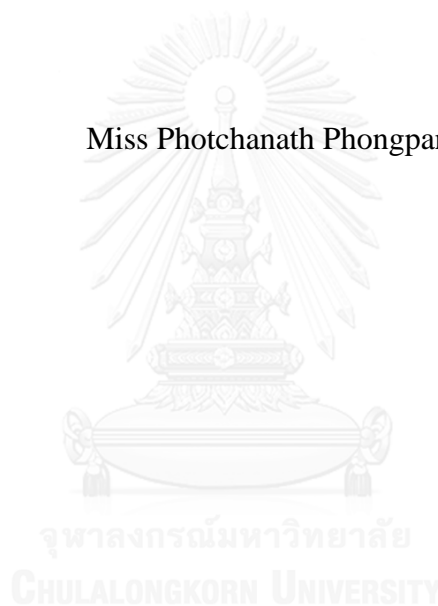


EFFECTS OF FOREIGN BRAND NAMES AND PRODUCT TYPES ON
CONSUMER BEHAVIOR

Miss Photchanath Phongpanich



บทคัดย่อและแฟ้มข้อมูลฉบับเต็มของวิทยานิพนธ์ตั้งแต่ปีการศึกษา 2554 ที่ให้บริการในคลังปัญญาจุฬาฯ (CUIR)
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ผลของชื่อตราสินค้าที่เป็นภาษาต่างประเทศและประเภทสินค้าต่อพฤติกรรมผู้บริโภค



วิทยานิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาโทศาสตรมหาบัณฑิต
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พจนารถ พงษ์พานิช : ผลของชื่อตราสินค้าที่เป็นภาษาต่างประเทศและประเภทสินค้าต่อพฤติกรรมผู้บริโภค (EFFECTS OF FOREIGN BRAND NAMES AND PRODUCT TYPES ON CONSUMER BEHAVIOR) อ.ที่ปรึกษาวิทยานิพนธ์
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การวิจัยครั้งนี้เป็นการวิจัยเชิงทดลองแบบ 2 x 2 แฟกทอเรียล โดยมีวัตถุประสงค์เพื่อศึกษา ผลกระทบหลักและผลกระทบร่วมกันของชื่อตราสินค้าที่เป็นภาษาต่างประเทศ 2 ชื่อ (ชื่อตราสินค้าอเมริกัน และชื่อตราสินค้าญี่ปุ่น) กับประเภทสินค้า 2 ประเภท (สินค้าที่เน้นความเพลิคเพลินทางอารมณ์ และสินค้าที่เน้นประโยชน์ใช้สอย) ที่ส่งผลต่อพฤติกรรมของผู้บริโภค ซึ่งได้แก่ การรับรู้ถึงคุณภาพ ทักษะคิดต่อโฆษณา ทักษะคิดต่อตราสินค้า ทักษะคิดต่อประเทศแหล่งกำเนิดสินค้า และความตั้งใจซื้อ โดยทำการวิจัยกับนิสิตปริญญาตรี จุฬาลงกรณ์มหาวิทยาลัย จำนวน 119 คน ในภาคการศึกษาปลาย ปีการศึกษา 2558 ผลการวิจัยพบว่า ชื่อตราสินค้าที่เป็นภาษาต่างประเทศที่แตกต่างกันส่งผลกระทบลึกต่อการรับรู้ถึงคุณภาพของสินค้า และทักษะคิดต่อประเทศแหล่งกำเนิดสินค้า และประเภทสินค้าที่แตกต่างกันส่งผลกระทบลึกต่อการรับรู้ถึงคุณภาพของสินค้า ทักษะคิดต่อโฆษณา และความตั้งใจซื้อ อย่างไรก็ตาม ชื่อตราสินค้าที่เป็นภาษาต่างประเทศและประเภทสินค้าไม่ส่งผลกระทบลึกต่อพฤติกรรมผู้บริโภค



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PHOTCHANATH PHONGPANICH: EFFECTS OF FOREIGN BRAND NAMES AND PRODUCT TYPES ON CONSUMER BEHAVIOR.
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The current research was a 2 x 2 factorial designed experimental study with the objectives that were to study the main and interaction effects of two foreign brand names (American and Japanese brand names) and two products types (hedonic and utilitarian products) on consumer behavior, that consisted of perceived quality, attitude towards the ad, attitude towards the brand, attitude towards country of origin, and purchase intention. One hundred and nineteen undergraduate students at Chulalongkorn University were served as the research participants during the second semester of 2015 academic year. The results showed that different foreign brand names had main effects on perceived quality and attitude towards country of origin. In addition, different product types had main effects on perceived quality, attitude towards the ad, and purchase intention. However, foreign brand names and product types showed no significant interaction effect on consumer behavior.

Field of Study: Strategic Communication Student's Signature

Management

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CHAPTER 1

INTRODUCTION

A large number of new products are launched everyday and they are easily imitated. To survive in the market place with highly competition, companies have to do something outstanding to get attention from consumers. They try to implement various branding strategies in order to make consumers prefer and gain strategic advantage over competitors.

There are various ways to win consumers' hearts. However, one of basic elements which is very important when launching a new product in market is brand naming. Not only to identify the product and its positioning, a brand name also impacts on consumers' purchase decisions and could lead to the success or failure when launching new products or services (Kotler & Armstrong, 2013). The right one gets highly awareness and preference from consumers (Chan & Huang, 1997). Charmasson (1988) also cited that a brand name plays a significant role in consumer's acceptance of products and services. Moreover, it is an essential part of brand equity (Aaker, 1991). For this reason, many companies carefully create and select name for their products. However, creating an effective brand name is not easy.

There are various strategies for product naming. For example, Vandenberg, Adler, and Oliver (1987) found that fitting name with object and using names that starting with some alphabets were the strategies which popular brand names around the world used. While Zinkhan and Martin (1987) stated that products with typical brand names are more favorable than products with atypical names. Some companies

might use foreign brand naming in purpose of increasing the perceived quality by link the products with a country's existing equity.

The idea of foreign brand names is to utilize an appropriate, favorable, country image to influence consumers' evaluations of a product. Different pronunciations effect consumer impressions of a brand name in different ways. Not only the sounds that make foreign brand names are preferred, the main reason why consumers prefer foreign brand names is that they perceive those brands with higher level of confidence.

The reason that foreign brand names got a confidence level higher than local brand names in some country, especially in developing country is the association of foreign brand name with country of origin (COO). Country of origin is the country of manufacture or construction (Han & Terpstra, 1988). While Nagashima (1970) defined country of origin effect as the image, the reputation, and the stereotype that consumers add to products or brands of one country specifically. This image and stereotype are created by many variables such as representative products, national characteristics, economic and political background, history, and traditions. Many studies in the past showed that COO effects on consumers in many ways, such as social status, product evaluation, quality perception, product attitude and purchase intention (Han & Terpstra, 1988; Wong, Garma, & Polonsky, 2007).

However, different foreign brand names are suitable for different product types. Leclerc, Schmitt, and Dub (1994) demonstrated that French-sounding names influences hedonic products and got higher score when comparing with American brand names. In contrast, brand name with French language might not be different from other foreign brand names in terms of consumer perception when using with

utilitarian products. Some products, such as electronics with Chinese brand name, might be evaluated as a low quality product, but when mentioning about tea, Chinese brand name is evaluated as a premium.

In the past, there are many studies focusing on impacts of foreign brand names on consumer behavior. Bas and Sahin (2013) found that in Turkish, foreign brands have significant impact on price and quality perceptions comparing with local brands. The study also showed that foreign branding have a positive impact on brand image, brand trust and buying behavior. Similarly, Liu, Murphy, Li, and Liu (2006) demonstrated that the clothing brands made and sold in China without a Chinese characters in their names or logos have a good sell. In the same way, Li and Murray (1998) found that foreign names impact Chinese consumers positively, although the product is new and unfamiliar. In addition, Junghwa, Byoungho, and Bobby (2013) showed that the attitude of Indian consumers to foreign brand jeans had significant influence on purchase intentions.

From the previous research studies as mentioned above, it might be seen that most research have been conducted on consumer behaviors of products based on foreign brand names, mostly in developing countries, by comparing foreign brand names with local brand names. There are a few studies on the effects of foreign brand names in developing country which comparing between both brand names from developed countries.

This research will be conducted to find out the answer of the above mention by comparing between the impacts of American brand name and Japanese brand name on consumer behavior in Thailand. The reason of choosing American brand name and Japanese brand name in this research is both foreign brand names are from developed

countries with high credibility but different hemispheres. Many American brand names that are originated in the West are global brands and well recognized by consumer around the world with long-established identities. Consumers perceive the American brand as the representative of high status and good quality (Anholt, 2006). The brand personalities of American brand name are cosmopolitan and modern. However, sometimes, it cannot be attractive to Asian countries because it comes from the country with different culture and not match local needs (Lee, Knight, & Kim, 2008). In contrast, Japanese brand name that originated in Asian is gaining popularity in many countries around the world, specifically in Asian markets. According to an annual Country Brand Index Report from FutureBrand (2014), the result showed that Japan was the strongest country brand in the world in 2014 with reputations for high-quality manufacturing. In addition, the report stated that respondents associated Japan with advanced technology (78%), and consumer electronics (65%) but when rating about fashion, there were only a few respondents that relate Japan to fashion (21%) (FutureBrand, 2014). In terms of brand personality, Japanese brand name is seen as tech savvy, reliable, and trustful. However, consumers do not see Japanese brand as sexy and stylish nor trendy and design-driven (J.Walter Thomson Asia Pacific, 2015).

In Thai market, like many countries in Asia, products with American and Japanese brand name are popular and acceptable, especially in teenagers. However, it is still not clear in terms of the difference between the impacts of American brand name and Japanese brand name on consumer behavior in difference product types. Every year, new products or services in various categories from the U.S. and Japan are launched in Thailand. Moreover, they were always ranks at the top of market share in Thailand. For instance, when mentioning about car market, Japanese brand

names always get the highest rank. The report from Department of Land Transport (2015) showed that in 2015, personal car which Thai people purchased most were Toyota and the second was Honda. Both were Japanese brands. While Ford that is the brand from the U.S. was at the sixth rank. In contrast, American brand name is always the number one in beauty products industry. In 2010, the U.S. was the country that Thai imported the products most (21.8%), following by Japan (13.2%) (Kasikorn Research Center, 2010).

In conclusion, it is clearly seen that foreign brand names have a significant impact on consumer behavior. However, different foreign languages give a different result depend on product types. To use foreign brand name strategy effectively, marketers have to understand which foreign brand names suitable for each product. For this reason, this research is conducted to find out the answer and hopefully be beneficial for researchers and marketers in the future.

Research Objectives

1. To study the main effect of foreign brand names on consumer behavior.
2. To study the main effect of product types on consumer behavior.
3. To examine the interaction effect of foreign brand names and product types on consumer behavior.

Research Questions

1. Do foreign brand names have the main effect on consumer behavior?
2. Do product types have the main effect on consumer behavior?

3. Do foreign brand names and product types have an interaction effect on consumer behavior?

Scope of the Study

This study “effects of foreign brand names and product types on consumer behavior” was conducted by using an experimental research. A 2 x 2 between-subject, factorial design was employed with a control group. The independent variables include foreign brand names (American and Japanese) and product types (hedonic and utilitarian). The dependent variable is consumer behavior, consisting of five variables that are perceived quality, attitude towards the ad, attitude towards the brand, attitude towards country of origin, and purchase intention. The data was collected from 119 undergraduate students from Chulalongkorn University, registering in Human Relations class. The data was collected during the second semester of 2015 academic year.

Operational Definitions of the Variables

Foreign brand name means a brand name that is spelled or pronounced in a foreign language to influencing the brand image. In this research, American brand name and Japanese brand name are chosen to represent the foreign brand names from different hemispheres.

Product Type means a group of similar kinds of products or service. It can be classified in many ways. In this research, it was separated in two types: hedonic products and utilitarian products.

Hedonic products are the products that related to consumer pleasure. They provide experiential consumption, enjoyment, satisfaction, and enthusiasm (Batra, Ramaswamy, Alden, Jan-Benedict, & Ramachander, 2000; Hirschman & Holbrook, 1982; Strahilevitz, 1999). In this study, clothes represent a hedonic product.

Utilitarian products are the products that associated with a practical use. Consumers often purchase these products and are more price sensitive towards these products (Dhar & Wertenbroch, 2000; Hirschman & Holbrook, 1982; Strahilevitz, 1999). A notebook computer represents a utilitarian product in this research.

Consumer Behavior is defined as a form of behavior that a consumer takes the place of seeking, buying, consuming, or analyzing products, services, and ideas that consumer expects to please needs and desires (Al-Jeraisy, 2005). In this research, consumer behavior consists of:

Perceived quality means the perception of the overall quality of a product with respect to its intended purpose. In the research, it was measured by using five-point semantic differential scales adapted from Boulding and Kirmani (1993).

Attitude towards the ad means a predisposition to respond in a negative or positive way to an advertising stimulus. Five- point semantic differential scales developed by Holbrook and Batra (1987) were selected for measure the attitude toward the ad.

Attitude towards the brand means negative or positive beliefs or feelings toward a brand. It was measured by using a five-point semantic differential scales developed by Spears and Singh (2004).

Attitude towards country of origin means negative or positive beliefs or feelings toward a country of manufacture or construction. The attitude toward country of origin was measured by using a five-point Likert scales adapted from Pisharodi and Parameswaran (1992)

Purchase intention means the willingness to buy a particular product in the future. It could be measured with five-pointed semantic differential scales adapted by Spears and Singh (2004).

Expected Benefits

1. Academically, the result of this research should help to build knowledge about the importance of foreign brand name impacts.
2. Professionally, the result of this study should be useful for companies and marketers to develop more effective branding strategies before launching a new product to the market.

CHAPTER 2

LITERATURE REVIEW

This chapter reviews three concepts that are related to effects of foreign brand names and product types on consumer behavior, which include branding, country of origin (COO), and consumer behavior.

Branding

Brand is used widely for business and marketing in the present time. Every firm wants to build its own brand to be recognized and win over other competitors. Learning about branding is necessary for all companies to survive in the market today. This section reviews many topics related to branding including definitions, brand name, foreign branding, and brand equity.

Definitions

There are many definitions of a brand based on the different philosophies and stakeholder perspective. In addition, sometimes brands are specified regarding their purpose as well as their characteristic (Lisa, 2000).

American Marketing Association (2015) defined a brand focusing on tangible attributes as “a name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers. The legal term for brand is trademark. A brand may identify one item, a family of items, or all items of that seller. If used for the firm as a whole, the preferred term is trade name.”

In the same way, Kotler and Armstrong (1996) gave a definition of a brand as a name, symbol, design, or all of them that use to identify the goods and services and make it different from other competitors. However, there are the critical comment about this definition that is too product-orientation, which focusing on visual featured. In the later brand is modified to be not only as something tangible but also as intangible form (Lisa, 2000).

The adapted definition of a brand by Dibb, Simkin, Pride, and Ferrel (1997) is different from the old one in terms of putting the words “any other feature” for intangibles. Meanwhile, Ambler (1992) defined a brand based on a consumer-oriented approach as the commitment of set of attributes that someone purchases and give them pleasure. The elements that contribute to a brand may be tangible or intangible, real or unreal. Simoes and Dibb (2001) explained that branding is the process of imputing associations to product for adding value.

Other brand definitions concentrate on the method for making the brand different as well as focusing on the consumer benefits including brand as an image in the consumers’ perceptions, brand personality, brand as value system, and brand as added value (Lisa, 2000).

As mentioned above, it might be clear that there are many ways to define a brand. However, we cannot deny that “brand name” is the important component that all firms have to put on their products or service to make consumers interest and remember them. In the next section, brand name and the important of brand name will be reviewed.

Brand Name

When mentioning about branding strategies, one of the essential component is a brand name. American Marketing Association (2015) defined a brand name as the part of a brand that can be mentioned, consisting of letters, numbers, or words.

There are three reasons why brand names have a high worth. First of all, introducing new product invests a lot of money. Next, there are too many products in the marketplace. Customers are unwilling to try the new one. Brand names that can stand out from the group get attention. Last but not least, successful brands have a long life period and get higher benefits (Chiranjeev, 1997).

Brand names are a cause of differentiation. They make one company's product unlike other companies' products in the same categories. For example, consumers buy Adidas, not sport shoes. In this situation, it might be said that brand names impact consumers' choice (Chiranjeev, 1997). Chiranjeev (1997) also cited that the only powerful distinction is stand on brand image. For instance, Toyota Corolla is more favorably than Geo Prizm because it is Toyota, even though they are the same. Toyota Camry has the image of a quality Japanese car in consumer's perception, although it was manufactured in the U.S., because it is a Japanese brand name.

Furthermore, brand name is a main factor that impact consumers' purchase decisions and can lead to the success or failure when launching new products or services (Kotler & Armstrong, 2013). A correct one gets high on consumer awareness and preference (Chan & Huang, 1997). Charmasson (1988) also said that brand name play a significant role in consumer's acceptance of products and services. A brand name is a key element of brand equity (Aaker, 1991). For this reason, before launching new products or services, selecting the right brand name is the most

significant process of marketing (Keller, 1993) .

When creating a name, there are two topics to be considered, which are what types of brand name to be used? and what is the appropriate brand name for the product? Starting from types of name, there are five categories of names that are identified by the United States Patent and Trademark Office, an agency in the U.S. Department of Commerce, and used widely. These five types consist of generic, descriptive, suggestive, arbitrary, and coined (Chiranjeev, 1997). Each type offers differing level of trademark security and marketing appeal.

Another topic is appropriate brand name for the product based on branding objective. The objective must be clear and specific because brand name is truly the essential of brand image and it concludes only one or two words that must be reflect the products or services. Once the brand name is used for the product, it is hard to change without losing brand equity (Chiranjeev, 1997).

Brand names can be used for brand positioning. Giorgio di St. Angelo brings a high-style Italian fashion image to consumers' mind, even though it is made in the U.S. In the same way as Klarbrunn, the brand might relate to the high quality mineral water from Germany, it is produced by the U.S. (Leclerc, Schmitt, & Dub, 1994).

Similarly, there are many brands in the marketplace using brand names as the country of origin cue for influence on consumer perception in terms of quality of products (Bilkey & Nes, 1982) or lead to brand identity and brand image (Thakor & Lavack, 2003).

As mentioned above, it can be concluded that brand names have a significant influence on brand. The right brand name gains large benefits, while the wrong one causes a big disaster. Selecting the right brand name is very important. There are

many strategies to create a brand name. Foreign branding is one of the ways to building a name. Next section, foreign branding is reviewed.

Foreign Branding

This study will focus on foreign branding. Leclerc et al. (1994) explained that foreign branding is the way to spell a brand name in a foreign language in order to have an impact on the brand image.

Many companies use this strategy in purpose of increasing the perceived quality by link the products with a country's existing equity. Foreign branding is used for influencing the brand image in consumers' mind. For example, Haagen-Dazs ice cream is American brand that use Danish brand name to increase the perceived quality of the product and it is successful (Leclerc et al., 1994; Villar, Ai, & Segev, 2012).

Sometimes, a foreign brand name is hard to pronounce and remember comparing with English or local language but it may associate with positive thing that affect consumers' evaluations of a product (Leclerc et al., 1994). A research conducted on Turkish consumers' purchasing behaviors reviewed that foreign branding has significance impact on price and quality perceptions comparing with local brands. The study also showed that foreign branding has a positive impact on brand image, brand trust and buying behavior (Bas & Sahin, 2013).

Similarly, Liu et al. (2006) showed that the clothing brands made and sold in China but do not have a Chinese characters in their names or logos had a good sell. Moreover, these foreign brands are often priced higher than Chinese brands. In the same way, Li and Murray (1998) found that foreign names affect Chinese consumers

positively, although the product is new and unfamiliar.

In addition, Junghwa et al. (2013) found that the attitude of Indian consumers to foreign brand jeans had significant influence on purchase intentions. On the other hands, Li and Murray (1998) founded that even if foreign brand names help increasing perceived quality, it also increased doubt about products, because of false foreign-branded products in the past. In addition, previous studies have found that foreign brand names have sometimes impacts on Chinese consumers negatively (Hui & Zhou, 2003).

As mentioned above, a brand name creates brand image on consumer perception. However, different languages affect brand image differently. In addition, each foreign brand name influences brand image on product categories differently. Many research found that foreign brand names have an impact on perceive hedonic-utilitarian image of the product. Before reviewing an impact of foreign branding, the definitions of hedonic and utilitarian products should be referred. Hedonic products are the products that related to consumer pleasure. They provide experiential consumption, enjoyment, satisfaction, and enthusiasm. Designer clothes, flower, music, sports cars, and chocolate are categorized into this product types (Batra et al., 2000; Hirschman & Holbrook, 1982; Strahilevitz, 1999).

In contrast, utilitarian or functional goods are the products that associated with a practical use. Consumers often purchase these products and are more price sensitive towards these products. The examples of this product type are cleaning fluid, toilet paper, microwave, and personal computers (Dhar & Wertebroch, 2000; Hirschman & Holbrook, 1982; Strahilevitz, 1999).

Leclerc et al. (1994) showed that French-sounding names influenced hedonic or pleasure-oriented products and got higher score when comparing with American brand names. On the other hand, when comparing both languages in utilitarian product, there is insignificant different. Similarly, Soto, Mobarec, and Friedmann (2009) studied about the effect of English, French and Spanish brand names to consumer perception and found that French and English pronunciation related to hedonic products, but English-sounding names were liked more than French and Spanish across hedonic, hybrid and utilitarian product. In contrast, German brand name effected utilitarian perceptions of products more than French and English (Heslop & Papadopoulos, 1993) .

From these results, it can be indicated that choosing the right foreign brand name on the right product types is very important. As mentioned before, foreign branding is used for influencing the brand equity. Next section is the explanation of brand equity.

Brand Equity

There are many research studies give priority to brand equity. In this part, the definitions, and brand equity models will be overviewed.

Brand equity has been defined as a set of assets that add the value to brand. These assets might be name, symbol, or other brand identities that help to build brand knowledge to consumer (Aaker, 1991; Keller, 1993). Similarly, Pitta and Katsanis (1995) stated that brand equity is the value that a brand name adds to a product.

American Marketing Association (2015) defined brand equity as the brand value. From a consumer's point of view, brand equity stands for consumer attitudes

about positive brand attributes and good results after using the brand.

From a strategic perspective, there are two dimensions that decide the value of brand names. Firstly, the fundamental simplicity with which the name can be encoded, retained, and retrieved from memory. Another one is the extent to which the name encourages or enhances the strategic positioning of the product (Park, Jaworski, & MacInnis, 1986; Robertson, 1989).

Aaker (1991) stated that brand equity is important to the marketing because it influences consumer's purchase behaviors. Greater brand equity refers to consumers are more willing to buy a product at a higher price, indicating stronger purchase intention in the consumer mind. It could be stated that there is a positive correlation between brand equity and purchase intention.

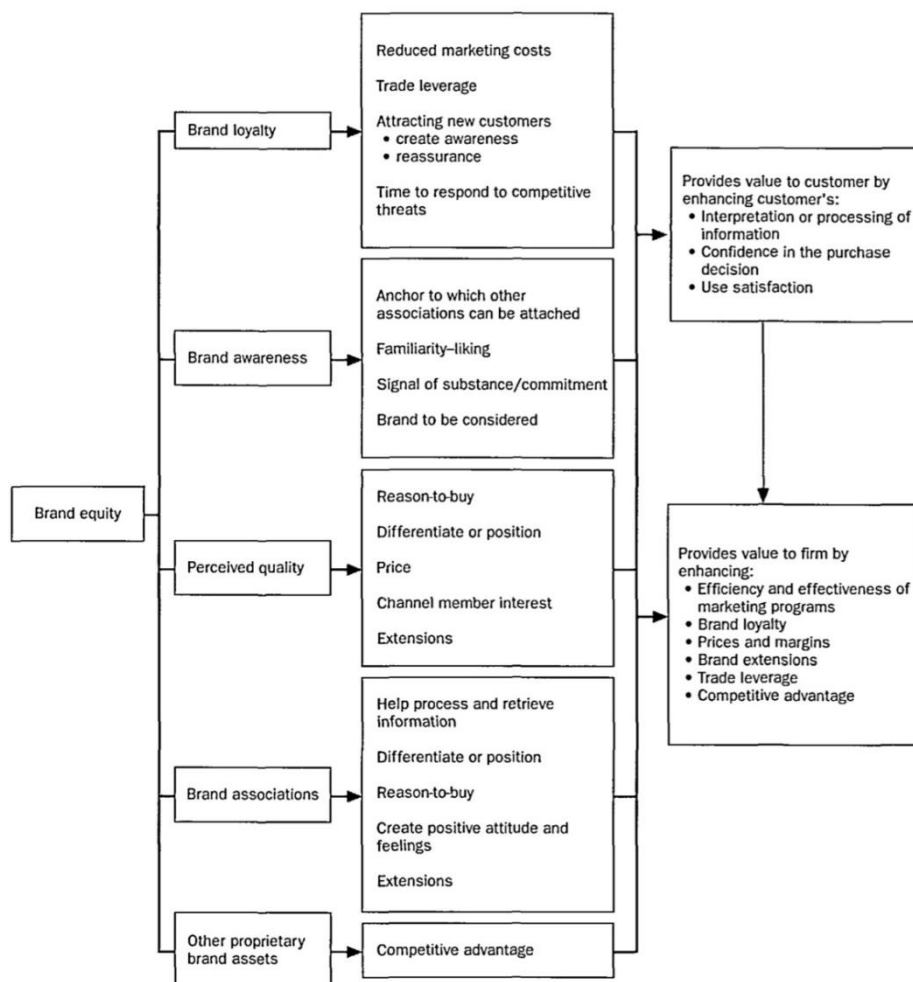
When mentioning about brand equity models, there are the main model that be used widely in marketing field that is Aaker's model. Aaker (1992) viewed brand equity as a set of brand assets that adds values to a brand. These brand assets consist of brand awareness, brand associations, perceived quality, brand loyalty, and other proprietary brand assets (see Figure 2.1). Each brand asset can create value in different ways.

According to brand awareness, it can make a customer be familiar with a brand and be a signal of substance and commitment at the recognition level. In a taste test, more than 70% of consumers choose a brand that they know, even though another brand was better taste. From the study, it is clear that being a known brand affected consumers' evaluations effectively.

Awareness at the recall level affects choice more than the recognition level. In this level, awareness influences what brands get considered and selected. A researcher

of University of Toronto explored the power of recall. He found that mentioning a brand a few minutes former can lead to the probability that a customer tend to select that brand. At the same time, purchase intention also increased when a secondary brand in the same subcategory was named because it increased the chances that the option would be favored.

Figure 2.1 Aaker's Brand Equity Model



Source: Aaker, D. A. (1992). The value of brand equity. *Journal of Business Strategy*, 13(4), p. 29.

Next, brand association consists of product attributes, customer benefits, uses, users, lifestyles, product classes, competitors, and countries. Associations encourage customers to process or retrieve information and give a reason to buy, and create positive attitude to product (Aaker, 1992).

Perceived quality creates a brand value by giving a reason to buy, making a difference between brands, attracting channel consumer interest, and leading to a higher price. The high price can increase brand profits.

In terms of brand loyalty, this brand asset is a key factor when building a brand value because it leads to a great profit. Loyal customer can be predicted to repeat buying as well as try the new product that the company just launches (Aaker, 1992). Aaker (1992) mentioned that brand loyalty helps a company reduce marketing costs because maintain the existing customers is cheaper than attracting new ones. Moreover, when the customer has a loyalty, it is difficult for competitors to persuade users because they have not much motivation to learn about other choices. Many firms always do a common mistake to increase sales by focusing on new customers while dismissing existing customers. Sometimes, loyal customers can persuade others to try the product.

Last but not least, other proprietary assets, such as patents and intellectual property rights or relations with trade partners, help to add value in terms of competitive advantage (Aaker, 1992).

In addition, Aaker (1992) mentioned that brand equity not only provides the value to the customer, it also provides value to the company. Firstly, brand equity enhances the efficiency and effectiveness of marketing programs. For example, the promotion that aims to persuade consumers to try a new flavor or new product will be

more active if consumers are familiar with the brand. Secondly, brand awareness, perceived quality, and brand associations can lead to brand loyalty. Thirdly, brand equity can provide higher margins for products by allowing a high pricing and reducing and reduce the cost to promote the product. Fourthly, brand equity provides the place for brand extensions. Next, brand equity provides trade leverage. Channel members have less uncertainty dealing to prove a product with achieved brand name. Lastly, brand equity provides a company with a significant benefit that is reducing the risk of customers switching to a competitor.

In conclusion, a key factor to build the success brand is creating a brand equity including brand awareness, brand associations, perceived quality, brand loyalty, and other proprietary brand assets.

Besides from the importance of branding, country of origin is also crucial to marketers to understand as it can impact consumer behavior and lead to purchase intention. Moreover, when talking about foreign brand name, country of origin is the topic that cannot be denied since they relate to each other.

Country of Origin

In today's marketing world, a large number of new products are launched every day. Many companies are struggling to survive in a highly competitive marketplace. Each firm has to find the strategy to make the product different. Branding is one of essential strategies for success. Moreover, the country where products originate from is important as well. It is an important element in the consumer perception about products. Knowing how country of origin affects

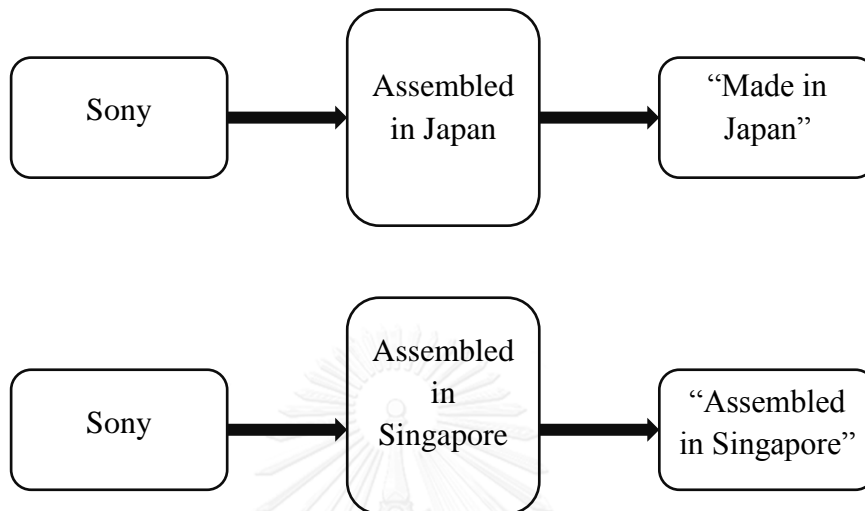
consumer behavior can help marketers plan effective marketing strategies. This section reviews the topics related to country of origin, involving definition, country of origin effects, country of origin stereotyping, demographic effects on country of origin, and the relation of foreign branding and country of origin.

Definitions

Country of origin (COO) is the country where headquarters of the firm marketing the product or brand is established (Johansson, Douglas, & Nonaka, 1985). Han and Terpstra (1988) defined the country of origin as the country of manufacture or construction. Samiee (1994, p.581) gave a definition of country of origin as “the country with which a firm is associated. Typically, this is the home country for a company. COO is inherent in certain brand.” While Nagashima (1977) used the word “made in” to describe the country of origin.

However, in today marketplace, a lot of multinational companies and the hybrid products (e.g., phones with cameras, and MP3 players with GPS systems) with components sourced from various countries have made the accuracy or validity of “made in” labels unclear. For this reason, sometimes it is hard to define “country of origin” (Zafar et al., 2004). For instance, Sony is a Japanese manufacturer but some products are assembled in other countries like Singapore. This product would be labeled “assembled in Singapore” and product manufactured and assembled in Japan would be labeled “made in Japan” (see Figure 2.2). The reason that the product assembled in Singapore and Japan was labeled differently is to protect consumer misunderstanding about country of origin or misevaluation of product’s quality (Khalid & Michael, 1998).

Figure 2.2 Country of Origin Definition



Source: Al-Sulaiti, K. I., & Baker, M. J. (1998). Country of origin effects: A literature review. *Marketing Intelligence & Planning*, 16(3), p.150.

Even though the definition of country of origin is blurred, it still influences consumer purchase decision. The impacts of COO will be reviewed in the next topic.

Country of Origin Effects

The country of origin effect was defined as the impact that a product's country-of-manufacture may have on processes of consumers' decision making or future behavior (Elliott & Cameron, 1994). Meanwhile, Nagashima (1970) defined country of origin effect as the image, the reputation, and the stereotype that consumers add to products or brands of one country specifically. This image and

stereotype are created by many variables, such as representative products, national characteristics, economic and political background, history, and traditions.

The impact of country of origin on consumer behavior has been considered for many years. Many studies in the past showed that COO has impacts on consumers in many ways, such as social status, consumers' product evaluation, quality perception, product attitude and purchase intention (Han & Terpstra, 1988; Wong et al., 2007).

Influences of Country of Origin on Consumer Purchase Decisions

Han (1989) indicated that the effects of COO in consumers' cognitive process could be observed in two ways: the halo effect and the summary construct.

To begin with country of origin image as a halo, this concept emphasized that consumers use country image to evaluate product because they cannot decide the true quality of products before making purchase. When consumers do not familiar with products or intrinsic cues (e.g., the color, design and specifications of a product) are missing or difficult, they may use extrinsic cue, for example, country image to conclude the quality of foreign products (Huber & McCann, 1982).

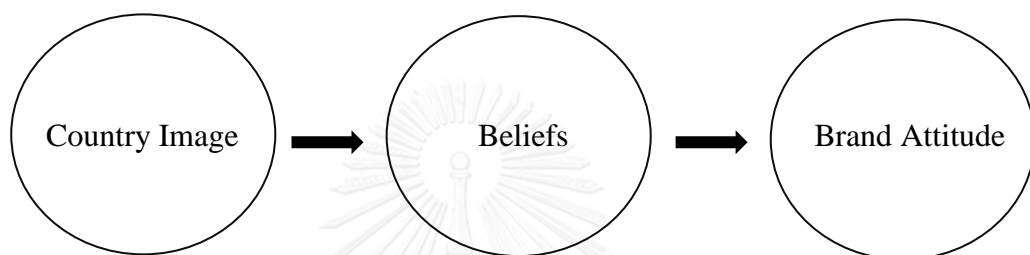
Han (1989) mentioned in his study that the halo hypothesis has two theoretical implications. First, consumers judge product quality from country image. Second, country image influences consumers in term of rating product attributes. According to Erickson, Johansson, and Chao (1984), country image as a halo influences the beliefs of consumers about product attributes directly but it may indirectly influences overall products evaluation.

In conclusion, when consumers are not familiar with the foreign products or have low knowledge of product attribute, they will use the country image as a "halo"

in rating on specific product attributes and evaluating products (Shirin & Kambiz, 2011).

According to Han (1989), the structural relationships of halo model can be summarized as country image → beliefs → brand attitude (see Figure 2.3).

Figure 2.3 Halo Model



Source: Adapted from Han, C. M. (1989). Country image: Halo or summary construct. *Journal of Marketing Research*, 26(2), p.224.

For country of origin image as a summary construct, the summary construct concept asserts that the important information has been organized into higher order units or chunks. In this case, consumers can store in and retrieve information from long-term memory easily (Simon, 1974). When country image serves as a summary construct, a consumer does not consider attributes of alternative brands but recalls from memory and evaluate overall for each alternative (Han, 1989) .

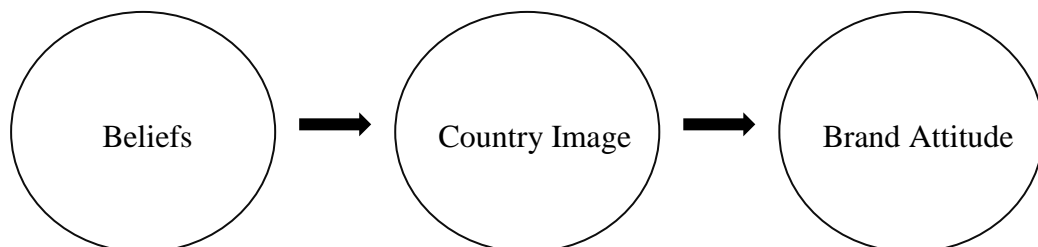
The process of information chunking can use to explain about consumer information processing of brand name. In other words, it can be said that brand image can have a capacity for much product information as a summary construct. This role of brand name may describe the relative dominance of brand information over price in consumer quality decision (Han, 1989). Similarly, country image can be considered as

a summary construct like brand name. Consumers may summarize information about products of country because brands with the same country of origin have very similar attributes (Han, 1989).

Han (1989) pointed out that the summary construct hypothesis has two theoretical implications. Firstly, consumers abstract product information into country image. Second, country image influences consumer attitude towards the brand from the country directly.

In conclusion, when consumers are familiar with products, country image serves as a construct that summarizes consumers' beliefs about product attributes and influences attitude of brand directly (Han, 1989). In addition, country image may affect consumer purchase decision. Especially, when the country of origin image is negative, country's product might have a negative image in consumer's mind as well. Thus, the country of origin image might play a significant role on consumer purchase decision (Shirin & Kambiz, 2011). According to Han (1989), the structural relationships of the summary construct can be summarized as beliefs → country image → brand attitude (see Figure 2.4).

Figure 2.4 Summary Construct Model



Source: Adapted from Han, C. M. (1989). Country image: Halo or summary construct. *Journal of Marketing Research*, 26(2), p.224.

Influences of Country of Origin on Product Evaluations

There are many studies support that country of origin has an impact on product evaluation. Some studies showed that country stereotyping influences the overall product evaluation. In other words, the country image that consumers have will affect their perceptions of country's products. These previous studies indicated that information of country of origin serves as a salient attribute in overall information evaluation of consumer (Osman & Norjaya, 1997; Schooler, 1965). However, some studies showed that when consumer gets other product information, country of origin impacts may decrease (Erickson et al., 1984).

The consumer knowledge about the country of origin can affect product evaluation. When consumers make a decision about a product, their understanding about the reputation of country for manufacturing products may be used to assume the quality of a specific product. Moreover, some studies showed that perceived quality of product relates to the level of economic development of that country. A positive stereotype of developed countries is usually associated with high levels of economic and technological development. Consumers perceive that products from highly industrialized countries are better quality and perform better. In contrast, products from less developed countries lean to get a less positive image than products from more developed countries (Bilkey & Nes, 1982; Cordell, 1992; Han & Terpstra, 1988). Similarly, according to Schooler (1965), his study showed that products manufactured in less developed countries were evaluated as poor quality products. Consumers were biased for products that made in different, less developed countries.

Moreover, consumer evaluations about products also base on familiarity of

consumer with products. Product familiarity occurs when consumers have an experience with the product or get the information from marketing communication (Osman & Norjaya, 1997). When consumers have a high familiarity with products, it may decrease the effect of country of origin on product evaluation. In contrast, when consumers are not familiar with a product, as mentioned before, they will use the country image as halo to evaluate product but when consumers are familiar with the country's product, country images serve only as summary constructs (Han, 1989).

In addition, brand name familiarity may have effects on consumers' perceived quality. According to Han and Terpstra (1988), country of origin and brand name influence consumer perceptions of product quality. In their study, it was found that country of origin has a large impact on consumer evaluation than brand name.

Consumers may decrease using country of origin as a cue when they have a confident about the product. Consumers reduce using the country of origin information when they buy a product that family and friends guarantee (Lascu & Babb, 1995). Consumers are familiar with products from different countries in different level. They also have a confidence in the ability of each country in term of production differently. From the study of Kaynak and Cavusgil (1983), it was found that consumers perceived that products from Japan and United State are better in design and technology than products from Russia, China and Hong Kong. In the same way, consumers rated Chinese and Indian products have a lower quality than product from American.

In addition, some studies indicated that the importance of country of origin on consumer product evaluation also depends on product types. The research pointed out that luxury or high complexity product (e.g., cars, computers, cameras, television, and

home theatre) are more likely to be influenced by country of manufacture (Ahmed & d'Astous, 1993; Liefeld, Papadopoulos, & Heslop, 1993). Meanwhile, Laosuwanwat (2002) found that country of origin has an impact on purchase decision of a high involvement product, but there are no difference between the impacts of different country of origins on purchase decision of a low involvement product.

Peterson and Jolibert (1995) pointed out that the country of origin impacts on consumer attitudes and quality perceptions more than purchase intentions because purchase intention generally requires consumers to exhibit a higher level of commitment than attitude. Similar to the study of Cennan (2006), it was found that different country of origins have main effects on perceived quality, attitude towards the ad, and attitude towards the model but they have no different impact on purchase intention.

In conclusion, even though consumer product evaluations towards the brands and products not only depend on country of origin, it also based on other information cues such as product warranty, product categories, price, and material. For example, consumers would perceive Japanese electronic products as high quality and Japanese clothing will be negatively perceived while perceive electronic products from Italy as a poor quality and Italian clothing would be perceived as high quality (Chao, Wührer, & Werani, 2005). Chao et al. (2005) also mentioned that country of origin effects on information search and product evaluations can be different at each stages of the consumer's decision-making process.

Country of Origin Stereotyping

Stereotyping occurs around the world. Many research studies indicated that stereotypes have an impact on the perception and evaluation of individual behaviors. Like other stereotypes, national stereotypes have an impact on the perception and judgment of any object, including country's products.

Schooler (1965) demonstrated that country of origin stereotypes influenced product evaluation. The study found that consumer evaluated that products of Guatemalan and Mexican have higher quality than Costa Rica and El Salvador products. Nagashima (1970) researched about Japanese and American attitudes towards foreign products. The study showed that Japanese ranged German products as the best while American businessmen rated their own country's product as the highest. Both American and Japanese ranged France the lowest. Nagashima (1977) repeated his study of country of origin product image again. This time he found attitude change among Japanese businessmen. The study showed that the U.S. image became progressively worse. It was rated the lowest. While Japanese, German, UK, and French products had improved. According to Nagashima's studies, it can be indicated that national stereotypes can change over time.

Gaedeke (1973) studied about the impact of national stereotypes on product evaluation by adding products from developing countries in the research. He asked the opinion of American consumers towards the overall quality of products from different developing countries (e.g., Philippines, Taiwan, Mexico, and India) and the U.S. Consumer rated American products highest and rated products from developing countries lower than the products of their own country.

Bannister and Saunders (1978) indicated that UK consumers had bias about different countries. Germany, UK, and Japanese products had favorable image on UK consumer perception. They rated images of products from France, Italy and the U.S. as neutral and those from Russia as very negative.

White and Cundiff (1978) found consumer has a different perception of product quality based on country of origin. The result showed that respondents evaluated the U.S. and Germany products higher than Japanese in perceived quality while they rated the product from Brazil lowest. Crawford and Lamb (1981) found that American industrial buyers are willing to buy the products from developed countries. Cattin, Jolibert, and Lohnes (1982) discovered that American consumers evaluated products made in French, German, and Japanese higher than French consumers. Their findings pointed out that consumers in different countries perceive stereotypes differently.

Khanna (1986) indicated that the image of products made in India is different among Thailand, Singapore, Philippines and Japan. Yavas and Alpay (1986) found that Saudi Arabian and Bahraini consumer evaluated the Japanese products the highest followed by American and German products while the Taiwan products was rated the lowest.

According to the results of many research studies about nation stereotypes mentioned above, it could be concluded that different countries have different stereotype on consumer mind. These country of origin stereotypes have a great impact on product evaluation and product choice. However, stereotypes are perceived differently from consumers across countries. In addition, there are other factors like demographic of consumer that have an impact on country of origin effect.

Demographic Effects on Country of Origin

Demographic of consumers is one of the factors that played a key role in country of origin image. Different demographics affected the perception of country of origin in different ways. Male and female consumers have different attitudes on imported products. The studies showed that females have a positive attitude towards country of origin more than males (Wall, Heslop, & Hofstra, 1988; 1990). However, Dornoff, Tankersley, and White (1974) argued that there is no significant difference between perception of male and female on foreign products.

In terms of age, some research studies indicated that older people seem to prefer foreign products than younger (Bailey & Pineres, 1997; Schooler, 1971). On the other hand, Greer (1971) found that older consumers evaluated their home country's products higher than younger consumers. Education level also relates to country of origin effects on perceptions of products. A lot of studies indicated that consumers with a high level of education tend to evaluate foreign imported products more favorable than consumer with lower education level (Dornoff et al., 1974; Greer, 1971; Schooler, 1971).

Wall et al. (1990) indicated that financial status is one of important factors. The study showed that income level relates to attitudes toward foreign products. Consumers with a high income have positive attitudes towards imported products more than consumer with lower income. Moreover, Bailey and Pineres (1997) and Sharma, Shimp, and Shin (1995) found that consumers with the higher income likely to buy home country's products less than consumers with low income. In contrast, both Han (1990) and Sherri and Brenda (1991) argued that financial status do not have a significant difference on consumers perception of foreign products.

On the national level, economic status of the countries also has an impact on country of origin effects. Some research studies found that consumer from developing countries likely to have negative attitude towards products made in their home country and prefer select to purchase foreign imported products (Krishnakumar, 1974; Richard, 1993). On the other hand, a lot of researches on consumer perceptions of products made in different countries found that ethnocentrism (the belief that own group or culture is better than others) greatly influenced country of origin stereotypes. Han (1988) found that older American workers tend to prefer advertisements that encouraged them to buy American goods rather than imported products. There are many studies that gave a similar result that American consumers prefer their home country's products (Gaedeke, 1973; Johansson, Ronkainen, & Czinkota, 1994; Nagashima, 1970). Moreover, a lot of research studies indicated that consumers in many countries preferred domestic products to imported products. French consumers had a very strong preference for France products (Baumgartner, 1978), Japanese consumers preferred products made in Japan (Nagashima, 1977; Narayana, 1981), both Polish and Russian consumers preferred domestic products over foreign product (Good & Huddleston, 1995) and UK consumers were willing to purchase products made in UK (Baker & Michie, 1995; Bannister & Saunders, 1978; Hooley, Shipley, & Krieger, 1988).

Relations of Foreign branding and Country of Origin

Products with foreign brand names always relate to the perceived country of origin of the brand. Han and Terpstra (1988) indicated that country of origin and brand name have great impacts on consumer purchase decision process as well as

influence consumer perceived quality. However, the result of their studies showed that country of origin affects product evaluation more than the brand name.

Leclerc, Schmitt, and Dub (1994) stated that a brand name not only impacts consumers' beliefs about product attributes, it also relates to the country of origin image. Thus, many companies use foreign brand names that associate with countries that have positive or expertise country of origin image for specific product category in order to make consumers perceive a positive image toward the brand. For example, Haagen-Dazs ice cream uses Danish brand name to increase the perceived quality of the product but in fact this ice cream is American brand (Leclerc, Schmitt, & Dub, 1994; Villar et al., 2012).

Apart from the important of country of origin, the last topic, consumer behavior is also important and relates to the current research.

Consumer Behavior

Consumer behavior is one of the essential topics that the marketers and/or communicators have to concern if they want to communicate with consumer efficiently. To understand the consumer behavior in all stages helps improving the communication and marketing strategies and gains benefit greatly. In this section, three process of consumer behavior involving perception, attitude and behavior are reviewed.

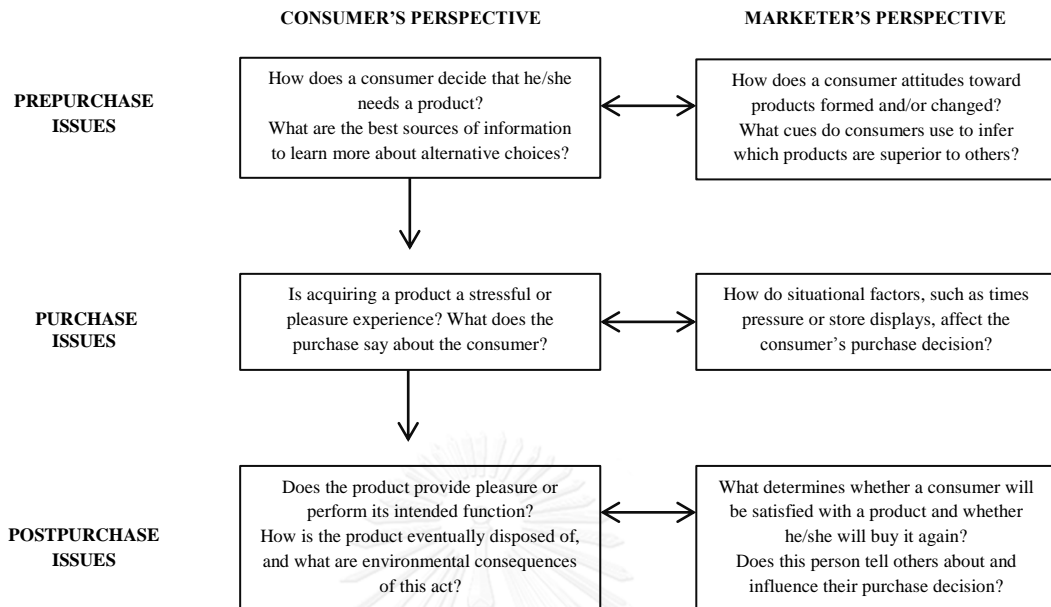
What is Consumer Behavior?

Consumer behavior is ongoing processes that individual or group chooses, buys, consumes, or disposes of products to satisfy needs and wants (Solomon, 2015). Similarly, Schiffman and Kanuk (2004) defined the consumer behavior as the behavior that consumers demonstrate in searching for, purchasing, using, assessing and disposing of products that they expect to content their needs. Al-Jeraisy (2005) stated that consumer behavior is the process of decision-making that may happen independently or altogether. It includes both physical and psychological activities. It often happens for purpose, not accidentally.

From the above, it is understandable that consumer behavior is a form of behavior that a consumer takes the place of seeking, buying, consuming, or analyzing products, services, and ideas that consumer expects to please needs and desires (Al-Jeraisy, 2005). To understand consumer behavior, we must study the concepts related to behavior. These concepts are as follows.

First, consumer behavior is determined by internal factors that motivate the consumer to behave and external factors that represent the benefits the consumer expects from purchasing. Second, consumer behavior consists of several activities that result in purchase decision starting from thinking about the product, searching for the product's information, asking friends or family, making a purchase decision, visiting the stores, comparing the products, and finally buying it. Third, consumer behavior consists of three stages involving pre-purchase decision, purchase decision, and post-purchase decision (see Figure 2.2).

Figure 2.5 Stages in Consumption Process



Source: Solomon, M. R. (2015). *Consumer behavior: Buying, having, and being* (11th ed.). Boston, MA: Pearson Education, p.29.

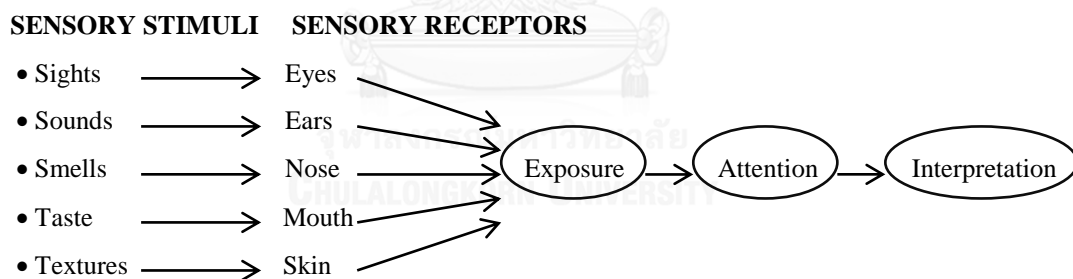
At the first stage, consumer thinks about offers, decides if he needs goods, seeking for information, making evaluation, and asking opinion from friend and family. In the second stage, consumer makes a purchase. In the third stage, consumer evaluates if the product provide pleasure or not (Al-Jeraisy, 2005; Solomon, 2015). Fourth, consumer behavior differs depending on time and structure. Time means when the purchase take place and the length of times they spend to purchase. Structure refers to the number of purchase stages. Fifth, consumer behavior varies from place to place and depends on the roles of consumer. Last but not least, consumer behavior is affected by external factors such as culture, reference groups, and family (Al-Jeraisy, 2005).

Consumer Perception

Moutinho (1987) defined perception as the process an individual selects, organizes and clarifies stimuli in a meaningful and consistent way. An individual tends to form his perceptions and knowledge for creating significant relationships between different elements. Things that each consumer perceives in many situations are not only decided by the pure nature of the stimulus or senses, but also by his values and needs. From the above, it is precise that perception depends on personal factors (Moutinho, 1987).

There are three stages of perception: exposure, attention, and interpretation (see Figure 2.6). All topics will be discussed in more detail below.

Figure 2.6 An Overview of Perceptual Process



Source: Solomon, M. R. (2015). *Consumer behavior: Buying, having, and being* (11th ed.). Boston, MA: Pearson Education, p.206

The first stage is exposure. It happens when something comes to the area of sensory receptors. Consumer focuses on some stimulus and ignores others. He becomes aware of stimulus coming in range for a short time. By the way, it does not mean that consumer gets the message that he notices in a very short time. Sometimes

stimulus may be over or under a person's sensory threshold – the point that stimuli are strong enough to make he aware (Solomon, 2015). If consumer aware to one stimulus and decide that it relevant to his needs and interests, he will play attention to it.

Next stage is attention. Attention refers to the extent to which processing activity is devoted to a particular stimulus (Solomon, 2015). Attention speeds up response time to stimuli that are at an attended location. It also allows consumer to choose only one restricted subset of the great range of stimuli affecting on his sensory systems. In addition, attention selectivity results in a limited ability to carry on several mental operations simultaneously (Taylor, 2006).

As mentioned above, consumer can attend to limited stimuli. If the information or stimuli is too much, he will live in a state of sensory overload. That means he gets information more than he can process (Solomon, 2015).

For this reason, marketers regularly find the way to get people's attention. One of the tactics that they use is to do something different or irregular. Solomon (2015) stated that because consumers can pay attention to stimuli limited, stimulus's characteristics are key to pay attention to or pay no attention to. There are many ways to create the outstanding message such as the size, color, position, and novelty.

The last stage or interpretation stage means the stage that consumer determines meanings to stimuli. When people perceive the stimuli differently, they assign the meanings of these stimuli in different ways as well. However, the meaning consumers determine to a stimulus relies on the schema, or set of beliefs, of individual. Recognizing and recalling the correct schema is precious to many marketing decisions, age, or message (Moutinho, 1987; Solomon, 2015).

The process of interpretation leads to awareness and interpretation of the stimulus in a cognition (Moutinho, 1987).

Consumer Attitude

Attitude is one of the important topics that the marketers pay attention to when thinking about consumer behavior or planning marketing's strategies because attitude might lead to purchase intention and purchasing product at last. Solomon (2015) defined attitude as a lasting, common evaluation of people, objects, advisements, or issues. He also stated that consumers have attitudes toward a wide scope of objects since very specific to general behavior. While Hogg and Vaughan (2005) defined an attitude as a comparatively lasting organization of beliefs, feelings, and behavioral tendency towards important things, groups, events or symbols. Furthermore, Moutinho (1987) mentioned that attitude is a propensity, generated by learning and experience, to respond in a consistent way toward a product. Attitude can be positive or negative depend on individual.

According to Moutinho (1987), attitudes have three components. These are cognitive, affective and conative. The cognitive can be called the belief or knowledge depends on some evidence, which an individual holds about something. The affective is the feelings and emotions about the goal and indicated judgment on the emotion. The conative refers to the action inclination that can have a likeable or unlikeable character. Similarly, Solomon (2015) mentioned about the ABC Model of attitudes. This model describes attitudes structure in terms of three components: affect, behavior, and cognition. Affective is a person's feelings or emotions about the attitude object. Behavior is the way the attitude we have influences how we take action to

objects. Cognition refers to a belief to be true about an attitude object. The ABC model focuses on interrelations among knowing, feeling, and doing. We cannot define consumer's attitude to product without one of these components (Solomon, 2015).

On the contrary, according to the unidimensionalist view of attitude, attitude consists of only one component, that is affect (Lutz, 1981). Cognitive is antecedent of attitude while conation is consequence of attitude. In addition, all three components have an effect on each other as hierarchies of effect (Hewstone, Stroebe, & Jonas, 2008).

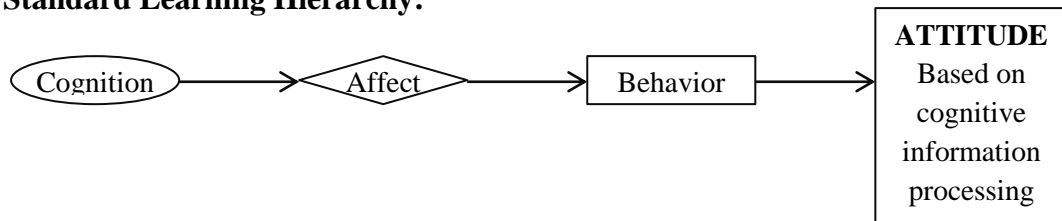
Hierarchies of Effects

Solomon (2015) mentioned that there is the concept that explains the relation of these three elements called "hierarchy of effects." Each hierarchy specifies and fixes the step leading to attitude depending on situation. These three different hierarchies are as follows (see Figure 2.7).

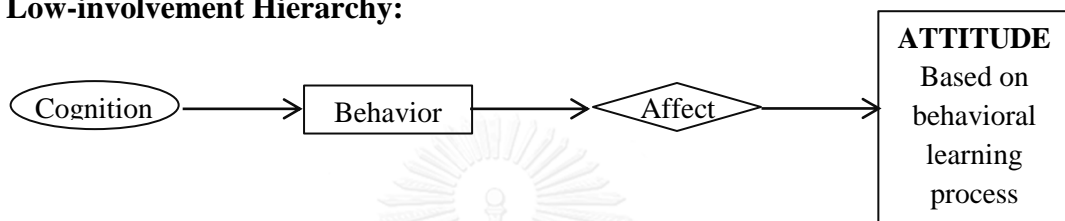
The first hierarchy is called the standard learning hierarchy, this hierarchy refers that a person buys the product to solve problem. Mostly, this hierarchy happens when consumer buys high involvement product. She thinks about product's attribute first and seeks a lot of information before evaluates the knowledge she got and forms a feeling about product. After that, consumer buys the product. The step of this hierarchy could be explained easily as Learn-Feel-Do.

Figure 2.7 Hierarchies of Effects

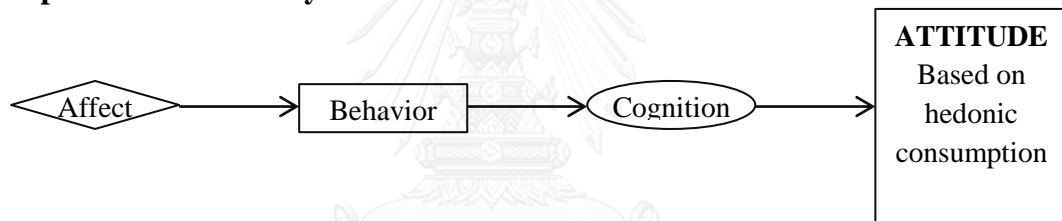
Standard Learning Hierarchy:



Low-involvement Hierarchy:



Experiential Hierarchy:



Source: Adapted from Solomon, M. R. (2015). *Consumer behavior: Buying, having, and being* (11th ed). Boston, MA: Pearson Education, p.32

The second hierarchy is the low-involvement hierarchy. This hierarchy assumes that consumer does not have a strong liking for any brand specially. He purchases first and decides if he likes or not after tries that product. Then he makes a decision to repurchase or change brand in next purchase. The step of the low-involvement hierarchy could be explained as Learn-Do-Feel.

Lastly, according to the experiential hierarchy, consumer purchase product based on emotional. This hierarchy is used to explain the behavior of consumer when

he buy product because of intangible product attributes, such as design, brand names, and advertising. The step of this hierarchy could be explained as Feel-Do-Learn (Solomon, 2015).

As mentioned above, all three components relate to each other positively. Normally, a person value harmony among thoughts, feelings, and behavior, and a need to maintain uniformity among all elements to motivate him (Solomon, 2015). The consistency principle can be used to explain about this concept.

The Consistency Principle

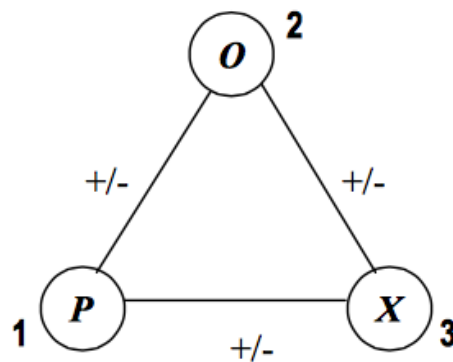
Based on Moutinho (1987), when the affective and cognitive are consistent, the attitude is stability. In contrast, when they are inconsistent, the attitude is instability, and will undergo a reorganizing activity. A person will try to solve this dissonance to the balance level by eliminate, add, or change element.

There are many theories that explain about cognitive consistency. However, in this study, balance theory is mentioned because it relates to the research topic. Balance theory studies the way a person perceives relation between different objects, and the way he modifies his attitudes to maintain a cognitive consistent. This theory includes three elements: a person and his perceptions (P), an attitude object (O), some other person or object (X). The theory determines that a person want relations of all three element to be balance. If they are unbalanced, he will change perception to make it balance (Heider, 1946).

According to POX model (see Figure 2.5), balance state happens when all relations are positive (+ x + x + = +), or there are two negatives and one positive (- x

– x + = +). In conclusion, if the multiplication of signs of relations is positive, the balance state is succeeded (Heider, 1946).

Figure 2.8 Heider's POX Model



Source: Khanafiah, D., & Situngkir, H. (2004). *Social balance theory: Revisiting Heider's balance theory for many agents*. Retrieved April 20, 2015, from <http://cogprints.org/3641/1/Heidcog.pdf>

Moreover, Solomon (2015) explained that balance theory describes the reason why consumers like to be related to positively valued objects. The example of using balance theory in marketing is celebrity endorsement. The marketers use favorable celebrities to persuade consumer to like and buy products.

Consumer Decision Making

Apart from consumer perception and attitude, consumer decision making is also important to marketers. Knowing how consumers select products and what make them purchase is a key to make the successful marketing strategies. Decision making

is defined as steps of human information processing from collecting, organizing, and collaborating information from different sources to make decisions (Lehto, Nah, & Yi, 2012).

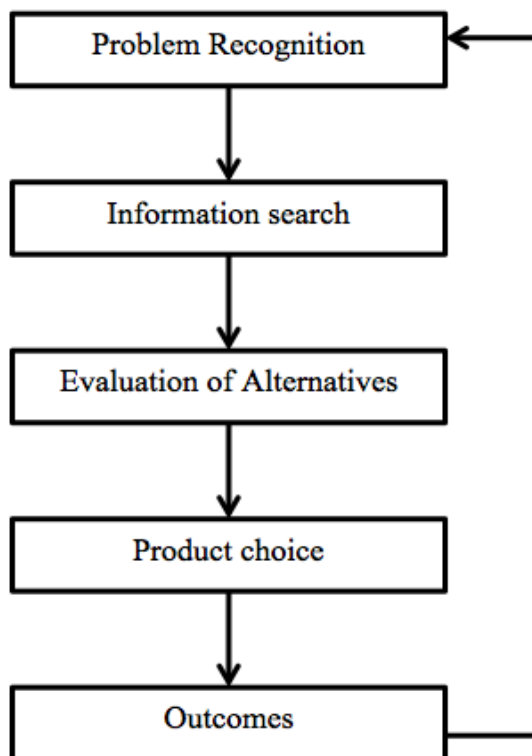
Lehto et al. (2012) and Solomon (2015) also mentioned that decision making is problem solving. Lehto et al. (2012) also stated that decision making happens when the decision maker selects between two or more alternatives. Schiffman and Kanuk (2004) defined consumer decision making as making purchase decision process formed on cognitive and emotional effects that influences a purchase. The nature of decision making can differ depending on decision context. Some purchase decisions are more significant than others. Some decisions we make it very thoughtful, but some decision we use emotion to decide what we choose (Lehto et al., 2012; Solomon, 2015).

There are five steps of consumer decision making following by problem recognition, information search, evaluation of alternative, product choice, and outcome (see Figure 2.9). The first step, problem recognition, occurs when a person experience an important difference between current situation and the desirable situation. This problem needs a solution to make the current situation correspond to the situation he desires.

The next step is information search. In this stage, a consumer search for the suitable information to make a reasonable decision. Keith (1987) proposed that information search could distinguish to two major types. The first one is formal search. Formal search happens when knowledge is very limited. Consumer needs information to help him clarify the problem, identify alternatives and select of the

most suitable choice. In this situation, a reasonably complete decision process will be used. Consumer will receive a large number of marketer-controlled information sources.

Figure 2.9 Stages in Consumer Decision Making



Source: Solomon, M. R. (2015). *Consumer behavior: Buying, having, and being* (11th ed.). Boston, MA: Pearson Education, p.70.

The other one is informal search. This type of information search is achieved when a problem is recognized, but consumer already knows potential solutions. Moreover, the type of information requirements is already available. Consumer

required only little information as well as time for searching information (Keith, 1987).

Schiffman and Kanuk (2004) mentioned that the amount of information that consumer would seek for depending on perceived risks. In case of highly perceived risk, consumer prefer engaging in complex consumer decision making as well as searching a lot of information from vary sources. On the contrary, when perceived risks are low, consumer tends to engage in simple decision making and search information in limited way.

The third step or evaluation alternatives step occurs when we have to select a product from many choices. Solomon (2015) illustrated that the alternatives a consumer knows were called evoked set and the ones he thinks carefully about are the consideration set. Normally consumer includes only a few products in a consideration set. If a product is not in target's evoke set, the company has to worry about it because this means that brand has no change to be in consideration set and do not be selected at all.

The fourth step is product choice or purchase. After a consumer evaluates the suitable options, he has to select one. This step links with purchase intentions. C. C. Chen, P. K. Chen, and Huang (2012) stated that strong purchase intention leads to a higher probability of purchase. However, Assael (1998) mentioned that consumer might not buy the product after make a decision because sometimes, he makes a delay purchase or he do not purchase at all.

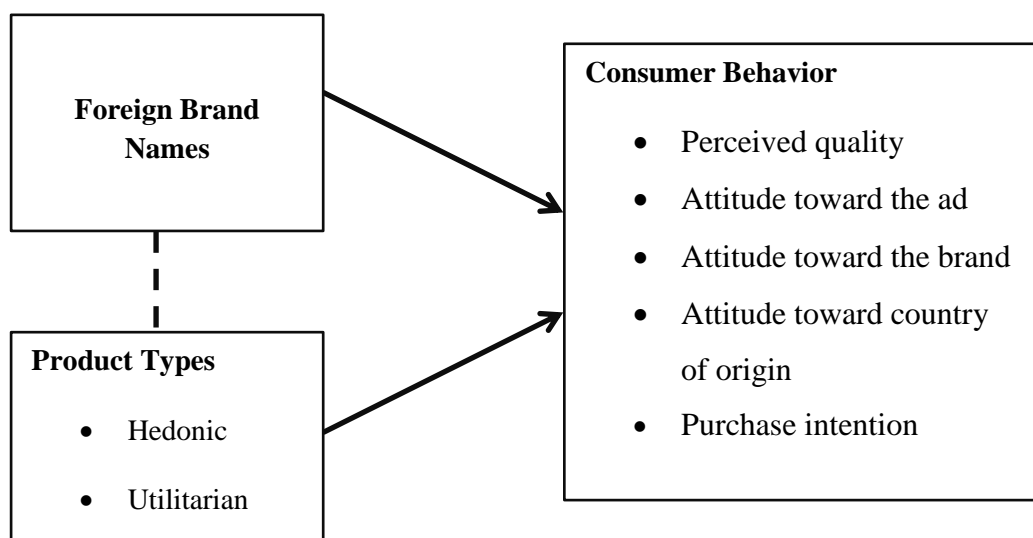
The last step, postpurchase evaluation or consideration, is the stage that a consumer decide if he is happy with the choice he choose or if it meets what he expects. The reactions to a product after he bought called consumer

satisfaction/dissatisfaction (CS/D). These reactions play an important role in a future purchase (Solomon, 2015). If a consumer satisfies with a product, he tends to re-purchase. In contrast, if he dissatisfies with a product they choose, he will not buy it again.

In conclusion, understanding consumer behavior and consumer decision process is significant for marketers. These help marketers to plan suitable marketing strategies that impress target market and make them purchase as well as turn to loyal customer.

Conceptual Framework and Research Hypotheses

According to the literature review, the foreign brand names influence the consumer behavior significantly. However, different brand names have an impact on consumer behavior in different ways. In addition, one brand name might give the different results when using it with different product types. These reasons lead to the conceptual framework as follows:



In addition, from the literature review and conceptual framework above, the following hypotheses can be posited.

1. Foreign brand names have the main effect on consumer behavior.
2. Product types have the main effect on consumer behavior.
3. Foreign brand names and product types have the interaction effect on consumer behavior.



CHAPTER 3

METHODOLOGY

In order to assess effects of foreign brand names and product types on consumer behavior, the researcher conducted a study by using an experimental research. Specifically, a 2 x 2 between-subjects, factorial design was employed. Details of the methodology used are described as followed.

Research Design

This research was an experimental research. A research design included a 2 x 2 factorial design. The objective of the research was to investigate impacts of foreign brand names and product types on consumer behavior. The study consisted of the independent variables and dependent variables as followed.

Independent variables were foreign brand names and product types.

1. Foreign brand names

A foreign brand name was a brand name that was spelled or pronounced in a foreign language. The purpose of using foreign brand names was to influencing the brand image in consumers' mind (Leclerc, Schmitt, & Dube, 1994). Many studies indicated that foreign brand names have a significant impact on price and quality perceptions and purchase intention (Leclerc, Schmitt, & Dube, 1994; Villar et al., 2012).

In this research, the researcher compared between effects of American brand name and Japanese brand name on consumer behavior. Both foreign brand names come from developed countries with high credibility. American brand name represented the global brand that is accepted by consumers around the world (Anholt, 2006). While Japanese brand name represented the Asia brand with strongly associated with high quality, reliability, and trustworthiness.

2. Product Types

A number of studies demonstrated that the impact of product attributes rely on whether products are hedonic or utilitarian (Holbrook & Batra, 1987; Voss, Spengenberg, & Grohmann, 2003) . In addition, consumers have a different purchase decision process in evaluating between hedonic and utilitarian product (Holbrook & Batra, 1987; Leclerc, Schmitt, & Dub, 1994). For this reason, hedonic product and utilitarian product were selected in this research.

Hedonic products are the products that related to consumer pleasure. They provide experiential consumption, enjoyment, satisfaction, and enthusiasm. Designer clothes, flower, music, sports cars, and chocolate are categorized into this product types (Batra et al., 2000; Hirschman & Holbrook, 1982; Strahilevitz, 1999).

Utilitarian or functional products are the products that associated with a practical use. Consumers often purchase these products and are more price sensitive towards these products. The examples of this product type are cleaning fluid, toilet paper, microwave, and personal computers (Dhar & Wertebroch, 2000; Hirschman & Holbrook, 1982; Strahilevitz, 1999).

Dependent variable was consumer behavior, consisting of five variables that were perceived quality, attitude toward the ad, attitude toward the brand, attitude toward country of origin, and purchase intention.

1. Perceived quality means the perception of the overall quality of a product with respect to its intended purpose.

2. Attitude towards the ad means a predisposition to respond in a negative or positive way to an advertising stimulus.

3. Attitude towards the brand means negative or positive beliefs or feelings toward a brand.

4. Attitude towards country of origin means negative or positive beliefs or feelings toward a country of manufacture or construction.

5. Purchase intention means the willingness to buy a particular product in the future.

Treatments

In this study, there were 4 treatments. The researcher divided the participants into 4 separate groups. Each group got different treatment as followed (see Table 3.1).

Table 3.1 Description of all treatments used

	Hedonic product	Utilitarian product
American brand name	A1	A2
Japanese brand name	A3	A4

The participants in group A1 viewed the print advertisement of American brand name and hedonic product, while, group A2 received the print advertisement of American brand name and utilitarian product. Group A3 viewed the print advertisement of Japanese brand name and hedonic product. Lastly, the participants in group A4 got the print advertisement of Japanese brand name and utilitarian product.

Stimulus Development

In this part, the process of selecting products to be representatives of a hedonic and a utilitarian product was explained. In addition, the way to select foreign brand names was described.

Product type selection

A pretest was conducted to select two products (one utilitarian and one hedonic) whose products would be used in the advertisements for the experiment. The identification of hedonic product and utilitarian product was selected by asking a 15-

student sample to identify 5 product categories that they thought to be hedonic and utilitarian according to the definition of each product type (Batra et al., 2000; Hirschman & Holbrook, 1982; Strahilevitz, 1999) (see Appendix A).

After getting all answers from the sample, the researcher selected one product category that was mentioned most for each product type.

According to the result, food was mentioned most for hedonic product, the second was fashion clothes and a cosmetic was rated at third rank. However, it was hard to specify food product that was suitable for all participants. There might be bias that affects a research result in case that some participants have a negative perception on food product that was chosen as a variable. For this reason, fashion clothes, which were at the second rank, were selected to represent hedonic product. For utilitarian product, a computer and a notebook computer were mentioned most, the second rank was a mobile phone and a stationary with the equal score. For this reason, a notebook computer was selected to represent utilitarian product.

After getting the product categories for hedonic and utilitarian product, the researcher did the second pretest to check whether fashion clothes were perceived as hedonic product and a notebook computer was perceived as utilitarian product by using five-point semantic differential scales adapted from Voss et al. (2003). A 15-student sample evaluated four hedonic dimensions for fashion clothes and four utilitarian dimensions for a notebook computer (see Appendix B).

One sample *t*-test was employed to analyze the result. In the hedonic dimension, the mean score for fashion clothes was 4.36, which was statistically significantly different from the test value of 3 ($t [14] = 12.90, p < .05$). In the utilitarian dimension, the mean score for a notebook computer was 4.73, which was

significantly greater than the test value ($t [14] = 11.31, p < .05$). It can be concluded that fashion clothes are hedonic product and a notebook computer is utilitarian product and can be used in the research.

Brand Name Selection

A pre-test was conducted to gather ideas about American brand name that was suitable for fashion clothes and a notebook computer by asking master students to rate five names that they thought suitable for both products. The name that was chosen by most people was selected. The result showed that “DIXON” was chose most and was selected to represent American brand name in the research.

To select Japanese brand name, the researcher searching for five popular Japanese brand names on the Internet that have two syllables equal to DIXON, American brand name. After that the researcher asked master students who have knowledge about Japanese language to rate the name that they thought suitable for both products. The result showed that “だい” (Daishi) got the highest score and was a representative of Japanese brand name.

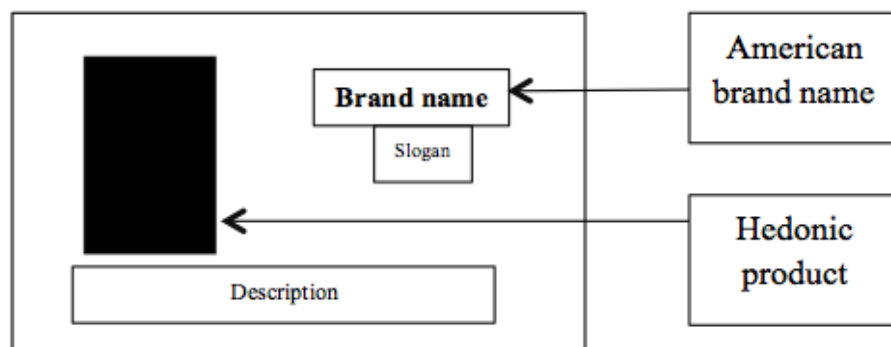
Research Tools

The research tools included print advertisement and questionnaire. The details of both research tools were explained as followed.

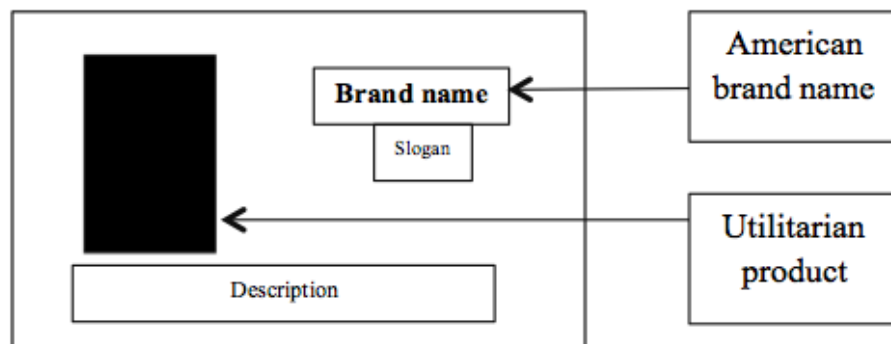
Print advertisement

Four A4 size full pages, color print advertisements were created to correspond with each of the four between-subjects conditions (2[brand names] x 2 [product

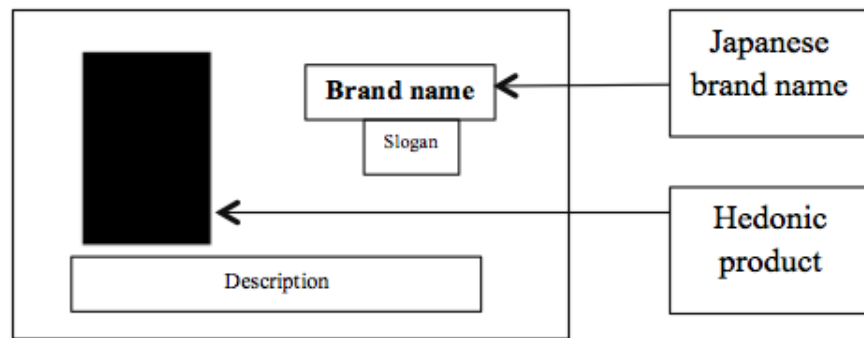
types]). Each advertisement was designed to be similar in terms of layout, graphics, and length. At the right side of the advertisement was the brand name with slogan. The picture of the product was positioned in the left side next to the brand name. The short description about product was presented at the below. Each print advertisement had a detail as followed.



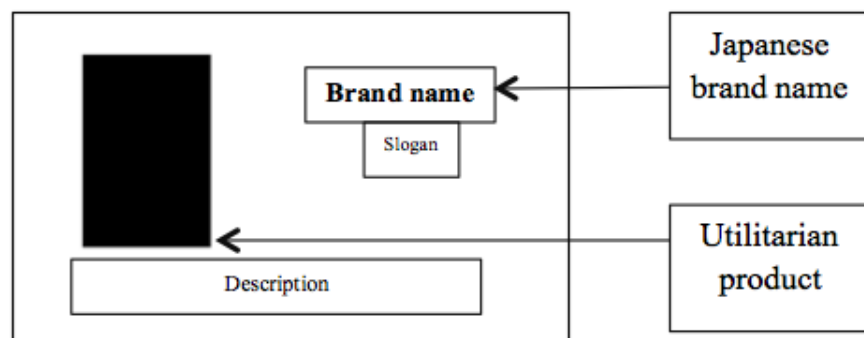
A1



A2



A3



A4

CHULALONGKORN UNIVERSITY

Questionnaire

A questionnaire was designed with two parts. The first part was questions relating to consumer behavior consisting of perceived quality, attitude towards the ad, attitude towards the brand, attitude toward country of origin, and purchase intention and questions for manipulation check. The second part was the demographic questions. Details of the questionnaire in first part were described as followed (see Appendix C).

Questions relating to consumer behavior consisting of five questions as followed.

1. Perceived quality

Perceived product quality was measured with two items using five-point semantic differential scales adapted from Boulding and Kirmani (1993) with reliability score of .76. First item, participants were asked to rate the product quality when comparing with other brands in the same product categories (1= much lower than average quality, 5 = much higher than average quality). Another item, participants were asked to rate the product quality without comparing to any brands (1 = low quality, 5 = high quality).

2. Attitude towards the ad

Five-point semantic differential scales developed by Holbrook and Batra (1987) were selected for measure the attitude towards the ad with the reliability score of .78. Participants were asked to respond to the following question.

“How would you describe your over feelings about the advertisement?”

I like the ad	5	4	3	2	1	I dislike the ad
I react favorably to the ad	5	4	3	2	1	I react unfavorably to the ad
I feel positive towards the ad	5	4	3	2	1	I feel negative towards the ad
The ad is good	5	4	3	2	1	The ad is bad

3. Attitude towards the brand

For attitude towards the brand, a five-point semantic differential scales developed by Spears and Singh (2004) were used. The reliability score of the scale was .85. The scales consist of five items.

Appealing	5	4	3	2	1	Unappealing
Good	5	4	3	2	1	Bad
Pleasant	5	4	3	2	1	Unpleasant
Favorable	5	4	3	2	1	Unfavorable
Likable	5	4	3	2	1	Unlikable

4. Attitude towards country of origin

The questions about attitude towards country of origin adapted from Pisharodi and Parameswaran (1992) scale with reliability score of .89. Participants used a Likert scale ranging from 1= strongly disagree to 5 = strongly agree to indicate their attitude toward country of origin in four dimensions that were well educating, hard working, achieving high standards, high standards of living, and technical skill.

5. Purchase intention

Last question that used to measure consumer behavior was about purchase intention toward the brand. Five-pointed semantic differential scales adapted by Spears and Singh (2004) with five items were used. The reliability score of the scale was .87. The question with the items were showed as followed.

“Describe your interest in purchasing a product that you see in the advertisement”

Would purchase	5	4	3	2	1	Would not purchase
Definitely intend to buy	5	4	3	2	1	Definitely do not intend to buy
Very high purchase interest	5	4	3	2	1	Very low purchase interest
Definitely would consider buying	5	4	3	2	1	Definitely would not consider buying
Probably would buy	5	4	3	2	1	Probably not buy

Manipulation check

Two manipulation check questions were created with regard to perceived brand name and perceived product type to ensure that participants perceived those manipulated independent variables correctly.

1.Brand name

For checking whether DIXON represented American brand name and “だい” (Daishi) represented Japanese brand name. Participants were asked to answer the following question with multiple choices.

“According to the print advertisement, which country the brand was most likely to come from?”

A. The United States

B. Japan

2.Product type

For checking whether fashion clothes were perceived as hedonic product and a notebook computer was perceived as utilitarian product. Five-point semantic differential scales adapted from Voss et al. (2003) used in pre-test were re-tested in this part. Participants in treatment group A1 and A3 evaluated four hedonic dimensions for fashion clothes and participants in treatment group A2 and A4 evaluated four utilitarian dimensions for a notebook computer. The reliability score of the hedonic scale and utilitarian scale were .89 and .83, respectively.

Research participants

The participants were 119 undergraduate students from Chulalongkorn University, registering in Man and Geography class. Participants were divided into four separate groups equally. Group A1, A2, and A3 had 30 participants per group. Only Group A4 had 29 participants. Each group got different treatment. The data was collected during the second semester of 2015 academic year.

Research procedure

Step 1 To avoid the bias in the research, the researcher disguised the true research objective by explaining participants that the research was conducted by a company with the aim to survey the market before launching a new product that was imported from a foreign country.

Step 2 Participants were randomly assigned to one of four experimental treatments by receiving different questionnaire sets. Research assistants started giving questionnaire set A1 to A4 to participants in the front rolls. After finished giving

questionnaire set A4, research assistants started giving questionnaire set A1 to A4 to next participants again and did the same until all participants received questionnaire sets.

Step 3 The researcher explained the structure of questionnaire sets and asked participants to check the correctness before start doing the questionnaire. The researcher gave 20 minutes for participants to answer all questions.

Step 4 After all participants completed the questionnaire. The researcher and research assistants got questionnaire sets back and debriefed participants. Lastly, the researcher and research assistants gave participants rewards and thank you for participation.

Data Analysis

After all data had been collected, the results were coded and analyzed using SPSS (Statistical Package for the Social Sciences) for Windows. Independent Samples *t*-test was used to test main effects and Univariate Analysis of Variance was used to test interaction effects. Lastly, Pearson's Product Moment Correlation was selected to test relationship among dependent variables. The significance level was set at .05 or 95% of reliability level.

CHAPTER 4

RESEARCH FINDINGS

This research “effects of foreign brand names and product types on consumer behavior” was conducted by using an experimental research. A 2 x 2 between-subject, factorial design was employed. The independent variables include foreign brand names (American and Japanese) and product types (hedonic and utilitarian). The dependent variable is consumer behavior, consisting of five variables that are perceived quality, attitude towards the ad, attitude towards the brand, attitude towards country of origin, and purchase intention. The data were collected from undergraduate students from Chulalongkorn University, registering in Man and Geography class during the second semester of 2015 academic year.

The researcher divided the participants into 4 separate groups from A1 to A4 equally. Each group got different treatment as followed (see Table 4.1).

Table 4.1 Description of all treatments used

The participants in group A1 viewed the print advertisement of American brand name and hedonic product, while group A2 received the print advertisement of American brand name and utilitarian product. Group A3 viewed the print advertisement of Japanese brand name and hedonic product. Lastly, the participants in group A4 got the print advertisement of Japanese brand name and utilitarian product.

The results from the data collected can be used to analyze and report into five parts as follows.

Part 1 General data description, including demographic profile, manipulation check, and the instruments' reliability coefficients

Part 2 Descriptive results of the dependent variables

Part 3 Main effects of foreign brand names and product types on consumer behavior

Part 4 Interaction effects of foreign brand names and product types on consumer behavior

Part 5 Relationships among dependent variables

Part 1 General data description

In the first part, general data description was divided into three parts that include demographic profile, manipulation check, and the reliability of the variables measured. The details were as followed.

Demographic profile

One hundred and twenty-six questionnaire sets were collected in this research. However, there were only 119 questionnaire sets that can be used. The number of participants can be classified into four groups. Group A1, A2, and A3 had the number of participants equally, that was 30 participants per group. Group A4 had only 29 participants (See Table 4.2).

Table 4.2 Number of the participants in each group

Foreign brand names	Product types		Total
	Hedonic	Utilitarian	
American brand name	A1 30 participants	A2 30 participants	60 participants
Japanese brand name	A3 30 participants	A4 29 participants	59 participants
Total	60 participants	59 participants	119 participants

According to Table 4.2, there were 60 research participants who received the print advertisement of American brand name and 59 participants got the print advertisement of Japanese brand name. At the same time, when classified the participants based on product types, there were 60 participants exposing to a hedonic product and 59 participants exposing to a utilitarian product.

In terms of gender of all 119 participants, there were more women than men. Ninety-three or 79.5 percent were female, and 24 participants or 20.5 percent were male (see Table 4.3).

Table 4.3 Gender of the participants

Gender	<i>f</i>	%
Female	93	79.5
Male	24	20.5
Total	117	100.0

Note: There were 2 missing values

Regarding age of all participants, the range of age were categorized into two groups, it was found that majority of the participants were in the age of 19 to 20 years old with the number of 96 participants (82.0%). Only 18.0% of participants were in the age of 21-23 years old (see Table 4.4).

Table 4.4 Age of the participants

Age	<i>f</i>	%
19-20 years old	96	82.0
21-23 years old	21	18.0
Total	117	100.0

Note: There were 2 missing values

Manipulation check

Two manipulation check questions were created with regard to perceived brand name and perceived product type to ensure that participants perceived those manipulated independent variables correctly. The results were explained as followed.

Brand name

To test whether DIXON represented American brand name and だいい (Daishi) represented Japanese brand name, participants were asked to indicate which country the brand was most likely to come from. A *Chi-square* test was calculated comparing the frequency of the manufacture country for both brand names. The result showed that 56 participants (93.3 %) in the American brand name conditions correctly identified it as American, and 55 participants (93.2 %) in the Japanese brand name conditions correctly identified it as Japanese. Moreover, a significant difference was found for both American brand name ($\chi^2 [1, N = 60] = 38.40, p < .05$) and Japanese brand name ($\chi^2 [1, N = 59] = 44.89, p < .05$) (see Table 4.5).

Table 4.5 Manipulation check results for brand name

Brand name	Country of Origin	<i>f</i>	χ^2	<i>df</i>	<i>p</i>
American brand name (DIXON)	America	56	38.40	1	.00
	Japan	4			
	Total	60			
Japanese brand name (Daishi)	America	4	44.06	1	.00
	Japan	55			
	Total	59			

Product type

For checking whether fashion clothes were perceived as hedonic product and a notebook computer was perceived as utilitarian product, five-point semantic differential scales adapted from Voss et al. (2003) used in pretest were re-tested in this part. Participants in treatment group A1 and A3 evaluated hedonic dimensions

(4 items; $\alpha = .89$) for fashion clothes and participants in treatment group A2 and A4 evaluated utilitarian dimensions (4 items; $\alpha = .83$) for a notebook computer.

One sample *t*-test was employed to analyze the result. In the hedonic dimension, the mean score for fashion clothes was 3.97, which is statistically significantly different from the test value of 3 ($t [59] = 12.83, p < .05$). In the utilitarian dimension, the mean score for a notebook computer was 4.29, which is significantly greater than the test value ($t [58] = 18.26, p < .05$). It can be concluded that fashion clothes are hedonic product and a notebook computer is utilitarian product (see Table 4.6).

Table 4.6 Manipulation check results of product type

Product types	<i>M</i>	<i>SD</i>	<i>t</i>	<i>df</i>	<i>p</i>
Hedonic	3.97	0.59	12.83	59	.00
Utilitarian	4.29	0.54	18.26	58	.00

Note: Test value = 3.00

Instruments' reliability coefficients

The questionnaires for measuring consumer behavior were divided into five parts. Each part was used to measure different dependent variables including perceived quality, attitude towards the ad, attitude towards the brand, attitude towards country of origin, and purchase intention. Five-pointed semantic differential scales adapted were selected to measure perceived quality, attitude towards the ad, attitude towards the brand, and purchase intention. Only attitude towards country of origin was measured by using Likert scales.

Cronbach's alpha was employed to evaluate the reliability of measurement scales. According to the results, the reliability coefficients for all variables were between .76 to .89. Cronbach's alphas for the two perceived quality, four attitude towards the ad, five attitude towards the brand, five attitude towards country of origin, and five purchase intention items were .76, .78, .85, .89 and .87, respectively (see Table 4.7).

Table 4.7 Cronbach's alpha in the study

Independent Variables	N of items	Cronbach's Alpha
Perceived quality	2	.76
Attitude towards the ad	4	.78
Attitude towards the brand	5	.85
Attitude towards country of origin	5	.89
Purchase intention	5	.87

Part 2 Descriptive results of the dependent variables

In this part, the mean score of perceived quality, attitude towards the ad, attitude towards the brand, attitude towards country of origin, and purchase intention that participants from each treatment group evaluated were reported. The findings were presented in Table 4.8.

Table 4.8 Mean score for dependent variables of all treatment groups

Independent Variables	Treatment Groups							
	A1		A2		A3		A4	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>
Perceived quality	3.12	0.60	3.53	0.51	3.32	0.39	3.76	0.44
Attitude towards the ad	3.17	0.27	3.44	0.54	3.15	0.22	3.38	0.40
Attitude towards the brand	3.18	0.30	3.22	0.47	3.16	0.26	3.34	0.48
Attitude towards country of origin	3.34	0.60	3.62	0.68	3.78	0.70	3.93	0.78
Purchase intention	2.85	0.36	2.99	0.41	2.88	0.46	3.05	0.44

Note: All items were measured on 5-point scales ranging from 1 = extremely negative opinion to 5 = extremely positive opinion

For group A1, the participants received the print advertisement of American brand name (DIXON) and hedonic product (fashion clothes) as a treatment condition. The mean score for perceived quality, attitude towards the ad, attitude towards the brand, attitude towards country of origin, and purchase intention are 3.12, 3.27, 3.18, 3.34, and 2.85, respectively.

Group A2 who received the print advertisement of American brand name (DIXON) and utilitarian product (a computer notebook) as a treatment condition got the mean score for perceived quality, attitude towards the ad, attitude towards the brand, attitude towards country of origin, and purchase intention as 3.53, 3.44, 3.22, 3.62, and 2.85, respectively.

For group 3, the participants got the print ad of Japanese brand name (Daishi) and hedonic product (fashion clothes) as a treatment condition. The mean score for perceived quality, attitude towards the ad, attitude towards the brand, attitude towards country of origin, and purchase intention are 3.32, 3.15, 3.16, 3.78, 2.88, respectively.

Finally, group A4 who received the print ad of Japanese brand name (Daishi) and utilitarian product (a computer notebook) as a treatment condition got mean scores for perceived quality as 3.76, 3.38 for attitude towards the ad, 3.34 for attitude towards the brand, 3.93 for attitude towards country of origin, and 3.05 for purchase intention.

Part 3 Main effects of foreign brand names and product types on consumer behavior

This third part focuses on testing hypothesis 1 and hypothesis 2 by using independent samples *t*-test to test the main effects of foreign brand names and product types on consumer behavior.

Main effects of foreign brand names on consumer behavior

In this section, independent samples *t*-test was employed to test hypothesis 1 which is foreign brand names (American brand name and Japanese brand name) have main effects on consumer behavior. The results were showed in Table 4.9.

According to the result of perceived quality, there was a significant difference in the scores for American brand name ($M = 3.33$, $SD = 0.59$) and Japanese brand name ($M = 3.85$, $SD = 0.74$) ($t [117] = -2.93$, $p < .05$). These results suggested that consumers perceive that product with Japanese brand name has higher quality than product with American brand name (see Table 4.9).

Table 4.9 Main effects of foreign brand names on consumer behavior

	Foreign brand names	<i>M</i>	<i>SD</i>	<i>t</i>	<i>df</i>	<i>p</i>
Perceived quality	American brand name	3.33	0.59	-2.15	117	.03
	Japanese brand name	3.53	0.46			
Attitude towards the ad	American brand name	3.30	0.45	0.57	117	.57
	Japanese brand name	3.26	0.34			
Attitude towards the brand	American brand name	3.20	0.39	-0.66	117	.51
	Japanese brand name	3.25	0.39			
Attitude towards country of origin	American brand name	3.48	0.65	-2.93	117	.00
	Japanese brand name	3.85	0.74			
Purchase intention	American brand name	2.92	0.59	-0.59	117	.56
	Japanese brand name	2.96	0.58			

Note: All items were measured on 5-point scales ranging from 1 = extremely negative opinion to 5 = extremely positive opinion

In the same way, the results of attitude towards country of origin seem to be significant different between American brand name ($M = 3.48$, $SD = 0.65$) and Japanese brand name ($M = 3.53$, $SD = 0.46$) ($t [117] = -2.93$, $p < .05$). It could be concluded that consumers have positive attitude towards country of origin of the product with Japanese brand name more than country of origin of the product with American brand name (see Table 4.9).

In contrast, the result showed that there was no significant difference between American brand name and Japanese brand name on attitude towards the ad, attitude towards the brand, and purchase intention. More details were shown in Table 4.9.

In conclusion, the research found that foreign brand names only have main effects on perceived quality and attitude towards country of origin. However, they don't have main impacts on attitude towards the ad, attitude towards the brand, and purchase intention. Therefore, hypothesis 1 was partially supported.

Main effects of product types on consumer behavior

To test hypothesis 2, independent samples *t*-test was employed to find out whether product types have main effects on consumer behavior. In this research, product types were classified into two types including hedonic product and utilitarian product. Fashion clothes represented hedonic product and a notebook computer represented utilitarian product. The results were presented in Table 4.10.

A main effect of product types on perceived quality was statistically significant such that utilitarian product ($M = 3.64, SD = 0.48$) get higher score than hedonic product ($M = 3.22, SD = 0.50$) ($t [117] = -4.70, p < .05$.)

Similarly, there was a significant difference in the mean scores of attitude towards the ad for hedonic product ($M = 3.16, SD = 0.25$) and utilitarian product ($M = 3.41, SD = 0.48$) ($t [117] = -3.63, p < .05$).

However, when analyzing a main effect of product types on attitude towards the brand, no statistically significant difference between hedonic product ($M = 3.17, SD = 0.28$) and utilitarian product ($M = 3.28, SD = 0.48$) ($t [117] = -1.51, p > .05$). Furthermore, a main effect of product types on attitude towards country of origin was not significant such that utilitarian product ($M = 3.77, SD = 0.74$) get slightly higher score than hedonic product ($M = 3.56, SD = 0.68$) ($t [117] = -1.63, p > .05$).

Lastly, in terms of the result of purchase intention, there was a significant difference in the mean scores for hedonic product ($M = 2.86, SD = 0.41$) and utilitarian product ($M = 3.02, SD = 0.42$) ($t [117] = -2.00, p < .05$).

Table 4.10 Main effects of product types on consumer behavior

	Product types	<i>M</i>	<i>SD</i>	<i>t</i>	<i>df</i>	<i>p</i>
Perceived quality	Hedonic product	3.22	0.50	-4.70	117	.00
	Utilitarian product	3.64	0.48			
Attitude towards the ad	Hedonic product	3.16	0.25	-3.63	117	.00
	Utilitarian product	3.41	0.48			
Attitude towards the brand	Hedonic product	3.17	0.28	-1.51	117	.13
	Utilitarian product	3.28	0.48			
Attitude towards country of origin	Hedonic product	3.56	0.68	-1.63	117	.11
	Utilitarian product	3.77	0.74			
Purchase intention	Hedonic product	2.86	0.41	-2.00	117	.046
	Utilitarian product	3.02	0.42			

Note: All items were measured on 5-point scales ranging from 1 = extremely negative opinion to 5 = extremely positive opinion

In overall, product types have the main effects on perceived quality, attitude towards the ad, and purchase intention. Nevertheless, there were no significant differences on attitude towards the brand, and attitude towards country of origin. For this reason, hypothesis 2 was partially supported.

Part 4 Interaction effects of foreign brand names and product types on consumer behavior

In this fourth part, Univariate Analysis of Variance was used to test hypothesis 3, which is foreign brand names and product types have interaction effects on consumer behavior. The results were reported in Table 4.11 to Table 4.15.

To begin with perceived quality, Univariate ANOVA revealed that the interaction between foreign brand names and product types was insignificant ($F[1,115] = .02, p > .05$) (see Table 4.11).

Table 4.11 Interaction effect of foreign brand names and product types on perceived quality

Source	Sum of Squares	<i>df</i>	Mean Square	<i>F</i>	<i>p</i>
Foreign brand names	1.35	1	1.35	5.65	.02
Product types	5.48	1	5.48	23.04	.00
Foreign brand names and product types	0.01	1	0.01	0.02	.89
Error	27.36	115			
Total	1433.00	119			

Next, for attitude towards the ad (see Table 4.12), the results from Univariate ANOVA showed insignificant interaction effects between foreign brand names and product types ($F [1,115] = .11, p > .05$).

Table 4.12 Interaction effect of foreign brand names and product types on attitude towards the ad

Source	Sum of Squares	<i>df</i>	Mean Square	<i>F</i>	<i>p</i>
Foreign brand names	0.05	1	0.05	0.32	.57
Product types	1.89	1	1.89	12.96	.00
Foreign brand names and product types	0.02	1	0.02	0.11	.75
Error	16.78	115			
Total	1301.81	119			

Based on Table 4.13, all main effects of foreign brand names and product types were insignificant, and interaction effects of both dependent variables were insignificant on attitude towards brand as well ($F [1,115] = .93, p > .05$).

Table 4.13 Interaction effect of foreign brand names and product types on attitude towards the brand

Source	Sum of Squares	<i>df</i>	Mean Square	<i>F</i>	<i>p</i>
Foreign brand names	0.07	1	0.07	0.47	.50
Product types	0.35	1	0.35	2.32	.13
Foreign brand names and product types	0.14	1	0.14	0.93	.34
Error	17.54	115			
Total	1254.64	119			

Table 4.14 showed the statistics of interaction effects of foreign brand names and product types on attitude towards country of origin. Univariate ANOVA revealed that foreign brand names and product types interaction was not statistically significant ($F [1,115] = .26, p > .05$).

Table 4.14 Interaction effect of foreign brand names and product types on attitude towards country of origin

Source	Sum of Squares	<i>df</i>	Mean Square	<i>F</i>	<i>p</i>
Foreign brand names	4.19	1	4.19	8.74	.00
Product types	1.38	1	1.38	2.88	.09
Foreign brand names and product types	0.12	1	0.12	0.26	.61
Error	55.21	115			

Total	1659.80	119
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Lastly, the result of interaction effects of foreign brand names and product types on purchase intention was similar to the results of the effects on other independent variables, which was no significant interaction between foreign brand names and product types on purchase intention ($F [1,115] = .03, p > .05$) (see Table 4.15).

Table 4.15 Interaction effect of foreign brand names and product types on purchase intention

Source	Sum of Squares	df	Mean Square	F	p
Foreign brand names	0.07	1	0.07	0.38	.54
Product types	0.71	1	0.71	4.00	.05
Foreign brand names and product types	0.01	1	0.01	0.03	.86
Error	20.31	115			
Total	1049.32	119			

In summary, there were no significant interaction effects of foreign brand names and product types on any dependent variables including perceived quality, attitude towards the ad, attitude towards the brand, attitude towards country of origin, and purchase intention. Therefore, hypothesis 3 was rejected.

Part 5 Relationships among independent variables

After analyzing and reposting the main effects and interaction effects of foreign brand names and product types on consumer behavior, the researcher used the Pearson's Product Moment Correlation to test an association among dependent variables, consisting of perceived quality, attitude towards the ad, attitude towards the brand, attitude towards country of origin, and purchase intention.

According to the results shown in Table 4.16, it was indicated that perceived quality of participants has a moderate positive association with all other dependent variables including attitude towards the ad ($r = .36$), attitude towards the brand ($r = .33$), attitude towards country of origin ($r = .28$), and purchase intention ($r = .32$).

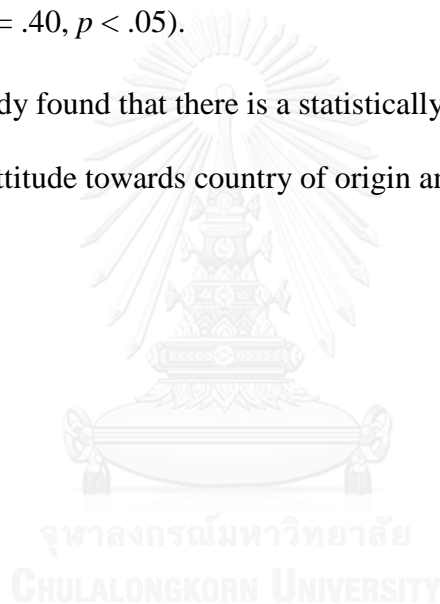
Table 4.16 Relationship between perceived quality, attitude towards the ad, attitude towards the brand, attitude towards country of origin, and purchase intention

The relationship between		<i>r</i>	<i>p</i>
Perceived quality	Attitude towards the ad	.36	.00
	Attitude towards brand	.33	.00
	Attitude toward country of origin	.28	.00
	Purchase intention	.32	.00
Attitude towards the ad	Attitude towards brand	.43	.00
	Attitude toward country of origin	.19	.04
	Purchase intention	.33	.00
Attitude towards the brand	Attitude toward country of origin	.23	.02
	Purchase intention	.40	.00
Attitude towards country of origin	Purchase intention	.31	.00

In the same way, attitude towards the ad also has a moderate positive correlation with attitude towards the brand ($r = .43$), and purchase intention ($r = .33$). However, attitude towards the ad and attitude towards country of origin have low correlation with each other ($r = .19$).

In addition, the research also found that attitude towards the brand has a positive relationship with attitude towards country of origin ($r = .23, p < .05$). Moreover, there is a positive relationship between attitude towards the brand and purchase intention ($r = .40, p < .05$).

Lastly, the study found that there is a statistically significant positive correlation between attitude towards country of origin and purchase intention ($r = .31, p < .05$).



CHAPTER 5

SUMMARY AND DISCUSSION

The research “effects of foreign brand names and product types on consumer behavior” was conducted to study the main and interaction effects of foreign brand names (American brand name and Japanese brand name) and product types (hedonic product and utilitarian product) on consumer behavior, consisting of perceived quality, attitude towards the ad, attitude towards the brand, attitude towards country of origin, and purchase intention.

This chapter includes five main topics, which are conclusion from research findings, discussion, limitations of the study, recommendations for future research, and practical implications. The details of all part are explained as followed.

Conclusion from research findings

The basic element that is very important when launching a new product in market is brand naming. Not only to identify the product and its positioning, a brand name also impacts on consumers’ purchase decisions and could lead to the success or failure when launching new products or services. There are various strategies for product naming. One of the strategies that many firms around the world select is foreign brand naming. Not only the sounds that make foreign brand names are preferred, the main reason why consumers prefer foreign brand names is that they perceive those brands with higher level of confidence.

Previous studies indicated that foreign branding had a positive impact on consumer behavior. However, most research studies had been conducted in

developing countries, by comparing foreign brand names with local brand names.

There are only a few studies on this topic that compare between both foreign brand names from developed countries.

In addition, many research studies pointed out that different foreign languages give different results depending on product types. To use foreign brand name strategy effectively, marketers have to understand which foreign brand names are suitable for each product. For this reason, this research was conducted to find out the answer of the above mention by comparing impacts of foreign brand names and product types on consumer behavior.

The research was conducted by using an experimental research. A 2 x 2 between-subject, factorial design was employed. The objectives of the research are to study the effects of different foreign brand names (American brand name and Japanese brand name) and different product types (hedonic product and utilitarian product) on consumer behavior, including perceived quality, attitude towards the ad, attitude towards the brand, attitude towards country of origin, and purchase intention.

The research results were reported to test hypothesis, consisting of the main effects and interaction effects of foreign brand names and product types on consumer behavior. Moreover, the relationships among perceived quality, attitude towards the ad, attitude towards the brand, attitude towards country of origin, and purchase intention was reported in this part as well.

Basically, according to research results, there were 119 participants in this research. Ninety-three participants were female (79.5 %) and 24 participants were male (20.5 %). They were in the age range of 19-23 years old, and majority of the participants were in the age of 19 to 20 years old with the number of 96 participants

(82%). Only 18% of participants were in the age of 21-23 years old. All participants were divided into 4 separate groups equally. Each group got different treatment.

In terms of the conclusion of hypothesis testing, three hypotheses are explained separately. Starting with the first hypothesis that is foreign brand names have main effects on consumer behavior. The study found that there was significant difference between American brand name and Japanese brand name on perceived quality. That is, the product with Japanese brand name received higher quality score than product with American brand name. In addition, the result showed that there was significant difference between American brand name and Japanese brand name on attitude towards country of origin. It could be concluded that consumer had positive attitude towards country of origin of the product with Japanese brand name more than country of origin of the product with American brand name.

However, there was no significant difference between American brand name and Japanese brand name on attitude towards the ad, attitude towards the brand, and purchase intention. Therefore, hypothesis one was partially supported.

For the second hypothesis assumed that product types have main effects on consumer behavior, the research indicated that there was a significant difference between a hedonic product and a utilitarian product on perceived quality, attitude towards the ad, and purchase intention. A utilitarian product got higher scores than a hedonic product in all three dimensions. It could be concluded that consumers perceived a utilitarian product as a higher quality one comparing with a hedonic product, and they had positive feeling about the advertisement of a utilitarian product more than a hedonic product. In addition, consumers were more willing to buy a utilitarian product than a hedonic product.

However, when analyzing main effects of product types on attitude towards the brand, and attitude towards country of origin, there was insignificant difference between a hedonic product and a utilitarian product. In overall, the second hypothesis was partially supported.

To test hypothesis three, the researcher used Univariate Analysis of Variance to test interaction effects between foreign brand names and product types on consumer behavior. The result revealed that there were no significant interaction effects between foreign brand names and product types on all dependent variables, including perceived quality, attitude towards the ad, attitude towards the brand, attitude towards country of origin, and purchase intention. Therefore, the third hypothesis was completely rejected.

In the end, relationships among dependent variables, consisting of perceived quality, attitude towards the ad, attitude towards the brand, attitude towards country of origin, and purchase intention was reported. The results showed that perceived quality of participants had a moderate positive association with all other dependent variables, including attitude towards the ad, attitude towards the brand, attitude toward country of origin, and purchase intention with the correlation coefficients between .28 and .36. At the same time, attitude towards the ad also had a moderate positive correlation with attitude towards the brand, and purchase intention with correlation level of .33 and .43, respectively. Moreover, there was a moderate positive relationship between attitude towards the brand and attitude towards country of origin as well as attitude towards the brand and purchase intention with correlation level of .23 and .40, respectively. Attitude towards country of origin and purchase intention had a moderate association to each other with correlation level of .31. Only attitude towards

the ad and attitude towards country of origin had a weak relationship with each other at .19.

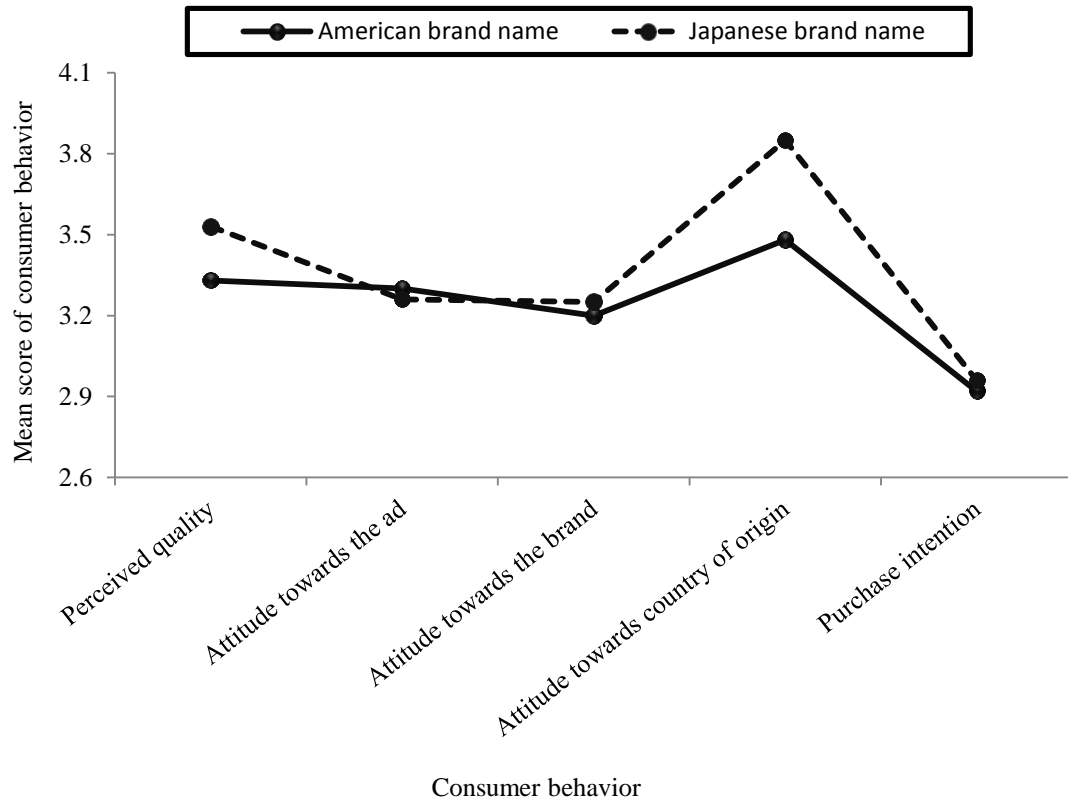
Discussion

In this section, the discussion of results was divided into four parts, consisting of the main effects of foreign brand names on consumer behavior, the main effects of product types on consumer behavior, the interaction effects of foreign brand names and product types on consumer behavior, and the relationships among perceived quality, attitude towards the ad, attitude towards the brand, attitude towards country of origin, and purchase intention. The details of all part are explained as followed.

Main effects of foreign brand names on consumer behavior

According to main effects of different foreign brand names on consumer behavior, consisting of perceived quality, attitude towards the ad, attitude towards the brand, attitude towards country of origin, and purchase intention, the results are shown in Figure 5.1 and details of an effect on each variable are discussed as followed.

Figure 5.1 Mean scores of consumer behavior for both foreign brand names



From Figure 5.1, the result showed that foreign brand names had a main effect on *perceived quality*. Consumers perceived that the quality of a product with Japanese name was higher than a product with American name. This result was in the same direction with Han and Terpstra (1988) who found that the country of origin and the brand name influence consumer perceptions of product quality. Similarly, Dodds, Monroe, and Grewal (1991) stated that brand name relates to perceived product quality positively and different brand names have impacts on perceived quality of product differently. Moreover, the result in this research was conforming to the finding of Ghazali, Othman, Yahya, and Ibrahim (2008) stating that the Malaysian consumer ranked Japan as the number one country that has the highest product quality

while the U.S. was ranked as number two. Similar to Papadopoulos and Heslop (1993) who found that American and British consumers rated their own products as second to Japanese products. In addition, an annual Country Brand Index Report from FutureBrand (2014) showed that Japan was the strongest country brand in the world in 2014 with reputations for high-quality manufacturing while the U.S. was ranked as seventh.

It might be assumed that the reason why consumer perceived Japanese brand name higher quality than American brand name because the Japanese pronunciation of the brand name associated with the country of origin, which linked a product to national stereotypes and consumers had more positive reaction to products made in countries with a strong reputation for high quality (Hoyer & MacInnis, 2008). Since Japan was perceived as a country that produced high quality products and many research studies mentioned above indicated that consumers rated Japan higher than the U.S. in terms of quality of production, they also rated Japanese brand name with a higher score for perceive quality than American brand name.

In terms of *attitude towards the ad*, the research indicated that there was no significant difference between American brand name and Japanese brand name on attitudes towards the ad.

This result might be explained that due to both fashion clothes and a computer notebook were high-involvement products and consumers perceived high risks for both products (a higher level of monetary and functional risk on a computer notebook and social and psychological risk on fashion clothes) (Solomon, 2015), consumers were motivated to find the information about the products to avoid mistakes to make a wrong decision (Mitchell, 1999). Under this condition, consumers took the central

route to persuasion and focused on the messages or facts about product more than other salience like color, or brand name and evaluated the advertisements based on information, more than focused on a brand name (Petty, Cacioppo, & Schumann, 1983). Hence, participants did not feel differently about the advertisements with different foreign brand names.

In addition, Lavrakas (2008) defined attitudes as a continuous evaluation of an object and they are general in that they are overall evaluations of a certain object. Similar to other objects, attitude towards the ad is an overall evaluation of the entire advertisement (Miniard, Bhatla, & Rose, 1990), thus it can be concluded that consumers might prefer one advertisement more than another one by evaluate all elements, including size, color, layout, picture, and information. Moreover, Wahid and Ahmed (2011) stated that in a print advertisement, consumers focus a lot on a picture and information about the product that motivate them to continue reading that advertisement which means it has a chance that consumers might not focus on brand name at all.

In this research, since the advertisements of both Japanese brand name and American brand name have the same pattern, photo, background color, and information about product shown in the advertisements. Only thing that was different between Japanese brand name advertisement and American brand name advertisement was the brand name of product shown in the advertisements and it was just a little part. Therefore, that would be one of the reasons why there was no difference between attitude towards the advertisements of Japanese brand name and American brand name.

Next, the research demonstrated that there was no significant difference between American brand name and Japanese brand name on *attitude towards the brand*. Similar to attitude towards the ad, Ajzen and Fishbein (1980) defined brand attitude as the persistent preference of consumers towards a certain brand and the overall evaluation towards the brand. For this reason, consumers do not only evaluate brand based on brand name, but they also consider the brand attribute or benefit.

In addition, according to the concept of the transformational effects of advertising created by Edell and Burke (1987), when a feeling-based advertisement brings about a positive attitude towards the ad, this feeling generated by advertisement affect attitudes towards the brand positively. Similar to study of Darrel (1987), it was assumed that the reactions to the ad will be transferred to the brand. If consumers have a favorable response to the ad, these favorable responses will transfer to the brand that they saw in the ad. At the same time, Gardner (1985) indicated that when consumer is unfamiliar with a brand, the information they get from the advertisement and their attitude towards the ad should have a strong influence on their attitude towards the brand in comparison. According to the research result, since both foreign brand names are the new brand names that do not sell in the real market and participants are unfamiliar with them, the attitude towards the ad should transfer to attitude towards the brand. As there was no difference between American and Japanese brand name on attitude towards the ad, there was no significant difference between American brand name and Japanese brand name on attitude towards the brand as well.

Another point that could be the reason why there was no significant difference between American brand name and Japanese brand name on attitude towards the

brand is brand loyalty. This is consistent with Suvachart (2002) who indicated that Thai consumers are innovators and tend to switch the brand easily. In other words, they are not brand loyal. Similar to Speece (1998) who stated that the majority of Thai consumers were brand loyal to low involvement products but did not have a brand loyalty to only one brand. It might be assumed that participants in this research are also innovators who do not specify with brand from any country but prefer to try the new one all the time. For this reason, they did not prefer one brand to another significantly.

When mentioning about the effect of foreign brand names on *attitude towards country of origin*, the research showed that participants had positive feeling towards Japan, which is country of origin of Japanese brand name more than the U.S. which is country of origin of American brand name. Relating to the research study of Leclerc, Schmitt, and Dube (1994) that stated that a brand name not only impacts consumers' beliefs about product attributes, it also relates to the country of origin image. Many companies use foreign brand name to associate with positive or expertise country of origin image for specific product category in order to make consumers perceive a positive image toward the brand. In others words, foreign brand name is as moderators of country-of-origin effects (Chao et al., 2005). Thus, when consumers see a foreign brand name, they related the name to country of origin generally. It means that if country of origin has a positive image in consumer mind, they tend to like a foreign brand name related to that country.

According to the result in this research, participants who saw Japanese brand name advertisements have a positive feeling about its country of origin more than participants who perceived American brand name advertisements. This result related

to the result from Spring 2014 Global Attitudes Survey (2014) Spring 2014 Global Attitudes survey (2014) about how Asians rate China, India, Pakistan, Japan and the U.S. The poll showed that Thais are most favorable towards Japan (81%) while the U.S. gets the second rank (73%). The reason why participants prefer Japan to the U.S. might be because of geographic proximity. Both Thailand and Japan are Asian countries that have similar cultures, and Thailand is located closer to Japan more than the U.S, thus, Thais might feel familiar with Japan more than the U.S. According to the mere exposure effect (Zajonc, 1968), people tend to prefer one thing to the other just because they are familiar with it. This might be assumed that Thais are familiar with Japan and Japanese products more than the U.S., so they tend to prefer Japanese brand name and its country of origin to the U.S.

In the last section about the main effect of foreign brand names, the research did not find the difference between American brand names and Japanese brand name on *purchase intention*. This result confirms the study of Melnyk, Klein, and Volckner (2012) who mentioned that the brand name on its own did not have a significant effect on a chance to purchase. It is similar to the findings by Li and Murray (1998) who indicated that foreign brands did not turn into a purchase decision automatically. In addition, they pointed out that using a foreign brand name is not enough, purchase intention generally requires consumers to exhibit a higher level of commitment than attitude. It happens when consumers have needs or wants about the products. If they do not have a reason to buy even they saw the advertisement, they do not intent to purchase it. This result is also consistent with Schwartz (1992) who found that consumers' purchase intentions are determined by many factors, including their individual values and personality traits. Specifically, individual values are key

constructs that guide behavioral intentions, including brand preferences and purchase behaviors.

Based on the research results, both products that are fashion clothes and a notebook computer are high involvement products. Participants might focus on the pattern, and style of fashion clothes more than a brand name because fashion clothes are about self-expression (Bennett, 2005). They might consider that the product did not match their style and cannot express themselves, so participants stopped searching for information of the product including considering about brand name. In addition, even they liked the product but if they did not want to buy new clothes at that time, they did not care about the brand. At the same time, for a notebook computer, participants might focus on function and price more than a brand name. Another reason that foreign brand name did not have a different impact on purchase likelihood of a notebook computer is brand loyalty. As Rahman and Rahaman (2008) demonstrated that for high involvement product, consumers have high awareness concerning the brands that they familiar with as compared to unknown brands. For this reason, they did not intent to buy the new brand shown on advertisements.

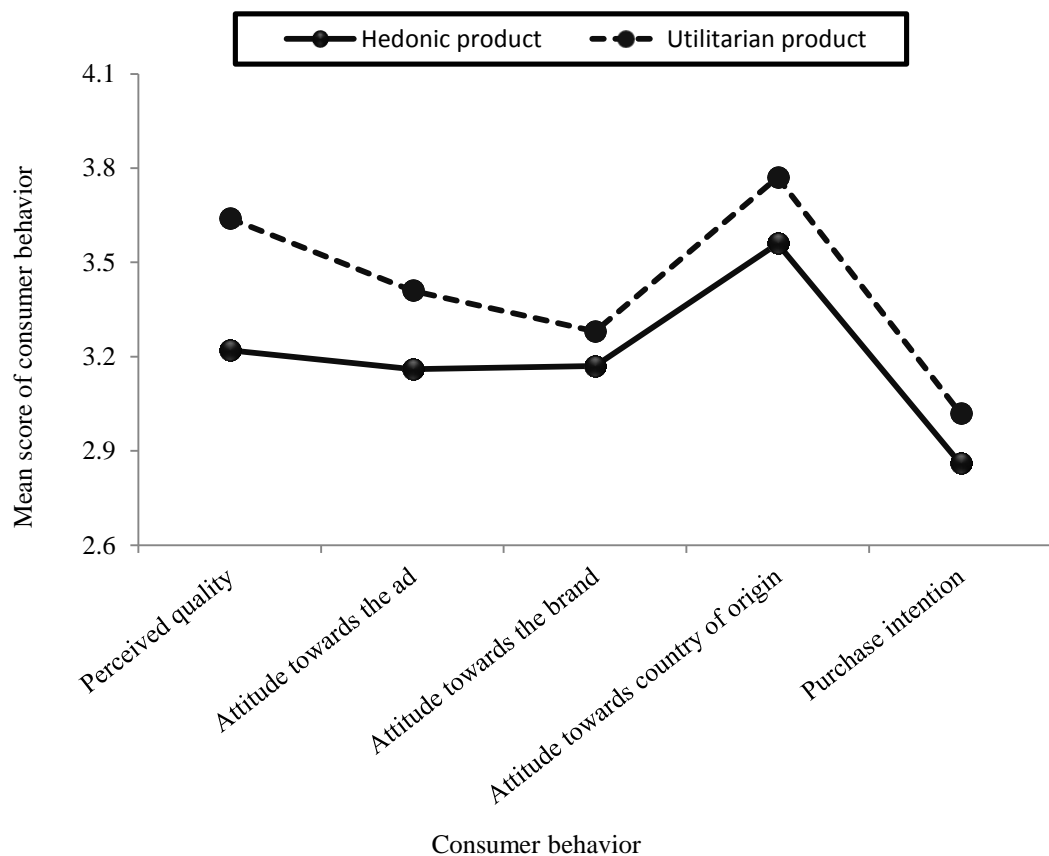
Main effects of product types on consumer behavior

In the second part of discussion, results of the main effects of product types on consumer behavior, including perceived quality, attitude towards the ad, attitude towards the brand, attitude towards country of origin, and purchase intention was discussed. The details are as followed (see Figure 5.2).

To begin with *perceived quality*, the research found that consumers rated higher quality for utilitarian product than for hedonic product. As Hoffman and

Novak (1996) stated that consumers always focus on product, price, and functional features before they purchase a utilitarian product. On the contrary, when consumers make a purchase on a hedonic product, they consider experiential benefits and pleasure feeling they will get from it (Holbrook & Hirschman, 1982). Previous studies stated functional dimensions as a major influence on quality evaluation (Chumpitaz & Paparoidamis, 2007; Hamzaoui & Merunka, 2006). It means that utilitarian function may influence consumers' perceived product quality more than hedonic benefits, and this might be used to explain the reason why consumers rated a utilitarian product with higher quality than a hedonic product.

Figure 5.2 Mean scores of consumer behavior for all product types



According to the effect of product types on *attitude towards the ad*, the studies found that consumers had more positive feeling on the advertisement of utilitarian product than the advertisement of hedonic product. This result are related to the result in previous study of Lim and Ang (2008) that showed that consumers in Shanghai preferred advertisement of a utilitarian product rather than a hedonic product. Schiffman and Kanuk (2004) mentioned that the amount of information that consumers would search for depending on perceived risks. If consumers believe that there may be negative effect when they make a wrong decision, they prefer searching a lot of information about that product. On the other hand, when perceiving risks are low, consumers have tendency to seek for limited information. According to the research, a notebook computer that represents a utilitarian product is also a high involvement product with a high risk, participants searched for the information from the advertisement and focused on it. In contrast, the participants did not pay much attention to the advertisement of fashion clothes, which are hedonic product since fashion clothes related to self-esteem. Different persons prefer different styles. The fashion clothes they saw on the advertisement might not be their style and was rated as a product that they did not involve with. With this reason, fashion clothes are not the product that they want to buy, and participants might find that the advertisement is not attractive to them and ignored it. This is the reason why participants had a positive feeling on advertisements of utilitarian product more than hedonic product.

In terms of the main effect of product types on *attitude towards the brand*, the research showed that different product types did not have a different impact on attitude towards the brand. The result was consistent with Santhadkolkarn (2012) who found that hedonic and utilitarian products did not have a main effect on attitude

towards the brand. Since both hedonic and utilitarian products used in this research are high involvement products and having highly perceived risk, consumers have to find the way to reduce the risk that might happen by wrong decision. Regarding to a notebook computer, it is a technological product and not many consumers are expert in this product, as well as has a high price, so consumers have to find the way to make sure that they will not do decision-making mistakes. In the same way, fashion clothes relate to self-expression (Bennett, 2005). Consumers might concern about social and psychological risk when deciding to buy a new cloth, thus before they evaluate the new brand, they might think a lot about the brand and the effect that will happened on themselves if they buy this new fashion brand. One way to reduce risk for both products is to exhibit brand loyalty and repurchase the brand that they are familiar with. In addition, they might search for more information of a new brand before evaluating that product (Hirunyawipada & Paswan, 2006).

In conclusion, both hedonic and utilitarian products in this research have a high involvement and highly perceived risk on participants, so they have to find the information before evaluating both of them. For this reason, product types have no different effect on attitude towards the brand.

Next, the research result indicated that there was no significant impact of product types on attitude towards country of origin. It might be assumed that product types do not lead to attitude towards country of origin directly. Keller (2003) mentioned about the brand association that, in general, when consumers evaluate the products, they consider primary brand associations first. These associations include attributes, benefits, and brand attitude. However, there are another brand associations that may be quite important to creating favorable, and positive responses to the

products called secondary brand associations. The secondary associations refer to other information that is not directly related to the product or service, including the company, the country of origin, the distribution channels, and a celebrity endorsement (Keller, 1993). However, these secondary brand associations likely to affect evaluations in case that existing brand associations or responses are lacking (Keller, 2003). According to the research, since the primary associations provided in the ad were not missing, participants were not necessary to use the country of origin to evaluate the products and might not focus on or think about country of origin in the first place. Thus, product types do not have a main effect on attitude towards country of origin in this research.

Lastly, the research found that participants were *willing to buy* utilitarian more than hedonic product. Elaboration Likelihood Model (ELM) can be used to explain the result. According to the ELM, consumer's purchase intention depends on a consumer's level of interest in a particular product (Petty & Cacioppo, 1986). It does not matter what a person wants to satisfy is either utilitarian or hedonic, when involvement increases, he/she thinks more about that product (Solomon, 2015). Normally, involvement level will be high for products that are very expensive or considered significant for him/her. Regarding to the study, a notebook computer as a representative of utilitarian product might involve with participants at a high level comparing with fashion clothes.

When considering about the utility, a notebook computer seem to have more advantages for participants than fashion clothes because all participants are undergraduate students. A notebook computer is necessary for them to search information and do a repost. In contrast, the hedonic product used in the research was

fashion clothes (a denim jacket). Even fashion clothes is a high involvement product, it is the hedonic product that related to emotion. Consumers purchase the product base on their satisfaction. In addition, fashion clothes relate to self-esteem. It can express personality and preference of a person (Bennett, 2005). Even though the participants have the same age and study in the same faculty, they have different lifestyles (Solomon, 2015). Participants might feel that they involve with fashion clothes that used in the research at the low level, and have no significance for them since a jean jacket did not match with their lifestyles and could not express their personality. In addition, the data were collected in summer and a jean jacket was not necessary in that period, participants did not have a need or want in that period. Consequently, participants tend to make a purchase of a notebook computer more than fashion clothes.

Interaction effects of foreign brand names and product types on consumer behavior

Overall, it can be concluded that there were no significant interaction effects of foreign brand names and product types on all dependent variables, including perceived quality, attitude towards the ad, attitude towards the brand, attitude towards country of origin, and purchase intention.

On that account, in this part, the interaction effects of foreign brand names and product types on consumer behavior were explained and discussed without split into subtopic as the first two parts mentioned before.

Previous research studies claimed that foreign brand name has an impact on consumer perception and purchase intention. Some studies stated that foreign brand name related to high-perceived quality and purchase intentions (Chao et al., 2005;

Häubl & Elrod, 1999). On the contrary, other studies questioned about these impacts and indicated that the impact of foreign brand name is not clear under certain condition. They suggested that foreign brand name does not always lead to more positive feeling on product or brand and does not have an impact on product perceptions (Leclerc, Schmitt, & Dub, 1994; Thakor & Pacheco, 1997).

Leclerc, Schmitt, and Dube (1989) studied the impact of French and English brand name on the perception of hybrid products and found that when using French name, the brands were perceived as more hedonic than the product with English brand name. However, Leclerc, Schmitt, and Dube (1994) argued that these results must be re-examined since the foreign brand name effect was showed on only one variable for only one product category. Moreover, participants in the study received and asked to evaluate for both English and French brand name on the same products that might impact the result.

According to the study of Leclerc, Schmitt, and Dube (1994), the result showed that French brand name has an impact on attitude towards the brand of hedonic product. However, they did not found different effects between French brand name and English brand name on utilitarian and hybrid product. Hence, it could be said that French name provides more positive brand attitude to hedonic products but not significantly decrease brand attitude for utilitarian products while brand name with English pronunciation does not cause any effect on attitude and perception on hedonic, utilitarian and hybrid product. Furthermore, Thakor and Pacheco (1997) supported that there was no significant difference relating to foreign brand names and impacts on hedonic product perception. These results match with the result in this study that showed no significant effect of American brand name on all product types.

One possible explanation for the results is that consumers perceive American brand name as the representative of high status and good quality while brand personalities of American brand name are cosmopolitan and modern (Anholt & Hildreth, 2005). However, American brand name might not have a strong relation with any product type specifically because when mentioning about American brands, there are many brands from many product categories that were well-known and famous around the world including in Thailand, such as Apple computer, Dell, and Ford, which are utilitarian products, or Ralph Lauren, Starbucks, and Revlon, which are hedonic products. For this reason, it might be assumed that there still are not clear that American brand name is strongly associated with which product types and consumers do not relate American brand name to one or another product type.

This is similar to Japanese brand name that is seen as innovative, reliable, and trustful which reflect utilitarian dimension and consumers always associate Japan with advanced technology and high quality products (FutureBrand, 2014). In terms of hedonic dimension, even consumers do not see Japanese brand as trendy or design-driven. However, Japanese fashion brands have an identity that make consumers prefer. Moreover, there are many Japanese fashion brands that adopt American style and adapted it in better versions (Woolf, 2016). This is the reason why there is no different effect between both brand names on perceived quality, attitude towards the ad, attitude towards the brand, and attitude towards country of origin.

Similar to Valentyna, Kristina, and Franziska (2012) who found that the brand name on its own did not have a significant impact on purchase intention, and foreign brand name can affect purchase likelihood only when it is well matched with particular product category. There are one possible explanation for the results based

on the result of Valentyna et al. (2012) that is products used in this research might be unmatched with both brand names particularly, thus there are no interaction effects between foreign brand names and product types on consumer behavior.

In addition, there might be other factors that have an influence on consumer behavior, and one of the important factors is personal factor ("The 4 factors influencing consumer behavior," 2016). In terms of personal factor, consumers who have different ages, lifestyles, and personality and self-concept have different behaviors and purchase decisions (Solomon, 2015).

According to age, consumers buy different products based on their ages and life stages (Rani, 2014). Generation Y buyers (the person who were born between 1981 and 2000) select and use the products that helps them to express their personality or image. They make decisions based on their desire. Not only price and quality that are main factors when they make a buying decision, but the product that they choose also has to be a good investment for the future. In addition, consumers in this generation trust in brand names (Ordun, 2015).

Based on the study, participants were in the age between 19 and 23 years old which are in Generation Y who had a high brand loyalty. When they saw the product with unfamiliar brand name, they might ignore it and stay loyal to the familiar brand name.

Moreover, participants might have different lifestyles, personalities and self-concept. Some participants might not care about brand name, but select the product that can offer what they want and help to solve their problem. Some participants might be Japanese fans who have a high loyalty on Japanese brands and buy everything made in Japan. On the other hand, some participants might be innovators

who always try a new brand and do not prefer any brand name. These different personal factors made them have different attitudes and purchase intentions on the same product. For this reason, American and Japanese brand names were not different in terms of consumer perception for both hedonic and utilitarian products.

Relationships among perceived quality, attitude towards the ad, attitude towards the brand, attitude towards country of origin, and purchase intention

In this last section, the relationships among all five dependent variables, including perceived quality, attitude towards the ad, attitude towards the brand, attitude towards country of origin, and purchase intention was discussed. According to the result, all variables had positive associations with each other.

It could be explained by using unidimensionalist view on attitude that mentions that attitude consists of only one component that is affect (Lutz, 1981). Cognitive is antecedent of attitude and conation is consequence of attitude. However, all three components have an effect on each other as hierarchies of effect (Hewstone et al., 2008).

The cognitive component can be called the belief or knowledge depending on some evidence, which an individual holds about something. This belief or knowledge might not be the truth but it relies on experience in the part or the information that a person received (Neal et al., 2001). In this study, the cognition refers to perceived product quality.

After consumers learned about the quality of product, they have feelings and emotions about the goal and indicated judgment on the emotion. We call these feelings and emotions as affective components. These feelings might be positive or

negative depending on what they believe about it. In this research, the affective components refer to attitude towards the ad, attitude towards the brand, and attitude towards country of origin (Hewstone et al., 2008).

The last component is conative. It refers to the action inclination that can have a likeable or unlikeable character. According to this research, the conation is purchase intention (Hewstone et al., 2008).

Chen, Clifford, and Wells (1999) mentioned that if consumers have positive feeling with a product, they tend to buy that product. On the other hand, when consumers have negative feeling with a product, it has a chance that consumers will not buy it (Cho & Cheon, 2004)

According to the correlation measured between cognitive component which is perceived quality and affective components including attitude towards the ad, attitude towards the brand, and attitude towards country of origin, the result showed that perceived quality of participants has a positive association with attitude towards the ad, attitude towards the brand, attitude towards country of origin, and purchase intention. Such results related to the concept of unidimensionalist perspective on attitude mentioned before that cognitive and affective responses are correlated with each other. In addition, when measuring the relationship of the affective components and conative component that is purchase intention, the research found that attitude towards the ad, attitude towards the brand, and attitude towards country of origin has a significant positive relation with purchase intention. This can also be explained by the unidimensionalist view that the affective and conative components are correlated with each other. When consumers have positive feeling with advertisement, brand or country of origin of the product, it increases the chance that consumer will buy the

product. It is also explained by the hierarchy of effects model (Lavidge & Steiner, 1961) stated that cognition, affect, and behavior are related to each other. When consumers think that the product has a good quality, they tend to have a positive feeling with the advertisement, brand, and country of origin of the product, and finally it leads to a chance to purchase the product.

In addition, when measuring the correlation among affective components including attitude towards the ad, attitude towards the brand, and attitude towards country of origin, the research indicated that attitude towards the ad and attitude towards brand has the highest positive coefficient value. It corresponded to Cobb, Ruble, and Donthu (1995) who found that advertising which gives information, such as pricing and brand features, will lead towards brand associations. In addition, based on the advertising effect models, many studies in the past stated that attitude towards the advertisement is the main input of attitude towards the brand (Goldsmith, Lafferty, & Newell, 2000; Gresham & Shimp, 1985).

At the same time, in this research, attitude towards the ad and attitude towards country of origin also have the positive correlation with each other. It could be explained based on balance theory. Balance theory refers to the way a person perceives relation between different objects, and the ways he/she modifies his/her attitudes to maintain a cognitive consistency (Solomon, 2015). Thus, when consumers have a positive feeling towards the ad, they also have a positive feeling about country of origin as well. Similarly, attitude towards the brand has a significant positive correlation with attitude towards country of origin. Like Heslop and Papadopoulos (1993) said, foreign brand names are strongly associated with the country of origin. If consumers have a positive feeling towards the brand, they also have a positive feeling

towards country of origin as well. In contrast, when consumers have negative feeling about country of origin, they tend to have negative feeling about the brand.

Finally, when matching cognitive and conative component, it was found that perceived quality has a positive correlation with purchase intention significantly. The finding in this research confirms the finding of DeKinder and Kohli (2008) who found that customers' perceptions about product quality have an impact on their purchase intention. Similarly, Iyer and Kuksov (2010) found that consumer makes buying decisions depending on the quality cues they perceived. Tsotsou (2005) also reviewed that product quality is an antecedent of purchase intention, and quality of product has strongly impact on consumer decision-making (Klein, Ettenson, & Morris, 1998; Knight, 1999).

Limitations of the study

Since the research was conducted by using an experimental method, the researcher had to control independent variables, including using the advertisements with the same pattern in all foreign brand names and product types, and creating new brand name to make sure that the effect measured is caused only by these independent variables and make the experimental study to have a high level of internal validity. However, to maintain the high internal validity, the study might have low external validity.

In addition, a majority of research participants were female, while the products used in the study were a notebook computer and a jean jacket that are unisex products. This different proportion of gender might partially affect the research results.

Recommendations for future research

Although there are many studies in the past focusing on effects of foreign brand name on consumer behavior, there are still not much research studies that compare between brand names from developed Asian countries with each other. In the future, researchers might focus on Asian brand names, such as comparing the effect of Korean brand name and Japanese brand name on consumer behavior of Asian people that will make we know that whether Asian have a different perspective among different Asian brand names.

In terms of product types, only hedonic product and utilitarian product with high involvement were used to taste hypothesis in this study. Future research studies might use products in different dimension such as low involvement product and high involvement product or hedonic product and utilitarian product with low involvement. The result might be different from this research.

For research participants, future research studies might control the proportions of gender. It should have an equal number of males and females because, based on this research, there are a large number of females and a very small number of males. Susceptibly, this gender disproportion might have an impact on the results partially. Moreover, future researchers might select research participants from different age ranges from this research to find out whether the age of participants has an impact on the research results.

Lastly, research that will be conducted in the future might use mixed methods between an experimental research and an in-depth interview or focus group to understand a research problem more completely. For instance, the researcher might know which foreign brand names and product types have main and interaction effects

on consumer behavior through experimental research but if they want to understand and explain the reason why foreign brand names and product types impacts on consumer behavior, they can find out the answer through qualitative research methods.

Practical implications

According to the research “effects of foreign brand names and product types on consumer behavior,” the results can be applied to the real market in terms of developing more effective brand naming strategies before launching a brand new product that does not have a strong association with any brand name to the market. However, these strategies might not be applied to every target market, the success of these strategies also depend on consumers’ generation, age group, and other personal factors. The detail of implication is as followed.

In case that companies and marketers want Thai consumers to perceive a product as a high quality, a brand name with Japanese pronunciation is a good choice when comparing with American brand name because, according to the research results, it was indicated that participants perceived Japanese brand name with higher quality than American brand name.

However, companies and marketers always have to be reminded that a foreign brand name has an impact on consumer perception and purchase intention only when it fits to a particular product category. For example, even Japanese brand name might associate with high technology, there is no different impact on consumer behavior when comparing between a notebook computer that using Japanese brand name and American brand name. It means that not every technological product that has

Japanese brand name will be accepted and preferred more than other foreign brand names. Hence, before launching a new product, marketers have to make sure that selected foreign brand name is well matched with company's product by doing a pre-test to find the best brand name that gets along with the product well.

At last, according to the research, foreign brand names and product types do not have interaction effects on consumer behavior when the product is high involvement. Hence, when promoting a new product, marketers might not focus all attention on a brand name but should also focus on other cues to persuade consumer, such as providing clear information about product features and function on the advertisements.



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APPENDIX



จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

APPENDIX A

Questionnaire for selecting product types

Please read each following sentence and answer the questions

1. “Hedonic product means the product that related to consumer pleasure. It provides experiential consumption, enjoyment, satisfaction, and enthusiasm”
According to the definition mentioned above, please specify 5 product categories that can be classified in this product type, in your opinion.

1. _____
2. _____
3. _____
4. _____
5. _____

2. “Utilitarian product means the product that associated with a practical use. Consumers often purchase these products for their functional”
According to the definition mentioned above, please specify 5 product categories that can be classified in this product type, in your opinion.

1. _____
2. _____
3. _____
4. _____
5. _____

(Thank you for your patience and cooperation)

แบบสอบถามใช้คัดเลือกสินค้า

คำชี้แจง: กรุณาอ่านข้อความต่อไปนี้แล้วตอบคำถาม

1. “ผลิตภัณฑ์ที่เน้นความเพลิดเพลินทางอารมณ์ (Hedonic Product) หมายถึง ผลิตภัณฑ์ที่ผู้บริโภคเลือกบริโภคตามอารมณ์ ความรู้สึก ความพึงพอใจ หรือจากจินตนาการ ซึ่งผลิตภัณฑ์ประเภทนี้จะช่วยสร้างสุนทรียทางอารมณ์ หรือประสบการณ์ที่เกี่ยวข้องกับอารมณ์และความรู้สึก”

จากคำนิยามข้างต้น ท่านคิดถึงสินค้าประเภทใดบ้างที่ตรงกับคำนิยามนี้ กรุณายกตัวอย่างมา 5 ประเภท

1. _____
2. _____
3. _____
4. _____
5. _____

2. “ผลิตภัณฑ์ที่เน้นประโยชน์ใช้สอย (Utilitarian Product) หมายถึง ผลิตภัณฑ์ที่ผู้บริโภคเลือกบริโภค เพราะต้องการประโยชน์จากผลิตภัณฑ์นั้น ๆ หรือเลือกใช้เพื่อแก้ไขปัญหาต่าง ๆ โดยคำนึงถึงความสำคัญทางด้านประโยชน์ใช้สอยมากกว่าความรู้สึกพึงพอใจ”

จากคำนิยามข้างต้น ท่านคิดถึงสินค้าประเภทใดบ้างที่ตรงกับคำนิยามนี้ กรุณายกตัวอย่างมา 5 ประเภท

1. _____
2. _____
3. _____
4. _____
5. _____

(ขอบคุณสำหรับการตอบแบบสอบถามค่ะ)

APPENDIX B

Questionnaire for measuring perceptions of product types

1. Please rate “fashion clothes” on the following dimensions. Circle you answers for each of the following

Fun	5	4	3	2	1	Not fun
Exciting	5	4	3	2	1	Dull
Delightful	5	4	3	2	1	Not delightful
Enjoyable	5	4	3	2	1	Unenjoyable

2. Please rate “a notebook computer” on the following dimensions. Circle you answers for each of the following

Necessary	5	4	3	2	1	Unnecessary
Effective	5	4	3	2	1	Ineffective
Helpful	5	4	3	2	1	Unhelpful
Functional	5	4	3	2	1	Not functional

(Thank you for your patience and cooperation)

แบบสอบถามวัดการรับรู้ประเภทสินค้า

1.คุณมีความรู้สึกอย่างไรเกี่ยวกับสินค้าประเภท “เสื้อผ้าแฟชั่น” กรุณาใส่เครื่องหมาย ○ บรรทัดละหนึ่งในตำแหน่งที่ตรงกับความเห็นคุณมากที่สุด

ทำให้เพลิดเพลินใจ	5	4	3	2	1	ไม่ทำให้เพลิดเพลินใจ
น่าสนใจ	5	4	3	2	1	ไม่น่าสนใจ
สวยงาม	5	4	3	2	1	ไม่สวยงาม
เป็นที่พึงพอใจ	5	4	3	2	1	ไม่เป็นที่พึงพอใจ

2.คุณมีความรู้สึกอย่างไรเกี่ยวกับสินค้าประเภท “คอมพิวเตอร์โน้ตบุ๊ก” กรุณาใส่เครื่องหมาย ○ บรรทัดละหนึ่งในตำแหน่งที่ตรงกับความเห็นคุณมากที่สุด

เป็นสิ่งจำเป็น	5	4	3	2	1	เป็นสิ่งไม่จำเป็น
มีประสิทธิภาพ	5	4	3	2	1	ไม่มีประสิทธิภาพ
มีประโยชน์	5	4	3	2	1	ไม่มีประโยชน์
เน้นการใช้งาน	5	4	3	2	1	ไม่เน้นการใช้งาน

(ขอบคุณสำหรับการตอบแบบสอบถามค่ะ)

APPENDIX C

Questionnaire Set for Group A1

Experimental Questionnaire Set

A company will launch the new import to the market recently. Before launching, a company wants to know consumers opinion about brand name and product.

A questionnaire set includes

1. A print advertisement
2. A questionnaire

Please answer all questions. If you have any queries, please feel free to ask the research assistants.

Thank you for your patience and cooperation.



NEW

DIXON

ดีกสัน

“บ่งบอกความเป็นคุณ
ผ่านยีนส์ไอเจคก็ตสำหรับทุกคน”

คอลเลกชันรับหนาว ดีกสัน (DIXON)

ยีนส์ไอเจคก็ต ที่เคยใส่เมื่อไหร่ ก็รู้สึกใช้ตัวคุณเองเมื่อมัน
“ความเท่” และ “บีสไตส์” ที่ยังคงกลาสสิกทุกยุคทุกสมัย

Part 1 State the extent to which you agree with each of the following. Please circle your answers.

1. Please rate the product in the advertisement on the following dimensions.

High Quality	5	4	3	2	1	Low quality
--------------	---	---	---	---	---	-------------

2. Compared to other clothing brands, what is likely quality of the DIXON clothes?

Much higher than average quality	5	4	3	2	1	Much lower than average quality
----------------------------------	---	---	---	---	---	---------------------------------

3. How would you describe your over feelings about the advertisement?

I like the ad	5	4	3	2	1	I dislike the ad
I react favorably to the ad	5	4	3	2	1	I react unfavorably to the ad
I feel positive toward the ad	5	4	3	2	1	I feel negative toward the ad
The ad is good	5	4	3	2	1	The ad is bad

4. How would you describe your over feelings about the brand in the advertisement?

Appealing	5	4	3	2	1	Unappealing
Good	5	4	3	2	1	Bad
Pleasant	5	4	3	2	1	Unpleasant
Favorable	5	4	3	2	1	Unfavorable
Likable	5	4	3	2	1	Unlikable

5. Describe your interest in purchasing the product that you see in the advertisement.

Would purchase	5	4	3	2	1	Would not purchase
Definitely intend to buy	5	4	3	2	1	Definitely do not intend to buy
Very high purchase interest	5	4	3	2	1	Very low purchase interest
Definitely would consider buying	5	4	3	2	1	Definitely would not consider buying
Probably would buy	5	4	3	2	1	Probably not buy

6. According to the print advertisement, which country the brand was most likely to come from?

A. The United States

B. Japan

7. Please describe your feelings about the country of origin of the brand in the advertisement. Check the box that best corresponds to your answer for each of the following below.

Statement	Strongly Agree \longleftrightarrow Strongly Disagree				
	5	4	3	2	1
1. Well educating					
2. Hard Working					
3. Achieving high standards					
4. High standards of living					
5. Technical skill					

8. Please rate "fashion clothes" on the following dimensions.

Fun	5	4	3	2	1	Not fun
Exciting	5	4	3	2	1	Dull
Delightful	5	4	3	2	1	Not delightful
Enjoyable	5	4	3	2	1	Unenjoyable

Part 2

Personal Information

1. Gender 1. Male 2. Female

2. Age years old

Thank you for your patience and cooperation.

CHULALONGKORN UNIVERSITY

ชุดคำถามที่ใช้ในการทดลองสำหรับกลุ่ม A1

เอกสารประกอบการวิจัยเชิงทดลอง

บริษัทเอกชนแห่งหนึ่งต้องการทราบถึงความเห็นของผู้บริโภคเกี่ยวกับยี่ห้อสินค้าและ
ตัวผลิตภัณฑ์นำเข้าก่อนที่จะมีการขายจริง

ชุดเอกสารที่คุณจะได้รับประกอบด้วย

1. ชิ้นงานโฆษณา 1 ชิ้น
2. แบบสอบถาม 1 ชุด จำนวน 3 หน้า

ขอให้คุณตอบแบบสอบถามตามความเป็นจริง และหากมีข้อสงสัยประการใด
โปรดสอบถาม เจ้าหน้าที่ได้ที่

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

ขอขอบคุณที่สละเวลาและให้ความร่วมมือให้การวิจัยในครั้งนี้

ส่วนที่ 1

คำชี้แจง: กรุณาใส่เครื่องหมาย O บรรทัดละหนึ่งทีในตำแหน่งตัวเลขที่ตรงกับความเห็นคุณมากที่สุด

1. เมื่อเปรียบเทียบกับเสื้อผ้าแฟชั่นยี่ห้ออื่นๆ คุณคิดว่าเสื้อผ้ายี่ห้อ DIXON (ดิคสัน) ที่เห็นในโฆษณาข้างต้น มีคุณภาพเป็นอย่างไร

คุณภาพสูงกว่ามาตรฐาน 5 4 3 2 1 คุณภาพต่ำกว่ามาตรฐาน

2. คุณคิดว่าเสื้อผ้ายี่ห้อ DIXON (ดิคสัน) ที่เห็นในโฆษณาข้างต้น มีคุณภาพเป็นอย่างไร

คุณภาพสูง 5 4 3 2 1 คุณภาพต่ำ

3. คุณรู้สึกอย่างไรกับชิ้นงานโฆษณาที่คุณได้รับชมข้างต้น

ชอบโฆษณาชิ้นนี้	5	4	3	2	1	ไม่ชอบโฆษณาชิ้นนี้
โปรดปรานโฆษณาชิ้นนี้	5	4	3	2	1	ไม่โปรดปรานโฆษณาชิ้นนี้
รู้สึกในทางบวกต่อ โฆษณาชิ้นนี้	5	4	3	2	1	รู้สึกในทางลบต่อ โฆษณาชิ้นนี้
โฆษณาชิ้นนี้ดี	5	4	3	2	1	โฆษณาชิ้นนี้ไม่ดี

4. คุณรู้สึกอย่างไรกับชื่อยี่ห้อ DIXON (ดิคสัน)

น่าดึงดูดใจ	5	4	3	2	1	ไม่น่าดึงดูด
ดี	5	4	3	2	1	แย่
น่าพึงพอใจ	5	4	3	2	1	ไม่น่าพึงพอใจ
น่าโปรดปราน	5	4	3	2	1	ไม่น่าโปรดปราน
ชื่นชอบ	5	4	3	2	1	ไม่ชื่นชอบ

5. คุณมีความต้องการซื้อสินค้าที่ปรากฏในงานโฆษณาที่คุณได้รับชมข้างต้นมากน้อยแค่ไหน

ฉันจะซื้อสินค้านี้	5	4	3	2	1	ฉันจะไม่ซื้อสินค้านี้
ฉันตั้งใจที่จะซื้อ อย่างแน่นอน	5	4	3	2	1	ฉันตั้งใจที่จะไม่ซื้อ อย่างแน่นอน
ฉันสนใจจะซื้อ ในระดับสูงมาก	5	4	3	2	1	ฉันสนใจที่จะซื้อ ในระดับต่ำมาก
ฉันตัดสินใจจะซื้อ อย่างแน่นอน	5	4	3	2	1	ฉันตัดสินใจจะไม่ซื้อ อย่างแน่นอน
ฉันอาจจะซื้อสินค้านี้	5	4	3	2	1	ฉันอาจจะไม่ซื้อสินค้านี้

6. คุณคิดว่าสินค้าที่ปรากฏในงานโฆษณาที่คุณได้รับชมข้างต้นนำเข้ามาจากประเทศใด

ก. สหรัฐอเมริกา

ข. ญี่ปุ่น

7. คุณคิดเห็นอย่างไรต่อประเทศผู้ผลิตสินค้าที่ปรากฏในงานโฆษณาที่คุณได้รับชมข้างต้น

(กรุณาใส่เครื่องหมาย ✓ ในตำแหน่งที่ตรงกับความเห็นคุณมากที่สุด)

ข้อความ	เห็นด้วย \longleftrightarrow ไม่เห็นด้วย				
	อย่างยิ่ง				อย่างยิ่ง
	5	4	3	2	1
1. เป็นประเทศที่มีระบบการศึกษาดี					
2. เป็นประเทศที่ผู้คนทำงานหนัก					
3. เป็นประเทศที่มีมาตรฐานการผลิตสูง					
4. เป็นประเทศที่มีมาตรฐานการครองชีพสูง					
5. เป็นประเทศที่มีความชำนาญด้านเทคนิค					

8. คุณมีความรู้สึกอย่างไรเกี่ยวกับสินค้าประเภท “เสื้อผ้าแฟชั่น”

ทำให้เพลิดเพลินใจ	5	4	3	2	1	ไม่ทำให้เพลิดเพลินใจ
น่าสนใจ	5	4	3	2	1	ไม่น่าสนใจ
สวยงาม	5	4	3	2	1	ไม่สวยงาม
เป็นที่พึงพอใจ	5	4	3	2	1	ไม่เป็นที่พึงพอใจ

ส่วนที่ 2

ข้อมูลส่วนบุคคล

1. เพศ 1. ชาย

2. หญิง

2. อายุ ปี



จุฬาลงกรณ์มหาวิทยาลัย

ขอบคุณที่สละเวลาในการตอบแบบสอบถามค่ะ

Questionnaire Set for Group A2

Experimental Questionnaire Set


A company will launch the new import to the market recently. Before launching, a company wants to know consumers opinion about brand name and product.

A questionnaire set includes

1. A print advertisement
2. A questionnaire

Please answer all questions. If you have any queries, please feel free to ask the research assistants.

Thank you for your patience and cooperation.



NEW

DIXON

“
 สร้างสรรค์สิ่งที่ยิ่งใหญ่
 จากสิ่งเล็กๆ ที่ทรงพลัง
 ”

ดิixon

บุปผาลังในคอมพิวเตอร์โน้ตบุ๊ก ดิixon (DIXON)

สัมผัสความเร็วการประมวลผลจาก Intel® Quad-core i7 ล่าสุด
 การประมวลผลภาพที่สมจริงที่สุดจาก NVIDIA® GeForce® 940M

Part 1 State the extent to which you agree with each of the following. Please circle your answers.

1. Please rate the product in the advertising on the following dimensions.

High Quality	5	4	3	2	1	Low quality
--------------	---	---	---	---	---	-------------

2. Compared to other notebook computers, what is likely quality of the DIXON notebook computer?

Much higher than average quality	5	4	3	2	1	Much lower than average quality
----------------------------------	---	---	---	---	---	---------------------------------

3. How would you describe your over feelings about the advertisement?

I like the ad	5	4	3	2	1	I dislike the ad
I react favorably to the ad	5	4	3	2	1	I react unfavorably to the ad
I feel positive toward the ad	5	4	3	2	1	I feel negative toward the ad
The ad is good	5	4	3	2	1	The ad is bad

4. How would you describe your over feelings about the brand in the advertisement?

Appealing	5	4	3	2	1	Unappealing
Good	5	4	3	2	1	Bad
Pleasant	5	4	3	2	1	Unpleasant
Favorable	5	4	3	2	1	Unfavorable
Likable	5	4	3	2	1	Unlikable

5. Describe your interest in purchasing the product that you see in the advertisement.

Would purchase	5	4	3	2	1	Would not purchase
Definitely intend to buy	5	4	3	2	1	Definitely do not intend to buy
Very high purchase interest	5	4	3	2	1	Very low purchase interest
Definitely would consider buying	5	4	3	2	1	Definitely would not consider buying
Probably would buy	5	4	3	2	1	Probably not buy

6. According to the print advertisement, which country the brand was most likely to come from?

A. The United States

B. Japan

7. Please describe your feelings about the country of origin of the brand in the advertisement. Check the box that best corresponds to your answer for each of the following below.

Statement	Strongly Agree \longleftrightarrow Strongly Disagree				
	5	4	3	2	1
1. Well educating					
2. Hard Working					
3. Achieving high standards					
4. High standards of living					
5. Technical skill					

8. Please rate “a notebook computer” on the following dimensions.

Necessary	5	4	3	2	1	Unnecessary
Effective	5	4	3	2	1	Ineffective
Helpful	5	4	3	2	1	Unhelpful
Functional	5	4	3	2	1	Not functional

Part 2

Personal Information

1. Gender 1. Male 2. Female

2. Age years old

Thank you for your patience and cooperation.

CHULALONGKORN UNIVERSITY

ชุดคำถามที่ใช้ในการทดลองสำหรับกลุ่ม A2

เอกสารประกอบการวิจัยเชิงทดลอง

บริษัทเอกชนแห่งหนึ่งต้องการทราบถึงความเห็นของผู้บริโภคเกี่ยวกับยี่ห้อสินค้าและตัวผลิตภัณฑ์นำเข้าก่อนที่จะมีการขายจริง

ชุดเอกสารที่คุณจะได้รับประกอบด้วย

1. ชี้นงานโฆษณา 1 ชิ้น
2. แบบสอบถาม 1 ชุด จำนวน 3 หน้า

ขอให้คุณตอบแบบสอบถามตามความเป็นจริง และหากมีข้อสงสัยประการใดโปรดสอบถาม เจ้าหน้าที่ได้ที่

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

ขอขอบคุณที่สละเวลาและให้ความร่วมมือให้การวิจัยในครั้งนี้

ส่วนที่ 1

คำชี้แจง: กรุณาใส่เครื่องหมาย O บรรทัดละหนึ่งทีในตำแหน่งตัวเลขที่ตรงกับความเห็นคุณมากที่สุด

1. เมื่อเปรียบเทียบกับคอมพิวเตอร์โน้ตบุ๊กยี่ห้ออื่นๆ คุณคิดว่าคอมพิวเตอร์โน้ตบุ๊กยี่ห้อ DIXON (ดิกสัน) ที่เห็นในโฆษณาข้างต้น มีคุณภาพเป็นอย่างไร

คุณภาพสูงกว่ามาตรฐาน 5 4 3 2 1 คุณภาพต่ำกว่ามาตรฐาน

2. คุณคิดว่าคอมพิวเตอร์โน้ตบุ๊กยี่ห้อ DIXON (ดิกสัน) ที่เห็นในโฆษณาข้างต้นมีคุณภาพเป็นอย่างไร

คุณภาพสูง 5 4 3 2 1 คุณภาพต่ำ

3. คุณรู้สึกอย่างไรกับชิ้นงานโฆษณาที่คุณได้รับชมข้างต้น

ชอบโฆษณาชิ้นนี้ 5 4 3 2 1 ไม่ชอบโฆษณาชิ้นนี้

โปรดปรานโฆษณาชิ้นนี้ 5 4 3 2 1 ไม่โปรดปรานโฆษณาชิ้นนี้

รู้สึกในทางบวกต่อ
โฆษณาชิ้นนี้ 5 4 3 2 1 รู้สึกในทางลบต่อ
โฆษณาชิ้นนี้

โฆษณาชิ้นนี้ดี 5 4 3 2 1 โฆษณาชิ้นนี้ไม่ดี

4. คุณรู้สึกอย่างไรกับชื่อยี่ห้อ DIXON (ดิกสัน)

น่าดึงดูดใจ 5 4 3 2 1 ไม่น่าดึงดูด

ดี 5 4 3 2 1 แย่

น่าพึงพอใจ 5 4 3 2 1 ไม่น่าพึงพอใจ

น่าโปรดปราน 5 4 3 2 1 ไม่น่าโปรดปราน

ชื่นชอบ 5 4 3 2 1 ไม่ชื่นชอบ

5. คุณมีความต้องการซื้อสินค้าที่ปรากฏในงานโฆษณาข้างต้นอย่างน้อยแค่ไหน

ฉันจะซื้อสินค้านี้	5	4	3	2	1	ฉันจะไม่ซื้อสินค้านี้
ฉันตั้งใจที่จะซื้อ อย่างแน่นอน	5	4	3	2	1	ฉันตั้งใจที่จะไม่ซื้อ อย่างแน่นอน
ฉันสนใจจะซื้อ ในระดับสูงมาก	5	4	3	2	1	ฉันสนใจที่จะซื้อ ในระดับต่ำมาก
ฉันตัดสินใจจะซื้อ อย่างแน่นอน	5	4	3	2	1	ฉันตัดสินใจจะไม่ซื้อ อย่างแน่นอน
ฉันอาจจะซื้อสินค้านี้	5	4	3	2	1	ฉันอาจจะไม่ซื้อสินค้านี้

6. คุณคิดว่าสินค้าที่ปรากฏในงานโฆษณาที่คุณได้รับชมข้างต้นนำเข้ามาจากประเทศใด

ก. สหรัฐอเมริกา

ข. ญี่ปุ่น

7. คุณคิดเห็นอย่างไรต่อประเทศผู้ผลิตสินค้าที่ปรากฏในงานโฆษณาที่คุณได้รับชมข้างต้น

(กรุณาใส่เครื่องหมาย ✓ ในตำแหน่งที่ตรงกับความเห็นคุณมากที่สุด)

ข้อความ	เห็นด้วย \longleftrightarrow ไม่เห็นด้วย				
	อย่างยิ่ง		อย่างยิ่ง		
	5	4	3	2	1
1. เป็นประเทศที่มีระบบการศึกษาดี					
2. เป็นประเทศที่ผู้คนทำงานหนัก					
3. เป็นประเทศที่มีมาตรฐานการผลิตสูง					
4. เป็นประเทศที่มีมาตรฐานการครองชีพสูง					
5. เป็นประเทศที่มีความชำนาญด้านเทคนิค					

8. คุณมีความรู้สึกอย่างไรเกี่ยวกับสินค้าประเภท “คอมพิวเตอร์โน้ตบุ๊ก”

เป็นสิ่งจำเป็น	5	4	3	2	1	เป็นสิ่งไม่จำเป็น
มีประสิทธิภาพ	5	4	3	2	1	ไม่มีประสิทธิภาพ
มีประโยชน์	5	4	3	2	1	ไม่มีประโยชน์
เน้นการใช้งาน	5	4	3	2	1	ไม่เน้นการใช้งาน

ส่วนที่ 2

ข้อมูลส่วนบุคคล

1. เพศ 1. ชาย 2. หญิง
2. อายุ ปี



ขอบคุณที่สละเวลาในการตอบแบบสอบถามค่ะ

CHULALONGKORN UNIVERSITY

Questionnaire Set for Group A3

Experimental Questionnaire Set

A company will launch the new import to the market recently. Before launching, a company wants to know consumers opinion about brand name and product.

A questionnaire set includes

1. A print advertisement
2. A questionnaire

Please answer all questions. If you have any queries, please feel free to ask the research assistants.

Thank you for your patience and cooperation.

NEW

だいし

ไอซ์

“บ่งบอกความเป็นคุณ
ผ่านยีนส์ไอซ์ที่ใส่ได้ทุกคุณ”



คอลเลกชันรับหนาว ไอซ์ (だいし)

ยีนส์ไอซ์เกิด ที่เคยใส่เมื่อไร ก็รู้สึกใช้ตัวคุณเองเมื่อมัน
“ความเท่” และ “บีสไตส์” ที่ยังคงคลาสสิกทุกยุคทุกสมัย

Part 1 State the extent to which you agree with each of the following. Please circle your answers.

1. Please rate the product in the advertisement on the following dimensions.

High Quality	5	4	3	2	1	Low quality
--------------	---	---	---	---	---	-------------

2. Compared to other clothing brands, what is likely quality of the **だいし** clothes?

Much higher than average quality	5	4	3	2	1	Much lower than average quality
----------------------------------	---	---	---	---	---	---------------------------------

3. How would you describe your over feelings about the advertisement?

I like the ad	5	4	3	2	1	I dislike the ad
I react favorably to the ad	5	4	3	2	1	I react unfavorably to the ad
I feel positive toward the ad	5	4	3	2	1	I feel negative toward the ad
The ad is good	5	4	3	2	1	The ad is bad

4. How would you describe your over feelings about the brand in the advertisement?

Appealing	5	4	3	2	1	Unappealing
Good	5	4	3	2	1	Bad
Pleasant	5	4	3	2	1	Unpleasant
Favorable	5	4	3	2	1	Unfavorable
Likable	5	4	3	2	1	Unlikable

5. Describe your interest in purchasing the product that you see in the advertisement.

Would purchase	5	4	3	2	1	Would not purchase
Definitely intend to buy	5	4	3	2	1	Definitely do not intend to buy
Very high purchase interest	5	4	3	2	1	Very low purchase interest
Definitely would consider buying	5	4	3	2	1	Definitely would not consider buying
Probably would buy	5	4	3	2	1	Probably not buy

6. According to the print advertisement, which country the brand was most likely to come from?

A. The United States

B. Japan

7. Please describe your feelings about the country of origin of the brand in the advertisement. Check the box that best corresponds to your answer for each of the following below.

Statement	Strongly Agree \longleftrightarrow Strongly Disagree				
	5	4	3	2	1
1. Well educating					
2. Hard Working					
3. Achieving high standards					
4. High standards of living					
5. Technical skill					

8. Please rate "fashion clothes" on the following dimensions.

Fun	5	4	3	2	1	Not fun
Exciting	5	4	3	2	1	Dull
Delightful	5	4	3	2	1	Not delightful
Enjoyable	5	4	3	2	1	Unenjoyable

Part 2

Personal Information

1. Gender 1. Male 2. Female

2. Age years old

Thank you for your patience and cooperation.

CHULALONGKORN UNIVERSITY

ชุดคำถามที่ใช้ในการทดลองสำหรับกลุ่ม A3

เอกสารประกอบการวิจัยเชิงทดลอง

บริษัทเอกชนแห่งหนึ่งต้องการทราบถึงความเห็นของผู้บริโภคเกี่ยวกับยี่ห้อสินค้าและตัวผลิตภัณฑ์นำเข้าก่อนที่จะมีการขายจริง

ชุดเอกสารที่คุณจะได้รับประกอบด้วย

1. ชิ้นงานโฆษณา 1 ชิ้น
2. แบบสอบถาม 1 ชุด จำนวน 3 หน้า

ขอให้คุณตอบแบบสอบถามตามความเป็นจริง และหากมีข้อสงสัยประการใดโปรดสอบถาม เจ้าหน้าที่ได้ที่

ขอขอบคุณที่สละเวลาและให้ความร่วมมือให้การวิจัยในครั้งนี้

ส่วนที่ 1

คำชี้แจง: กรุณาใส่เครื่องหมาย O บรรทัดละหนึ่งทีในตำแหน่งตัวเลขที่ตรงกับความเห็นคุณมากที่สุด

1. เมื่อเปรียบเทียบกับเสื้อผ้าแฟชั่นยี่ห้ออื่นๆ คุณคิดว่าเสื้อผ้ายี่ห้อ **だいし** (ไดชิ) ที่เห็นในโฆษณาข้างต้น มีคุณภาพเป็นอย่างไร

คุณภาพสูงกว่ามาตรฐาน 5 4 3 2 1 คุณภาพต่ำกว่ามาตรฐาน

2. คุณคิดว่าเสื้อผ้ายี่ห้อ **だいし** (ไดชิ) ที่เห็นในโฆษณาข้างต้น มีคุณภาพเป็นอย่างไร

คุณภาพสูง 5 4 3 2 1 คุณภาพต่ำ

3. คุณรู้สึกอย่างไรกับชิ้นงานโฆษณาที่คุณได้รับชมข้างต้น

ชอบโฆษณาชิ้นนี้ 5 4 3 2 1 ชอบโฆษณาชิ้นนี้

โปรดปรานโฆษณาชิ้นนี้ 5 4 3 2 1 ไม่โปรดปรานโฆษณาชิ้นนี้

รู้สึกในทางบวกต่อ 5 4 3 2 1 รู้สึกในทางลบต่อ

โฆษณาชิ้นนี้ 5 4 3 2 1 โฆษณาชิ้นนี้

โฆษณาชิ้นนี้ดี 5 4 3 2 1 โฆษณาชิ้นนี้ไม่ดี

4. คุณรู้สึกอย่างไรกับชื่อยี่ห้อ **だいし** (ไดชิ)

น่าดึงดูดใจ 5 4 3 2 1 ไม่น่าดึงดูด

ดี 5 4 3 2 1 แย่

น่าพึงพอใจ 5 4 3 2 1 ไม่น่าพึงพอใจ

น่าโปรดปราน 5 4 3 2 1 ไม่น่าโปรดปราน

ชื่นชอบ 5 4 3 2 1 ไม่ชื่นชอบ

5. คุณมีความต้องการซื้อสินค้าที่ปรากฏในงานโฆษณาที่คุณได้รับชมข้างต้นมากน้อยแค่ไหน

ฉันจะซื้อสินค้านี้	5	4	3	2	1	ฉันจะไม่ซื้อสินค้านี้
ฉันตั้งใจที่จะซื้อ อย่างแน่นอน	5	4	3	2	1	ฉันตั้งใจที่จะไม่ซื้อ อย่างแน่นอน
ฉันสนใจจะซื้อ ในระดับสูงมาก	5	4	3	2	1	ฉันสนใจที่จะซื้อ ในระดับต่ำมาก
ฉันตัดสินใจจะซื้อ อย่างแน่นอน	5	4	3	2	1	ฉันตัดสินใจจะไม่ซื้อ อย่างแน่นอน
ฉันอาจจะซื้อสินค้านี้	5	4	3	2	1	ฉันอาจจะไม่ซื้อสินค้านี้

6. คุณคิดว่าสินค้าที่ปรากฏในงานโฆษณาที่คุณได้รับชมข้างต้นนำเข้ามาจากประเทศใด

ก. สหรัฐอเมริกา

ข. ญี่ปุ่น

7. คุณคิดเห็นอย่างไรต่อประเทศผู้ผลิตสินค้าที่ปรากฏในงานโฆษณาที่คุณได้รับชมข้างต้น

(กรุณาใส่เครื่องหมาย ✓ ในตำแหน่งที่ตรงกับความเห็นคุณมากที่สุด)

ข้อความ	เห็นด้วย \longleftrightarrow ไม่เห็นด้วย				
	อย่างยิ่ง				อย่างยิ่ง
	5	4	3	2	1
1. เป็นประเทศที่มีระบบการศึกษาดี					
2. เป็นประเทศที่ผู้คนทำงานหนัก					
3. เป็นประเทศที่มีมาตรฐานการผลิตสูง					
4. เป็นประเทศที่มีมาตรฐานการครองชีพสูง					
5. เป็นประเทศที่มีความชำนาญด้านเทคนิค					

8. คุณมีความรู้สึกอย่างไรเกี่ยวกับสินค้าประเภท “เสื้อผ้าแฟชั่น”

ทำให้เพลิดเพลินใจ	5	4	3	2	1	ไม่ทำให้เพลิดเพลินใจ
น่าสนใจ	5	4	3	2	1	ไม่น่าสนใจ
สวยงาม	5	4	3	2	1	ไม่สวยงาม
เป็นที่พึงพอใจ	5	4	3	2	1	ไม่เป็นที่พึงพอใจ

ส่วนที่ 2

ข้อมูลส่วนบุคคล

1. เพศ 1. ชาย 2. หญิง
2. อายุ ปี



จุฬาลงกรณ์มหาวิทยาลัย
ขอบคุณที่สละเวลาในการตอบแบบสอบถามค่ะ

Questionnaire Set for Group A4

Experimental Questionnaire Set

A company will launch the new import to the market recently. Before launching, a company wants to know consumers opinion about brand name and product.

A questionnaire set includes

1. A print advertisement
2. A questionnaire

Please answer all questions. If you have any queries, please feel free to ask the research assistants.

Thank you for your patience and cooperation.

NEW

だいし

ໄດ໊

“
ສ້າງສຸດສິ່ງທີ່ຍິ່ງໃຫຍ່
ຈາກສິ່ງເລື່ອງ ທີ່ກນຸ່ງລັງ
”

ຸ່ມພລັງໃນຄອມພິວເຕີຣ໌ໄຟ້ຕຸ້ກ ໄດ໊ (ດັ໊ໄລ)

ສັບພັດຄວາມຮື່ວາກປະເມວາລຸດຈາກ Intel® Quad-core i7 ລຳສຸດ
ກປະເມວາລຸດທີ່ສຸດຈາກ NVIDIA® GeForce® 940M

Part 1 State the extent to which you agree with each of the following. Please circle your answers.

1. Please rate the product in the advertising on the following dimensions.

High Quality	5	4	3	2	1	Low quality
--------------	---	---	---	---	---	-------------

2. Compared to other notebook computers, what is likely quality of the だいいし notebook computer?

Much higher than average quality	5	4	3	2	1	Much lower than average quality
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3. How would you describe your over feelings about the advertisement?

I like the ad	5	4	3	2	1	I dislike the ad
I react favorably to the ad	5	4	3	2	1	I react unfavorably to the ad
I feel positive toward the ad	5	4	3	2	1	I feel negative toward the ad
The ad is good	5	4	3	2	1	The ad is bad

4. How would you describe your over feelings about the brand in the advertisement?

Appealing	5	4	3	2	1	Unappealing
Good	5	4	3	2	1	Bad
Pleasant	5	4	3	2	1	Unpleasant
Favorable	5	4	3	2	1	Unfavorable
Likable	5	4	3	2	1	Unlikable

5. Describe your interest in purchasing the product that you see in the advertisement.

Would purchase	5	4	3	2	1	Would not purchase
Definitely intend to buy	5	4	3	2	1	Definitely do not intend to buy
Very high purchase interest	5	4	3	2	1	Very low purchase interest
Definitely would consider buying	5	4	3	2	1	Definitely would not consider buying
Probably would buy	5	4	3	2	1	Probably not buy

6. According to the print advertisement, which country the brand was most likely to come from?

A. The United States

B. Japan

7. Please describe your feelings about the country of origin of the brand in the advertisement. Check the box that best corresponds to your answer for each of the following below.

Statement	Strongly Agree \longleftrightarrow Strongly Disagree				
	5	4	3	2	1
1. Well educating					
2. Hard Working					
3. Achieving high standards					
4. High standards of living					
5. Technical skill					

8. Please rate “a notebook computer” on the following dimensions.

Necessary	5	4	3	2	1	Unnecessary
Effective	5	4	3	2	1	Ineffective
Helpful	5	4	3	2	1	Unhelpful
Functional	5	4	3	2	1	Not functional

Part 2

Personal Information

1. Gender 1. Male 2. Female

2. Age years old



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Thank you for your patience and cooperation.

ชุดคำถามที่ใช้ในการทดลองสำหรับกลุ่ม A4

เอกสารประกอบการวิจัยเชิงทดลอง

บริษัทเอกชนแห่งหนึ่งต้องการทราบถึงความเห็นของผู้บริโภคเกี่ยวกับยี่ห้อสินค้าและตัวผลิตภัณฑ์นำเข้าก่อนที่จะมีการขายจริง

ชุดเอกสารที่คุณจะได้รับประกอบด้วย

1. ชี้นำงานโฆษณา 1 ชิ้น
2. แบบสอบถาม 1 ชุด จำนวน 3 หน้า

ขอให้คุณตอบแบบสอบถามตามความเป็นจริง และหากมีข้อสงสัยประการใดโปรดสอบถาม เจ้าหน้าที่ได้ที่

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ขอขอบคุณที่สละเวลาและให้ความร่วมมือให้การวิจัยในครั้งนี้

ส่วนที่ 1

คำชี้แจง: กรุณาใส่เครื่องหมาย O บรรทัดละหนึ่งทีในตำแหน่งตัวเลขที่ตรงกับความเห็นคุณมากที่สุด

1. เมื่อเปรียบเทียบกับคอมพิวเตอร์โน้ตบุ๊กยี่ห้ออื่นๆ คุณคิดว่าคอมพิวเตอร์โน้ตบุ๊กยี่ห้อ **だいし** (ไดชิ) ที่เห็นในโฆษณาข้างต้น มีคุณภาพเป็นอย่างไร

คุณภาพสูงกว่ามาตรฐาน 5 4 3 2 1 คุณภาพต่ำกว่ามาตรฐาน

2. คุณคิดว่าคอมพิวเตอร์โน้ตบุ๊กยี่ห้อ **だいし** (ไดชิ) ที่เห็นในโฆษณาข้างต้นมีคุณภาพเป็นอย่างไร

คุณภาพสูง 5 4 3 2 1 คุณภาพต่ำ

3. คุณรู้สึกอย่างไรกับชิ้นงานโฆษณาที่คุณได้รับชมข้างต้น

ชอบโฆษณาชิ้นนี้ 5 4 3 2 1 ไม่ชอบโฆษณาชิ้นนี้

โปรดปรานโฆษณาชิ้นนี้ 5 4 3 2 1 ไม่โปรดปรานโฆษณาชิ้นนี้

รู้สึกในทางบวกต่อ
โฆษณาชิ้นนี้ 5 4 3 2 1 รู้สึกในทางลบต่อ
โฆษณาชิ้นนี้

โฆษณาชิ้นนี้ดี 5 4 3 2 1 โฆษณาชิ้นนี้ไม่ดี

4. คุณรู้สึกอย่างไรกับชื่อยี่ห้อ **だいし** (ไดชิ)

น่าดึงดูดใจ 5 4 3 2 1 ไม่น่าดึงดูด

ดี 5 4 3 2 1 แย่

น่าพึงพอใจ 5 4 3 2 1 ไม่น่าพึงพอใจ

น่าโปรดปราน 5 4 3 2 1 ไม่น่าโปรดปราน

ชื่นชอบ 5 4 3 2 1 ไม่ชื่นชอบ

5. คุณมีความต้องการซื้อสินค้าที่ปรากฏในงานโฆษณาข้างต้นอย่างน้อยแค่ไหน

ฉันจะซื้อสินค้านี้	5	4	3	2	1	ฉันจะไม่ซื้อสินค้านี้
ฉันตั้งใจที่จะซื้อ อย่างแน่นอน	5	4	3	2	1	ฉันตั้งใจที่จะไม่ซื้อ อย่างแน่นอน
ฉันสนใจจะซื้อ ในระดับสูงมาก	5	4	3	2	1	ฉันสนใจที่จะซื้อ ในระดับต่ำมาก
ฉันตัดสินใจจะซื้อ อย่างแน่นอน	5	4	3	2	1	ฉันตัดสินใจจะไม่ซื้อ อย่างแน่นอน
ฉันอาจจะซื้อสินค้านี้	5	4	3	2	1	ฉันอาจจะไม่ซื้อสินค้านี้

6. คุณคิดว่าสินค้าที่ปรากฏในงานโฆษณาที่คุณได้รับชมข้างต้นนำเข้ามาจากประเทศใด

ก. สหรัฐอเมริกา

ข. ญี่ปุ่น

7. คุณคิดเห็นอย่างไรต่อประเทศผู้ผลิตสินค้าที่ปรากฏในงานโฆษณาที่คุณได้รับชมข้างต้น

(กรุณาใส่เครื่องหมาย ✓ ในตำแหน่งที่ตรงกับความเห็นคุณมากที่สุด)

ข้อความ	เห็นด้วย \longleftrightarrow ไม่เห็นด้วย				
	อย่างยิ่ง				อย่างยิ่ง
	5	4	3	2	1
1. เป็นประเทศที่มีระบบการศึกษาดี					
2. เป็นประเทศที่ผู้คนทำงานหนัก					
3. เป็นประเทศที่มีมาตรฐานการผลิตสูง					
4. เป็นประเทศที่มีมาตรฐานการครองชีพสูง					
5. เป็นประเทศที่มีความชำนาญด้านเทคนิค					

8. คุณมีความรู้สึกอย่างไรเกี่ยวกับสินค้าประเภท “คอมพิวเตอร์โน้ตบุ๊ก”

เป็นสิ่งจำเป็น	5	4	3	2	1	เป็นสิ่งไม่จำเป็น
มีประสิทธิภาพ	5	4	3	2	1	ไม่มีประสิทธิภาพ
มีประโยชน์	5	4	3	2	1	ไม่มีประโยชน์
เน้นการใช้งาน	5	4	3	2	1	ไม่เน้นการใช้งาน

ส่วนที่ 2

ข้อมูลส่วนบุคคล

1. เพศ 1. ชาย

2. หญิง

2. อายุ ปี



ขอบคุณที่สละเวลาในการตอบแบบสอบถามค่ะ

CHULALONGKORN UNIVERSITY

VITA

The author, Miss Photchanath Phongpanich, was born on October 20, 1988 in Suratthani. In, 2008, she attend the Faculty of Communication Arts at Chulalongkorn University. In 2014, she pursued for master's degree in Strategic Communication Management at Chulalongkorn University.

