended to communicate product properties, tended to choose a word or a phrase that presents the physical or mental attribute of their product. For example, the brand

name OYSTER, that is chosen to label on a bottle of oyster sauce, was intended to communicate the information that “this product is made from oysters”. Considering the brand names in the intended – interpreted meaning matched group, it was found that most brand names were created to communicate their product properties. For example, the brand names of rice products, e.g. GOLDEN CRANE, GOLDEN PEARL, GOLDEN EARTH, IMPERIAL TASTE, ROYAL ELEPHANT, ROYAL UMBRELLA, SUPER DRAGON, were created to communicate the brand name owners’ intention that “their rice products are of high quality”. The brand names of frozen and chilled food, e.g. SEA FRESH and KC FRESH, were created to communicate the intention that “the products are fresh”. The brand name of canned and instant food, e.g. OCEAN TASTE, was aimed to communicate the intention that “the product offers the authentic taste of seafood”. The brand names of snacks and candies, e.g. FLOWER FOOD, NUT CANDY, MR.SQUID, POTATO, were intended to communicate what the products are made from. The brand name of food ingredient and seasoning, e.g. SUN SAUCE, was aimed to communicate the property of chili sauce that is hot like the sun.

As noticed from the sample brand names given above, it can be generalized that the intention to communicate product properties can lead the brand name owner to create preferable brand names for communication in the international markets. However, it is necessary that the brand name owners select a word or a phrase that is generally understood in the markets. For example, the use of *gold* or *golden* to mark a quality product tend to be practical for communication. Therefore, it can be concluded here that the brand name owners who intend to communicate the product properties must make sure to choose the right lexical choices for their brand names. That is, the selected lexical items must well represent the product properties they intend to communicate, and must be understood among the target customers.

5.1.2 Intention to Communicate Product Origins

The brand name owners who intended to communicate the product origins tended to use existing place names, e.g. *Surin*, *River Kwai*, *Khaoshong*, *Khonkaen*, *Orari*, etc. as a part of the brand names. Among the rice product brand names studied,

it was found that only the brand name SURIN¹⁹ TIP was intended to communicate the product origin. For frozen and chilled food, it can be noticed that some specific places are used, e.g. *Chanthaburi*²⁰ in the brand name CSF (Chanthaburi Seafoods), *Pacific* in the brand name PFP (Pacific Fish Processing), etc. The intention underlying the use of *Chanthaburi* is “this product was produced in Chanthaburi”, whereas the use of *Pacific* was intended to communicate the information that, “this fish is from the Pacific Ocean”. For canned and instant food, the brand names, such as S.KHONKAEN and RIVER KWAI, indicate the brand name owners’ intention to communicate the product origins. Thai is to say, S.KHONKAEN was intended to communicate the information that “this product was produced in Khonkaen²¹”, and RIVER KWAI was intended to say, “this product was produced in the city of River Kwai²²”. For snacks and candies, the brand name, such as KHAO SHONG NUTS, was aimed to indicate, “This nut snack was from Khao Shong²³”.

Considering these sample brand names carefully, CSF, PFP, and KHAO SHONG NUTS tended to be comprehended by international customers. Other brand names, e.g. SURIN TIP, OTARI, RIVER WAI, S.KHONKAEN, etc. then to be less comprehensible for international customers since these brand names are transliterated from Thai or borrowed from other foreign languages. This shows that the brand name owners’ intention to communicate product origins can lead to either the successful brand name or the less successful one, depending on how that intention is presented.

5.1.3 Intention to Communicate Product Manufacturers

The brand name owners’ intention to communicate product manufacturers can be marked by the use of personal names or company names as the product brand names. For example, the brand name of rice product, MAH BOONKRONG and PONGLARP, were created from the intention to honor the company founders. The

¹⁹ Surin is a province in the Northeastern Thailand, where the quality Thai jasmine rice is extensively grown.

²⁰ Chanthaburi is a coastal province located in the East of Thailand. CSF company is based in Chanthaburi.

²¹ Khonkaen is a province in the Northeastern Thailand, where preserved pork was quite famous.

²² Kanjanaburi, a province in Western Thailand, is known as the city of River Kwai.

²³ Khao Shong is the name of a mountain in the South of Thailand.

brand names of frozen and chilled food, e.g. SURAPON FOODS, PTN, CMR, CNV, AMS, U.F.P, TSF, etc. were all created based on the company names. The brand name of food ingredients and seasonings, e.g. MAE PRANOM, MAE SRI, SUREE, etc. were created to honor the recipe owners. However, this kind of intention can lead to the problem of customers' comprehension since most customers tend to lack of background knowledge about the brand name used. For example, most international customers might not even know that MAE PRANOM is a name of a person, so they expressed no idea about the brand name.

With the intention to communicate product manufacturers, only the personal names or company names may not be enough to make the brand name successful. The brand name owners need to add an extra word to the name, for example adding *foods* to the name *Surapon* to make the brand name SURAPON FOODS. Or, they have to provide background information for the customers. For instance, the owner of MAH BOONKRONG may have to state something like “the brand name MAH BOONKRONG was named after the parents of the company founder” in order to make the brand name more comprehensible for customers.

5.2 Sense, Reference and Categories

The brand names in the intended – interpreted meaning matched group tend to have certain sense and reference that make them preferable for communication in international markets. These brand names also show the effects of certain categories on the brand name communication. The preferable sense and reference of brand names are mainly concerned with sense and reference of the products the brand names are labeled on. There is also a potential that a preferable brand name is selected from certain categories related to the product. The following subsections show how sense, reference and categories of brand names are preferable for communication in the markets.

5.2.1 Preferable Reference

Based on the discussions presented in section 4.2.1, it can be indicated that the preferable reference of a brand name is something related to the reference of the branded products. For example, Q RICE for rice products, POTATO for potato snack,

OYSTER for oyster sauce can be considered preferable for communication because the brand name itself directly refers to the product's reference or the main ingredients of the product. Alphabetical abbreviations, e.g. URC, PFP, UFC, AMS, U.F.P etc. with their full forms, can also be considered powerful for communication since their original reference can be directly related to the branded products; for instance, URC (Universal Rice Company) can be simply related to rice product, U.F.P (United Frozen Products) can be directly related to frozen food, etc.

On the contrary, the brand names such as PINE for vermicelli, TREE for tapioca flour, BATTLESHIP for canned fish, etc. seem to be less powerful for communication since the original reference of brand names seems to have nothing to do with the branded products. For example, PINE, which is originally referred to a kind of tree, seems to have nothing related to vermicelli. In other words, the original reference of PINE, a kind of tree and the reference of the product, vermicelli, seem to show no relation to each other.

To consider the preferability of brand name reference, it is necessary that the brand name owners relate the brand name original reference to the reference of the product. The reference of a brand name can be preferable when it is closely or directly related to the reference of the product. It can be suggested here that the brand name owners who intended to communicate their product properties can pay their intentions to the reference dimension of the brand name used and the reference of the branded product in order to check if their brand names are powerful for communication or not. The following diagram illustrates how the reference of brand name is considered for its preferability.

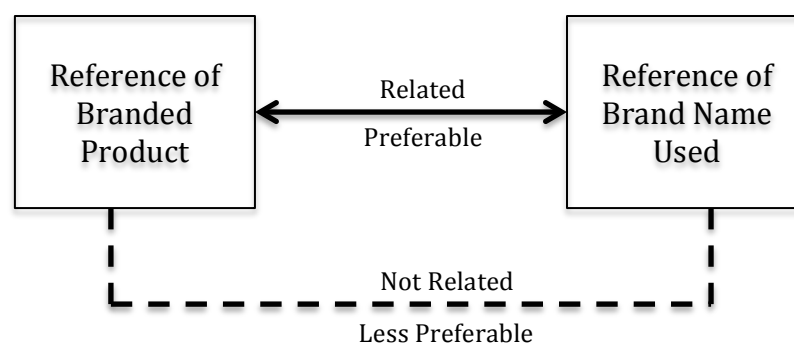


Figure 5-1: Preferability of Brand Name Reference

According to the diagram shown in Figure 5-1, the brand name owners are required to consider the reference of the branded product and the reference of the brand name used. For example, if the product to be branded is fresh fruit and the brand name used is FRUIT KING, the brand name owner may have to consider what object the word “fresh fruit” refers to and what object the word “fruit king” originally refers to. If the references of the two words are related, then the brand name can be considered having preferable reference. If it happens that the two references are not related, as in the case of PINE for vermicelli, the brand name is then considered having less preferable reference.

5.2.2 Preferable Sense

In addition to the preferable reference, a brand name can also have preferable sense. As discussed in section 4.2.1, the preferable sense of a brand name is the brand idea or concept that can be related to the idea or concept attached to the branded product. For example, SEA FRESH for frozen fresh seafood products, JASMINE GOLD for premium grade jasmine rice, SUN SAUCE for hot and spicy chili sauce, etc. can also be considered having preferable sense since the idea attached to the brand names are closely related to certain ideas attached to the branded products. For instance, the idea of “fresh sea” in SEA FRESH and the idea of “fresh seafood” can be considered closely related. The idea “preciousness” of the word *gold* in JASMINE GOLD tends to be simply related to the quality of jasmine rice. In this case, it can also be noticed that the idea “preciousness” of *gold* seems to be conventional enough to relate it to the product quality. Therefore, it should be noted here that the preferable sense must be conventionally or generally understood in the target markets.

To identify the preferability of brand name sense, it is necessary that the brand name owners consider the idea or concept attached to the product to be branded and the idea or concept attached to the brand name used. The preferable sense of a brand name can be characterized with direct or close relationship between the two concepts. The following diagram illustrates how the preferability of the brand name sense is identified

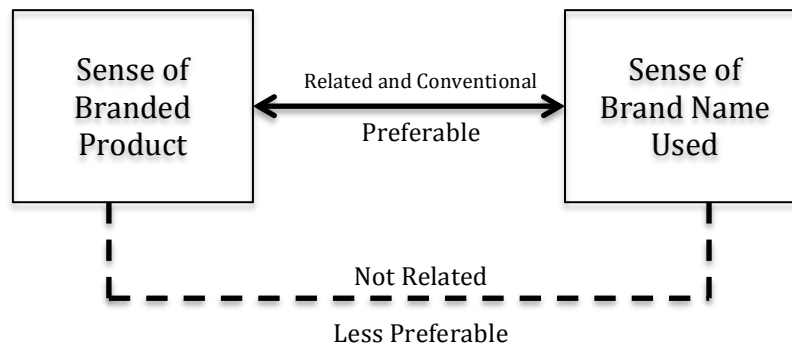


Figure 5-2: Preferability of Brand Name Sense

From Figure 5-2, it can be explained that the brand name owners are required to investigate both sense of the branded product and sense of the brand name used. The brand name sense is considered preferable when the two senses are closely related on basis of conventional understanding. Let's take the brand name SUN SAUCE as an example. To consider the preferability of SUN SAUCE, the brand name owner need to look into the sense of "chili sauce", which is the product to branded and the sense of "sun sauce", the word used as the brand name. It can be conventionally understood that "chili" is hot, and "sun" in SUN SAUCE is also hot. The idea "hot" in both "chili" and "sun" appears to be closely related, thus the brand name SUN SAUCE can be considered having preferable sense. The brand name sense can be less preferable if the idea attached to the branded product and that attached to the brand name cannot be related. For example, the case of SUN for quality rice can be considered having less preferability since the idea attached to "quality rice" and to the "sun" seem to be too far to be related.

5.2.3 Potential Categories

Brand name categories are considered an important factor that makes one brand name more preferable than others. As the brand names used and the branded products are closely related, a preferable brand name should then be chosen from the categories related to the product, in other words, the 'potential categories'. For example, the brand names for rice products can be chosen from the conceptual categories related to rice, e.g. rice farming, rice quality, rice cooking, etc. GREAT HARVEST, IMPERIAL TASTE, SMART CHEF, etc. can be the examples of brand

names chosen from the potential categories. GREAT HARVEST can be categorized as an agricultural activity, which is potentially related to rice farming. IMPERIAL TASTE can also be conceptualized as one of rice qualities, and SMART CHEF can potentially be related to rice cooking.

The potential categories allow the brand name owners to have choices of possible lexical items for brand naming their products. That is to say, when the brand name owners are planning to give their product a brand name, they can look into some potential categories in order to get a list of candidate brand names. To begin with, the brand name owners need to consider what can be the potential categories for the product to be branded. To do this, the brand name owners can follow the two principles of the Prototype Theory (Rosch, 1978): the principle of least cognitive effort and the principle of perceived world. For example, if the product to be branded is seafood, the brand name owners may consider potential categories by considering things related to seafood, e.g. sea, ocean, fish, etc. on the basis that ‘that thing is compatible with the world’s information structure’ and ‘that thing requires little cognitive effort to process’. The following diagram shows how potential categories can be identified.

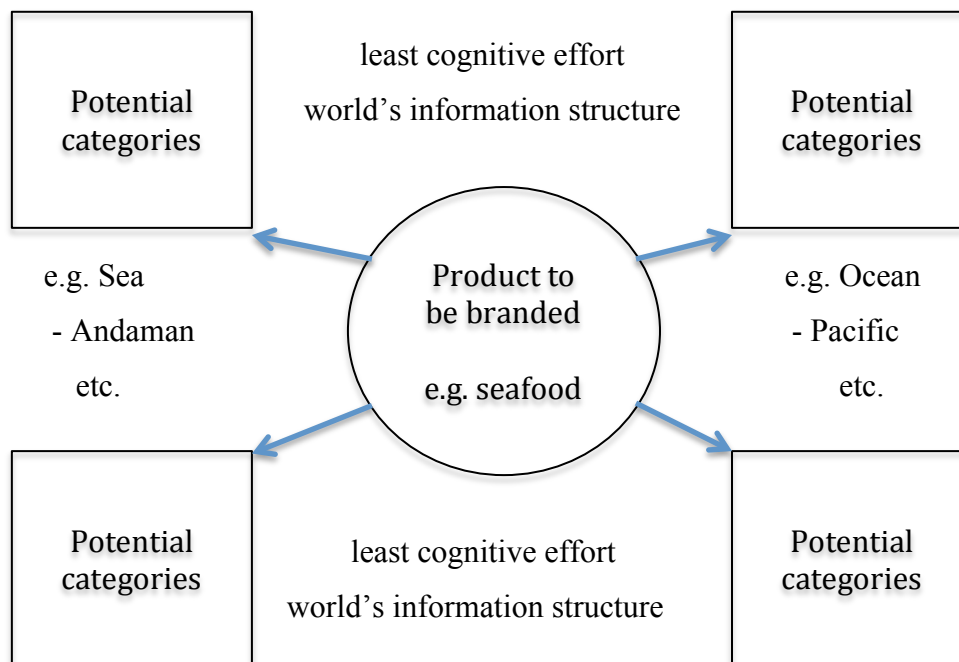


Figure 5-3: Identifying potential categories for brand naming

According to Figure 5-3, the product to be branded in the center is the starting point for brand name owners to think about potential categories. To check if a lexical item belongs to the potential categories or not, the brand name owners have to base their thinking on the world's information structure. For example, Andaman is globally known as a name of the sea, so it is considered compatible with the world's information structure. In addition, the brand name owners should not use too much cognitive effort when they think about the potential categories for a certain product. For example, 'Sea' for seafood seems to require very little effort to think about, whereas 'River' for seafood may require a lot of cognitive effort. Therefore, 'Sea' can be considered as a potential category for brand naming seafood but 'River' cannot.

5.3 Enrichable Contexts

As discussed in section 4.2.3, a brand name is considered preferable if it is easy for the target customers to comprehend. With enrichable contexts, such as slogan, logos, or other texts or images on product package, the target customers tend to be able to understand the information conveyed by the brand names better. Especially for those brand names that are lexically non-directly related to the branded product, enrichable contexts seem to be crucial for the communication of brand name in the target markets. The following subsections show how each enrichable context helps making the communication of brand name successful.

5.3.1 Slogans

A slogan, or a memorable phrase, used with a certain brand name can enable customers to comprehend the information conveyed by the brand name better. For example, the brand name Q RICE would be easier for the target customers to understand when the brand name occurs together with its slogan, "the quality of life". When customers see the brand name, the information should go like this, "Q RICE, the quality of rice". The intended information that "Q stands for 'quality'" seems not so difficult for the customers to comprehend since the full form of 'Q', i.e. Quality, is right there in the slogan under the brand name. See Figure 5-4 below.



Figure 5-4: The presentation of the slogan of Q Rice

Without the presence of its slogan, the brand name Q RICE can be more difficult for customers to understand because ‘Q’ can be perceived as other things rather than being an abbreviation for ‘quality’.

To make a brand name more comprehensible for the target customers, the brand name owners may have to pay their attention on the presentation of a slogan with the brand name, especially for those brand names that are not conceptually related to the branded product. Based on the investigation of the brand names studied, the brand names in the intended – interpreted meaning matched group are considered more powerful when they are presented together with their slogans. To exemplify, the brand names with slogans, such as SUN SAUCE –spice up your world; ROYAL UMBRELLA –home of world best rice; FISHO – happy fish snack, can be considered good examples of the brand name owners’ provision of an enrichable context for better understanding of the target customers on the given brand names.

5.3.2 Logos

A logo of a brand is also considered a factor that helps the target customers to comprehend the information contained in the brand names better. For example, without a logo, it seems to be impossible for the customers who do not know Thai to guess the intended meaning of the brand names such as MAE PRANOM, SUREE, MAE SRI, or MAE PLOY since these brand names tend to be lexically meaningless to the oversea customers. However, when the brand names are presented together with their logos, the customers can probably guess that the brand names were derived

from certain personal names as they can notice from an image of a person in the brand logo. See the figures below.



Figure 5-5: The Logo of MAEPRANOM



Figure 5-6: The Logo of SUREE



Figure 5-7: The Logo of MAESRI



Figure 5-8: The Logo of MAE PLOY

In general, customers tend to be able to comprehend a word with image better than a word alone, especially in the situation of cross-cultural communication of the export business. It can thus be claimed here that a brand name with an appropriate logo can enrich customers' understanding of the brand name intended meaning better than a brand name alone.

5.3.3 Other Texts or Images on Product Packages

In addition to slogans and logos, the brand name communication can also be successful if the brand name owners educate their target customers about the brand name used. For example, the owner of SURIN TIP can print the story of rice in Surin on the rice package in order to provide the customers with some background

knowledge about rice from Surin. He/she may use the same statements as displayed on the company's website, as shown below:

“The majority of **Thai Hom Mali Rice** plantings with outstanding qualities are located in the Northeast of Thailand, especially in **Surin** Province where the best quality rice is grown. The farmers of **Surin** Province utilize their fields to plant the Thai Hom Mali Rice for only 4 months a year, during the rainy reason. For the remaining 8 months, the fields are rested, conserving water resources and irrigation facilities. This has the added benefit of eliminating nearly all plant diseases and insect problems. Therefore, no chemicals and pesticides are necessary for **Surin** farmers' rice planting processes, making **Surin** Province 's Thai Hom Mali Rice a remarkably safe food, free of chemical and insecticide residues.”

(www.surintiprice.com)

With the provided background information, it is possible that international customers can comprehend the brand names and the brand name owners' intentions.

More examples can be noticed from the additional texts of the brand names such as PANTAINORASINGH, RAZOR CLAM, ROYAL UMBRELLA, etc. The owner of the brand name PANTAINORASINGH provides an explanation of his brand name as follows:

“**Pantai Norasingh**, a legend who is known for his honesty and royalty had inspired our company to be named after him as a role model in the companies running of business”.

(<http://www.pantainorasingh.com/?name=aboutus>)

The owner of the brand name RAZOR CLAM presents the information below to explain his brand name.

“**RAZOR CLAM** is a significant symbol of the genuine being of the Samut Songkram province. One would say you haven't been to Samut Songkram if you haven't visited the Hoi Lord (Razor clam) highland yet. The name of this highland derives from the name of a type of shell found in this area. The

shape of this shell is different from others since it looks like a straw of 3-4 inches long and they only exist in this area of Thailand and the whole world. This highland is actually a symbol of the province, regrettably not many people know that it is in which province. We, therefore, took the name of "Razor Clam Fish Sauce" in order to make this place known throughout the country". (http://www.hoilord.net/who_hoilord_eng.asp)

The owner of the brand name ROYAL UMBRELLA explains his brand name to the target customers as follows.

“What is a **Royal Umbrella**

When Thai people see a **Royal Umbrella**, they immediately think of their King and his family. This **Royal Umbrella** is often seen along side and on top of the King’s throne. The **Royal Umbrella** symbol represents that our rice is 100% premium quality Thai jasmine rice.

So if you want to serve your family and friends the best grade jasmine rice, you just have to look for the **Royal Umbrella** symbol.”

(<http://www.royalumbrella.com.au/whatis.html>)

With additional information provided in the context of brand name communication, customers should be able to comprehend the brand name intended meaning better than the brand name alone.

5.4 Presentation of Brand Names

The study results suggest that the brand names of Thailand’s exported food products can be preferable for communication in the export markets when they are meaningful to the target customers. Concerning the meaningfulness of brand names to international customers, it seems that the brand name presentation methods play an important role in brand name communication. As discussed in section 4.1.1.8 of the previous chapter, it is noticed that the brand names presented by certain presentation methods, i.e. translation, adaptation, English borrowing, hybrid method, lexical deviation and abbreviation, show certain levels of brand name meaningfulness to

customers. The brand names presented by other presentation methods, i.e. transliteration and foreign language borrowing, tend to be less meaningful to the customers. But these methods can be considered preferable in terms of exoticness. In addition to other components of brand names, it can be claimed that the preferability of a brand name also depends on how it is presented to the target customers. The following subsections show how the brand name presentation methods create preferability of brand names for communication.

5.4.1 Meaningfulness – Oriented Presentation Methods

In terms of brand name meaning communication, the brand names need to be, at least, meaningful to the target customers. Therefore, a preferable brand name may have to be presented in a language that is intelligible for the customers. The study results show that there are basically three presentation methods that focus mainly on the meaningfulness of the brand names to the target customers. The first method is translation. For example, GOLDEN EARTH, SIAM KITCHEN, STAR, etc. are translated brand names, which can be considered successful in communication, as they appear in the brand name intended – interpreted meaning matched group. The successfulness of translation tends to depend mainly on the selected lexical items in the source language and the effectiveness of the translation. That is, if the selected lexical items in the source language, i.e. Thai, can convey the intended information to the customers, the translation method tends to be successful in brand name communication in the international markets, as well. For example, *ครัวสยาม* [*kʰūasàyâm*] and SIAM KITCHEN for seasoning sauce can be similarly understood in both the Thai domestic market and international markets because the selected lexical items seem to well convey the brand name intended information, i.e. “sauce for cooking Thai food”. The effectiveness of brand name translation, or how well the brand name is translated for the target customers, also affects the communication of brand names. The brand name must be translated towards the target customers’ understanding. For example, the translation of *หอยนางรม* [*hòinā:ŋrom*] ‘oyster’ to OYSTER is considered effective since the translation can retain the intended meaning of the original brand name.

The second presentation method that focuses on the meaningfulness of brand names to customers is adaptation. The effectiveness or preferability of this method is similar to that of translation method discussed above. The translated brand names are comprehensible in the target markets if the selected lexical items for the brand name in the source language are appropriate and if the translation is good enough. For example, the adaptation of ฉลาดชิม [ʃàlɑːdʃɪm] ‘smart taste’ to SMART CHEF can be considered effective because both customers in the Thai domestic markets and customers in the international customers tend to be able to similarly comprehend the information conveyed in the brand name.

The third presentation method that focuses on the meaningfulness of the brand names to customers is English borrowing. Although this method may not be understandable for the Thai domestic customers who do not know English, it tends to be intelligible for most international customers. As it can be noticed from the brand name intended – interpreted meaning matched group, English borrowing brand names such as IMPERIAL TASTE, FRUIT KING, POTATO, ASIAN BOWL, etc. are quite effective for communication in the international markets. However, the brand name owners who used the English borrowing to present their brand names may need to know the English language quite well in order to prevent the unintended mistakes in the presentation of their brand names.

5.4.2 Exoticness – Oriented Presentation Methods

Looking at the brand names from the brand name owners’ points of view, exoticness of the brand names can be in the focus of the brand name owners when they communicate their brand names in the international markets. With a focus on exoticness, the brand name owners may present their brand names with the transliteration method or foreign language borrowing.

The transliterated brand names such as MAH BOONKRONG, JEED JARD, MAE PRANOM, etc. and the foreign language borrowing such as GOGI, OTARI, ROZA, etc. seem to be exotic to international customers since these brand names are presented in the languages that are unknown for the international customers. To make

the customers know something about these brand names, the brand name owners have to provide additional information such as logos, slogans or background stories for the customers. It can, thus, be concluded that these forms of brand name presentation require much effort from the brand name owners for the successful communication of their brand names in the international markets.

Based on the study results, the transliterated brand names and the foreign language borrowings alone tend not to be comprehensible for the customers as all of them were shown in the brand name intended – interpreted meaning non-matched group. However, the meaninglessness of these brand names can allow the brand name owners to create certain ideas or concepts to attach to the names. For example, the owner of OTARI may introduce the idea of Japanese-ness as the intended meaning of the brand name OTARI; the owner of MAH BOONKRONG may attach the idea of quality rice from Thailand to the name, etc.

In conclusion, transliterated brand names and foreign language borrowings can be preferable in terms of brand names' exoticness. However, in terms of brand names' meaningfulness, the transliterated brand names and the foreign language borrowings tend to be less preferable than other methods since the brand names alone cannot communicate the intended information to the target customers. The brand name owners have to spend certain amount of effort and resources, i.e. time and money, in order to communicate their intended information to the customers.

5.4.3 Hybrid – Oriented Presentation Methods

The study of Thailand's exported food product brand names shows a new trend of brand name presentation that focuses on both meaningfulness and exoticness of the brand names. This new trend includes the use of hybrid method, lexical deviation and abbreviation to present the brand names in international markets. As noticed from the brand name intended – interpreted meaning matched group, the brand names presented by these methods are quite comprehensible for the customers. The brand names can also be considered exotic as they are innovatively created as new words in the markets. Therefore, the brand names such as KC FRESH,

WAFRUIT, YOFRUIT, VITAFOOD, VENTUNA, etc. can be seen as preferable brand names in terms of both meaningfulness and exoticness.

The preferability of brand names that are presented by hybrid – oriented presentation methods normally depends on how the brand name owners keep the balance between the meaningfulness and the exoticness of the brand names. The hybrid method, for example, can balance between the brand names' meaningfulness and the brand names' exoticness by combining two presentation methods together. The brand names such as TONG GARDEN, SURAPON FOODS, MADAME WONG, etc. can be considered meaningful to international customers because there is the use of English lexical items in the brand names. At the same time, the brand names can be exotic due to the use of transliterated words in the brand names.

Lexical deviation and clipping as used in the presentation of the brand names such as FISHO, BIGGA, WAFRUIT, VENTUNA, etc. can be considered preferable in terms of the balance between brand names' meaningfulness and brand names' exoticness. However, these brand names seem to be less meaningful than the brand names presented by hybrid method. They are more on the side of brand names' exoticness. That is to say, when these brand names are firstly seen by customers, they may be difficult to understand. But, when customers look into the brand names carefully, they can trace the words, e.g. *fish* in FISHO, *big* in BIGGA, *fruit* in WAFRUIT, *tuna* in VENTUNS, etc. that enable them to understand the brand names. As noticed from the study results, lexical deviation and clipping seem to be preferable for the presentation of snacks, candies and frozen foods.

Alphabetical abbreviations and acronyms can also be considered preferable in terms of meaningfulness and exoticness of brand names. Nevertheless, these methods, i.e. alphabetical abbreviation and acronym, tend to be perceived as exoticness-oriented rather than meaningfulness-oriented since the brand names presented by these methods seem to be, at first, exotic rather than meaningful to customers. For example, the brand names such as URC, UFC, PAM, etc., without their full forms, can be difficult for customers to understand the exact meanings of the brand names. The customers can treat the brand names as something exotic to their conceptions. The meaning of these brand names can become clear when their full forms are

available in the context of communication. For instance, when customers firstly see the brand name URC, they may not know what URC was intended to mean. However, the customers can still understand that URC is abbreviated from something. When the customers notice the company name, Universal Rice Company, on the product package, the brand name URC should then be clearly comprehended by the customers.

5.5 Conclusion

In summary, the preferable semantic and pragmatic properties of brand names found in this study involve four aspects: 1) brand name owners' intention, 2) sense, reference and categories, 3) enrichable contexts and 4) brand name presentation.

Firstly, the brand name owners' intentions are considered one of the factors influencing the brand name communication in international markets. There are three possible types of intentions, i.e. intention to communicate product properties, intention to communicate product origins, and intention to communicate product manufacturers, for Thailand's exported food brand names. Nevertheless, with different intention, the brand name owners have to be aware of certain factors that might influence the communication of their intentions. For the brand name owners who intend to communicate product properties, they have to make sure that the brand name used is directly related to the product or widely understood in the international markets. For those who have an intention to communicate the product origins and those who intend to communicate the product manufacturers, they are required to provide some background information for the customers, so that the customers can understand their intentions.

Secondly, in terms of sense, reference and categories, it can be concluded that a brand name is considered preferable for communication when its sense and reference are closely related to the branded product, and when the brand name is selected from the members of product's potential categories. That is to say, the main focus for selecting a brand name is the product to be branded. To consider if the selected brand name is preferable or not, the brand name owners can check the compatibility of sense, reference and category of the brand name to those of the

branded product. If any pair can be compatible, it indicates that the selected brand name should be preferable. As noticed from the brand name intended – interpreted meaning matched group, sense, reference or categories of the brand names in this group all show compatibility to their branded product. This suggests that when creating a brand name for certain product, the brand name creators may have to take the aspects of sense, reference or categories into their consideration.

Thirdly, in terms of customers' comprehension of brand names, it can be generalized that the brand names with enrichable contexts tend to be easier for customers to comprehend than the brand name alone. Particularly the brand names that cannot be conventionally understood in the markets, e.g. transliterated brand names, foreign language borrowings, etc., they are likely required to accompany with appropriate slogans, logos or other additional texts and images. As customers tend to, generally, search for relevant information that enables them to arrive at certain conclusions about the brand name, the brand name owners should then be required to make the context of brand name communication relevant enough to the target customers. That is, the brand slogan, the brand logo or other contextual information should be provided in an invisible area, perhaps on the product packages, in order lead customers to the understanding of the brand name intended meaning. In conclusion, a brand name can be considered more preferable for communication in the international market when it is accompanied with enrichable contexts.

Lastly, the presentation of brand names is considerably crucial for the success of brand name communication in the international markets. With certain brand name presentation methods, it can be expected that international customers perceive the intended information conveyed by the brand names. The meaningfulness-oriented presentation methods, i.e. direct translation, adaptation and English borrowing, enable the brand name owners to communicate their intentions to the customers. Nevertheless, it is necessary for the brand name owners to be careful about their translations or the selected words for brand names in order to prevent some undesired information that can be unintentionally conveyed to the customers. When the exoticness of brand names is considered more important than its meaningfulness, the brand name owners may use the exoticness-oriented presentation methods, i.e. transliteration and foreign language borrowing, to present their intentions to the

customers. With these methods, the brand name owners may have to make sure that they provide enough contextual information, e.g. logos, slogans, short texts, etc. to accompany the brand names in order to make the target customers perceive the brand name intended meaning. Optionally, the brand name owners can keep the balance between the meaningfulness and the exoticness of the brand names by using hybrid-oriented presentation methods, i.e. hybrid method, lexical deviation, and abbreviation, to present their intentions to the customers. In conclusion, the preferability of the brand name presentation seems to primarily base on the focus of the brand name owners in the communication of their brand names in the markets.

CHAPTER VI

BRAND NAMING GUIDELINES

This chapter introduces some guidelines for product brand naming based on the brand name preferable semantic and pragmatic properties presented in the previous chapter. There are four main sections presented in this chapter. The first section, i.e. brand-naming procedure, presents the steps of brand naming that the brand name owners can follow when they give a new product a new brand name. The second section, i.e. brand naming food products, discusses how the five food product categories, namely rice product, frozen and chilled food, canned and instant food, snacks and candies, and food ingredients and seasonings, can be brand named for effective communication. The third section presents the application of the brand naming guidelines to other related products. The last section concludes the concepts and ideas presented in this chapter.

6.1 Brand Naming Procedure

As an effective brand name is supposed to be comprehensible for customers in the target markets, the brand name owner companies need to make their brand names as meaningful as possible in order to be successful in the communication of their brand names in the markets. According to the preferable semantic and pragmatic properties of brand names discussed in Chapter V, it is possible that the brand name owners follow a certain procedure for giving the right brand names to their products. I propose here that when the brand name owners are giving a brand name to their product, if they want to be successful in brand name communication, they can follow the following five main steps of the brand naming procedure: 1) considering market environments, 2) deciding on intended information, 3) representing the intended information, 4) measuring comprehensibility of the brand name, and 5) designing brand name enrichable contexts.

6.1.1 Considering Market Environments

This is, perhaps, the most important step in the whole process of product brand naming. That is to say, if the product owners do not know their target markets well, it is possible that they come up with a wrong brand name for communication in the markets. The examples of unsuccessful brand naming can be found in several cases in overseas markets. The famous one is the case of NOVA for cars in Spanish-speaking markets. As the word *nova* means ‘it doesn’t go’ to Spanish-speaking customers, the owner company, i.e. General Motors, did not make a good sale under the name NOVA in Spanish-speaking markets. (<http://www.namedevelopment.com/naming-faux-pas.html>). Therefore, before giving any brand name to their products, the product owners need to study the target markets carefully in order to prevent any possible brand-naming mistake that can occur.

To consider the market environments, the product owners may begin with certain research questions; for example, who are the target customers? What languages do they understand? How can the product be related to them? Are there any leading brands in the market? In this step of brand naming, the product owners have to get as much information about the markets as possible. Concerning the information on product-customer relation, the product owners need to know how the products are perceived by the target customers. For instance, many customers in the West may think of Thai rice as an exotic food since they do not eat rice as their staple food; fish sauce may be seen as a special ingredient in many countries since it is not generally used in western kitchens, etc. The answers to these questions should lead the product owners to the good understanding of market environments, or the knowledge of pragmatic dimension of brand names on the side of customers. With this pragmatic knowledge, the product owners should be able to decide what information to be conveyed in the brand names.

The following figure summarizes the market environments and shows that the product owners may have to take into their consideration when giving a brand name to their product.



Figure 6-1: Market Environments

6.1.2 Deciding on Intended Information

After studying the market environments well, the product owners can decide what information they want their brand name to convey to their target customers. Based on the brand name owners' intentions discussed in section 5.1 of the previous chapter, the product owners have, at least, three main choices of intended information for the brand name to convey. For the first choice, the product owners may put information about the product properties into the brand names. That is to say, if the product owners believe that the products to be branded is the most important subject to be communicated, they may have to concentrate on the products and their properties. For example, if the product to be branded is potato snacks, the product owner, who intends to communicate the product properties to customers, need to focus on the properties of the potato snacks, e.g. main ingredients, flavors, benefits, colors, sizes, shapes, etc. Suppose there is a new potato snack with low calories, the product owners may intend the 'to-be-given' brand name to convey some information about the property of low calories of the potato snack.

The second choice is that the product owners can choose to communicate the origin of the product. That is, if the product owners know that the origin of the product is quite important for brand name communication in the target markets, they may focus on the aspects related to the product origin, e.g. the languages spoken at the product origin, places near the product origin, famous objects around the product origin, etc. For example, if the product to be branded is *Tom Yum* paste, the product owners, who intended to communicate the product origin to customers, should focus on something that best communicates the intentions, e.g. “Thai” or “Siam” to indicate that the product is from Thailand.

The third choice is, perhaps, the easiest thing to do. That is, the product owners can just use the names of the company founders, owners, or the company name to be the brand name of their products. The product owners, who intend to tell customers who the manufacturer of the product is, can choose this choice. However, the product owners should make sure that they can communicate such an intention to their target customers well enough. For example, the company *Foodex Company Limited* can simply use *Foodex*, the name of the company, as their products’ brand names.

In conclusion, the product owners have three main choices of intentions for the ‘to-be-given’ brand name to convey; 1) intention to communicate product properties, 2) intention to communicate product origins and 3) intention to communicate product manufacturers. These three choices can be summarized in the following figure.

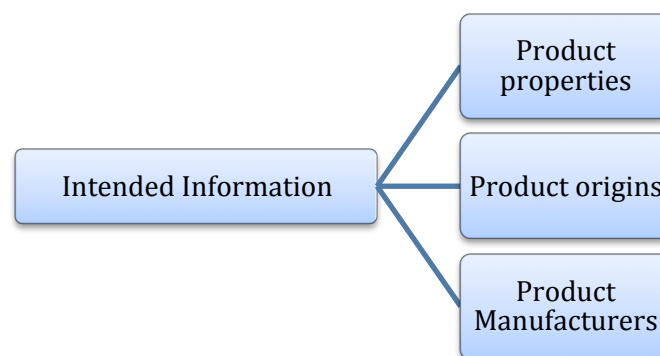


Figure 6-2: Main Intended Information

6.1.3 Representing the Intended Information

When the product owners are clear about the intention to be conveyed by the ‘to-be-given’ brand name, they are now ready to choose a word or phrase to show their intention. At this stage, the product owners may begin with deciding on a brand name category in order to limit the choices of brand name candidates. For example, when the product owners decide that their brand names convey information about the product quality, they can limit their choices to a group of words or phrases that signify quality of the product. Suppose the product is instant noodle, the choices of words that signify the quality of the instant noodle can be *quick* (for cooking), *tasty* (meal), the *high* (quality), etc. In finalizing the choice, the product owners may consider the sense and reference of the brand name candidates. It should be remarked that the selected brand name should present preferable sense and reference²⁴ better than any other brand name candidates.

After the final selection of the brand name candidate is completed, the brand name owners have to decide how to present the selected brand name in the target markets. Based on the study of presentation methods of Thailand’s exported food brand names, there are seven main methods for brand name presentation in the markets, i.e. direct translation, adapted translation, transliteration, borrowing, lexical deviation, abbreviation and hybrid method. It is noted that when selecting the brand name presentation method, the brand name owners should consider the benefits and drawbacks of each method discussed in section 4.1.1.8 carefully.

6.1.4 Measuring Comprehensibility of the Brand Name

In order for the brand name owners to make sure that their selected brand names are effective enough for communication, they might need to measure the comprehensibility of the brand names by doing some brand name tests. At this stage, the brand name owners have to recheck the Gricean conversational maxims²⁵ in order to see if the brand name is effective enough. The brand name owners may also have go out and ask customers in the markets in order to investigate how the customers

²⁴ See section 5.2 of Chapter V for more details

²⁵ See section 4.2.2 of Chapter IV for more details

perceive the intended meaning of the brand name. When asking the customers about the brand name, the brand name owners should investigate whether the customers can understand the brand name meaning easily. That is to say, for effective brand names, the customers should spend the least effort in the comprehension of the brand names.

After measuring the comprehensibility of the brand name, if it is found that the customers spend the least effort in the comprehension of the selected brand name, the brand name owners are supposed to be ready to go to the market under that selected name. On the contrary, if the brand name is not quite easy for the customers to comprehend, it is necessary that the brand name owners design enrichable contexts to accompany the brand name, which I turn to in the next section, e.g. logos, slogans, stories, etc.

6.1.5 Designing Brand Name Enrichable Contexts.

This final step of brand naming is quite important, especially for those brand names with low comprehensibility level. What the brand name owners need to do in this step is that they have to provide sufficient information for their potential customers, so that the customers can better comprehend the intended meaning of the brand name. It should be noted that each brand name requires different amount of contextual information. For those brand names with preferable sense and reference, the brand name alone maybe enough for the communication of intended meaning, e.g. NUT CANDY for nut snacks. For most transliterated brand names, for example, it is necessary that the brand name owners provide certain background information of the brand name to the customers. For instance, the owners of the brand name PANTAINORASINGH need to tell the story of their hero, i.e. *Pantainorasingh*, to the customers in order to make the brand name comprehensible among the target customers.

It can be concluded that in designing the contextual information to accompany the brand name, the brand name owner may focus on the comprehensibility level of the brand name. If the comprehensibility level of the brand name is quite high, the brand name owner may have only a logo and a slogan for the brand name. But if the

comprehensibility is low, the brand name owner may have to work harder on the enrichable contexts of the brand name.

6.1.6 Overview of Brand Naming Procedure

Considering the brand naming procedure based on the semantic and pragmatic dimension of brand names, it can be pointed out that each step in the procedure belongs to the scope of semantic and pragmatic dimensions as shown in Table 6-1 below.

Dimension	Process	Factors to be considered
Pragmatic	Step 1: Considering market environments	<ul style="list-style-type: none"> - Target customers - Languages and cultures of the markets - Product – customer relations - Existing brand names
	Step 2: Deciding on intended information	<ul style="list-style-type: none"> - Intention to communicate product properties - Intention to communicate product origins - Intention to communicate product manufacturers
Semantic	Step 3: Representing the intended information	<ul style="list-style-type: none"> - Brand name categories - Sense and reference of brand names - Brand name presentation methods
Pragmatic	Step 4: Measuring comprehensibility of the brand names	<ul style="list-style-type: none"> - Gricean conversational maxims - Customers' cognitive effort
	Step 5: Designing enrichable contexts	<ul style="list-style-type: none"> - Comprehensibility level of the brand name - Logo, slogan, stories

Table 6-1: The brand naming procedure and semantic – pragmatic dimension

6.2 Brand Naming Food Products

Based on the study of Thailand's exported food product brand names, there are three main practices for food product brand naming that the export companies can follow. These brand-naming practices are: 1) international brand naming, 2) cultural brand naming and 3) hybrid brand naming.

6.2.1 International Brand Naming

International brand naming refers to the brand naming that occurs when the brand name owners use the English language, either via translations or borrowings, to present their brand names in the markets. As English is regarded as an international language, the presentation of a brand name in English is supposed to convey an international image of the branded products. The majority of international brand names are found in most product types studied, except food ingredients and seasonings. This might show that most brand name owners, especially the owners of frozen food and snack food, aim to internationalize their brand names in the markets. Those exporters of most exported food products may consider international brand naming as the brand naming practice of their choice.

To adopt the international brand naming, the product owners can follow the following guideline.

Step 1: Considering market environments

The product owners consider how the to-be-branded product can be related to the target customers. Is the product international or cultural-specific? If the to-be-branded product seems to be internationally consumed and the customers tend to be familiar with the product, international brand naming can be a good brand naming practice for the case. Furthermore, if it is found that the leading brands in the market are in English, the product owners can be sure that the international brand naming is the good choice for brand naming the product. For example, if the to-be-branded product is frozen shrimp, the owners have to consider whether customers in the target market are familiar with shrimps or not. The owners may also consider other brand names of frozen shrimps in the market in order to find out what kinds of brand names are widely used.

Step 2: Deciding on intended information

The product owners should be clear about their intended information at this stage. For international brand naming, the product owners may aim to create an international image of the products via the brand names. The three main intended information are possible for food product brand naming. It has been found in this study that intention to communicate product properties are likely to be more popular than others. The product owners may follow this trend. For example, the owners of frozen shrimps can focus on the freshness of shrimps.

Step 3: Representing the intended information

In this step, the product owners have to search for words or phrases that can represent their intentions well. They may have to list all the candidates for their final decision. The selected brand name candidates can be chosen from certain categories, and they should possess preferable sense and reference as a brand name. For example, the owners of frozen shrimps who intend to communicate the freshness of their shrimps may have a list of words or phrases like *fresh, freshly, new, right from the sea, etc.* Then, the product owners should choose a method to present their brand names to the target markets. For international brand naming, all presentation methods, except transliteration, is possible.

Step 4: Measuring comprehensibility of the brand names

Before making their final decision, the product owners have to measure the comprehensibility of the brand name candidates. The measurement can be based on the four Gricean conversational maxims. That is, the to-be-selected brand name should contain true, sufficient, relevant and clear information about the product. Importantly, the product owners need to check the comprehensibility of the selected brand name by interviewing some customers to make sure that the brand name is communicable in the market.

Step 5: Designing enrichable contexts

In this step, the product owners should already have a brand name for their products. The selected brand name may need some contextual information to enhance its comprehensibility. For example, if the owners of frozen shrimp choose the brand name FSP for their products, they have to provide the full form of FSP 'Fresh Shrimp

Product' somewhere near the brand name. It can be shown in the logo or slogan marked under the brand name.

6.2.2 Cultural Brand Naming

Cultural brand naming refers to the brand naming that the product owners use certain languages, e.g. Thai, Japanese, Chinese, etc. to mark their brands. As certain food products can be bounded to specific cultures, e.g. sushi to Japanese, wonton to Chinese, Tom Yum to Thai, etc., the product owners may think about cultural exportation when brand naming their products. It has been found in this study that most food ingredients and seasonings were exported under their Thai brand names. It can be noticed that Thailand's exporters applied cultural brand naming to their exported products. Those exporters who plan to export some cultural-specific products overseas may consider cultural brand naming as their choice of brand naming practice.

For the cultural brand naming, the product owners can follow the following guideline.

Step 1: Considering market environments

The product owners should consider how the to-be-branded product is perceived by customers in the markets. For example, if the to-be-branded product is Thai curry paste, which is generally used for cooking the Thai-style curry, the product owner may have to consider how the customers think about authentic Thai food. This is to make sure if the customers have some background information about the product or not.

Step 2: Deciding on intended information

To adopt cultural brand naming, it is important that the product owners know for sure that certain food culture is positively perceived by the customers. For example, Thai green curry may be considered a famous Thai dish by many customers. In this situation, the product owners can intend that their brand names communicate Thainess to the customers.

Step 3: Representing the intended information

In this step, the product owners should choose words or phrases to represent their intended information. The selection of brand name candidates may begin with a search in certain categories. Suppose the product to be branded is a kind of Thai curry paste; and the product owner intend to communicate the product origin, it is possible for the product owners to search for their brand name candidates in the category [[PLACE]]. The brand name candidates listed might be, for example, *Sukhothai*, *Ampawa*, *Korat*, *Samui*, etc. Importantly, the cultural brand names should be presented by transliterations.

Step 4: Measuring comprehensibility of the brand names

For cultural brand naming, the brand name owners can expect that the selected brand name might not be easy for the customers to comprehend. The brand name owner may just measure the brand name in terms of possible negative interpretations that customers might generate. For instance, if the selected brand name is KORAT, the brand name owner may have to check what KORAT means in the target market.

Step 5: Designing enrichable contexts

As the cultural brand names tend to be quite difficult for customers in different culture to comprehend, it is necessary that the brand name owners provide good contextual information that enable customers to comprehend the brand names. For cultural brand naming, the design of enrichable contexts, i.e. logos, slogans, stories, etc. should be considered as the most important elements. If there is a lack of enrichable contexts, the brand name may not be understood in the markets.

6.2.3 Hybrid Brand Naming

Hybrid brand naming refers to the brand naming that the product owners combine the international brand naming and the specific cultural brand naming as one practice. It has been found in that study that hybrid brand naming practice seems to be a new trend for brand naming the exported food products from Thailand, as a few companies has started to apply the practice to their brand naming. Hybrid brand naming can supposedly be applied when the product owners want to keep balance between the meaningfulness and the exoticness of the to-be-given brand names. Or if

there is a limited choice for brand names due to the fact that other companies have already reserved them, the product owners may opt for the hybrid brand naming.

To adopt the hybrid brand naming, the product owners can follow the following guideline.

Step 1: Considering market environments

In this step, the product owners should study the market environments, i.e. the target customers, customer-product relation, leading brands, etc. Suppose the to-be-branded product is canned green curry, and the owner company know that customers in the target markets are mostly familiar with Thai green curry. The owner company may keep balance between the modern image of canned product and the exoticness of Thai green curry.

Step 2: Deciding on intended information

The intended information for hybrid brand naming is to keep balance between the meaningfulness of the brand names to the customers and the exoticness of the to-be-branded products. The product owners have to keep in mind that their to-be-given brand names can well express such intentions.

Step 3: Representing the intended information

In this step, the product owners can select one lexical item from English and one lexical item from Thai to represent their intended information. For example, the owner of the canned green curry may choose the words *to go* from English and *Keaw Wan* from Thai to make a brand name KEAW WAN – TO GO. The presentation of the brand names must be, of course, in hybrid method, i.e. English borrowing + Transliteration.

Step 4: Measuring comprehensibility of the brand names

In this step, the brand name owners should recheck the meaningfulness of the brand name by investigating the four Gricean conversational maxims; and more importantly, they should investigate how the customer perceive the brand names in their conceptions. Is the brand name positive, negative or neutral in the customers' perceptions?

Step 5: Designing enrichable contexts

If it is found out that the brand names are quite comprehensible in the markets, the brand name owners may have to work only on the logos and slogans. But if the brand names are not well understood by customers, the brand name owners may work harder in the creation of the brand stories to accompany the brand names. For example, the owner of KEAW WAN – TO GO may have to provide the story of ‘green curry in a can’ to the target customers in order to make them comprehend more about the product brand name.

6.2.4 Overview of food product brand naming

To give a brand name to food products, the product owners have, at least, three choices of brand naming practices: international brand naming, cultural brand naming or hybrid brand naming. It is plausibly claimed in this study that each brand naming practice is suitable for certain types of products and certain markets only. For example, the cultural brand naming may be more suitable for a cultural-specific product than any other brand naming practices. For example, Thai food ingredients may need a brand name that communicate Thai food culture. The food product owners should think carefully when they plan to give a brand name to their product. The product owners may use the following schemes for the selection of the best brand naming practice in their situations.

Table 6-2: Summary of Brand Naming Practices

International brand naming	
	<i>Guidelines</i>
Market environments	<ol style="list-style-type: none"> 1. Customers can comprehend English 2. Customers are familiar with the product. 3. The product is not bounded to any specific culture. 4. Leading brand owners use English to present their brand names.
Intended information	<ol style="list-style-type: none"> 1. The focus is on the meaningfulness of brand names to the customers. 2. The owners mainly intend to communicate the product properties to the customers.
Representation of the intention	<ol style="list-style-type: none"> 1. The brand name should be selected from the categories related to the to-be-branded product. 2. The selected brand name should contain the preferable sense and reference 3. The selected brand name should be presented by the methods with high comprehensibility level.

Comprehensibility measurement	<ol style="list-style-type: none"> 1. The selected brand name should contain true, sufficient and clear information about the product. 2. The selected brand names must be relevant to the customers. 3. Customers can comprehend the selected brand name with no difficulty.
Design of contextual information	<ol style="list-style-type: none"> 1. The logo should tell something about the brand name. 2. The slogan should reflect the brand name intended information. 3. There may be a short text that gives customers about the background of the brand name
Cultural brand naming	
	<i>Guidelines</i>
Market environments	<ol style="list-style-type: none"> 1. The product is deeply associated with a specific culture. 2. The brand names of similar products are not in English. 3. Customers can accept exoticness of the product
Intended information	<ol style="list-style-type: none"> 1. The focus is on the exoticness of brand names. 2. The owners mainly intend to communicate the product origins or the product manufacturers.
Representation of the intention	<ol style="list-style-type: none"> 1. The selected brand name contains sense and reference that can be related to a specific culture. 2. The selected brand name is presented by transliteration.
Comprehensibility measurement	<ol style="list-style-type: none"> 1. The selected brand name may be strange to the customers 2. Customers may not be able to comprehend the brand name.
Design of contextual information	<ol style="list-style-type: none"> 1. The logo must tell something about the brand name. 2. The slogan should be in English and reflect the brand name intended information. 3. There must be a short text that gives customers the brand name's background.
Hybrid brand naming	
	<i>Guidelines</i>
Market environments	<ol style="list-style-type: none"> 1. Customers may or may not understand English 2. Customers are familiar with the product. 3. The product may be bounded to a specific culture.
Intended information	<ol style="list-style-type: none"> 1. The focus is to keep balance between the meaningfulness and the exoticness of the brand name 2. The intended information can be mixed.
Representation of the intention	<ol style="list-style-type: none"> 1. The parts of brand name can be selected from both English and Thai. 2. The selected brand name should contain the preferable sense and reference. 3. The selected brand name should be presented by the hybrid method.
Comprehensibility measurement	<ol style="list-style-type: none"> 1. The selected brand names should be relevant to the customers. 2. Customers may need some effort to comprehend the brand name.
Design of contextual information	<ol style="list-style-type: none"> 1. The logo should tell something about the brand name. 2. The slogan should show the brand name intended information. 3. There can be a short text that gives customers the background of the brand name.

6.3 Application of the Brand Naming Guidelines to Other Products.

Although this study focuses mainly on the brand names of Thailand's exported food products, it seems that the brand naming practices should not be limited only to the food products. It is possible that the brand naming practices be applied to the brand naming of other product types, e.g. beverages, cosmetics, vehicles, computers, fashion items, consumer goods, etc. In brand naming other product types, the product owners should also decide if they want to internationalize their brand names (international brand naming), localize their brand name (cultural brand naming) or combine the two practices (hybrid brand naming).

The first step of all product type brand naming seems to always begin with the investigation of market environments. This action allows the product owners to gain some pragmatic knowledge about the markets where their products are targeted. Suppose the product to be branded is beer, the product owners may investigate some information about beers in their target markets first. From the market investigation, they might get the information such as: who drink beer; how other beers are branded; how customers perceived information about those existing brand names, etc. The market information may tell the new beer owners, for example, that most men in the target market drink beer; most brand names are animals; customers tend to think that drinking beer expresses their masculinity. This set of information should lead the beer manufacturing company to the right track of brand naming practice.

The second step of brand naming is to make the intended information for the brand name to carry. In this step, the product owners can just decide if they want their brand names to be meaningful to the customers, exotic in the markets or midway between the two. For example, the new beer manufacturing company may decide that the to-be-branded beer must communicate masculinity to the target customers²⁶.

²⁶ The beer companies can also intend that their beers communicate the companies' nationalities to customers, as many beer companies used their native language for the brand names and claimed that the beers are national beers of the countries. For example, ASAHI claims that it is the national beer of Japan.

In the third step of brand naming, or selecting the representation of the intended information, the product owners can just follow their intentions and search for the lexical items that best represent them. More importantly, those items must be available for picking. In other words, the to-be-selected items must not be used by other companies. The product owners may start their selection by observing the categories of the existing brand names, then considering their sense and reference. The new beer manufacturing company, for example, may search for a lexical item from the category [[ANIMAL]] based on the existing beer brands. If the brand name in use are e.g. LION, BEAR, LEO, SHARK, etc., the new beer manufacturing company may select other animal terms, e.g. *elephants, tiger, bull*, etc. to be their brand name candidates. After that, the company should choose a presentation method for their selected brand name. If they intend that the brand name should be comprehensible in the markets, where English are widely used, the company may choose to present the selected brand name by English borrowing or translation.

When it comes to the fourth step, the company should recheck if their selected brand names observe or violate any Gricean conversational maxim and how the customers perceived the brand names. In the case of beer brand naming, for example, the brand name owner may violate all the maxims except the maxim of relation since the animal terms for beer can be relevant to the customers' background knowledge. The customers may also perceive the new brand name as similar to other existing brands.

For the last step of brand naming, the brand name owners can enhance their intended information by providing the good contextual information to accompany the brand names. For example, if the intended information about masculinity for the beer brand name is not quite clear to the target customers, the owner may have to design a slogan, e.g. "evoking your masculinity", etc. to emphasize the intended information. This is to make sure that the intended information can be successfully communicated to the target customers.

6.4 Conclusion

This chapter presents three brand naming schemes that exporters may adopt in their business practices. The first scheme, i.e. international brand naming, tends to be suitable for practicing when the product owners aim to internationalize their products in the target markets. The second scheme, i.e. cultural brand naming, can be the appropriate practice in the situation when the product owners wish to relate their products to a specific culture. The third scheme, i.e. hybrid brand naming, is an alternative practice for the product owners who need a brand name with the combination of meaningfulness and exoticness for their products.

To adopt each brand naming scheme, the product owners are required to the five steps of the brand naming procedure. The first step is that the product owners should investigate market environments to gather information about the target market such as language and culture, product-customer relation, leading brands in the market. In the second step, after getting sufficient information about the target market, the product owners should decide what information they want the brand name to convey to the customers. In the third step, after the intended information has been decided, the product owners should select an appropriate presentation method for representing that information in the target market. In the fourth step, the product owners are required to measure the comprehensibility of the brand name, using Gricean conversational maxims and customers' cognitive effort as the measurement tools. In the last step, the brand name owners should design the contexts, e.g. logos, slogans, additional texts, that enrich the comprehensibility of the brand name in the target markets. It has been proposed in this study that these brand naming guidelines should not only be applicable to Thailand's exported food products, but also be adoptable for brand naming other product types.

CHAPTER VII

CONCLUSIONS, IMPLICATIONS AND RECOMMENDATIONS

This chapter firstly presents the conclusions of the study. The conclusions are based mainly on the research objectives and research questions put forward in Chapter One of this study. Then, the chapter offers two main implications of the study. The first implication involves theoretical aspects of the study, and the second concerns practical implications for both businesses and pedagogy. Lastly, this chapter provides recommendations for further researches.

7.1 Conclusions

The main aim of this study is to explore the semantic and pragmatic properties of brand names of Thailand's exported food products in order to set up brand naming guidelines for Thai entrepreneurs who plan to export their products in international markets. This semantic and pragmatic exploration of the brand names is also aimed to discover the influential factors that brand name creators may have to take into account when creating a new brand name for their new products or re-brand naming their existing brand names. The study of both quantitative and qualitative dimensions of the brand name data showed that the semantic properties, or the conceptual information, and the pragmatic properties, or the contextual information, of the brand names could have significant effects on brand name communication in the markets.

The two hypotheses of this study: H1) It is possible to establish the semantic and pragmatic guideline for Thailand's food exported product brand naming; and H2) Thailand's exported food product brand names have certain semantic and pragmatic components that make a word or phrase a good or preferable brand name, are confirmed. It is shown in this study that Thailand's exported food product brand names do have certain semantic and pragmatic properties which make them preferable to other words or phrases. It is, thus, possible to establish the brand naming guidelines for the Thailand's exported food products. The three research questions put forth in the introduction of the study can be answered in the following sections.

7.1.1 The Semantic and Pragmatic Guidelines for Brand Naming

The first question of this study, i.e. *what can be the semantic and pragmatic guidelines for Thailand's exported product brand naming?*, has been answered in the previous chapter. Semantics and pragmatics are responsible for certain work in brand naming. Semantics takes care of the linguistically encoding task, i.e. the selection of lexical items/combinations and brand name presentation method. Pragmatics, on the other hand, takes care of the contexts surrounding brand name creators. That is to say, semantics and pragmatics need to work closely together in creating brand names for successful communication in the markets.

The first step in the brand naming involves the pragmatic dimension of brand names. The brand name creators are required to study pragmatic environments of the markets before they begin to set up an objective for brand naming. The brand name creators need to know, for example, who their target customers are, how they can relate the to-be-branded product to the target customers, how the leading brands interact with customers in the markets. This is the pragmatics of brand names on the customers' side. The brand name creators have to also consider the pragmatics of brand names on their own side, i.e. the intention or objective for brand naming, in the second step.

The second step of brand naming also concerns pragmatic tasks. That is, the brand name creators need to have certain intentions for brand naming. Based on the study results, the brand name creators can focus on any of the three product elements, i.e. the product properties, the product origins or the product manufacturers, when initiating an intention for their brand naming. It is suggested that the brand name creators make their intentions with the market environment information obtained from the first step of brand naming in mind. The brand name creators may opt to follow the leading brands in the markets, or they may just stick to their own philosophy of brand naming. To illustrate, a brand name creator of a new rice product may observe that the leading rice brand names in the market mostly come with the words 'golden' and 'royal'. The brand name creator who chooses to follow the market trend might want

to include those words in the to-be-given brand name²⁷. For those who do not want to follow the market trend, they can have different intentions such as the intention to honor the company founders, such as the brand name MAHBOONKRONG.

The semantics of brand names comes in to play in the third step of brand naming. When the brand name creators have to select the lexical items to represent their intentions, they may start by looking into the brand name categories and then pick up some items to make a list of brand name candidates. The brand name creators also have to pay attention to sense and reference of the selected items since the preferable sense and reference can significantly benefit the communication of brand names in the markets.

The fourth step of brand naming, or the measurement of brand name comprehensibility, mainly pertain to the pragmatic work. The brand name creators may need to recheck the brand name communication maxims in order to consider if the selected brand name is powerful enough for communication. There are four questions to be asked when checking the brand name communication maxims. That is, 1) Does the brand name communicate something true about the branded product? 2) Does the brand name communicate the intended information sufficiently? 3) Is the brand name relevant enough to the target customer? And 4) Does the brand name communicate the intended information clearly? To make sure that the selected brand name is comprehensible in the market, the brand name creators may have to check the amount of effort that the customers spend to comprehend the intended information of the brand name.

The last step of brand naming, or the designing of contextual information to accompany the brand names, is also concerned with the pragmatic dimension of brand names. As a brand name is only a word or a phrase, it seems to be quite difficult for the brand name creators to communicate their complicated intended information through the brand name alone. After the measurement of the selected brand name comprehensibility, the brand name creators should know what intended information might be missing when communicating the brand name in the market, so that they can

²⁷ A new rice brand name, GOLDEN ROYAL BOWL, is recently launched; this brand name is not included in the data set since it has not been certified with the Thailand's Brand mark.

provide additional contextual information to fill in the possibly-lost information. For example, the brand name creators know that an abbreviated brand name alone cannot be fully understood by customers, so they can create a logo with the full form of the abbreviated brand name to accompany with it.

In conclusion, the semantic and pragmatic dimensions of brand names can be used to form the useful guidelines for an effective brand naming. The brand naming guideline derived from the semantic and pragmatic dimensions of brand names is different from that proposed by Kohli and LaBahn (1995). It seems that the first and the last steps of the brand naming guideline proposed in this study are missing from that proposed by Kohli and LaBahn (1995). This might be because the brand-naming practices in the past decades focused mainly on the semantic dimension, so the pragmatic dimension of brand names were, perhaps, ignored in the previous work.

7.1.2 Properties of Preferable Brand Names

The second research question, i.e. *what are the preferable semantic and pragmatic properties of Thailand's exported food product brand names*, has been answered in Chapter Five. There are four aspects to be considered about the properties of the preferable brand names, namely, 1) brand name owners' intentions, 2) sense, reference and categories, 3) enrichable contexts and 4) presentation of brand names.

First, a brand name is preferable when the brand name owner intends it to communicate certain information to the target customers. It is shown in this study that most preferable brand names are often intended to communicate something related to the branded products. Intentions to communicate product properties seem to be the most common property of most preferable brand names. Alternatively, the intention to communicate product origins and the intention to communicate product manufacturers are also possible for preferable brand names, but with the condition that the brand name owners are willing to work harder for the communication of such intentions. It can be expected that the right intention for brand naming can lead the product owners to the right brand names for communication in the markets.

Second, a preferable brand name should have sense and reference that can be closely associated with the sense and reference of the branded product name. That is to say, a brand name is preferable if its original reference directly expresses an element of the branded product, e.g. ingredients of the product, uses of the product, properties of the product, or if its sense is conventionally related to a certain idea attached to the branded product, e.g. ‘golden’ items for premium product. In addition, the preferable brand name should be a member of a category related to the branded product. For example, a member of [[FOOD ATTRIBUTE]] should make a preferable brand name for food products.

Third, a brand name is preferable for communication if it is appropriately accompanied by enrichable contexts, i.e. logos, slogans, other additional texts and images. The brand name owners who want to make sure that their brand names will be comprehensible in the market should consider creating the enrichable contexts to accompany their brand names. Even the brand names with less preferable sense and reference can be relatively preferable for communication when there are enrichable contexts appropriately accompanied with them.

Finally, a preferable brand name should be presented by the method that enables the brand name to be comprehensible for target customers in the target markets. In the case of exported products, for example, most preferable brand names tend to be presented by English borrowings, translations, adaptations, lexical deviations, abbreviations and hybrid methods. English tends to be the most preferable language for most exported product brand naming in international markets. Not surprisingly, this is apparently compatible with the statement proposed by Professor Elwys De Stefani at *the Fourth International Symposium on Names in the Economy* in Turku, Finland on June 16, 2012 that “English will be more and more important for international product brand naming. As we can see, English has a leading *role* in today’s *international trade*”.

7.1.3 Key Semantic and Pragmatic Factors in Brand Naming

The third research question, i.e. *what semantic and pragmatic factors do Thailand's exporters need to take into consideration when naming their brands*, has been answered Chapter Five. As brand naming is concerned mainly with the brand name creators, the target customers and the products, the factors to be considered are related to these three elements: market environments; brand naming intentions and comprehensibility of brand names.

Brand naming is firstly concerned with the pragmatic dimension of brand names. What the brand name creators have to take into their consideration first is the target market environments. The information about the target markets, i.e. who the target customers are; what languages are used in the market; how the product is related to customers' lives, etc., is expected to enable the brand name creators to make the right decision for their brand naming intentions. In other words, with good information about the market, the brand name creator can gear their brand naming intentions toward the target customers' knowledge and experiences.

For semantic factors, the brand name creators are required to consider the linguistically encoded information of the selected brand names. As well-linguistically encoding can lead to the high comprehensibility level of the brand names, the brand name creators need to pay attention to their lexical selection for brand naming. That is, the brand name creators have to make sure that the selected brand name can be conceptually related to the branded product. Also, the brand name creators have to consider using the brand name presentation method that best present the brand name intended information to the customers in order to maintain the brand names' high comprehensibility level. As discussed in Chapter Four, different brand name presentation methods can directly affect the communication of brand name meaning in international markets.

In conclusion, the brand name creators are expected to create the brand names with high comprehensibility level, or the brand names that are well accepted and comprehended by the target customers. To be successful in brand naming, the brand

name creators have to consider both semantic and pragmatic factors, which can be summarized in the following table.

KEY FACTORS IN BRAND NAMING
<p>Pragmatic factors</p> <ul style="list-style-type: none"> • Market Environments <ul style="list-style-type: none"> • target customers • languages • cultures • leading brands • etc. • Brand Naming Intentions (information intended by the brand name creators) <ul style="list-style-type: none"> • to communicate product properties • to communicate product origins • to communicate product manufacturers
<p>Semantic factors</p> <ul style="list-style-type: none"> • Comprehensibility of brand names <ul style="list-style-type: none"> • preferable sense and reference • product-related categories

Table 7-1: Summary of key factors in brand naming

The designing of enrichable contexts may have to be considered if the selected brand names are not well comprehensible enough for customers in the target markets. That is, after the measurement of the brand name comprehensibility, the brand name creators can plan what to do in the designing of the additional contextual information to accompany the brand names.

7.2 Implications

Based on the study results, it is possible to draw useful implications, which can be divided into theoretical implications and practical implications. The theoretical implications concern the contributions of the study to the fields of lexical semantics, lexical pragmatics, and brand communication; and, the practical implications pertain to the application of the study results to business and pedagogical practices.

7.2.1 Theoretical Implications

This study suggests a few implications toward theories in related fields. First of all, toward semantics and pragmatics, it is affirmed by this study that the semantics of brand names pertains to the linguistic information embedded in the brand names, and the pragmatics of brand names concerns the brand name owners' intentions and the customers' interpretations of brand names. Brand names should not be treated as other lexical items since they are exclusively used for specific purposes. Previous studies on brand names, e.g. McNeal and Zeren (1981), McCarthy and Perreault (1987), Kotler and Armstrong (1997), Chan and Huang (2009), Zilg (2011) etc., often mentioned only the semantic dimension of brand names and ignored the pragmatic dimension. It is argued in this study that the study of brand name should include both semantics and pragmatics. As has been claimed in this study, every brand name is intended to communicate something to the customers. Brand names are not just picked for no reason. There is always an intention behind every use of brand names. Therefore, the good investigation of brand names needs to regard both semantics and pragmatics.

Second, this study has extensively exploited the merits of lexical semantics and lexical pragmatics in the investigation of brand names. It can be plausibly claimed that in brand naming, the brand name creators need to be aware of the relationship between the brand names and branded products. In this regard, lexical semantics is proved to be useful for the brand naming study. In addition, this study indicates that brand naming activities also concern several aspects of market environments, especially the customers' interpretations of brand names in actual market settings.

Finally, toward the theory of brand communication, this study suggests that a good brand name, or a brand name with high comprehensibility level, should enable the brand name owners to communicate their brands to the target customers effectively. That is, the brand name owners can incorporate the concepts of semantics and pragmatics in their brand naming practices. It is shown in this study that the brand names that are conventionally and contextually related to the branded products tend to be preferable to those brand names that are less related to the branded products. Therefore, in order to communicate the brands successfully in the target markets, the brand name owners need to pay attention to the creation of brand names that serves their communicative purposes.

7.2.2 Practical Implications

This study also suggests possible implications toward both business and pedagogical practices. The two practical implications are discussed below.

7.2.2.1 Business Implications

This study has proposed brand-naming guidelines for business people to make use of. Especially for those who are in the food export business, the brand-naming guidelines established in this study should help them obtain an effective brand name for communication. Companies that plan to create a brand name for their products need to begin with an investigation of their market environments. Then, they have to be clear about the objectives of their brands. When the objective for branding is clear, the companies can choose a brand name for their products. Before making their final decisions about the brand name, the companies need to measure the comprehensibility of the brand names in order to make sure that the brand names will be successful in communication. In the last step, the companies are required to design the brand logos, slogans, descriptions and other additional texts and images to accompany the brand names, especially when the brand names may not be comprehensible in the markets.

The brand-naming guidelines proposed in this study are established based on the preferable semantics and pragmatics properties of the brand names studied. It is expected that the companies who follow these guidelines should come up with an

effective preferable brand name for their exported products. In an actual brand naming, brand name creators may opt a less comprehensible brand name for their products. There is nothing wrong for branding a product with an exotic name as long as the brand name creator know his intention and know how to communicate it to the target customers.

7.2.2.2 Pedagogical Implications

It can be seen that English as extensively used in exported brand names contains errors such as wrong word choices. These errors may or may not be intended, but they can probably affect the communication of brand names in international markets. Therefore, this study suggests two points toward English education in Thailand, as follows:

First, when direct translation is involved, the translated brand names may look unusual to customers in international markets, as in the case of GOLDEN TUB for rice. This suggests that in teaching translation, especially from Thai to English, the teachers need to focus on cross-cultural aspects in addition to other grammatical aspects.

Second, when English words are directly borrowed and used as brand names, an error can be unintentionally made if the brand name creators are not good enough at English, as in the case of EXCEL FRUITS. As most grammatical errors in brand naming tend to concern the modifier-noun construction, it is suggested that English teachers in Thailand may have to concentrate on word forms, syntactic categories and lexical collocations.

In addition, this study also suggests an implication toward the marketing education. As this study has revealed the importance of semantics and pragmatics to the communication of brand names in international markets, it should be a good idea for educators in the field of marketing to include semantics and pragmatics in their pedagogical practices.

7.3 Recommendations for Further Research

Researchers who are interested in conducting brand name and brand naming researches may follow the following recommendations. Firstly, it might be interesting to study how brand names are used in real commercial settings. It is recommended that researchers investigate how customers use brand names when they do their shoppings. The question is: do brand name meanings affect any buying behaviors of the customers?

Secondly, brand names in advertising can be an interesting topic for further research. Researchers may study how brand name meanings influence the creation of advertising. It is recommended that researchers find out how advertising makers use brand names in the creation of their advertising work. The question is: do advertising makers pay attention to brand name meanings when creating an advertising work?

Thirdly, researchers may conduct further research on roles of languages in brand naming. As this study has revealed, English is significantly used for brand naming numbers of frozen food whereas Thai is used for most food ingredient and seasoning products. It is recommended that researchers study the relationship between the languages used for brand naming and the branded products. The results of such research may provide the understanding of cultural brand naming for related personnel in the field of brand naming.

Fourthly, this study only focused on the semantic and pragmatic dimension of brand names in a one-way communication. It would be interesting to investigate how the brand names are used and understood in actual conversations. Researchers may focus on the use of brand names in both single culture situations and cross-culture situations.

Lastly, it is recommended that researchers investigate the relationship between brand names and other brand elements e.g. logos and slogans. As brand names often go with logos, slogans and other descriptions, it can be hypothesized that there are significant characteristics that make a good combination between brand names and other brand elements.

In summary, interesting questions for further researches are listed as follows:

- 1) What are the relationship between brand names and customers' behavior in actual commercial settings?
- 2) What are the influences of brand names on advertising creation?
- 3) What are the roles of foreign languages in brand naming?
- 4) Do different groups of people use brand names differently? If so, how do people use brand names in their daily lives?
- 5) What are the relationship between the brand names and logo designs?

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APPENDICES

Appendix A: Brand Name Collection Sheet

Rice Products					
No.	Brand names	Product types	Owner company	Countries of export	Website
1					
2					
Frozen and Chilled Food					
No.	Brand names	Product types	Owner company	Countries of export	Website
1					
2					
Canned and Instant Food					
No.	Brand names	Product types	Owner company	Countries of export	Website
1					
2					
Snacks and Candies					
No.	Brand names	Product types	Owner company	Countries of export	Website
1					
2					
Food Ingredients and Seasonings					
No.	Brand names	Product types	Owner company	Countries of export	Website
1					
2					

Appendix B: Brand Name Sample Sheets

Brand Name Samples

#01

GOLDEN LOTUS (rice)	FRUIT KING (fresh fruits)	KOH-KAE (peanut snacks)	CLASSIC (candy)
01-01	01-02	01-03	01-04
GOLD LABEL (seasoning sauce)	MAY (frozen shrimp)	STAR (noodle)	
01-05	01-06	01-07	

Interpretations:

01-01	
01-02	
01-03	
01-04	
01-05	
01-06	
01-07	

Brand Name Samples

#02

YOUNG ELEPHANT (rice) 02-01	EXCEL FRUITS (fresh fruits) 02-02	RIZI (rice bran oil) 02-03	GREAT HARVEST (rice) 02-04
PILLO (candy) 02-05	MAE KRUA (oyster sauce) 02-06	RED SPOON (monsodium glutamate) 02-07	

Interpretations:

02-01	
02-02	
02-03	
02-04	
02-05	
02-06	
02-07	

Brand Name Samples

#03

GOLDEN GLOBE (rice)	OLEEN (palm olein cooking oil)	KC (canned sweet corn)	SOFTLINE (candy)
03-01	03-02	03-03	03-04
TALAD THAI (cashew nuts)	RAZOR CLAM (fish sauce)	RIVER KWAI (canned sweet corn)	
03-05	03-06	03-07	

Interpretations:

03-01	
03-02	
03-03	
03-04	
03-05	
03-06	
03-07	

Brand Name Samples

#04

GOLDEN TUB (rice) 04-01	ALFA ONE (rice bran oil) 04-02	COUGAR (candy) 04-03	FLYING TIGER (dried bean) 04-04
AMS (frozen shrimp) 04-05	YOFRUIT (wafers) 04-06	ARROZA (rice bran oil) 04-07	

Interpretations:

04-01	
04-02	
04-03	
04-04	
04-05	
04-06	
04-07	

Brand Name Samples

#05

<p>URC (rice)</p> <p>05-01</p>	<p>FRUIT CELLAR (fresh fruits)</p> <p>05-02</p>	<p>MORAKOT (vegetable oil)</p> <p>05-03</p>	<p>NUT WALKER (nut snack)</p> <p>05-04</p>
<p>FUANG FAH (tapioca starch)</p> <p>05-05</p>	<p>ROYAL SEA (canned fish)</p> <p>05-06</p>	<p>THAI CHOICE (seasoning sauce)</p> <p>05-07</p>	

Interpretations:

05-01	
05-02	
05-03	
05-04	
05-05	
05-06	
05-07	

Brand Name Samples

#06

ROYAL UMBRELLA (rice) 06-01	SHOICE (cooking sauce) 06-02	KING (rice bran oil) 06-03	MANORA (rice cracker) 06-04
S.KHONKAEN (processed meat products) 06-05	ROSE (tapioca starch) 06-06	SMILING FISH (canned seafood) 06-07	

Interpretations:

06-01	
06-02	
06-03	
06-04	
06-05	
06-06	
06-07	

Brand Name Samples

#07

ROYAL ELEPHANT (rice) 07-01	KC FRESH (fresh vegetable &fruit) 07-02	ROYAL DANCER (rice) 07-03	CAPUNO (candy) 07-04
RUAMROS (fish sauce) 07-05	MAMA (instant noodle) 07-06	TREE (tapioca starch) 07-07	

Interpretations:

07-01	
07-02	
07-03	
07-04	
07-05	
07-06	
07-07	

Brand Name Samples

#08

GOLDEN PHOENIX (rice) 08-01	O&P (canned vegetable) 08-02	OTARI (rice snack) 08-03	MY MINT (candy) 08-04
VITAFOOD (fresh pineapple) 08-05	BATTLESHIP (canned fish) 08-06	RAMWONG (curry powder) 08-07	

Interpretations:

08-01	
08-02	
08-03	
08-04	
08-05	
08-06	
08-07	

Brand Name Samples

#09

SUN (rice) 09-01	DURIO (durian chip) 09-02	KHAO SHONG NUTS (coated peanut snack) 09-03	ONEMORE (candy) 09-04
THREE TRIANGLES (tapioca starch) 09-05	MEGACHEF (fish sauce) 09-06	PINE (vermicelli) 09-07	

Interpretations:

09-01	
09-02	
09-03	
09-04	
09-05	
09-06	
09-07	

Brand Name Samples

#10

GOLDEN DIAMOND (rice) 10-01	RAITIP (dried bean & herbs) 10-02	ORIENTAL CHEF (coconut milk) 10-03	BIGGA (snack) 10-04
WAFRUIT (wafer) 10-05	SEA FRESH (frozen seafood) 10-06	QUEEN BELL (canned sweet corn) 10-07	

Interpretations:

10-01	
10-02	
10-03	
10-04	
10-05	
10-06	
10-07	

Brand Name Samples

#11

GOLDEN HORSE (rice) 11-01	MAE PRANOM (Thai chilli paste) 11-02	FOODEX (sauce) 11-03	CRUSTY (wafer) 11-04
SIAM KITCHEN (Curry Paste) 11-05	SUPER DRAGON (rice) 11-06	BEAN (vermicelli) 11-07	

Interpretations:

11-01	
11-02	
11-03	
11-04	
11-05	
11-06	
11-07	

Brand Name Samples

#12

PONGLARP (rice) 12-01	NEO SUKI (suki sauce) 12-02	CHAO THAI (coconut milk) 12-03	CHEF'S CHOICE (frozen vegetable) 12-04
POTATO (potato snack) 12-05	OYSTER (fish sauce) 12-06	MORADOK (cooking sauce) 12-07	

Interpretations:

12-01	
12-02	
12-03	
12-04	
12-05	
12-06	
12-07	

Brand Name Samples

#13

GOLDEN PEARL (rice) 13-01	COOK YIM (fish sauce) 13-02	AMPRO (canned pineapple) 13-03	NUT CANDY (nut snack) 13-04
DOUBLE ELEPHANTS (rice) 13-05	NAUTILUS (canned seafood) 13-06	GOLDEN COINS (rice flour) 13-07	

Interpretations:

13-01	
13-02	
13-03	
13-04	
13-05	
13-06	
13-07	

Brand Name Samples

#14

MAH BOONKRONG (rice) 14-01	GOLDEN BOY (fish sauce) 14-02	RICHO (fish snack) 14-03	MAE SRI (Thai chili paste) 14-04
NEW GRADE (flour) 14-05	HI-Q (canned fish) 14-06	CNV (frozen fish) 14-07	

Interpretations:

14-01	
14-02	
14-03	
14-04	
14-05	
14-06	
14-07	

Brand Name Samples

#15

JASMINE GOLD (jasmine rice) 15-01	SWAT-D (rice) 15-02	3 CHEFS (chilli sauce) 15-03	PIGEON (canned vegetable & fruit) 15-04
EURO (custard cake) 15-05	DOUBLE DRAGON (vermicelli) 15-06	PAM (frozen fish) 15-07	

Interpretations:

15-01	
15-02	
15-03	
15-04	
15-05	
15-06	
15-07	

Brand Name Samples

#16

GOLDEN EARTH (rice) 16-01	CLASSIC THAI (chilli sauce) 16-02	U.F.P (frozen seafoods) 16-03	MADAME WONG (instant ready meal) 16-04
GOGI (tempura flour) 16-05	TAO KAE NOI (seaweed snack) 16-06	BAMBOO (vermicelli) 16-07	

Interpretations:

16-01	
16-02	
16-03	
16-04	
16-05	
16-06	
16-07	

Brand Name Samples

#17

SURIN TIP (rice) 17-01	DESERT ROSE (rice flour) 17-02	JUTHATHIP (fish sauce) 17-03	THREE LADY COOKS (canned fish) 17-04
ASIAN BOWL (instant food) 17-05	HAND BRAND NO.1 (dried spice) 17-06	PFP (frozen cooked seafood) 17-07	

Interpretations:

17-01	
17-02	
17-03	
17-04	
17-05	
17-06	
17-07	

Brand Name Samples

#18

GOLDEN RABBIT (rice) 18-01	NO 1 CHOICE (sauce) 18-02	PANASIA (canned seafood) 18-03	SURAPON FOODS (frozen food) 18-04
YUM YUM (instant noodle) 18-05	WHITE ELEPHANT (rice flour) 18-06	LOBO (seasoning mix) 18-07	

Interpretations:

18-01	
18-02	
18-03	
18-04	
18-05	
18-06	
18-07	

Brand Name Samples

#19

<p>Q RICE (rice)</p> <p>19-01</p>	<p>KISS (frozen ready meal)</p> <p>19-02</p>	<p>AROY-D (frozen ready meal)</p> <p>19-03</p>	<p>GOLDEN BOAT (seasoning sauce)</p> <p>19-04</p>
<p>THAI SMILE (seasoning sauce)</p> <p>19-05</p>	<p>GOLDEN FISH (flour)</p> <p>19-06</p>	<p>MR.SQUID (squid snack)</p> <p>19-07</p>	

Interpretations:

19-01	
19-02	
19-03	
19-04	
19-05	
19-06	
19-07	

Brand Name Samples

#20

GOLDEN CRANE (rice) 20-01	TROFCO (canned vegetable) 20-02	WAI WAI (instant noodle) 20-03	TSF (frozen seafoods) 20-04
SUREE (chilli sauce) 20-05	KANGAROO (rice flour) 20-06	PROCHEF (dehydrated fruits) 20-07	

Interpretations:

20-01	
20-02	
20-03	
20-04	
20-05	
20-06	
20-07	

Brand Name Samples

#21

LOVER FARMER (rice) 21-01	KING BELL (canned food) 21-02	TARO (fish snack) 21-03	JADE LEAF (rice flour) 21-04
PTN (frozen seafood) 21-05	THAI DANCER (seasoning mix) 21-06	PANTAINORASINGH (chilli paste) 21-07	

Interpretations:

21-01	
21-02	
21-03	
21-04	
21-05	
21-06	
21-07	

Brand Name Samples

#22

ROYAL ORCHID (rice) 22-01	TONG GARDEN (snack food) 22-02	FISHO (fish snack) 22-03	STAR LION (rice flour) 22-04
CMR (frozen fish) 22-05	BENJAMAS (vermicelli) 22-06	UFC (canned fruit & vegetable) 22-07	

Interpretations:

22-01	
22-02	
22-03	
22-04	
22-05	
22-06	
22-07	

Brand Name Samples

#23

KASET (rice) 23-01	ROZA (canned fish) 23-02	LITTLE CHEF (frozen food) 23-03	CHAO KOH (coconut milk) 23-04
PEGASUS (chilli sauce) 23-05	OCEAN TASTE (canned seafood) 23-06	FLYING RABBIT (rice flour) 23-07	

Interpretations:

23-01	
23-02	
23-03	
23-04	
23-05	
23-06	
23-07	

Brand Name Samples

#24

IMPERIAL TASTE (rice) 24-01	CSF (frozen seafood) 24-02	JEEDJARD (tamarind snack) 24-03	SUN SAUCE (suki sauce) 24-04
MAE PLOY (chilli paste) 24-05	OCEAN STAR (frozen seafood) 24-06	DELIGHT (canned seafood) 24-07	

Interpretations:

24-01	
24-02	
24-03	
24-04	
24-05	
24-06	
24-07	

Brand Name Samples

#25

SMART CHEF (rice) 25-01	PICHAYA (canned food) 25-02	TWIN ELEPHANT & EARTH (canned fruits) 25-03	VENTUNA (frozen tuna) 25-04
FLOWER FOOD (snack) 25-05	KIN DEE (instant cooked rice) 25-06	JUMBO (snack food) 25-07	

Interpretations:

25-01	
25-02	
25-03	
25-04	
25-05	
25-06	
25-07	

Appendix C: Brand Name Data (Data Set 1)

Rice Products					
No.	Brand names	Product types	Owner companies	Countries of export	Websites
1	GREAT HARVEST	Organic jasmine rice	Capital Rice Co.Ltd.	USA, Europe, Australia, Asia	www.capitalrice.com
2	GOLDEN PHOENIX	Thai jasmine rice (premium grade)	Chia Meng Co.Ltd.	USA, Europe, Australia, Asia	www.chiameng-rice.com
3	GOLDEN GLOBE	Thai jasmine rice (premium grade)	Riceland Food Ltd.	USA, Middle East, Asia	www.riceland.co.th
4	GOLDEN CRANE	Thai jasmine rice (standard grade)	Chia Meng Co.Ltd.	Asia and Europe	www.chiameng-rice.com
5	GOLDEN DIAMOND	Thai jasmine rice (premium grade)	Riceland Food Ltd.	Middle East, USA, Europe	www.riceland.co.th
6	GOLDEN HORSE	Thai white rice (premium grade)	Bangkok Rice Co.Ltd	USA, Europe, Australia, Asia, Middle East	www.bangkokrice.com
7	GOLDEN LOTUS	Thai jasmine rice (premium grade)	K.M.C Inter Rice (2002) Co.Ltd.	USA, Europe, Australia, Asia	www.kcrice.com
8	GOLDEN PEARL	Thai jasmine rice (premium grade)	Siam First Rice Co.Ltd.	Hong Kong, China, USA	www.siamgrainfield.com
9	GOLDEN RABBIT	Thai white rice (premium grade)	Kupengseng Rice Mill Facotory Ltd.	Europe, USA, Asia	www.kupengseng.com
10	GOLDEN EARTH	Thai white rice (premium grade)	Riceland Food Ltd.	Middle East, USA, Europe	www.riceland.co.th
11	GOLDEN TUB	Thai jasmine rice (premium grade)	Keng Seng Co.Ltd.	Middle East, Asia and Europe	www.kengsenggroup.com
12	IMPERIAL TASTE	Thai jasmine rice (premium grade)	Thai Ha (Public) Co.Ltd.	USA, Europe, Australia, Asia	www.kasetbrand.com
13	JASMINE GOLD	Premium Thai jasmine rice	Patum Rice Mill and Granery Public Company Limited	USA, Europe, Australia, Asia	www.patumrice.co.th
14	ROYAL ORCHID	Thai white rice (premium grade)	Riceland Food Ltd.	USA, Europe, Australia, Asia	www.riceland.co.th

15	ROYAL DANCER	Thai jasmine rice (premium grade)	Riceland Food Ltd.	USA, Europe, Australia, Asia	www.riceland.co.th
16	ROYAL ELEPHANT	Thai jasmine rice (premium grade)	Boonsong Siam Land Co.Ltd.	Asia , Europe, USA	www.bsrice.com
17	ROYAL UMBRELLA	Thai jasmine rice (premium grade)	CP Intertrade Co.Ltd.	USA, Europe, Australia, Asia	www.cpthairice.com
18	SMART CHEF	Thai white rice (premium grade)	Thai Ha (Public) Co.Ltd.	USA, Europe, Australia, Asia	www.kasetbrand.com
19	LOVE FARMER	Thai white rice (standard grade)	Chia Meng Co.Ltd.	Asia and Australia	www.chiameng-rice.com
20	YOUNG ELEPHANT	Thai white rice (standard grade)	Century Industries Co.Ltd.	Asia, USA and Europe	www.centuryrice.com
21	DOUBLE ELEPHANTS	Thai white rice (standard grade)	Universal Rice Co.Ltd.	USA, Europe, Australia, Asia, Middle East	www.universalrice.com
22	SUPER DRAGON	Premium Thai jasmine rice	Bangkok Rice Co.Ltd	USA, Europe, Australia, Asia, Middle East	www.bangkokrice.com
23	SUN	Thai white rice (standard grade)	Bangkok Rice Co.Ltd	USA, Europe, Australia, Asia, Middle East	www.bangkokrice.com
24	SURIN TIP	Thai jasmine rice (premium grade)	Surin Tip Rice Mill Co.Ltd.	USA, Europe, Australia, Asia	www.surintprice.com
25	SWAT-D	Organic jasmine rice	Universal Rice Co.Ltd.	USA, Europe, Australia, Asia, Middle East	www.universalrice.com
26	MAH BOONKRONG	Thai jasmine rice (premium grade)	Patum Rice Mill and Granery Public Company Limited	USA, Europe, Australia, Asia	www.patumrice.co.th
27	KASET	Thai jasmine rice (premium grade)	Thai Ha (Public) Co.Ltd.	USA, Europe, Australia, Asia	www.kasetbrand.com
28	PONGLARP	Thai white rice (standard grade)	Ponglarp Co.Ltd.	Europe and Middle East	www.ponglarp.com
29	Q RICE	Thai jasmine rice (premium grade)	Chia Meng Co.Ltd.	USA, Europe, Australia, Asia	www.chiameng-rice.com
30	URC	Thai jasmine rice (premium grade)	Universal Rice Co.Ltd.	USA, Europe, Australia, Asia, Middle East	www.universalrice.com

Frozen and Chilled Food					
No.	Brand names	Product types	Owner companies	Countries of export	Websites
1	FRUIT CELLAR	Chilled fresh fruits	Shine Forth Co.Ltd.	USA and Europe	www.fruitcellar.net
2	FRUIT KING	Chilled fresh fruits	Sunshine International Co.Ltd.	USA, Europe and Asia	www.sunshine.co.th
3	EXCEL FRUITS	Chilled fresh fruits	Excel Fruits Co.Ltd.	USA, Europe, Australia, Asia	www.excelfruits.com
4	SEA FRESH	Frozen seafood	Seafresh Industries Public Co.Ltd.	USA, Europe, Australia, Asia	www.seafresh.com
5	CHEF'S CHOICE	Chilled fresh vegetable and spices	Chef's Choice Food Manufacturer Co.Ltd.	USA and Europe	www.chefschoicefoods.com
6	OCEAN STAR	Frozen seafood	ABC Products Co.Ltd.	USA, Europe, Australia, Asia	www.abc.co.th
7	LITTLE CHEF	Chilled fresh vegetable and spices	Thai Agri Foods Plc.	USA, Europe, Australia, Asia	www.thaiagri.com
8	KC FRESH	Chilled fresh vegetable and fruits	Kampaengsaen Commercial Co.Ltd.	USA, Europe and Asia	www.kcfresh.com
9	SURAPON FOODS	Various frozen foods	Surapon Foods Public Co.Ltd.	USA and Europe	www.surapon.com
10	VITAFOOD	Chilled fresh pineapple	Vita Food Factory (1989) Ltd.	USA and Asia	www.vitafood.co.th
11	VENTUNA	Frozen tuna fish	Venturetec Marketing Co.Ltd.	USA, Europe, Australia, Asia	www.ventuna.com
12	PFP	Frozen cooked seafood	Pacific Fish Processing Co.Ltd.	USA, Europe, Australia, Asia	www.pfp-pacific.com
13	PTN	Frozen seafood	Phatthana Seafoods Ltd.	USA and Europe	www.ptngroup.com
14	CMR	Frozen seafood	Chaicharoen Marine (2002) Co.Ltd	USA, Europe, Australia, Asia	www.cmr2002.com
15	CNV	Frozen seafood	Chainavee Coldstorage Co.Ltd.	USA, Europe, Australia, Asia	www.chainavee.com
16	AMS	Frozen seafood	Andaman Seafood Co.Ltd.	USA, Europe, Australia, Asia	www.andaman-food.com
17	U.F.P	Frozen seafood	The Union Frozen Product Co.Ltd.	Europe and USA	www.ufp.co.th
18	TSF	Frozen seafood	Transamut Food Co.Ltd.	Europe and Asia	www.tsfood.com
19	CSF	Frozen seafood	Chanthaburi Seafoods Co.Ltd.	USA, Europe, Australia, Asia	www.ptngroup.com

20	MAY	Frozen shrimp	May Ao Co.Ltd.	USA, Europe, Australia, Asia	www.mayaogroup.com
21	AROY-D	Frozen ready meal	Thai Agri Foods Plc.	USA, Europe, Australia, Asia	www.thaiagri.com
22	KISS	Frozen ready meal	Saha Farms Co.Ltd.	USA and Japan	www.sahafarms.com
23	PAM	Frozen seafood	Pacific Marine Food Product Co.Ltd.	Japan, Taiwan, Hong Kong, Singapore	www.asia.com
Canned and Instant Food					
No.	Brand names	Product types	Owner companies	Countries of export	Website
1	PROCHEF	Dehydrated fruit / vegetable	GCF International Co.Ltd	USA, Europe, Asia	www.gcfood.com
2	OCEAN TASTE	Canned seafood	ABC Products Co.Ltd.	USA, Europe, Australia, Asia	www.abc.co.th
3	ASIAN BOWL	Instant rice / noodle	Cityfoods Co.Ltd.	USA, Europe, Australia, Asia	www.cityfoods.co.th
4	ROYAL SEA	Canned seafood	Royal Canning Co.Ltd.	USA, Europe, Australia, Asia	www.royalcanning.com
5	STAR	Noodle	Thai Better Foods Co.Ltd.	USA, Europe and Asia	www.thaibetterfoods.com
6	SMILING FISH	Canned fish /seafood	Kuang Pei San Food Products Public Company Limited	USA, Europe, Australia, Asia	www.smilingfish.com
7	MADAME WONG	Instant ready meal	Noble Marketing Co.Ltd.	USA and Europe	www.cititex.co.th
8	AMPRO	Canned pineapple	Ampro Intertrade Co.Ltd.	USA	www.ampro.co.th
9	PANASIA	Canned seafood	Pan Asia (1981) Co.Ltd.	USA, Europe, Australia, Asia	www.panasia.co.th
10	YUM YUM	Instant noodle	Wan Thai Foods Industry Co.Ltd.	USA, Europe, Australia, Asia	www.yumyumfoods.com
11	KING BELL	Canned food	ABC Products Co.Ltd.	USA and Europe	www.abc.co.th
12	MAMA	Instant noodle	Thai President Foods Public Company Limited	USA, Europe, Australia, Asia, Middle East	www.mama.co.th
13	QUEEN BELL	Canned sweet corn	Chang Awards (1959) Co.Ltd.	USA, Europe, Australia, Asia	www.chang1959.com
14	THREE LADY COOKS	Canned sardine/ mackerel	Royal Foods Co.Ltd.	USA, Europe, Australia, Asia	www.threeladycooks.com

15	DELIGHT	Canned seafood	Tropical Canning Plc.	USA, Europe, Australia, Asia	www.tropical.co.th
16	DOUBLE DRAGON	Vermicelli	Thai Wah Food Products Plc.	Asia and USA	www.twfp.co.th
17	TROFCO	Canned vegetable /fruits	Tropical Food Industries Co.Ltd.	USA, Europe, Australia, Asia	www.trofco.com
18	KC	Canned sweet corn	Sun Sweet Co.Ltd.	USA and Europe	www.sunsweetthai.com
19	HI-Q	Canned sardine/ mackerel	Hi-Q Food Products Co.Ltd	USA, Europe, Australia, Asia	www.hiqfood.com
20	O&P	Canned vegetable /fruits	O&P Intertrade Co.Ltd.	USA, Europe, Australia, Asia	www.worldfoodsupplies.com
21	UFC	Canned vegetable /fruits	Universal Food Public Company Limited	USA, Europe, Australia, Asia	www.ufc.co.th
22	BATTLESHIP	Canned sardine/ mackerel	Chin Huay Co.Ltd.	USA, Europe, Australia, Asia	www.chinhuay.com
23	ROZA	Canned sardine/ mackerel	Hi-Q Food Products Co.Ltd	Middle East and Europe	www.hiqfood.com
24	TWIN ELEPHANT & EARTH	Canned tropical fruits	Erawan Food Public Co.Ltd.	Asia and Europe	www.erawanfoods.com
25	S. KHONKAEN	Processed meat products	S.Khonkaen Food Industry Public Company Limited	Asia and Europe	www.sorkon.co.th
26	PINE	Vermicelli	Sitthinan Co.Ltd.	USA, Europe, Asia	www.sitthinan.co.th
27	NAUTILUS	Canned seafood	Pattaya Food Industries Ltd.	USA, Europe, Australia, Asia	www.nautilus.co.th
28	BAMBOO	Vermicelli	Sitthinan Co.Ltd.	USA, Europe, Asia	www.sitthinan.co.th
29	KIN DEE	Instant cooked rice	J.D. Food Products C.Ltd.	USA, Europe, Australia, Asia	www.kin-dee.com
30	RIVER KWAI	Canned sweet corn	River Kwai International Food Industry Co.Ltd.	USA and Europe	www.rkifood.com
31	BENJAMAS	Vermicelli	Union Ratchburi (1992) Co.Ltd.	Asia	www.unionratchaburi.com
32	PIGEON	Canned vegetable and fruits	The Peace Canning (1958) Co.Ltd.	USA, Europe, Asia	www.peacecanning.com
33	BEAN	Vermicelli	Sitthinan Co.Ltd.	USA, Europe, Asia	www.sitthinan.co.th
34	WAI WAI	Instant noodle	Thai Preserved Food Factory Co.Ltd.	USA, Europe, Australia, Asia	www.waiwai.co.th
35	PICHAYA	Canned food	Blue Jay Co.Ltd.	USA, Europe, Asia	www.pichayafoods.com

Snacks and Candies					
No.	Brand names	Product types	Owner companies	Countries of export	Websites
1	FLOWER FOOD	Sunflower seed snack	Flower Food Ltd.	USA, Europe, Australia, Asia	www.flowerfood.com
2	NUT CANDY	Coated nut snack	Tong Garden Co.Ltd.	USA, Europe, Australia, Asia	www.tonggarden.com
3	MR. SQUID	Squid snack	T.Thai Snack Foods Co.Ltd.	Asia	www.tthai.co.th
4	JUMBO	Corn snack	Jumbo Trading Co.Ltd.	Asia	www.jumbo.th.com
5	POTATO	Potato snack	World Foods International Co.Ltd.	USA, Europe, Asia	www.worldfoodinter.com
6	SOFTLINE	Soft candy	Boonprasert Confectionery Co.Ltd.	Asia	www.boonprasert.com
7	MY MINT	Mint-flavored candy	Boonprasert Confectionery Co.Ltd.	Asia	www.boonprasert.com
8	WAFRUIT	Wafers	Apex Foods Co.Ltd.	Asia and Europe	www.apexgroup.co.th
9	CLASSIC	Candy	Boonprasert Confectionery Co.Ltd.	Asia	www.boonprasert.com
10	CAPUNO	Cappuccino-favored candy	Boonprasert Confectionery Co.Ltd.	Asia	www.boonprasert.com
11	KHAO SHONG NUTS	Coated peanut snack	Lily Industry Co.Ltd.	USA, Europe, Australia, Asia	www.khaoshongnuts.com
12	CRUSTY	Wafers	Apex Foods Co.Ltd.	Asia and Europe	www.apexgroup.co.th
13	TONG GARDEN	Nut snack	Tong Garden Co.Ltd.	USA, Europe, Australia, Asia	www.tonggarden.com
14	YOFRUIT	Wafers	Apex Foods Co.Ltd.	Asia and Europe	www.apexgroup.co.th
15	ONE MORE	Candy	Boonprasert Confectionery Co.Ltd.	Asia	www.boonprasert.com
16	FISHO	Fish snack	Thai Union Frozen Products Public Company Limited	USA and Asia	www.thaiunion.co.th
17	NUT WALKER	Nut snack	Heritage Snack & Food Ltd.	USA, Europe, Australia, Asia	www.heritagethailand.com
18	BIGGA	Corn snack	Big One Products Co.Ltd.	Asia	www.bigonegroup.com
19	DURIO	Durian chips	Chiantavee Co.Ltd.	USA, Europe, Australia, Asia	www.chiantavee.com
20	KOH-KAE	Coated peanut snack	Mae-Ruay Snack Food Factory Co.Ltd.	USA, Europe, Australia, Asia	www.koh-kae.com
21	MANORA	Rice cracker	Manora Food Industry Co.Ltd.	USA, Europe, Australia, Asia	www.manorafood.com
22	RICHO	Fish snack	Big Kitchen Co.Ltd.	Asia	www.bigkitchen.co.th

23	TARO	Fish snack	Premier Group Ltd.	Asia, USA and America	www.tarosnacks.com
24	COUGAR	Chewing candy	Boonprasert Confectionery Co.Ltd.	Asia	www.boonprasert.com
25	EURO	Custard cake	European Food Co.Ltd.	USA, Asia and Europe	www.eurofood.co.th
26	PILLO	Soft candy	Boonprasert Confectionery Co.Ltd.	Asia	www.boonprasert.com
27	OTARI	Rice snack	SPR Food Industry Co.Ltd.	Asia and Europe	www.sprfood.com
28	TAO KAE NOI	Seaweed snack	Taokaenoi Food & Marketing Co.Ltd.	USA, Europe, Australia, Asia	www.taokaenoi.co.th
29	JEED JARD	Tamarind snack	Ruamkead Co.Ltd.	Asia and USA	www.chewytamarind.com
Food Ingredients and Seasonings					
No.	Brand names	Product types	Owner companies	Countries of export	Websites
1	SUN SAUCE	Chili sauce	Sun Sauce Food Industrial Corp. Ltd.	USA, Europe, Australia, Asia	www.susauce.co.th
2	GOLD LABEL	Seasoning sauce	Chuew Huad Co.Ltd.	USA, Europe, Australia, Asia	www.tramaekrua.com
3	NEW GRADE	Rice flour	Thai Wah Food Products Plc.	Asia and Europe	www.twfp.co.th
4	NO 1. CHOICE	Dried spices	Bangkok Chili Ltd.	USA, Europe, Australia, Asia	www.bangkokchili.com
5	CLASSIC THAI	Thai yle dipping sauce	City Food Co.Ltd.	USA, Europe and Asia	www.cityfoods.co.th
6	THAI CHOICE	Seasoning sauce	Monty & Totco Co.Ltd.	USA, Europe, Australia, Asia	www.thai-choice.com
7	SIAM KITCHEN	Dipping and seasoning sauce	S&P Syndicate Plc.	Asia, USA and Europe	www.snpfood.com
8	KING	Cooking oil	Thai Edible Oil Co.Ltd.	Asia and Europe	www.kingricebranoil.com
9	ORIENTAL CHEF	Coconut milk	Asiatic Co.Ltd.	USA, Europe, Australia, Asia	www.asiatic.co.th
10	NEO SUKI	Sukiyaki sauce	Neo Suki Thai Restaurants Co.Ltd.	Asia and USA	www.neosuki.com
11	COOK YIM	Seasoning sauce	Tang Heab Seng Fish Sauce Factory Co.Ltd.	Asia and Europe	www.tangheabseng.thailand.com
12	3 CHEFS	Curry/ Tom Yum paste	Bright Time Intertrade Ltd.	USA, Europe, Australia, Asia	www.brighttime.co.th
13	FLYING RABBIT	Rice flour	R.S. Foods Tech (Thailand) Co.Ltd.	Asia and USA	www.rsfoodstech.thailand.com
14	TALAD THAI	Tamarind paste	Thai Market Agriculture Co.Ltd.	USA, Europe, Asia	www.talard-thai.com
15	CHAO THAI	Coconut milk	Korn Thai Co.Ltd.	USA, Europe, Asia	www.kornthai.com
16	GOLDEN COINS	Rice flour	Thai Flour Industries Co.Ltd.	USA and Asia	www.thaiflour.co.th

17	HAND NO.1	Dried spices	Bangkok Chili Ltd.	USA, Europe, Australia, Asia	www.bangkokchili.com
18	STAR LION	Rice flour	Lhian Thai Rice Vermicelli Co.Ltd.	USA, Europe, Australia, Asia	www.lhianthai.com
19	ALFA ONE	Cooking oil	Fashion Food Group Ltd.	USA, Europe, Australia, Asia	www.alf-one.com
20	MEGACHEF	Premium fish sauce	Marine Resources and Development Co.Ltd.	USA and Europe	www.megachef.co.th
21	FOODEX	Salad dressing/ cream	Foodex Co.Ltd.	USA, Europe, Australia, Asia	www.foodex.co.th
22	THAI SMILE	Seasoning sauce / powder	Thai Better Foods Co.Ltd.	USA, Europe, Australia, Asia	www.thaibetterfood.com
23	RED SPOON	Monosodium glutamate	Thai Fermentation Industry Co.Ltd.	Asia	www.kslgroup.cpm
24	SHOICE	Seasoning sauce	C.P. Consumer Products Co.Ltd	USA, Europe, Australia, Asia	www.shoice.com
25	WHITE ELEPHANT	Rice flour	Thai Flour Industries Co.Ltd.	USA and Asia	www.thaiflour.co.th
26	FLYING TIGER	Dried mug bean	International Agri Products Co.Ltd.	USA and Asia	www.thaiiap.com
27	THAI DANCER	Seasoning sauce / powder	Food Specialize Co.Ltd	USA, Europe, Australia, Asia	www.foodspecialize.com
28	PEGASUS	Chili sauce	Thai Roong Rueng Chili Sauce Co.Ltd.	Europe, Asia and USA	www.thai-rr.com
29	GOLDEN FISH	Rice flour	Thai Flour Industries Co.Ltd.	Asia and USA	www.thaiflour.co.th
30	OLEEN	Palm olein oil	Oleen Co.Ltd.	USA, Europe, and Asia	www.oleen.co.th
31	MORAKOT	Cooking oil	Morakot Industries Public Co.Ltd.	Asia and Europe	www.morakot.com
32	RAMWONG	Curry powder	Kijbanlue Multi-food Co.Ltd.	USA and Asia	www.instantthaifood.com
33	DESERT ROSE	Tapioca flour	Varavoot Industry Ltd.	USA, Europe, Australia, Asia	www.varavoot.thailand.com
34	LOBO	Seasoning mix	Globo Foods Co.Ltd	USA, Europe, Australia, Asia	www.globofoods.com
35	SUREE	Seasoning sauce	Suree Interfoods Co.Ltd.	USA, Europe, Australia, Asia	www.sureefoods.com
36	PANTAINORASINGH	Dipping sauce	Pantainorasingh Manufacturer Co.Ltd	USA, Europe, Australia, Asia	www.pantainorasingh.com
37	RIZI	Rice bran oil	Kamonkij Group Co.Ltd	USA, Europe and Asia	www.kasisuri.com
38	RAZOR CLAM	Fish sauce	Chua Hah Seng Fish Sauce Factory Ltd.	USA, Europe and Asia	www.hoilord.net
39	FUANG FAH	Tapioca flour	Chaiyaphum Plant Products Co.Ltd.	Asia and Europe	www.cpp.co.th

40	ROSE	Tapioca flour	Universal Starch Public Co.Ltd.	Asia	www.thaiwah.com
41	THREE TRIANGLES	Tapioca flour	Roi Et Flour Co.Ltd.	USA and Asia	www.roietgroup.com
42	MAE PRANOM	Chili/curry paste	Phaiboonchai Maepranom Chili Paste Co.Ltd.	USA, Europe, Australia, Asia	www.maepranom.com
43	GOLDEN BOAT	Seasoning sauce	Nguan Chiang Food Industry Co.Ltd.	USA, Europe, Australia, Asia	www.nguanchiang.co.th
44	KANGAROO	Flour	Bangkok Interfood Co.Ltd.	USA, Europe, Australia, Asia	www.bangkokinterfood.co.th
45	MAE KRUA	Oyster sauce	Chuew Huad Co.Ltd.	USA, Europe, Australia, Asia	www.tramaekrua.com
46	RUAMROS	Fish sauce	Chua Hah Seng Fish Sauce Factory Ltd.	USA, Europe and Asia	www.hoilord.net
47	OYSTER	Oyster sauce	Pichai Fish Sauce Co.Ltd.	USA, Europe, Australia, Asia	www.pichaifishsauce.com
48	GOLDEN BOY	Fish sauce	Tang Heab Seng Fish Sauce Factory Co.Ltd.	Asia and Europe	www.tangheabseng.thailand.com
49	GOGI	Tempura flour	M&R Laboratory Co.Ltd.	Asia, USA and Europe	www.gogi-foods.com
50	JADE LEAF	Rice flour	Bangkok Interfood Co.Ltd.	USA, Europe, Asia	www.bangkokinterfood.co.th
51	CHAO KOH	Coconut milk	Theppadungporn Coconut Co.,Ltd.	USA, Europe, Australia, Asia	www.tcc-chaokoh.com
52	MAE PLOY	Curry paste	Theppadungporn Coconut Co.,Ltd.	USA, Europe, Australia, Asia	www.tcc-chaokoh.com
53	MAE SRI	Chili/curry paste	Namprik Maesri.Ltd.	USA, Europe, Asia	www.maesribrand.com
54	ARROZA	Rice bran oil	Kamonkij Group Co.Ltd	USA, Europe and Asia	www.kasisuri.com
55	TREE	Tapioca flour	Sanguan Wongse Industries Co.Ltd.	Asia	www.swi.co.th
56	RAITIP	Dried beans/ spices/ cereals	Thai Cereals World Co.Ltd.	USA, Europe, Australia, Asia	www.raitip.com
57	MORADOK	Dipping sauce	Foodex Co.Ltd.	USA, Europe, Australia, Asia	www.foodex.co.th
58	JUTHATHIP	Fish sauce	Juthamarth Marketing Co.Ltd.	Asia and Europe	www.jmc-fishsauce.com

Appendix D: Brand Name Intended Meaning and Interpreted Meaning (Data Set 1 & 2)

No.	Brand Name	Intended Meaning (brand owner's intention)	#	Interpreted Meaning (Customers' interpretation of brand names)
RICE PRODUCTS				
1	GREAT HARVEST	Finely selected organic rice	1	Traditional and classic
			2	Premium grade
			3	Good quality
			4	Special type of rice
			5	Premium grade
2	GOLDEN PHOENIX	Top quality product	1	Good rice product
			2	Rice from good farm
			3	Special selected product
			4	Rice with good production
			5	Good rice product
3	GOLDEN GLOBE	Premium quality	1	Award-winning product
			2	Good quality
			3	Award-winning product
			4	Good product
			5	Good product
4	GOLDEN CRANE	Quality rice with special price	1	Good rice
			2	Premium quality
			3	Premium grade
			4	High quality
			5	Good product
5	GOLDEN DIAMOND	Premium grade product	1	Premium product
			2	Good quality
			3	Precious product
			4	Expensive product
			5	Premium quality
6	GOLDEN HORSE	Premium grade product	1	Special quality product
			2	Award-winning product
			3	Full of energy
			4	Special rice
			5	Rice with special quality
7	GOLDEN LOTUS	High quality rice	1	Soft and fragrant
			2	Good natural product
			3	Exotic quality
			4	Rice with good smell
			5	Good fragrant rice

No.	Brand Name	Intended Meaning (brand owner's intention)	#	Interpreted Meaning (Customers' interpretation of brand names)
8	GOLDEN PEARL	High quality rice	1	Premium quality
			2	Precious product
			3	Premium quality
			4	High quality
			5	Premium rice
9	GOLDEN RABBIT	Special quality rice	1	Soft rice
			2	Good and soft rice
			3	Tasty rice
			4	Soft rice
			5	Rice with soft texture
10	GOLDEN EARTH	High quality rice	1	Good product
			2	Good quality
			3	Premium grade
			4	Good natural product
			5	High quality
11	GOLDEN TUB	Top grade product	1	Product for rich people
			2	Strange name for rice
			3	Something concerning with mystery
			4	Sultan's property
			5	Exotic product
12	IMPERIAL TASTE	Very good taste	1	Good taste
			2	Tasty, delicious
			3	Good taste
			4	Good taste
			5	The best and tasty rice
13	JASMINE GOLD	Top grade, superb quality	1	Good fragrant rice
			2	Good Thai rice
			3	Quality rice with good smell
			4	Fragrant rice
			5	Top quality fragrant rice
14	ROYAL ORCHID	Premium quality rice	1	Rice with good smell
			2	Good fragrant rice
			3	High quality
			4	Good fragrant rice
			5	Rice with good smell

No.	Brand Name	Intended Meaning (brand owner's intention)	#	Interpreted Meaning (Customers' interpretation of brand names)
15	ROYAL DANCER	Special selection of quality rice	1	Soft rice
			2	Good and soft rice
			3	No idea
			4	Soft and tasty rice
			5	No idea
16	ROYAL ELEPHANT	Genuinely clean and premium quality rice	1	Special quality
			2	Extraordinary quality
			3	Good quality rice
			4	Special grade
			5	Special grade
17	ROYAL UMBRELLA	The best grade, premium quality Thai rice	1	Special quality
			2	Better than ordinary product
			3	Special product
			4	Special quality
			5	Special quality
18	SMART CHEF	Quality rice with special price	1	Good product
			2	Easy-to-cook rice
			3	Product with good quality
			4	Good for cooking
			5	Easy-to-cook rice
19	LOVE FARMER	Standard rice with special price	1	Rice from farms
			2	Rice produced with love
			3	Requests for supporting farmers
			4	Rice grown by farmers
			5	Rice grown by farmers
20	YOUNG ELEPHANT	Standard rice products from Thailand	1	Small company
			2	Fresh product
			3	Newly harvested rice
			4	No idea
			5	No idea
21	DOUBLE ELEPHANTS	High quality rice with competitive price	1	Extra quantity
			2	Name for good luck
			3	Special rice quality
			4	Extraordinary product
			5	Extra product

No.	Brand Name	Intended Meaning (brand owner's intention)	#	Interpreted Meaning (Customers' interpretation of brand names)
22	SUPER DRAGON	Special grade product	1	Superior goods
			2	High quality
			3	Special quality
			4	Special product
			5	Superior quality
23	SUN	Standard quality rice	1	Natural product
			2	Naturally-grown rice
			3	No idea
			4	Source of energy
			5	Naturally-grown rice
24	SURIN TIP	Quality rice from Surin	1	No idea
			2	No idea
			3	No idea
			4	No idea
			5	No idea
25	SWAT-D	Healthy, finely selected grains of superb quality	1	Produced with high technology
			2	Innovative product
			3	Abbreviation for something
			4	Abbreviation for something
			5	Something relating to technology
26	MAH BOONKRONG	A combination of the business founders' first names "Mah + Boonkrong"	1	No idea
			2	Difficult name
			3	No idea
			4	No idea
			5	No idea
27	KASET	High quality rice selected from the best source	1	Russian name
			2	No idea
			3	No idea
			4	No idea
			5	No idea
28	PONGLARP	The company name, which is named after its founder.	1	No idea
			2	No idea
			3	No idea
			4	No idea
			5	No idea

No.	Brand Name	Intended Meaning (brand owner's intention)	#	Interpreted Meaning (Customers' interpretation of brand names)
29	Q RICE	Quality rice specially selected to meet demand of new-generation customers	1	Quality rice
			2	New rice product
			3	Quality rice
			4	Quality rice
			5	Quality rice
30	URC	Abbreviation for Universal Rice Company/Top quality-premium grade rice products	1	Abbreviation for something
			2	Abbreviation for something
			3	Abbreviation for something
			4	Abbreviation for something
			5	Abbreviation for something
FROZEN AND CHILLED FOOD				
1	FRUIT CELLAR	Fruit supply for all year round	1	Fruit storage
			2	Place for storing fruit
			3	Fruit seller
			4	Room for keeping fruit
			5	Room for keeping fruit
2	FRUIT KING	Durian, the king of fruit	1	The best fruit provider
			2	The king of fruit
			3	Fruit expert / specialist
			4	Fruit expert / specialist
			5	Fruit expert / specialist
3	EXCEL FRUIT	High quality fresh fruits	1	Good fruit
			2	Excellent fruit
			3	Fruit with good quality
			4	Fruit with good quality
			5	Fruit with good quality
4	SEA FRESH	Fresh product from the sea	1	Fresh product from the sea
			2	Fresh product from the sea
			3	Fresh product from the sea
			4	Fresh product from the sea
			5	Fresh product from the sea
5	CHEF'S CHOICE	Chef's grade product.	1	Product for chefs
			2	Chef-grade product
			3	Good product for chefs
			4	Product for chefs
			5	Good product for cooking

No.	Brand Name	Intended Meaning (brand owner's intention)	#	Interpreted Meaning (Customers' interpretation of brand names)
6	OCEAN STAR	Quality seafood product	1	Good seafood
			2	Good seafood
			3	High quality seafood
			4	Good quality seafood
			5	Good seafood
7	LITTLE CHEF	Easy-to-cook food	1	For easy cooking
			2	Everyone can cook
			3	Everyone can cook
			4	Products for cooking
			5	Everyone can cook
8	KC FRESH	Fresh products from Kamphaengsaen Commercial	1	Fresh product
			2	Fresh product
			3	Fresh product
			4	Fresh product
			5	Fresh product
9	SURAPON FOODS	The company name, which is named after its founder name	1	Food product from Surapon
			2	Food product from Surapon
			3	Food product from Surapon
			4	Food product from Surapon
			5	Food product from Surapon
10	VITAFOOD	Food with vitamins	1	Food with vitamins
			2	Food with vitamins
			3	Food with vitamins
			4	Food with vitamins
			5	Food with vitamins
11	VENTUNA	Tuna product from Venturetech (the company name)	1	Tuna product
			2	Tuna product
			3	Product from tuna
			4	Tuna product
			5	Tuna product
12	PFP	Abbreviation for Pacific Fish Processing (the company name)	1	Abbreviation for something
			2	Abbreviation for something
			3	Abbreviation for something
			4	Abbreviation for something
			5	Abbreviation for something

No.	Brand Name	Intended Meaning (brand owner's intention)	#	Interpreted Meaning (Customers' interpretation of brand names)
13	PTN	Abbreviation for Phatthana (the first word in the company name-- Phatthana Seafoods)	1	Abbreviation for something
			2	Abbreviation for something
			3	Abbreviation for something
			4	Abbreviation for something
			5	Abbreviation for something
14	CMR	Abbreviation for Chaicharoen Marine (the company name)	1	Abbreviation for something
			2	Abbreviation for something
			3	Abbreviation for something
			4	Abbreviation for something
			5	Abbreviation for something
15	CNV	Abbreviation for Chainavee (the company name)	1	Abbreviation for something
			2	Abbreviation for something
			3	Abbreviation for something
			4	Abbreviation for something
			5	Abbreviation for something
16	AMS	Abbreviation for Andaman Seafoods (the company name)	1	Abbreviation for something
			2	Abbreviation for something
			3	Abbreviation for something
			4	Abbreviation for something
			5	Abbreviation for something
17	U.F.P	Abbreviation for Union Frozen Products (the company name)	1	Abbreviation for something
			2	Abbreviation for something
			3	Abbreviation for something
			4	Abbreviation for something
			5	Abbreviation for something
18	TSF	Abbreviation for Transmut Food (the company name)	1	Abbreviation for something
			2	Abbreviation for something
			3	Abbreviation for something
			4	Abbreviation for something
			5	Abbreviation for something
19	CSF	Abbreviation for Chanthabuti Seafoods (the company name)	1	Abbreviation for something
			2	Abbreviation for something
			3	Abbreviation for something
			4	Abbreviation for something
			5	Abbreviation for something

No.	Brand Name	Intended Meaning (brand owner's intention)	#	Interpreted Meaning (Customers' interpretation of brand names)
20	MAY	Nickname of the company founders	1	Name of a person
			2	Name of someone
			3	Name of someone
			4	Name of someone
			5	Name of someone
21	AROY-D	Delicious food	1	No idea
			2	No idea
			3	Exotic name
			4	No idea
			5	No idea
22	KISS	Abbreviation for "Keep It Simple, Sweetie"	1	Food for everyone
			2	Product of love
			3	Product for showing your love
			4	Product of love
			5	Product of love
23	PAM	Abbreviation for Pacific Marine (the company name)	1	Name of a person
			2	No idea
			3	Someone I really hate
			4	Name of someone
			5	Name of someone
CANNED AND INSTANT FOOD				
1	PROCHEF	Food from professional chef.	1	Product for professional chef
			2	Someone who is good at cooking
			3	Product for professional chef
			4	Good for cooking
			5	Product from professional chef
2	OCEAN TASTE	Tasty food from the ocean.	1	Delicious seafood
			2	Tasty seafood
			3	Tasty seafood
			4	Real taste of seafood
			5	Tasty seafood
3	ASIAN BOWL	Food of Asia	1	Asian cuisine
			2	Asian food
			3	Noodle
			4	Asian food
			5	Asian food

No.	Brand Name	Intended Meaning (brand owner's intention)	#	Interpreted Meaning (Customers' interpretation of brand names)
4	ROYAL SEA	High quality seafood	1	Good quality seafood
			2	Good and clean seafood
			3	Good seafood product
			4	High quality seafood product
			5	Good seafood
5	STAR	High quality product	1	No idea
			2	To be a famous product
			3	No idea
			4	No idea
			5	Famous food
6	SMILING FISH	Tasty food	1	Happy fish
			2	Good fish product
			3	Product that makes you happy
			4	Friendly company
			5	Product that makes you happy
7	MADAME WONG	a famous Chinese cook	1	Name of someone
			2	Name of someone
			3	Name of someone
			4	Name of someone
			5	Name of someone
8	AMPRO	Abbreviation for American Professional (the company name)	1	No idea
			2	No idea
			3	No idea
			4	No idea
			5	No idea
9	PANASIA	Product from Asia	1	Product from Asia
			2	Product from Asia
			3	Product from Asia
			4	Product from Asia
			5	Product from Asia
10	YUM YUM	Yummy food	1	Delicious
			2	Yummy yummy
			3	Delicious
			4	No idea
			5	Delicious

No.	Brand Name	Intended Meaning (brand owner's intention)	#	Interpreted Meaning (Customers' interpretation of brand names)
11	KING BELL	Top grade product	1	Traditional / classic product
			2	A mark of quality
			3	High grade product
			4	Famous product
			5	Good product
12	MAMA	Your mom's recipe	1	Taste like your mother's cooking
			2	Mom's cooking
			3	Mom's cooking
			4	Mom's cooking
			5	Mom's cooking
13	QUEEN BELL	High grade product	1	Soft food with mild taste
			2	Taste good
			3	Taste good
			4	Taste of royal food
			5	Better than ordinary product
14	THREE LADY COOKS	Very tasty food	1	Good food
			2	Good for cooking
			3	Tasty food
			4	Tasty food
			5	Tasty food
15	DELIGHT	Tasty food	1	Tasty seafood
			2	Good seafood
			3	Quality seafood
			4	Good seafood
			5	Good seafood
16	DOUBLE DRAGON	Thai-Chinese company	1	Extraordinary product
			2	Special product
			3	Special quality
			4	Special quality
			5	Special quality
17	TROFCO	Tropical food	1	No idea
			2	No idea
			3	No idea
			4	No idea
			5	No idea

No.	Brand Name	Intended Meaning (brand owner's intention)	#	Interpreted Meaning (Customers' interpretation of brand names)
18	KC	Abbreviation for KittikhunChai, the family name of the company founder	1	Abbreviation for something
			2	Abbreviation for something
			3	Abbreviation for something
			4	Abbreviation for something
			5	Abbreviation for something
19	HI-Q	High quality product	1	No idea
			2	Abbreviation for something
			3	High quality product
			4	Abbreviation for something
			5	Sound like technological product
20	O&P	Abbreviation for Orapin and Pinlada (names of the company founders)	1	Abbreviation for something
			2	Abbreviation for something
			3	Abbreviation for something
			4	Abbreviation for something
			5	Abbreviation for something
21	UFC	Abbreviation for Universal Food Company (the company name)	1	Abbreviation for something
			2	Abbreviation for something
			3	Abbreviation for something
			4	Abbreviation for something
			5	Abbreviation for something
22	BATTLESHIP	a battleship monument near the factory.	1	Sound dangerous
			2	Strong taste
			3	Food for military
			4	Food for military
			5	No idea
23	ROZA	Food to cure your hunger	1	No idea
			2	Name of someone
			3	No idea
			4	No idea
			5	No idea
24	TWIN ELEPHANT & EARTH	Standard grade product	1	Traditional product
			2	Exotic name
			3	No idea
			4	Traditional style
			5	Traditional style

No.	Brand Name	Intended Meaning (brand owner's intention)	#	Interpreted Meaning (Customers' interpretation of brand names)
25	S. KHONKAEN	Products from Khon Kaen	1	No idea
			2	No idea
			3	No idea
			4	No idea
			5	No idea
26	PINE	Top grade vermicelli	1	Food from nature
			2	Nutrient food
			3	Natural food
			4	No idea
			5	No idea
27	NAUTILUS	Tasty seafood	1	A ship's name
			2	Exotic seafood
			3	No idea
			4	Special recipe
			5	Secret recipe
28	BAMBOO	New standard grade vermicelli	1	Asian food
			2	Natural food
			3	No idea
			4	No idea
			5	Food from forest
29	KIN DEE	A Thai word means "eat well".	1	No idea
			2	No idea
			3	No idea
			4	Sound like Korean food
			5	No idea
30	RIVER KWAI	Famous river near the company's location	1	Natural product
			2	Natural product
			3	Clean product
			4	No idea
			5	Make you feel fresh
31	BENJAMAS	Standard product	1	No idea
			2	No idea
			3	No idea
			4	Sound like Benjamin
			5	No idea

No.	Brand Name	Intended Meaning (brand owner's intention)	#	Interpreted Meaning (Customers' interpretation of brand names)
32	PIGEON	Symbol of peace, the name of the company (Peace Canning)	1	Exotic food
			2	Dirty
			3	No idea
			4	No idea
			5	Dirty
33	BEAN	Standard grade vermicelli	1	Traditional product
			2	Made from bean
			3	No special meaning
			4	No idea
			5	No idea
34	WAI WAI	Quick for cooking	1	No idea
			2	Chinese-sounded name
			3	No idea
			4	Chinese food
			5	No idea
35	PICHAYA	Name of the company's founder	1	No idea
			2	No idea
			3	No idea
			4	No idea
			5	No idea
SNACKS AND CANDIES				
1	FLOWER FOOD	Food from flower	1	Food from flower
			2	Food from flower
			3	Food from flower
			4	Food from flower
			5	Food from flower
2	NUT CANDY	Nut snack	1	Candy made from nut
			2	Candy made from nut
			3	Candy made from nut
			4	Candy made from nut
			5	Candy made from nut
3	MR. SQUID	Squid snack	1	Made from squid
			2	Made from squid
			3	Made from squid
			4	Made from squid
			5	Made from squid

No.	Brand Name	Intended Meaning (brand owner's intention)	#	Interpreted Meaning (Customers' interpretation of brand names)
4	JUMBO	Big-piece snack	1	Big
			2	Big
			3	Big
			4	Big
			5	Big
5	POTATO	Potato snack	1	Made from potato
			2	Made from potato
			3	Made from potato
			4	Made from potato
			5	Made from potato
6	SOFTLINE	Soft candy with long shape	1	Long and soft candy
			2	Long and soft candy
			3	Long and soft candy
			4	Long and soft candy
			5	Long and soft candy
7	MY MINT	Mint-flavored candy	1	Mint-flavored candy
			2	Mint-flavored candy
			3	Mint-flavored candy
			4	Mint-flavored candy
			5	Mint-flavored candy
8	WAFRUIT	Fruit-flavored wafer	1	Mixed with fruit
			2	Mixed with fruit
			3	Mixed with fruit
			4	Mixed with fruit
			5	Mixed with fruit
9	CLASSIC	Candy for all	1	Very good candy
			2	Traditional candy
			3	Taste good
			4	Taste good
			5	Taste good
10	CAPUNO	Cappuccino-favored candy	1	Taste like cappuccino
			2	Cappuccino favor
			3	Cappuccino favor
			4	Cappuccino favor
			5	Cappuccino favor

No.	Brand Name	Intended Meaning (brand owner's intention)	#	Interpreted Meaning (Customers' interpretation of brand names)
11	KHAO SHONG NUTS	Nuts from Khao Shong	1	Made from nuts
			2	Something about nuts
			3	Exotic nuts
			4	Sound like Chinese nuts
			5	Something about nuts
12	CRUSTY	Crispy wafer	1	Crispy
			2	Crispy
			3	Crispy
			4	Negative meaning = moody
			5	Old-fashion word
13	TONG GARDEN	Products from Tong Garden	1	Fresh from garden
			2	Garden-grown product
			3	Product from garden/ farm
			4	Fresh from garden
			5	Fresh from garden
14	YOFRUIT	Yoghurt and fruit favored wafer	1	Fruit mixture
			2	With fruit ingredient
			3	Fruit favor
			4	Fruit wafer
			5	No idea
15	ONE MORE	Give me more candies	1	More candies please
			2	One is not enough
			3	Have more candies
			4	Tasty candy
			5	Very good candy
16	FISHO	Snack made from fish	1	Made from fish
			2	Made from fish
			3	Made from fish
			4	Made from fish
			5	Made from fish
17	NUT WALKER	Nut snack for your free time activity	1	Made from nut
			2	Made from nut
			3	Snack for traveller
			4	Made from nut
			5	Made from nut

No.	Brand Name	Intended Meaning (brand owner's intention)	#	Interpreted Meaning (Customers' interpretation of brand names)
18	BIGGA	Big-piece snack	1	No idea
			2	Something big
			3	Something big
			4	Something big
			5	Something big
19	DURIO	Snack made from durian	1	No idea
			2	Made from durian
			3	Made from durian
			4	No idea
			5	Made from durian
20	KOH-KAE	Classic snack for all ages	1	No idea
			2	No idea
			3	No idea
			4	No idea
			5	No idea
21	MANORA	Products from Southern Thailand	1	No idea
			2	No idea
			3	No idea
			4	No idea
			5	No idea
22	RICHIO	Snack that values your money	1	No idea
			2	No idea
			3	No idea
			4	No idea
			5	No idea
23	TARO	Japanese sounded name	1	No idea
			2	No idea
			3	No idea
			4	Mixed with taro
			5	No idea
24	COUGAR	Candy for chewing	1	Fun to chew
			2	No idea
			3	No idea
			4	No idea
			5	No idea

No.	Brand Name	Intended Meaning (brand owner's intention)	#	Interpreted Meaning (Customers' interpretation of brand names)
25	EURO	Snack from Europe	1	Cheap snack
			2	From Europe
			3	From Europe
			4	From Europe
			5	From Europe
26	PILLO	Pillow-shaped candy	1	No idea
			2	No idea
			3	No idea
			4	No idea
			5	No idea
27	OTARI	Japanese-sounded name	1	Japanese-sounded name
			2	No idea
			3	Japanese snack
			4	No idea
			5	No idea
28	TAO KAE NOI	Young entrepreneur	1	No idea
			2	No idea
			3	Chinese-like
			4	No idea
			5	No idea
29	JEED JARD	Sour and spicy taste	1	No idea
			2	No idea
			3	No idea
			4	No idea
			5	No idea
FOOD INGREDIENTS AND SEASONINGS				
1	SUN SAUCE	Hot and spicy chili sauce	1	Hot and spicy
			2	Hot and spicy
			3	Hot and spicy
			4	Hot and spicy
			5	Hot and spicy
2	GOLD LABEL	Premium grade product	1	Premium quality
			2	Top grade
			3	Very high quality
			4	Top grade
			5	Good quality

No.	Brand Name	Intended Meaning (brand owner's intention)	#	Interpreted Meaning (Customers' interpretation of brand names)
3	NEW GRADE	Newly developed product	1	Something new
			2	New product
			3	Better quality
			4	Better quality
			5	Better quality
4	NO 1. CHOICE	The best choice	1	The best product
			2	The best product
			3	The best product
			4	The best product
			5	The best product
5	CLASSIC THAI	Product for traditional Thai food cooking	1	Very good quality product
			2	Traditional Thai product
			3	Traditional Thai product
			4	Traditional Thai product
			5	Traditional Thai product
6	THAI CHOICE	Good product for Thai food cooking.	1	Good choice for Thai
			2	Good product for Thai food
			3	Good product for Thai
			4	Good choice for Thai food
			5	Good product for Thai
7	SIAM KITCHEN	Product for Thai food cooking	1	Traditional /classic product for Thai cuisine
			2	Product for Thai kitchen
			3	Traditional /classic product
			4	For Thai kitchen
			5	Good product for Thai kitchen
8	KING	Quality product	1	King of cooking
			2	The best oil for cooking
			3	Good for cooking
			4	Cooking king
			5	Cooking king
9	ORIENTAL CHEF	Product for Asian food	1	For Asian food cooking
			2	Good for oriental food
			3	Let's cook oriental food
			4	Product for oriental food
			5	For cooking oriental food

No.	Brand Name	Intended Meaning (brand owner's intention)	#	Interpreted Meaning (Customers' interpretation of brand names)
10	NEO SUKI	New style of sukiyaki	1	New recipe
			2	Something new about sukiyaki
			3	Something new about sukiyaki
			4	No idea
			5	New way of eating sukiyaki
11	COOK YIM	Cook's favorite product	1	Something about cooking
			2	Something about cooking
			3	Something about cooking
			4	Let's cook
			5	Something about cooking
12	3 CHEFS	Product for cooking delicious food	1	Product for cooking
			2	Easy cooking
			3	Your cooking assistants
			4	Product for cooking
			5	Good for cooking
13	FLYING RABBIT	Special grade product	1	With special softness
			2	White and soft
			3	Extraordinary soft flour
			4	Extra quality
			5	Special quality
14	TALAD THAI	Thailand's central market for agricultural product	1	Something about Thai
			2	Good for Thai cuisine
			3	Something about Thai
			4	Thai product
			5	Something about Thai
15	CHAO THAI	Product from Thailand	1	Product from Thailand
			2	Something about Thai
			3	Something about Thai
			4	For Thai food cooking
			5	Something about Thai
16	GOLDEN COINS	Quality product	1	Good grade product
			2	Perfect for cooking
			3	Premium grade product
			4	Good quality product
			5	Good quality product

No.	Brand Name	Intended Meaning (brand owner's intention)	#	Interpreted Meaning (Customers' interpretation of brand names)
17	HAND NO.1	Good quality product	1	Number one in cooking
			2	The best for cooking
			3	No idea
			4	Pick this product for the first priority
			5	Cooking by hand / easy for cooking
18	STAR LION	Good quality product	1	Classical product
			2	Lucky name
			3	To be famous and sustainable
			4	Something special
			5	No idea
19	ALFA ONE	Premium grade product	1	Special recipe
			2	Something about number one
			3	No idea
			4	Number one cooking oil
			5	No idea
20	MEGACHEF	The best fish sauce for cooking	1	Strong taste
			2	Full of taste
			3	For tasty food
			4	Product for big chefs
			5	For professional cook
21	FOODEX	A short form for Food Export	1	Something about food
			2	Food product
			3	Food product
			4	Something about food
			5	For cooking food
22	THAI SMILE	Thai hospitality	1	Good for Thai food
			2	Make Thai food more delicious
			3	Feel good with Thai food
			4	Good for Thai food
			5	Make Thai food more delicious
23	RED SPOON	Basic ingredient for your kitchen	1	Symbol of something
			2	No idea
			3	Delicious food
			4	For better cooking
			5	For better taste

No.	Brand Name	Intended Meaning (brand owner's intention)	#	Interpreted Meaning (Customers' interpretation of brand names)
24	SHOICE	Good choice for every dish	1	No idea
			2	Your alternative product
			3	For you to choose
			4	For you to choose
			5	No idea
25	WHITE ELEPHANT	Quality product	1	The color of the rice flour
			2	No idea
			3	Pure flour
			4	With magical power
			5	Bad luck
26	FLYING TIGER	Special selected product	1	Special quality
			2	Exotic product
			3	Traditionally-produced product
			4	Good product
			5	Extraordinary quality
27	THAI DANCER	Authentic and flavorful Thai food	1	Make the cooking more fun
			2	The art of Thai cooking
			3	For easy cooking of Thai food
			4	Fun and happy cooking
			5	Happier when cooking Thai food
28	PEGASUS	Special grade	1	Special recipe
			2	No idea
			3	Traditional sauce
			4	Secret recipe
			5	No idea
29	GOLDEN FISH	Top grade product	1	Good and soft rice flour
			2	Lucky symbol
			3	Classic product
			4	Something good about the product
			5	Lucky symbol
30	OLEEN	Palm olein, the raw material used for producing the product	1	No idea
			2	No idea
			3	No idea
			4	No idea
			5	No idea

No.	Brand Name	Intended Meaning (brand owner's intention)	#	Interpreted Meaning (Customers' interpretation of brand names)
31	MORAKOT	As clear and precious as emerald.	1	No idea
			2	No idea
			3	No idea
			4	No idea
			5	No idea
32	RAMWONG	Product for fun cooking	1	No idea
			2	No idea
			3	No idea
			4	No idea
			5	No idea
33	DESERT ROSE	A trademark for quality product	1	Unique quality
			2	Special type of flour
			3	Special tapioca flour
			4	No idea
			5	Extraordinary flour
34	LOBO	Easy cooking for everyone	1	No idea
			2	No idea
			3	Abbreviation for something
			4	No idea
			5	No idea
35	SUREE	The company founder's name / the recipe owner	1	No idea
			2	No idea
			3	No idea
			4	No idea
			5	No idea
36	PANTAINORASING H	The name of Thai historical hero	1	No idea
			2	No idea
			3	No idea
			4	No idea
			5	No idea
37	RIZI	Rice, the raw material used for producing the product	1	No idea
			2	No idea
			3	No idea
			4	No idea
			5	No idea

No.	Brand Name	Intended Meaning (brand owner's intention)	#	Interpreted Meaning (Customers' interpretation of brand names)
38	RAZOR CLAM	Famous seafood in the company location	1	Sound dangerous
			2	Special ingredient
			3	No idea
			4	Exotic recipe
			5	Strong taste
39	FUANG FLOWER FAH	A trademark for quality product	1	Soft flour
			2	Traditionally-produced flour
			3	No idea
			4	No idea
			5	No idea
40	ROSE	Quality product	1	Traditional product
			2	Symbol of something
			3	Traditional product
			4	No idea
			5	Nice and soft
41	THREE TRIANGLES	A trademark for quality product	1	No idea
			2	Lucky symbol
			3	No idea
			4	Holy sign
			5	No idea
42	MAE PRANOM	The name of recipe owner	1	No idea
			2	No idea
			3	No idea
			4	No idea
			5	No idea
43	GOLDEN BOAT	Premium product	1	For better taste
			2	No idea
			3	Classic product
			4	Premium quality
			5	No idea
44	KANGAROO	A trade mark for quality product	1	No idea
			2	No idea
			3	Strange name for flour
			4	Product from Australia
			5	Something about Australia

No.	Brand Name	Intended Meaning (brand owner's intention)	#	Interpreted Meaning (Customers' interpretation of brand names)
45	MAE KRUA	Product for cooking delicious food	1	No idea
			2	No idea
			3	No idea
			4	No idea
			5	No idea
46	RUAMROS	Good taste	1	No idea
			2	No idea
			3	No idea
			4	No idea
			5	No idea
47	OYSTER	A product produced from oyster	1	Made from oyster
			2	Made from oyster
			3	Made from oyster
			4	Made from oyster
			5	Made from oyster
48	GOLDEN BOY	The best quality product	1	Lucky symbol
			2	No idea
			3	Symbol of something
			4	No idea
			5	No idea
49	GOGI	Japanese product	1	No idea
			2	No idea
			3	No idea
			4	No idea
			5	No idea
50	JADE LEAF	Standard grade product	1	Soft flour
			2	Natural product
			3	No idea
			4	No idea
			5	Soft and precious
51	CHAO KOH	Good quality coconut milk	1	No idea
			2	No idea
			3	No idea
			4	No idea
			5	No idea

No.	Brand Name	Intended Meaning (brand owner's intention)	#	Interpreted Meaning (Customers' interpretation of brand names)
52	MAE PLOY	The name of the main female character, Mae Ploy, in a famous Thai novel called Si Phaen Din (Four Reigns)	1	No idea
			2	No idea
			3	No idea
			4	No idea
			5	No idea
53	MAE SRI	Name of the recipe owner	1	No idea
			2	No idea
			3	No idea
			4	No idea
			5	No idea
54	ARROZA	Rice, the raw material used for producing the product	1	No idea
			2	No idea
			3	No idea
			4	No idea
			5	No idea
55	TREE	A trademark for quality product	1	Natural product
			2	Source of food
			3	Product from nature
			4	No idea
			5	Symbol of something
56	RAITIP	Fine selected products	1	No idea
			2	No idea
			3	No idea
			4	No idea
			5	No idea
57	MORADOK	Heritage of Thai cooking	1	No idea
			2	No idea
			3	No idea
			4	No idea
			5	No idea
58	JUTHATHIP	The company founder's name	1	No idea
			2	No idea
			3	No idea
			4	No idea
			5	No idea

BIOGRAPHY

Mr. Nithat Boonpaisarnsatit is a lecturer in Business English Department at The Far Eastern University, Chiang Mai, Thailand. He received his Bachelor of Arts in English from Chiang Mai University and Master of Arts in Language and Communication from the same university. He also obtained different training certificates in business administration and entrepreneurship from different organizations in Thailand. He used to work in a few international companies in both Chiang Mai and Bangkok. His research interests include language and communication in business, linguistic theories in business practices, and the language of branding.