

**NATION BRANDING BASED ON SEMIOTIC ANALYSIS:  
A CASE STUDY OF THAILAND BRAND**

**Krit Hongjanya**

**A Dissertation Submitted in Partial  
Fulfillment of the Requirements for the Degree of  
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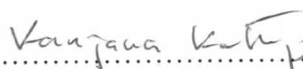
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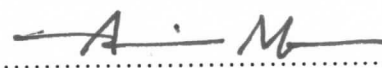
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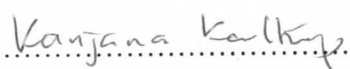
Associate Professor..........Major Advisor  
(Asawin Nedpogaeo, Ph.D.)

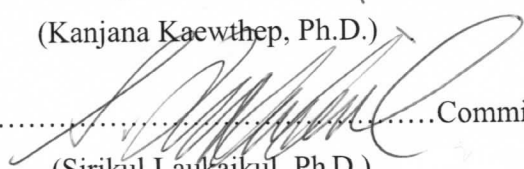
Associate Professor..........Co-Advisor  
(Kanjana Kaewthep, Ph.D.)


The Examining Committee Approved This Dissertation Submitted in Partial Fulfillment of the Requirements for the Degree of Doctor of Philosophy (Communication Arts and Innovation).

Professor Emeritus..........Committee Chairperson  
(Yubol Benjarongkij, Ph.D.)

Associate Professor..........Committee  
(Asawin Nedpogaeo, Ph.D.)

Associate Professor..........Committee  
(Kanjana Kaewthep, Ph.D.)

..........Committee  
(Sirikul Laukaikul, Ph.D.)

Professor Emeritus..........Dean  
(Yubol Benjarongkij, Ph.D.)

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## **ABSTRACT**

<b>Title of Dissertation</b>	Nation Branding Based on Semiotic Analysis: A Case Study of Thailand Brand
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This research aims to study and propose Thailand brand model based on semiotic analysis which covers all critical six dimensions of national competitive identities: people, culture, product, tourism, investment and governance. A motive of this study comes from seeing many successful nation brands for instance South Korea that enhance the country development for sustainability. Thailand has faced many long-accumulated problems and in the meantime the country is encountering new challenges from globalization. Consequently, a policy of building Thailand brand would be a part of the country strategies to solve problems and create good image and reputation of Thailand. In addressing this issue, the objective of this dissertation is importantly to reveal the national competitiveness and strengthen the most positive identities for Thailand brand promotion.

A mixed method is employed to analyze key variables and effects. Qualitative method consists of content analysis of the international ranking reports, the National Economic and Social Development Plans (NESD), Thai governmental policies, Amazing Thailand campaigns, and in-depth interview of 50 key experts in each field of national competitiveness. Quantitative method is used to quantify the defined variables and generalize results from total 1500 samples to a model of Thailand brand by confirmatory factors analysis. Semantic differential test is also employed to find the perception gap between 700 sample of Thais and 800 sample of foreigners towards each national identity of Thailand brand.

The research finding reveals that among six competitive identities of Thailand, the perception and image of people, tourism and investment are statistically significant to the whole of Thailand brand. Thai people is the first and foremost impactful factor to Thailand brand due to the highest correlation at 0.87 and the highest estimation at 75 percent. Thai tourism is the second rank with correlation score at 0.84 and the estimation at 70 percent, and Thai investment is the third rank with the correlation score at 0.82 and the estimation at 66 percent. It means that any change of these top three factors would lead to an alternation of Thailand's image and reputation. With semantic differential analysis, the characteristics of generosity, diversity and opportunity are interpreted as key connotative meanings of Thailand brand. From semiotic analysis, there are many myths supporting those brand attributes for instance a myth of 'Thai Smile' as the brand positioning of being the friendly and welcoming country.

In ranking of the most memorable symbols representing Thailand brand, both Thais and foreigners give the highest scores to the top three symbols which are Thai Foods, Thai King, and Thai Buddhism. Brand archetype of Thailand is composed of Friend, Jester and Explorer. Furthermore, 40 percent of Thai respondents votes Japan as the country model for Thailand branding with reasons of high cleanliness and orderliness (20 percent), high safety standard (12 percent), and high discipline and social responsibility (11percent). This result indicates a need of change for the better living quality in Thai society because the research also finds a sign of Thais' dissatisfaction to many negative images such as poverty, inequality, and corruption. Eventually, the result shows that 76 percent of Thai respondents would like to change the country for better image by supporting the policy of Thailand brand and the cultural branding approach would be suitable in this current situation due to having lots of semiotic resources. It may conclude that Thailand branding project could occur by the support of Thai people and foreigners. The success would be achieved faster with participation of all stakeholders and efficient leadership in Thailand branding process.

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# CHAPTER 1

## INTRODUCTION

### 1.1 Background and Significance of Research

In an era of brand consumption, many countries around the world are perceived as brands where governments of such nations have built up their country reputation as a good country in order to compete with one to another to attract tourists, investors and talented people to visit their countries. Consequently, nation branding has come to the attention of politicians, businessmen, and citizens due to the various benefits they offer. Many governments such as Japan, South Korea and New Zealand have employed nation branding with people and public diplomacy to encourage their people and citizens of other countries to enjoy their campaigns within and outside their countries. Providing scholarships and hosting world events, for instance Olympic Games and World Summit, are also tools of nation branding. Constructing world famous landmarks such as PETRONAS Twin Towers in Kuala Lumpur or Burj Kalifa in Dubai is done not only to promote tourism but also to build nation brand icons for a quick and impressive memory recognition. It is generally accepted that those symbols produce communicative artifacts on the world map and global media.

Nation branding, however, is neither a mere synonym for destination brand, nor is it an application limited to a country brand. This is because nation brand goes beyond being a geographic study. According to Simon Anholt, regarded as the father of Nation Branding Study, the word “nation brand” is defined as the image and reputation of a country from both domestic and international perspectives through six national identities including people, culture, tourism, product, investment, and governance (Szondi, 2008). Simon Anholt implies nation brand as Gross National Product (GNP) – the income from the country’s residents in overseas investments. Nation brand can generate the country’s income from people, product, culture and investment which

move around the world. Hence, nation brand is not a territory concept but it is dynamic process in this sense.

In this research, a working definition of nation branding is proposed as a compendium of discourses and practices aimed at reconstituting nationhood through six national identities in branding paradigm. It seeks to promote nations both at the levels of ideology, and of praxis, whereby the meaning and image of nationhood is itself constructed from insiders to outsiders. Perception gap between country's citizen and foreigners is important in the nation branding process. Nevertheless, a number of literature reviews on nation branding have viewed it from various perspectives such as marketing, economics, public diplomacy, culture and tourism (e.g., Papadopoulos, 2004; Kavaratzis, 2005; Fan, 2006; Widler, 2007; Niesing, 2013; Claver Ruiz, 2015). Some communication scholars have published a critique of nation branding related to theoretical debates on culture and communication. The argument includes the effects of cultural imperialism and commoditization (e.g. Schiller, 2000), the problems of neoliberal capitalism and globalization (e.g. Beck, 2000), the roles of public spheres and civil society (e.g. Habermas, J. 1989), and the power of identities (e.g., Castells, 2004). The transformation of space and place in post-modernism (e.g. Harvey, 2006) is also relevant to the implications of nation branding. Finally, a growing research on nation brand related to country development has been focused (e.g., Arvidsson, 2006; Einstein, 2007; Moor, 2007), but most of the papers have concentrated more on critique rather than practice despite the fact that brand practitioners need to know details of nation branding process. It is especially so that a meaning production and consumption is also highly critical in the study of a nation brand.

The shortage of a semiotic research on nation branding is the inspiration to this dissertation because it has been widely proved that the semiotic approach has today become necessary to nation branding communication. Many countries are repositioned as valuable brands with new images and icons. Great Britain changed its identity from conservativeness to "Cool Britannia" and promoted new signs of modernity with music, fashion and architecture. The London Eye is a good example of sign production for nation branding. Singapore is also admired for adopting the best practice which has turned itself to be the creative capital of Southeast Asia (Ooi, 2004, 2008). Many of its

new landmarks, for instance Esplanade, and Marina Bay, were constructed to serve as a message of creativity to the world. New Zealand's branding also offers an interesting illustration of what can be achieved with minimal resources. Rebecca Smith, Director of the New Zealand story, confirms that image of 100% Pure as brand positioning of New Zealand has boosted its export of products and services to the global market. The 100% Pure brand has significantly contributed to the country's multi-million-dollar tourism industry after its launch in 1999. The brand tells the story of New Zealand's unique combination of landscapes, people and activities through many media channels including Hollywood films. New Zealand promotes its purity by being a motion picture location such as the filming of *The Lord of the Rings* and *The Hobbit* trilogy.

Similarly, the Presidential Council on Nation Branding, the Republic of Korea announced that its country has reached the top of the list of the most favorite nations from many global surveys. South Korea is now more well-known in both the tourism and export market. The council indicates that it is worthwhile investing in the Korea Brand for sustainable development. Korean popular culture is now considered a major contribution to the country's economy. For South Africa, nation branding is also aimed at building harmony in the country. The branding project unofficially started with the Rugby World Cup tournament in 1995 and continued its mission in the FIFA World Cup in 2010. The Official Custodian of South Africa's Nation Brand was established to create not only a positive image but also a sense of unity for its country. "Alive with Possibility" was the first campaign to promote harmony between the country's black and white citizens. The office has constructed meanings and symbols to recall the mission of every South African to build that reputation. Those countries are considered as great examples of successful nation branding through a meaningful semiotic approach.

Semiotic analysis should be therefore interesting for academic scholars and brand practitioners in nation branding because the essence of meaning could be created by signs and perceived by a multi-sensory as a brand's image. Nation brand consumers, both residents and visitors, would gain experiences pertaining to a nation brand through a semiotic approach in one way or another. Architecture, food, festivals, and advertisement contain messages of nation branding. These are all forms of semiotic communication affecting the perception towards nation brand in the consumer's mind.



The construction of nation brand identity would be worth it when consumers interpret it as the image that the brand wants to be seen. However, it would be unfortunate that there seems to be very little work done on defining nation brand from a semiotic perspective. Indeed, Mick et al. (2004) state that an important frontier in the brand study is using the abundant resources of a semiotician's paradigm. A binary opposition is often seen as a fundamental organizer of a brand auditing process. Consequently, signification of this research is an attempt to study a nation brand as a semiotic entity and to find a perception gap between what the nation wants to be seen (identity) and how it is seen (image). The research would look into the meaning construction of a nation brand and find a gateway to more understanding of nation branding communication. The use of nation branding has already proved beneficial towards country development in both functional and emotional semiosis. It would be therefore interesting to study and research in nation branding for country's security, prosperity, and sustainability.

## **1.2 Statement of the Problem**

In this dissertation, Thailand would be a case study of nation branding research because it has both many positive images and negative images which are ambiguous to country development. In the 20 years national strategic framework of Thailand's development, the Office of the National Economic and Social Development Board (NESDB) indicates that Thailand is facing several challenges impeding national development. Some derive from the long term accumulated problems in Thai society and the others are a result of globalization (NESDB, 2018). Thailand's Gross Domestic Product (GDP) has remained relatively low by average 3 percent for many consecutive years while other neighboring countries such as Vietnam and Indonesia have grown more than 5 percent each year. The slow growth of Thai economy is reported as a result of fragile social and economic structures as well as an unclear policy of country development (WEF, 2017). In addition, many global ranking reports have published and affected image and reputation of Thailand on the global media. There are positive and negative images in each competitive identity of Thailand, which are all critical to nation branding process.

For tourism identity, Thailand has for many years ranked in the top five of global tourist destinations (UNWTO, 2018). The number of visitors has been increasing every year from 81,000 tourists in 1960 to 35.60 million in 2017. Tourism has contributed a direct income and an indirect income of about 9.40 percent and 21.20 percent of Thailand's GDP in 2017 respectively (WTTC, 2018). On June 1, 2016, Global Destination Cities Index reported that Bangkok was identified as the most visited city in the world, while Suvarnabhumi Airport was also the world's most geo-tagged location on Instagram in 2016. The Tourism Authority of Thailand (TAT) has employed the slogan “Amazing Thailand” with many varied images from natural to cultural attractions for more than two decades. These include hundreds of tropical islands, sandy beaches, beautiful temples and several World Heritage sites. Thai cooking, Thai kick-boxing, Thai massage and Buddhism meditation are popular courses for foreign visitors. Many festivals are world famous such as “Songkran”, “Rocket Festival” and “Phi Ta Khon”. However, among those positive images, Thailand has faced negative images of tourism such as sex tourism, traffic congestion, road accidents and environmental pollution. In the World Economic Forum's Travel & Tourism Competitiveness Report 2017, Thailand ranked 118 of 136 nations (1=best) for the safety and security of tourists while Singapore and Malaysia were ranked much better at 6 and 41 respectively. Global Status Report of Death on Road 2015 ranked Thailand at 2 of 180 countries (1=worst). Furthermore, the Becomer-the famous website of global backpacker has ranked Thailand on the top of the cheapest destination for the budget travelers since 2014. This image is inconsistent to the effort of TAT to position Thailand as high quality leisure destination to draw more quality travelers to visit the country. Thus, the problem of a negative image needs Thailand branding to correct those flaws in Thai tourism.

For people identity, Thailand has been hailed as the Land of Smiles due to Thai's perceivable characteristics of friendliness and generosity. This good image of Thai identity has been confirmed by many researches (i.e. Komin, 1990; Henkel et al., 2006). The World Happiness Index 2016 also ranked Thai people as having happiness at 9 of out 140 nations (1=happiest) while Malaysian stands at 46 and Cambodia at 74. However, other images of Thai people are not positive in terms of living quality, income, education, productivity, and creativity. Human Development Index 2017

ranked Thailand at 83 of 189 countries (1=best). The OECD's Programme for International Student Assessment (PISA) 2015 ranked Thailand at 54 of 70 nations (1=best). EF English Proficiency Index 2018 ranked Thailand 64 of 88 nations (1=best). These reports reflect some problems of Thai citizen. Additionally, Thailand will be faced with an aging society by 2025. These problems draw attention to the Thailand brand research to seek a competitive identity of Thai people in this modern age and to promote a favorite Thai characteristic in nation branding.

For cultural identity, Thailand can be officially traced back to its own history as a kingdom for at least seven centuries since the Sukhothai dynasty. Thai culture seems fairly homogenous by the influences of Buddhism and the Monarchy. Thai culture is admired of its uniqueness and refinement. In the 2019 Best Countries rankings, Thailand is ranked at 9 out of 80 nations in the best country for heritage. Thai food and Thai cultural attraction receiving very high scores in the report. Thai entertaining and easy living culture seems remarkable to the way of Thai's life; however, the essence of Thai culture to support a new creative economy (i.e. fashion, prestige, modern arts) is not outstanding. Additionally, there is a growing concern of cultural looseness in Thai modern society that new generations have easily accepted other foreign cultures and simultaneously rejected their own traditional culture. Many wisdoms and rituals in Thai locality have faded due to globalization. In order to solve this problems, nation branding can be a tool to cultivate consciousness of Thai cultural value and to promote Thai cultural commodity worldwide.

For product and service identity, Thailand has relied on exports which account for around 65 percent of the GDP. According to Trading Economics (2018), the country mainly exports the manufactured goods (86 percent), electronics (14 percent), agricultural goods (8 percent) and foodstuffs (7.5 percent). Thailand has a good reputation on agriculture. At the 2017 World Rice Conference, Thailand's Hom Mali 105 (Jasmine) rice was declared the world's best rice. For industrial sector, Thailand has also been a manufacturing base for many global brands and thus its quality is perceived above average industrial standard. For the service industry, Thai's highly-service minded characteristic is also world-renowned. Thai goods and services image are perceived 1) reliability 2) quality, and 3) diversity (Poorat, 2015). Thai packaging design looks simple and trustful (Waijitragum, 2014). However, Thai product and

service identity lacks creativity and innovation. On the 2015 Global Creativity Index, Thailand ranked 82 of 139 nations (1=best). The 2018 Bloomberg Innovation Index ranked Thailand 45 of 50 nations (1=best). These reports revealed problem of Thai creative economy. Furthermore, according to the Thai government's The Eleventh National Economic and Social Development Plan (2012-2016), Thailand is in the top list of the chemical users in agricultures which is destroying an image of trustworthiness in Thai's foods supply chain. Hence, Thailand should revisit its image as the country of brand origin in order to strategize its production. It is high time to study the competitive identity of Thai goods and services in nation branding in order for the Thai government to find the best in the class of each industry for export and service promotion.

For investment identity, Thailand was the major destination of foreign direct investment (FDI) in South East Asia. The average value of FDI inflows in Thailand from 1975-2017 was 2.05 percent of GDP (World Bank, 2018). When considering FDI inflows for exports and services, the average value was 29.50 percent of GDP. Most of FDIs in Thailand are types of resource seeking and efficiency seeking investment because in the economic context, Thailand has relied on natural resources, basic technology and labor forces. Although The IMD World Competitive Ranking Report has ranked Thailand in moderate competitiveness (ranging from 32-25 of 63 nations: 1=most competitive) for several consecutive years, the volume of FDI inflow has regrettably declined to less than 1 percent of GDP after 2010 due to an increase of labor cost and decrease of productivity (Banco Santander, 2019). Attempting to solve this problem, the Board of Investment Office (BOI) has amended on the Investment Promotion Act to offer more incentives such as tax subsidies, right to land ownership, issuing of visas for FDIs in the logistic infrastructure, advanced digital technology, green and carbonless production, as well as research and innovative development, BOI expects to increase FDI registrations and FDI stocks from this new investment by 50 percent of the country's GDP by 2020. However, the problem blocking FDIs is the negative image Thailand is portraying in terms of inefficiency of human resources, high labor costs, outdated technology infrastructure, and poor governmental management on natural disasters and business protection (the UNCTAD World Investment Report, 2018). Thailand urgently needs to upgrade its image of investment attractiveness

through nation branding because the decline of FDIs in Thailand contrasts sharply with a rise in neighboring countries such as Vietnam and Indonesia.

For governance identity, Thailand is perceived as a semi-democracy sharing both democratic and authoritarian features. According to the Washington Post (2015), Thailand has experienced 12 successful coups d'état which is much more than any other country since 1932. Thus, Thailand was placed at 27th of 136 nations (1=best) for the Military Strength in 2018. Thai political culture is excused of the cause of poor governance identity. Thailand has a culture of individuality, nepotism and patronage system. These kinds of attitudes have been supporting the practice of corruption (Jernsittiparsert, 2008; Mezey & Gluck, 2019). According to the Corruption Perceptions Index 2018, Thailand was ranked 99 of 180 nations (180=most corrupt). With this bottom rank, it induces a negative image to other perspectives of Thailand such as business and investment. Not only an image but also economic development is affected by this board corruption. Inequality destroys the quality of Thai society. The elites enjoy special privileges but the poor bear the cost from such forms of corruption. This phenomenon leads to board values of authoritarianism which encourage Thai people to gain more power from bright or dark sides (Dhiravegin, 1975; Laothamatas, 1992). Recently, there have been lots of arguments about political ideology among the Thai people. However, amid many political conflicts, the country remains peaceful and free for daily living and travelling. Global tourists still feel comfortable to visit Thailand but it is not enough to change the image of Thailand to be more positive in the eyes of the global media. Nation branding would come to solve this problem like South Africa which changed its image of political turmoil to be a harmonious country.

From the above examples, Thailand has many problems leading to various negative images of the country. Prostitution, deforestation, pollution, traffic congestion, road accident deaths, poor education, poverty and corruption have still remained serious problems. These problems draw attention to a further study of Thailand brand on details of six national dimensions: tourism, culture, people, product, investment and governance in order to propose an idea of the government policy and enhance the country development by increasing value of the whole country, differentiating itself from other countries and projecting a good image and reputation for Thailand. All these challenges need a comprehensive strategic plan to steer national development on a

proper path towards security, prosperity and sustainability. With these goals in minds, there should be a clear direction for all the country's stakeholders to understand and perform. Unfortunately, not only common citizens but also some governmental leaders might be confused on where and how the country should move forwards. There are many discussion forums bringing up benefits of nation branding as a tool in the country development but finally the debates often end with no results. With a complexity of nation branding, there are few politicians, businessmen, and academic scholars who fully understand its concept and execution. Some of them might perceive the nation brand merely as an advertising and public relations scheme similar to what they see from a product or corporate brand.

It might be more useful to the country development if some or not all country stakeholders know more about the nation branding's concept and practices. As mentioned earlier, nation branding is not an easy task because it is far more complex in nature. Some of these complexities arise within the country such as internal competition among government offices and non-participation of private and civil sectors. Yet another difficulty is getting 'exclusivity' – buy-in from all the people who represent the country. Long history has already constructed some identities of a nation brand and a stereotype of negative images might be not easily deleted. Although Thailand has high possibilities for developing itself into the most favorite nation among Asians, the country has to cope with weaknesses and constraints that raise obstacles for building the Thailand brand. While some negative images still remain unsolved and new challenges come up, there still would be an opportunity to strengthen the country brand with positive images. Analyzing the six identities according to nation branding theory would be a good fundamental way to understand Thailand before setting governmental policies. The semiotic approach, in particular of binary opposition, might mirror the meanings of each identity in the eye of residents and visitors. Constructing an appropriate meaning of the brand is an important method in the nation branding process.

In addressing this issue, the objective of this dissertation is firstly to reveal the importance of the nation brand by studying its underlying concept based on Nation brand index modeled by Simon Anholt (Szondi, 2008), which is the principal axis of every phenomenon comprising a nation brand. Secondly, it is important for a brand builder to understand branding in terms of meaning, identities and image, and lastly it

would be more useful if the result of research could devise a successful strategy to establish Thailand brand going forward in top of mind of global consumers. Branding requires a profound understanding of factors and relationships between Thailand's identities and their desirable images. Furthermore, there needs to be a more specific way of understanding of how the two communicate and interact for meaning construction because brand is an experience communicated through signs and symbols. Therefore, a semiotic approach can widen the understanding of nation brand meaning and relieve various conflicts that arise in the process of pursuing nation marketing and branding. This perspective is interesting because semiotics is a study that deals with all facets of meaning phenomenon (Barthes, 1915~1980; Lotman, 1922~1993; Eco1932, as cited in Wheeler & Westling, 2015) which will be discussed in depth in this study in order to understand identities and images of a nation from a semiotic point of view. The result in the semiotic branding would be useful in both concrete and abstract applications because the meaning of a nation brand could be hidden in the heart or expressed in action.

### **1.3 The Research Question**

Nation branding was officially brought up in publication in 2002 and since then there are many researches on nation branding but unfortunately most of them focus on each separate dimension such as economic matters or diplomacy. The difficulty might be in ways of research methodology across multiple disciplines such as politics, economics, and marketing communication. This phenomenon leads to a lack of profound understanding of overall nation branding. Hence, this dissertation aims to explore an innovative method to study all six national identities according to theory of nation branding and semiotic communication, especially for Thailand which has never been officially branded. This research is guided by the following eight research questions:

- 1) What is Thailand brand?
- 2) What are key components of Thailand brand?
- 3) How do Thai citizens perceive Thailand?
- 4) What is an image of Thailand in the minds of Thai citizens?

- 5) How do foreign visitors perceive Thailand?
- 6) What is an image of Thailand in the minds of foreign visitors?
- 7) Is there any perception gap between Thai citizens and foreign visitors?
- 8) How should Thailand brand be communicated by semiotic approach?

#### **1.4 Research Objectives**

As aforementioned, there are few researches addressing semiotic method in nation branding process. The ultimate objective of this research is therefore to develop a conceptual model of Thailand brand based on semiotics analysis through six national competitive identities and image. In order to fulfill the research aim, the following research objectives are considered as below:

- 1) To examine key components of nation branding
- 2) To evaluate perception of Thai citizens to image of Thailand
- 3) To evaluate perception of foreign visitors to image of Thailand
- 4) To propose a model of Thailand brand
- 5) To propose an appropriate communication of Thailand brand

#### **1.5 Scope and Limitation of the Study**

It seems inevitable for this study to revisit multidisciplinary theories that involve nation branding due to its nature of paradox and complexity. Hence, a theoretical inquiry based on a more applicable point of view is highly needed; otherwise, the study would turn itself to be a critique paper. As stated earlier, this study will need to proceed based on several theories but the focal point is a combination of nation branding theory and semiotic branding theory. Other theories such as traditional semiotic theory, cultural theory and political theory would act as supplementary information. Special interest beyond the two main theories would be suggested for future research.

Furthermore, this study will propose a methodological framework in which it combines qualitative and quantitative methods to analyse and interpret the results. The paper aims to propose a marketable perspective with which nation brand can be



systematically analysed. This study will also consider the systematic framework for the nation brand based on the semiotic theories of Saussure, Peirce, Barthes, Baudrillard and Oswald. In addition, this study will define the concept of nation brand that deal with language of communication in signifying process through direct experience. Semiotic branding study in this research would add a country model and a brand archetype of Thailand for communication guidance. However, with the comprehensive process, there are five major scopes and limitations;

### **1.5.1 Scope and Limitation of Newness and Complexity**

This research is designed to cover all six national identities of Thailand which is a very new and complicated in research process. There are many concepts and theories involved with each national identity and thus studying all of the six national identities in one research requires tremendous information and effort. In this dissertation, it is essential to limit the theory and scope of each identity for first trial study and simple understanding towards nation branding. The number of theories and scope of study are carefully selected in literature review as guideline for research methodology and result conclusion.

### **1.5.2 Scope and Limitation of Space**

This research is conducted only in Thailand due to a limited budget and a focus on survey with nation brand consumers who have direct experiences from either travelling, working or living in Thailand. The area of research is designed only in major provinces of Thailand due to limited workforces and budgets. It might take a longer time and higher budget to conduct a nationwide research, which goes beyond the capability of an individual researcher. Hence, the opinions of people in remote areas are inevitably skipped but the number of samples would be strictly determined for inferential statistic.

### **1.5.3 Scope and Limitation of Time**

This research was conducted during a period of political conflict from 2013 until 2018 in Thailand. Political polarization between the red shirts and the yellow shirts still remains if there are incitements. Hence, the questions towards some sensitive issues are

omitted from the research questionnaire in order to avoid any bias of respondents. In addition, with board and complex topics, it requires certain time on the research process but time is limited for some key informants during the interviews and some respondents on the field survey, resulting in a halfway halt and incompleteness. Hence, it takes longer to complete each process. However, any outdated and incomplete sample would be deleted finally.

#### **1.5.4 Scope and Limitation of Content**

This research aims to find the perception towards the image of Thailand. Content is limited for common concern of ordinary people to express their opinions. Prejudice about cross-cultural issues would be carefully avoided during research process. Additionally, nation branding involves very board content but this paper focuses on semiotic analysis on binary opposition to find attribution of nation brand for commercial application rather than a critique of semiotic functions. Hence, special and complex content is left for future study in detail.

#### **1.5.5 Scope and Limitation of Population**

This research is conducted in Thailand and samples of population are mostly selected from a convenient sampling method due to difficulties on the field. However, the size of samples is collected enough for inferential statistics according to methodology of confirmatory factor analysis. In terms of qualitative research, population of samples is also based on triangulation for validity and reliability.

### **1.6 Operational Definition**

The following are definitions of key words all of which are carefully reviewed and slightly adjusted to fit in with this dissertation.

1) Branding: It is a process to build a brand by selecting attractive attributes to differentiate the brand which needs systematic and creative practices.

2) Internal Branding: It focuses on bringing the national core value to the citizen, cultivating them with a good identity and making all people at all levels the true representatives of the country.

3) External Branding: It is the sum of all marketing activities created to influence the attitude of foreigners towards a country's image.

4) Brand Identity: It refers to an outward expression of the brand uniqueness from an inside-our perspective, and it must be of a long-lasting nature.

5) Brand Image: It is the perception of the brand by consumers, from outside-in perspective which marketer work to ensure that consumers hold favourable associations of the brand in their minds.

6) Nation Branding: Nation branding encompasses all elements inside and outside the country. It is dynamic process including functional and emotional competitiveness of a nation over other nations.

7) Nation Competitive Identity: The competitive identity of nation is a complex concept used to describe the synthesis of brand management. The identity should be simple but attractive for representation. Competitive identity of a nation can be communicated through six channels; tourism, product, governance, investment, culture and people.

8) Nation Image: Nation image is defined as the perception of a brand in the minds of persons. It is what people believe about a nation – their thoughts, feelings, expectations.

9) Cognitive Response: Cognitive response happens after decoding the brand message from signs and symbols and responses to those messages with attitude and preference.

10) Affective Response: Affective response is an emotional response to brand message to the extent that a consumer expresses his feeling of pride, satisfaction or disappointment to the brand.

11) Behavioral Response: It covers action and activity to the brand after decoding the message from consumer's experience. Repeating visit is an example of behavioral response.

12) Semiotic Analysis: Semiotic approach herein analyzes signifying process in order to confirm consistency of meaning between sender and receivers.

13) Semiotic Branding: Semiotic branding is a process to examine the meaning of each brand element through binary analysis and symbolic consumption.

14) Signification: It is an act or process of signifying something or someone to have some meaning which normally comprise more than its natural meaning. Signification involves process of encoding and decoding the message of a nation brand.

15) Encoding Process: It is a process of breaking the message down into a form of communication to get into the memory system for storage and later retrieval.

16) Decoding Process: It is the reverse of encoding process. Decoding is the process of converting code into plain text or any format that is useful for subsequent processes of meaning interpretation.

17) Global-Thai Characteristic: It means characteristic of good Thai and global citizen which covering a nation pride, global knowledge, environmental concern, equality and sustainability.

## **1.7 Benefits of the Study**

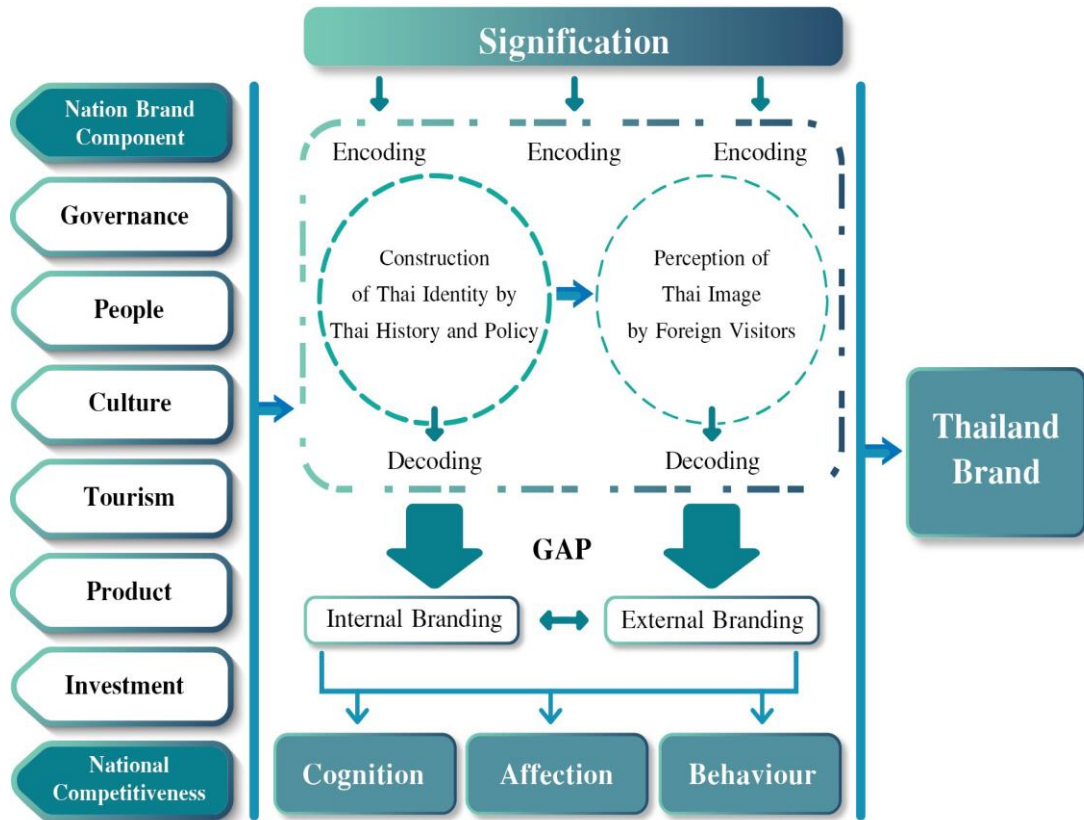
This research aims to provide four contributions as shown below

- 1) To provide insight of Thais and foreigners' perception to Thailand
- 2) To expand knowledge of national identity construction
- 3) To offer guideline of nation branding strategy for Thailand brand.
- 4) To enhance collaboration between public and private sectors to establish national policy for Thailand sustainable growth

## **1.8 Framework of the Research**

A research framework herein would explain variables of attributes influential towards a nation brand. Independent variables include governance, people, culture, tourism, product and investment. All variables are components of nation brand and each variable contains its identities and images which are communicated through signification. The encoding process happens in either organic or organized structure by the country's messenger. The decoding process interprets meaning and eventually response to the brand message in a level of cognitive, affective and behavioral response.

Internal and external branding involves delivery of message to the receivers by designation to construct image of the country. The Thailand brand would be a result of such a process. The conceptual map for this research is seen below;



**Figure 1.1** Conceptual Framework of Thailand Branding Research

## **CHAPTER 2**

### **LITERATURE REVIEW**

The structure of this chapter is divided into seven sections about brand, semiotic analysis and conceptual framework of semiotic nation brand research. A short introduction of each section is as follows;

Section 1: Brand theories: Literature review will begin with an introduction to scholarly publications on definition of brand and branding that provide basic knowledge on brand theories in a particular of strategy and communication.

Section 2: Nation branding theories will encompass elements associated with nation brands that involve many stakeholders. This section will provide a glossary for words which have related meanings to nation brands and most importantly it will include the body of concepts that will be used in this research.

Section 3: Identity and image of competitive nation will provide key factors enhancing nation brands to be successful and sustainable which start from people identity to political identity such as national pride and political regime.

Section 4: Case studies of nation brands will exemplify countries that build their brands based on the data from both academic online library and open access databases.

Section 5: Overview of Thailand will refer to the sources of studies on Thai competitiveness from scholarly publications, tourism campaigns and government policies. This section also includes the Amazing Thailand Campaign which has been used continuously to communicate with global media and travellers over the past decades.

Section 6: Semiotic branding theories will be drawn from classical semiotic theories which can be applied to modern branding process. It displays research methodology pertaining to branding audit and communication in this paper.

Section 7: The conceptual framework of nation brand based on Semiotic Analysis will be proposed in this section. It provides the research framework and key variables relevant in this dissertation.

## **2.1 Section 1: Brand Theories**

### **2.1.1 Definition of Brand**

In 2009, the American Marketing Association (AMA) defined brand as “a name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller different from those of other sellers”. However, it is generally accepted that brand contains meanings boarder than name and logo. Batey (2008) explains difference between product and brand as follows;

“Consumers buy a product for what it does; they choose a brand for what it means. A product sits on retailers’ shelves; a brand exists in consumers’ minds. A product can quickly be outdated; a brand is timeless. A product can be copied by a competitor but a brand is unique.”

De Chernatony (2006) indicates that the perspective and background of academic scholars and marketers are important in defining brand. Economists may perceive brands as a long-term profit. Psychologists consider brand as personal identity. From the political view, brands are soft power. For instance, the presence of McDonald’s in Russia signifies liberation. Powerful brands have ability to cross borders and bridge people together more quickly.

However, there are many words about the brand which might be confusing or overlapping to a reader. Table 2.1 explains many key words of brand with a brief definition for a simple understanding.

**Table 2.1** Key Brand Glossary

<b>Glossary</b>	<b>Definition</b>
Branding	A process to build a brand by differentiation in systematic practices.
Brand Ambassador	An individual or a group who is appointed to represent a brand
Brand Architecture	A structure defines roles of many brands in a relationship pattern
Brand Associations	The past experience that consumers use it to link the brand
Brand Attribute	Characteristics that brand express through function and emotion
Brand Audit	A systematic examination of brand's performance.
Brand awareness	The degree that customers know a specific brand.
Brand Communication	It is process of transmitting the meaning of brand to the target audiences.
Brand Community	A social entity where consumers interact with a brand for relationship.
Brand Cultivation	Develop brand culture into minds of consumer for sustainable growth.
Brand Culture	A practice that a brand and consumers have done like social culture
Brand Equity	Value of the brand as a financial expression on the balance sheet.
Brand Essence	The core intangible characteristic which separates a brand from others.
Brand Experience	A holistic set of conditions that influence the feeling of customers.
Brand Extensions	An instance of using an established brand name on new products.
Brand Icon	A reference that consumers hold it for status in contemporary culture.
Brand Identity	An inside-out expression of the brand for showing uniqueness.
Brand Image	The outside-in perception of the brand by consumers.
Brand Loyalty	The highest goal of brand to maintain customers for goods.
Brand Management	Implementation to maintain and develop the brand.
Brand Personality	The association of brand with human-like characteristics.
Brand Platform	It consists of brand vision, mission, value, personality, mood and tone.
Brand Portfolio	It is the range of brands a company holds in and offers to the market.
Brand Positioning	A point that customers remember a brand by differentiation.
Brand Strategy	A long-term direction and systematic plan to develop brand.



**Table 2.1** (Continued)

<b>Glossary</b>	<b>Definition</b>
Brand Valuation	A measurement of brand by the economic benefits.
Brand Values	The most important benefit of brand offers to consumers.
Corporate Brand	A brand which focus on corporation reputation instead of products.
Product Brand	A brand which focus on each individual product for target consumers.
Service Brand	A brand which focus on experience of services instead of products.

**Source:** McMillan, 2007.

### **2.1.2 History of Brand**

The history of brands can be dated back since the ancient Egyptians when brick makers were said to have put symbols on their bricks to identify them. In Europe, the medieval guilds were used as trademarks on the products to guarantee quality and prevent imitation (Kotler, 2011). From 1985 until 2006, there were two overriding paradigms about brand management (Twitchell, 2005): the first with a positivistic paradigm indicating the brand owned by the marketer, and the latter with an interpretive paradigm defining the brand created by the interaction between marketer and consumers. Those two overriding paradigms can be divided into three periods and seven approaches in the chronological order as shown in the table below.

**Table 2.2** Overview of Brand Management 1985-2006

<b>Two Paradigms</b>	<b>Three Periods of Time</b>	<b>Seven Brand Approaches</b>
Positivistic	Company/sender focus	The economic approach The identity approach
	Human/receiver focus	The consumer-based approach The personality approach
Interpretive	Cultural/context focus	The relational approach The community approach The cultural approach

**Source:** Brand Management Research, Theory and Practice, 2009.

### 2.1.3 Theories of Brand

In study of Heding, Knudtzen, and Bjerre (2009), they categorize the brand theories into seven approaches all of which are interconnected since the new approaches are extensions of the older ones and they complement one another. The following are brief introductions of each approach.

- 1) The economic approach employs the marketing mix (4Ps) as a tool to exchange benefits between company and consumers.
- 2) The identity approach focuses on the uniqueness of visual and behavioural characteristics.
- 3) The consumer-based approach focuses on power of consumers in control of the brand–consumer exchange.
- 4) The personality approach assumes a brand as human with three supporting themes: personality, consumer self, and consumer–self-congruence.
- 5) The relational approach is based on cyclical process resembling a human relationship which focuses on a co-creation for meaning construction.
- 6) The community approach focuses on the triadic interaction among the brand–consumer-society, involving a ‘sense of moral responsibility’.

7) The cultural approach concentrates the roles of brands in cultural consumption.

As mentioned earlier, there are similarities and differences between those approaches and thus application of the integrated frameworks has beneficial to the nation brand strategist for holistic analysis.

## **2.2 Section 2: Theories of Nation Branding**

### **2.2.1 Definition of Nation Branding**

The idea of branding nation stems from conceptualisation of corporate branding which focuses on the holistic management of image and reputation. Basically, nation brand is acknowledged as the growing subject of place or destination marketing (e.g. Anholt, 1998, Olins, 1999, Gilmore, 2002, Kotler & Gertner, 2002, and Papadopoulos & Heslop, 2002). However, there is a mixed concept between nation marketing and nation branding at the infancy stage.

Nation marketing considers a country as a unit of production space for saleable products and services. Conversely, nation branding focuses on construction of the positive image and good reputation recognized by consumers (Hankinson, 2004). According to Kotler, Haider, and Rein (1993), nation marketing and nation branding are interrelated strategy in improving a nation's competitiveness. Olins (1999) indicates that the benefit of nation branding is to remould national identities for country development. Hence, nation branding can emerge from different objectives but focuses on enhancing positive images of nation which wants the world to understand and perceive it accordingly.

Nevertheless, there are many words related to a nation brand which may lead to confusion because, in some contexts, those words can be interchangeably substituted but sometimes they cannot replace one with another. In order to avoid this confusion, the table below is a glossary and its definitions.

**Table 2.3** Glossary about Nation Branding

<b>Glossary</b>	<b>Definition</b>
City branding	Unit of study is a city (not a country). Some cities are more famous than their country. New York, and Phuket are examples of the city brands.
Country branding	It appears similar to nation branding but the scope focuses on gross domestic product (GDP) within its territory.
Destination branding	It has a board meaning which can be smaller or larger than place or city. Disneyland in Hong Kong is an example of a small destination branding while Northern of Japan is an example of larger destination branding.
Nation branding	It encompasses all elements originated from a country and distributed worldwide. People, culture and product can be exchanged in a borderless manner. It is a dynamic process focusing on gross national product (GNP).
Nation competitiveness	It means the ability of a nation to do better than other countries. The competitiveness is mostly created, not inherited such as productivity, efficiency, innovation and aggressive home-based suppliers.
Nation Identity	It means uniqueness of a nation that looks outstanding over other countries in both tangible and intangible characteristics.
Place branding	It resembles to destination branding which unit of study is focused on a small place like a village and sometimes on larger place like a city and country. It depends on interest of scholars and policy makers.
Public diplomacy	It is sometimes called people's diplomacy, any of various government-sponsored efforts aimed at communicating directly with foreign publics.
Regional branding	It is quite clear that unit of study covers regional geography such as Europe or South East Asia.

**Table 2.3** (Continued)

Glossary	Definition
Soft power	It is the ability to shape the preferences of citizens of other countries to a specific nation through appeal and attraction rather than by coercion (hard power), which is using military force or economic power.
State branding	It focuses on a country in a sense of political system.

**Source:** Kaneva, 2011.

### 2.2.2 Conceptual Approach about Nation Branding

As generally understood, nation branding is as an instrument to build positive image and good reputation to the country. In study of Kaneva (2011), she underlines three approaches of nation branding: technical-economic approach, political approach, and cultural approach. Details of each approach is discussed below;

#### 2.2.2.1 Technical-economic Approach

This approach offers ways to understand why and how nation branding facilitates efficiency and growth to a nation. Many scholars and marketers have adopted capitalism and functionalism to study a nation brand whether or not it performs effectively to generate the desired outcome. A number of tourists, gross domestic product (GDP) and gross national product (GNP) are the measurement of brand achievement. In this approach, the Hexagon model of Simon Anholt has been mostly referred in various researches (Kaneva, 2011). National brand hexagon consists of six dimensions: tourism, product, governance, investment, culture, and people. Anholt (2007) calls these six dimensions as national competitive identities which are also communication channels delivering meanings of a nation to a global stage. He suggests that efficient nation branding must be a logical continuation, and active participation.

#### 2.2.2.2 Political Approaches

This approach involves studies of international relations, policy setting, and international communication. Politics is inevitably related to the reputation of a nation. Regimes, supreme leaders, military power are examples of people's interest

about other countries. In the modern world, there is a new strategic channel called public diplomacy that a government can adopt to communicate its intention to its own citizen and especially citizens of other countries. Public diplomacy carries messages and soft powers across borders and makes such messages favourable to targeted receivers. The similarities and differences between public diplomacy and nation branding have been debated among many scholars and practitioners (e.g., Anholt, 2006b; Szondi, 2008; Zaharna, 2008). However, it can be concluded that both approaches have the same purpose for gaining a competitive advantage, regardless of whether the processes are defined in economic or political terms.

#### 2.2.2.3 Cultural Approach

This approach mainly involves a critique of what nation branding effects to national identity, cultural change and diaspora. Dzenovska (2005) applies an anthropological approach to study the transformation of Latvia Brand after the post-Soviet empire. Kaneva (2007a) analyses the role of a stakeholder's negotiation in the re-branding of Bulgaria. Widler (2007) borrows a concept of Foucault to argue the impact of nation branding on social participation. Roy (2007) describes nation branding as a neo-colonial discourse when stronger cultures dominate weaker cultures in some nations. Iordanova (2007) studies the impact of a Dracula narration to Romania brand. Jansen (2008) discusses individuals and institutions active in the production of "Brand Estonia". Baker (2008) reviews the Eurovision as a site for the performance of national identities and regional negotiation. All of these examples represent the cultural approach to study nation branding by efforts to contextualize messages and meaning in historical time and place (Kaneva, 2011).

### 2.2.3 Theory of Nation Branding

The following section discusses about the most referred theories of nation brand.

#### 2.2.3.1 Theory of Nation Branding Asset Valuation

In the 20<sup>th</sup> century, the brand asset valuation model (BAV) was developed by Yong and Rubicam Advertising Agency to assess a brand's meaning and its achievements. In a cluster analysis of over 100 separate countries, the BAV model

can reflect perception of consumers about nations into the nine-positioning perception. Below is table showing the nine positions and its imagery association.

**Table 2.4** Brand Asset Valuation Showing Nation Brand Positioning

<b>Nation Brand Positioning</b>	<b>Clustering Words of Imagery Association/Attribution of Identity</b>
Trusted Class	Trustworthy, Reliable, Prestigious, Intelligence, Upper Class
Stylish & Innovative	Innovative, Prestigious, Stylish, Glamorous, Up-To-Date, Distinctive, Energetic, Trendy, High Quality, Dynamic
Down-to-Earth & Social	Straightforward, Simple, Good Value, Down to Earth Obliging, Cares for its Customers, Social, Kind
Superior Quality	Reliable, High Quality, Trustworthy, High Performance Intelligent, Best Brand in its Category
Leading performance	Leader, Unapproachable, Progressive, Rugged, Innovative Arrogant, High Performance, Intelligent
Unapproachable	Restrained, Unapproachable, Simple. Arrogant, Rugged, Daring
Simple & Easy Going Welcoming	Simple, Kind, Friendly, Carefree Cares for its Customers, Worth Paying More for, Trustworthy Obliging, Carefree, Helpful
Seductive & Authentic	Gaining in Popularity, Sensuous, Unique, Authentic, Charming

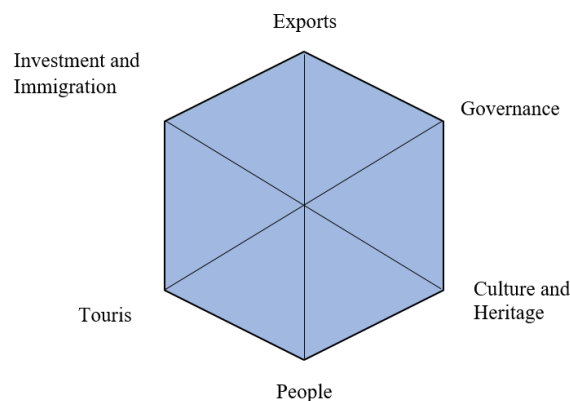
**Source:** Y&R, 2010.

From the nine types of nation brand positioning, there are three types of successful branding: Superior quality, Welcoming nation, and Innovation. It should be noted that nation branding needs only two or three dominant positioning for consumer's memory. The more brand positioning, the more ineffective as a brand. For instance, USA is positioned as a nation of modern lifestyle image and leading performance nation.

Just like a human being, a nation branding has a unique personality and character. Y&R Group (Bechter, Farinelli, Daniel, & Frey, 2016) employs the alignment of C.G. Jung's (1954) archetypes and Aaker's (1997) brand personality framework in the model of BrandAsset® Archetypes. The Y&R archetype model comprises fifteen archetypes and each archetype will have its outstanding domain but it can proportionally combine with other domains. Using archetype in communication is proven very useful to draw attentions of the targeted audience.

#### 2.2.3.2 Theory of Nation Brand Hexagon

This theory was developed by Simon Anholt-considered as a father of nation branding. According to Anholt (2005), nation brand can be communicated through six national identities called the nation brand hexagon diagram as the following figure;



**Figure 2.1** Nation Brand Hexagon Model: Simon Anholt

**Source:** Anholt, 2005.

Each identity has its own functional and emotional characteristic and it relates to the others in the hexagon diagram. The below table explain each identity in brief.



**Table 2.5** Nation Brand Identities of Anholt's Theory

<b>Nation Brand Elements</b>	<b>Description</b>
People	Citizens are key stakeholders to building a nation brand with property of attachment to their mother lands. They move inside and outside the country, preserving their cultural heritage, creating competitiveness and reputation for their countries.
Culture	It is a distinctive set of norms, customs, and beliefs shared by the population of a sovereign nation. Strong culture can be the soft power of a nation in global presence.
Tourism	It is a gateway of nations to show various elements including natural beauty, heritage, welcoming environment, tourist infrastructure, and values of experiences.
Product	Nation and corporations utilize the country resources to produce goods which may lead to national reputation. South Korea and Samsung are example of this category.
Investment	The economic facility enables both local and foreign investors to activate businesses within the nation from various criteria such as basic infrastructure and incentives.
Governance	It involves domestic and foreign policy to increase quality of citizen's life, to develop country, to promote friendly international diplomacy.

**Source:** Anholt, 2007.

## **2.3 Section 3: National Competitive Identity and Image**

In this section, there are key words related to fundamental components of nation branding: national pride, national competitive identity and national image management.

### **2.3.1 National Competitive Advantage (NCA)**

After the Industrial Revolution in the 18<sup>th</sup>-19<sup>th</sup> century, the world economy went through a transition from the idea of making things cheaper in the 1970s, and “making things better” in the 1980s and 1990s, to “making things faster” in the 2000s. In every transition period, the concept of competitiveness has still been an essential issue of a nation’s prosperity. Porter (1985) conceptualizes three generic competitive strategies i.e. low-cost strategy, differentiation strategy and focus strategy. Porter argues that it is not possible that a nation can be competitive in all industries, but it is the right mix of some important factors that allows some industries to have a competitive advantage in the international competition

Kotler, Jatusripitak, and Maesincee (1997) have mentioned competitiveness in their book of the marketing of nations that there are four critical capitals needed for nation prosperity: natural capital, physical capital, human capital, and social capital. Nowadays, the debate of national competitiveness is further expanded to the talk of national competitive identity and nation brand in both functional and emotional value for global awareness.

### **2.3.2 National Competitive Identity**

The term “identity” is considered as a process of self-construction that consists of content and boundaries in order for an individual to define himself or herself to constitute either sameness or difference from the others (Erickson, 1995). Under this broad term, Tajfel (1974) defines a social identity as the self-awareness of an individual to be a member of a group by categorization and comparison for the purpose of social attachment. In comparison, positive identity would occur when individuals realize their identities of the in-group is superior to the out-group, giving them a sense of self-esteem and national pride. Conversely, negative identities will cause distress and discomfort to

individuals who feel themselves inferior to the out-group. The usefulness of the social identity theory to nation branding is that it focuses on the perception between groups to create meanings and symbols that individuals agree to accept and promote their competitive identity over other groups.

#### 2.3.2.1 National Identity

Smith (1991) specifies national identity as a form of collective identity which covers a range of broader factors than social identity. He identifies several fundamental features that characterise nationality such as blood, race, language, religion, faith, history and culture. National identity can be decided by birth or citizenship of a person in a country. In ethno-genealogical conception, national identity is based on genealogy, ancestry, and culture. In the civic-territorial model, national identity is considered as a political community. If the construction of national identity is clearly based on the interest of the state, those who do not agree with the majority in the state will be marginalised.

In nation branding, the meaning of national identity requires further discussion of national pride, patriotism and nationalism. National pride is defined as a feeling of love of nation. Patriotism is a deeply felt affective attachment to the nation to a degree that individuals desire positive change. Nationalism emerges during the movement of national liberation as a result of colonial rule and reformations of nations in Asia and Africa. However, nationalism sometimes reflects a sense of superiority over other nations. Consequently, the word nationalism is empirically related to negative sentiments of individuals towards foreigners. It can create a xenophobic obsession which might lead to violence. Among those keywords, national pride is a significant identity that a strong nation requires from its citizens. Many brand experts recommend the use of the term national pride to study the nation branding process.

#### 2.3.2.2 National Pride

National pride is the positive affect that a citizen maintains a sense of self-esteem and good feelings towards their country. Strong national pride has been proved to be a positive correlation with country development, prosperity and reputation (Meulders, Boeck, & Realo, 2009). Smith and Kim (2003) develop a new scale to measure national pride with two kinds of national pride; the first is called grounded national pride, stemming from the country's achievements and the latter is called the

normative pride, stemming from the social norms and national indoctrination. They find out that levels of national pride vary notably across countries, however, populations of developed countries such as Germany, Switzerland, and the Netherlands have remarkably higher ranks on the grounded national pride. On the above assumption, they categorise the four sources of national pride as follows;

1) Internal care (IC): This source means citizens in a nation feel proud of their solidarity, social security, social welfare, social equality and social freedom.

2) External care (EC): This source is based on the feeling of citizens that they have grown up in a good country which provides good relationships, assistance and donations to other nations for peace and prosperity.

3) Past achievement (PA): This source consists of wisdom, culture and history that make citizens proud of their ancestry.

4) Current achievement (CA): This source results from the recent achievements in the economy, technology and innovation including arts and sports

In sum, it is believed that nations could use national pride in either general or specific dimension as a strong basis to lift up the nation brand.

#### 2.3.2.3 Globalization, Postmodernism and National Identity

Edensor (2002) summarizes that globalization might either diminish some local cultures or facilitate the expansion of some local cultures to the global arena. It constructs some new identities such as cosmopolitan, and digital lifestyle. People are more or less motivated to rethink their identities in the context of globalization. Postmodernism is also a result of globalization that establishes new categories of meaning consumption. For example, postmodernism allows a nation to accept new concepts of sexual diversity such as heterosexual, bisexual and homosexual identities. Moreover, with the influence of the work of Baudrillard (1983) on cultural consumption, he refers to this phenomenon as a 'hyper reality', a world in which an imagined community produces and consumes signs and images. Culture has effectively become free-floating on everywhere, actively mediating and aestheticizing the social fabric. Disney World is often taken as the prototype for postmodernism and cultural consumption and it becomes an American symbol on the global stage. In nation

branding, it is important to find the national competitive identity from the dynamic context of globalization, postmodernism and cultural consumption.

#### 2.3.2.4 National Competitive Identity

Anholt (2007) suggests that a nation should not simultaneously construct all identities that exist but a nation should select only small numbers of competitive identities that are consistent to reality and those identities can lead a nation to be more competitive over global rivalry. In his research, the country positioning is important as a national identity that a nation holds in the collective mind of global consumers. National competitive identity has two domains of study, one is a general identity from common audiences and the other is a particular identity for a specific audience.

To create a competitive identity of nation, it is necessary to implement a national audit in order for people in a nation to understand the gap between reality and image. People only change their minds about nations if the people in a nation start to change the way they think, talk, make, do and behave. Narration of national competitive identity is also critical to success. There are several researches proving that mental associations made with a nation are not always the same everywhere in the world and they can differ from one country to another depending on the competitive identity element in country narration taken into consideration. The following is a detail of each competitive identity.

##### 1) Competitive Identity of Tourism

Tourism is the most powerful among the six sources of national identity because it broadcasts the country's image and reputation for domestic and foreign audiences. These audiences are motivated to increase their travels for relaxation and they are more inclined to buy products and services from the destination. In addition, the foreign visitors who are interested in the country can become expatriates, residents and investors in the future.

According to UNWTO Tourism Highlights 2018 Edition, an ever-increasing number of visitors to destinations worldwide have opened up a chance of cultural exchange, export revenue, and investment. International tourist arrivals have increased from 25 million globally in 1950 to 1,235 million in 2017. Expenditure by international visitors reached US\$ 1,220 billion in 2017. Travel for leisure accounted about 53 percent, and for business about 13 percent. There are various tourism types

such as natural tourism, cultural tourism, medical tourism, business tourism, educational tourism, sport tourism, dark tourism, and so on. From those listed types, there are two major categories called the mainstream tourism for well-known tourist attractions and alternative tourism for specific places and purposes. The first is still the major market share but the latter is increasing due to trend of individuality.

Tourism identity consists of tangible and intangible properties. All physical properties such as mountains, and monuments are tangible identity and the opposite properties, for example local wisdom, are intangible. According to UNWTO, tourism competitiveness on the board concept are discussed through 1) natural and cultural resources 2) safety and security 3) geographic connectivity 4) location accessibility 5) sanitation and quality standard 6) technology and infrastructure 7) authenticity and diversity 8) value for money 9) capacity for creativity, and 10) inclusive of public and private partnership for green and responsible tourism.

Jørgensen (2004) describes that the language of tourism promotion is highly related to image of the whole country. He proposes three perspectives of tourism promotion: the authenticity- sincerity perspective, the strangeness- familiarity perspective, and the conflict- harmony perspective. Taylor (2001) further proposes the term 'staged authenticity' as a show to make the surrounding look like the original setting by using an example of the Maori dance to provide an experience of authentic Maori culture. Dann (1996) notes that the structure of tourism language is mostly grounded in the binary opposition e.g. 'strong' versus 'gentle', 'ancient' versus 'modern'. Those key words derive from the outstanding identity of the country which will be encoded for comparison. The rhetorical strategies are employed in the tourism promotion in both verbal and visual codes to communicate the nation image. Verbal rhetorical codes are composed of key word, comparison, testimony, dream and happiness to seduce the reader of a tourist content to feel important and positive to the destination. Visual rhetorical codes include ethos (credibility), pathos (emotionality) and logos (rationality) to catch the eye of the reader suddenly. The use of pictures comprising genre, framing, colour, and format significantly creates thematic attraction to the message's receivers.

In conclusion, nation branding will seek the competitive identities of tourism from tourist attractions, infrastructure, environment and hospitality. The language of tourism promotion is normally pulled out from those selected competitive identities and the use of the rhetorical strategies will enhance those identities with both verbal and visual formats to persuade the receiver of the message to interpret the meaning in the same way as the intention of the marketer.

## 2) Competitive Identity of Culture

Cultural identity is characteristic of individuals in the identical group sharing the same values, beliefs and customs. However, the cultural landscape has altered substantially in the age of globalization. According to UNESCO (2002), cultural industries (sometimes also known as “creative industries”) combine the creation, production, and distribution of goods and services that are cultural in nature and usually protected by intellectual property rights. UNCTAD (2008) describes the cultural competitiveness with the four categories: Heritage, Arts, Media, and Functional Creation. Heritage covers cultural sites and traditional expressions. Arts include visual arts and performance. Media is the publishing, advertising and broadcasting. Functional creation consists of creative design and service. The competitive culture is governed by the principle of customer’s realization as value, and not by producer’s promotion.

For nation branding, the culture industry turns into public diplomacy of international relationships and it is finally a manufacturing process of goodwill and reputation for countries. Thus, competitive identity of culture industry requires meaning construction, processing standardization, and cross-cultural communication in order for the identity to be appeal, attractive, memorable and consumable worldwide. Anholt (2005) adapts the cultural industry in the concept of an imagined economy which will be presented by characteristics of uniqueness, diversity, equality, friendliness, attractiveness, creativity, innovation, arts expression and freedom. Those competitive identities work as instrumental of both maintaining national cohesion and moving nation for more economic achievement. For instance, Americanisation transforms Hollywood to be the world’s cultural industry. Cool Japan exports its Anime culture to the world cartoon readers. “Gangnam Style” from South Korea goes viral in East and West entertainment. The rise of the cultural industries

might stem from the growth of middle class, leisure time, low- cost travelling, international education, and advanced social media technology. The growth in cultural consumption means not just an increased purchase of cultural goods but new uses of these goods in the construction of individual and social identity.

Currently, the concept of cultural tightness–looseness (CTL) is applied as a new framework by which to study the cultural identity of a nation (Li, Gordon, and Gelfand, 2017). CTL refers to the degree of cultural strength in a nation when it has gone through social changes, and globalization. Cultural tightness refers to social norms and pressures that individuals must follow in a given culture due to low tolerance for deviance; otherwise, they are punished by laws or social sanctions. Conversely, cultural looseness easily opens up to different values and customs with higher tolerance for deviance. In other words, CTL is about cultural adaptation—when a nation encounters threats of natural disaster, territorial invasion, political and economic hegemony, technological disruption and globalization. A nation with greater threats from those factors is theorized to develop stronger norms to survive from such threats. In contrast to cultural tightness, a nation that has been less effected from such serious threats would have weaker norms and higher tolerance for deviance due to the fact that it is in its comfort zone.

A nation with the cultural strength would employ institutions such as family, associations, schools, religion, government, and media to promote its values, beliefs, and customs to preserve the national culture. In turn, at the individual level, people in the cultural tightness also have higher felt accountability; otherwise, they would face social punishment or other negative outcomes. Consequently, people in tighter cultures would perform themselves with greater self-monitoring, greater cautiousness, stronger self-regulation, and greater prevention-focus (Harrington & Gelfand, 2014). At the national level, Gelfand et al. (2011) develop a measure of CTL across 33 nations and they find that the tight nations include Germany, India, Japan, Mexico, Norway, China, Portugal, Turkey, Pakistan, Singapore, Malaysia, and South Korea. Loose nations include Ukraine, Estonia, Hungary, Brazil, New Zealand, the U.S., Venezuela, and Australia. Notably, Gelfand and colleagues show that CTL is related to but distinct from other dimensions such as individualistic, collectivistic, and economic wealth. For example, Singapore and Germany, both tight, enjoy economic



success, but Pakistan and India, also tight, do not. Likewise, the U. S. and Australia, both relatively loose, are wealthy, but Ukraine and Brazil, also relatively loose, have comparatively lower GDPs.

However, CTL is considered a theoretical framework for nation branding in terms of cultural audit. As mentioned earlier, a nation with tightness has outstanding identity of high cultural uniqueness, and high social norms and regulation. Japan is an example of cultural tightness that can successfully conserve its traditional culture. Japanese language, cuisine and anime gain popular in the global market due to its uniqueness. In addition, with its cultural tightness, Japanese people have pride in their nation, support their local products, and comply with their social disciplines. Most importantly in nation branding, Japanese people are well aware of their duty in representing their country as brand ambassadors. Hence, the CTL theory might be useful in cultural identity analysis in brand auditing process.

### 3) Competitive Identity of People

This source of identity is complex but it aims to build a dream destination of talented people who aspire to live and work in a good place. If a nation has a good reputation in this category, it can maintain its talented citizens and pull professionals around the world to settle down in its country. In the age of globalization, creativity and innovation emerge from talented people who can work in a borderless sphere. Many surveys report that new generation needs challenges from overseas experience more than a higher salary. The Economist Intelligence (2015) also confirms that their perception to that country is given the highest importance. Mercer (2017) concludes that expatriates are willing to work in overseas placements if the destination has political stability, low crime level, medical facilities, and a welcoming culture.

People is understood as medium of nation brand in being either guests or host. There are two layers in this identity; one is on the daily-life basis and the latter is on work-life basis. The daily-life basis is mostly related to good citizenship and the work-life basis involves productivity, creativity and cross-cultural skills. Good citizenship involves awareness of individuals to behave properly for their country. Westheimer and Kahne (2004) indicate that characteristic of good citizen consists of responsible, participatory and justice-oriented. Another concept is the civic virtue indicating the dedication of citizens to the common welfare of their community even at

the cost of their individual interests. It refers to conformance to social norms, laws and regulations. The dominant features of a good citizen are national pride, friendliness, politeness, kindness, respectfulness, discipline and laws conformance. Many countries promote good citizenship, for example through the Boy Scouts Studies.

For work-based identity, it consists of working skills, workforce and workplace. It can be assumed from the study of Deloitte (2013) in that workplace means how nations construct the attractive working environment and workforce means how nations form their working culture such as gender equality, work-life balance and working hours. For working skills, Davies, Fidler, and Gorbis (2011) summarize the ten identities of global careerist as follows; 1) sense-making 2) social intelligence 3) adaptive thinking 4) cross-cultural competency 5) computational thinking 6) new media literacy 7) trans-disciplinarily 8) design mind-set 9) cognitive load management and 10) virtual collaboration. Reputation of workplace is a critical for the millennial to select country for their work. Nation that needs expertise, diversity and creativity from this workforce has to rethink about nation branding to attract the talented group, meanwhile, the nation also has to think about construction of its own citizen to be a favourable expatriate in the global market.

De Cieri et al. (2009) find that national identity is positively related to the intention of expatriates to continue working overseas or return to their home country. Friendliness and social equality are also critical in framing the perception of talented people about the place because friendliness and equality reflect a sense of belonging in community. When a foreigner feels included, they start collaborating and contributing to the host country in several aspects. This can be called 'liveability' in a sense of nation branding. People are happy to live and work in liveable place by using the particular criteria, for example, clean and green environment, life and property safety, affordable cost of living, recreational facilities and cultural activities.

#### 4) Competitive Identity of Product and Service

Many studies have shown that consumers evaluate a product not only by its physical appearance but also by the country in which it is produced. A good image of country would help consumer trust in their consumption, for example Swiss for watches, France for fashion and Japan for electronics. If a firm is producing a

product in a country which has positive image for that specific product, it may be easy to do marketing and branding in global market (Terpstra & Sarathy, 2000). According to Norjaya, Mohd, and Osman (2007), consumers use product cues to form beliefs and evaluations about a product during selection. Generally, the country of origin is considered as an extrinsic product cue for global consumer before purchasing.

The importance of country-of-origin as a cue in consumer choice behaviour was first highlighted by Schooler (1965) and later on well-known by Nagashima (1970, 1977). Schooler and Sunoo (1969) point out that consumers have perception of national stereotype and they often have bias against products from lesser developed countries. Dornoff et al (1974) investigates perception of made-in labels affecting consumer's purchase and his research shows that products with made-in Japan were considered the best in category of electrical products and those made-in Germany were rated best for mechanical products. Chasin and Jaffe (1979) summarise that a country that has reputation of quality, craftsmanship, design, reliability and modern technology are rated as trustworthy countries in the consumer's perception.

Han (1989) proposes a concept of the country image instead of country of origin because consumers evaluate products by either a halo or a summary construct. A halo construct explains situation that consumers have little knowledge about the country image, whereas a summary construct describes situation when consumers get used to a country's products. His study reveals that consumers purchase a product based on historical and reputational characteristics of a country more than attributes of products. Ofir and Lehman (1986) apply the emotional identity of the country image to test consumer's purchase. The emotional attributes include modernity, excitement, entertainment, challenging, friendliness, honesty, sophistication, romance, picturesque and prestige. The result also shows that consumers purchase products and services according to their perception towards country image. Roth and Romeo (1992) also find that consumers are willing to purchase a product from a country which is well-known in that category.

Papadopoulos and Heslop (1993) point out that the concept of country-of-origin might be misleading because it assumes a single place of origin for a product whereas in the real world a product may be manufactured in one country but

the owner of brand in another country. They propose the term “product-country image” instead of country of origin. This term is similar to proposal of Askegaard and Ger's (1998) which the latter proposes the term of contextualised product-place image (CPPI). Parameswaran and Pisharodi (1994) design to measure three facets of the country-of-origin effect, namely, general country attributes; general product attributes; and specific product attributes. They conclude that the attributes contributing to any particular country-of-origin image facet may differ across countries.

Rajshekhar, et al. (2001) also review this effect in literatures over 20- year period on the effect of COO against service market. They separate three categories of services in their studies as follows: 1) core services, such as medical care; 2) supplementary services such as a warrantee; and 3) cross- national service comparisons, where services produced and consumed in individual countries are compared. Their study conclude that country-of-origin has an influence to services, and it is similar to that between country-of-origin and products. Thakor and Kohli (1996) propose the term of the country of brand origin. They note that consumer perceptions may not coincide with reality where products are manufactured for various reasons. The conceptualisation of brand origin is broader than the country-of-origin in that brand origin is a more inclusive concept covering ownership of the brand and referring to signifiers of origin. Zhang (1997) confirms similarity in cultural and belief systems effecting a more positive country-of origin image.

Lotz and Hu (2001) suggests a possible method for local government to reduce the negative belief of country-of-origin by encouraging exceptional quality products from the country. This suggestion is consistent with Anholt (2003), who emphasises high quality branded exports in some cluster segments for raising overall country image perceptions. Min Han, C. (1989) indicates that when consumers are not familiar with a country's products, country image may serve as a halo from which consumers infer to product attributes. Future Brand (2014) publishes a report of Made-In: the value of country of origin for future brands. ‘Made’ refers to production process, and quality standard. ‘In’ refers to the location of origin such as the source of ingredients, wisdom and culture. Made In therefore encompasses both rational and emotional factors. Consumers need information to evaluate both ‘Made’ and ‘In’ as

tangible and intangible asset for the products and service they purchase. The stronger reputation emerges when a country excels in multiple categories and in four areas; authenticity, differentiation, quality standards and expertise. These are the most critical identities of successful export brands from local to global market.

#### 5) Competitive Identity of Investment

Investment means a capital movement and there are two types of foreign investment: Foreign Portfolio Investment (FPI) and Foreign Direct Investment (FDI). The FPI involves the holdings of securities such as foreign stocks which are less related to fundamental growth of the host countries. In nation branding, a strong focus is based on FDI which can be further separated into inward and outward investment. Inward type represents receipt of direct investment from foreign country; on the other hand, outward type entails expense of foreign investment out of the country into another country.

Wells and Wint (2000) define FDI as the establishment by a minimum equity stake of 10 percent of a business in order to be an owner of facilities, technologies and so on in another country. Thus, a decision on FDI would take time to consider many factors related to the country that an investor is interested for his long-term business. Various governments have used tools of investment promotion to attract inward FDIs into their countries because they believe that the benefits of inward FDI are associated with improvement of employment, productivity, and economy. Yelapaala (2010) indicates that there are four types of FDIs as below;

(1) Efficiency- Seeking FDI focuses on productivity in the host country.

(2) Market-Seeking FDI focuses on the market share in the host country.

(3) Resource- Seeking FDI focuses on natural resources such as fossil energy.

(4) Strategic- Asset Seeking FDI focuses on strategic resources such as innovation that can support development of a firm's worldwide networks.

United Nations (1997) find that the critical first step in the 3-tier stage approach to attract foreign investment: image-building, investment generation and

investment service activities. Wells and Wint (2000) also suggest that promotion should consist of country information together with the creation of an attractive image based on the country's economy, financial system, logistic infrastructure, and labour efficiency. Countries should promote the investment climate prior to the linkages programme of tax incentive or technology development. Unstable countries tend to receive relatively small amounts of FDI unless they have some critical natural resources. Outward FDI is increasingly looking for friendly places, with good political and economic climate, good community, skill labour and extensive infrastructure linking utilities, transportation and telecommunication. This is the big picture for how policies can now attract inward FDI. Nation branding is a tool to serve this image strategy.

#### 6) Competitive Identity of Polity and Governance

Political identity is also a social identity herewith referring to the subjective values and intentions chosen, judged and assessed by the members of society to system of rules and laws for governance based on their interest and ideology. It typically entails the internal and external politics in which citizens of a nation are shaped by government policy. Political identity has come to signify a wide range of political activity from inside to outside the nation and from the grass root level to the elite group such as national campaigns and social movements (Lewis-Beck et al., 2008; Simon & Klandermans, 2001).

Study of political identity can be viewed through many theories treating a nation as the primary unit of analysis. Realism associates political identity with material coercive power such as military power on global stage. Liberalism broadens concept of identity to international law, and nongovernmental organizations. Liberal theorists view world politics as a system of interactions holding the potential for mutual gain. Constructivists hold the idea of social action and movement. International politics also looks at power relations in the world environment. There are three main concepts in power interactions: economic liberalism, mercantilism and Marxism (Gilpin & Gilpin, 2001). Although there is a difference between each approach, key points of every theory still stress on regime, sovereignty and security in nation. Regime is a practice of political identity construction and it is the image of a nation. For example, democracy significantly represents a freedom image in the minds

of global travellers. Many global indexes always put political identity to measure competitiveness of nations such as human rights, democracy, transparency, liberalization, security, leadership and effectiveness through government policies and diplomacies.

In global presence, political identities are normally communicated through diplomacy which previously were in boundaries of foreign ministries between states. Nowadays, diplomacy turns itself to many platforms from foreign diplomacy to public diplomacy. Public diplomacy is also separated into several patterns such as cultural diplomacy, gastronomy diplomacy and sport diplomacy. Each diplomacy depends on its objective of communication from a nation to citizen of other nations. The degree of public diplomacy is ranged from mega events such as the Olympic Games to small specific events such as a local food festival. Public diplomacy is interdisciplinary between politics and marketing management. In terms of political marketing, public diplomacy is linked to the power of a nation to express itself on a global stage. Nation applies its power through three types: hard power, soft power and smart power. Hard power means a nation expressing its power through political and economic dominance over other nations such as military troops, political and economic sanction. Soft power means a nation persuading citizen of other nations to be interested in its culture. Smart power means a government determining the right strategy for his nation to sustainable development. Nation branding is one kind of soft and smart power. The key of soft and smart power communication consists of neutrality, authenticity, expertise and public interest.

Additionally, it is also noted in nation branding about the effect of political culture towards identity and image of a country. Elazar (1972) indicates that political culture significantly forms the governmental operations in three ways: perception, participation and public administration. It can be said that the political culture is the repercussion from values, beliefs and interests of the residents in specific regions of a nation. The political culture may be built on three sub-national cultures: individualistic, moralistic and traditionalistic.

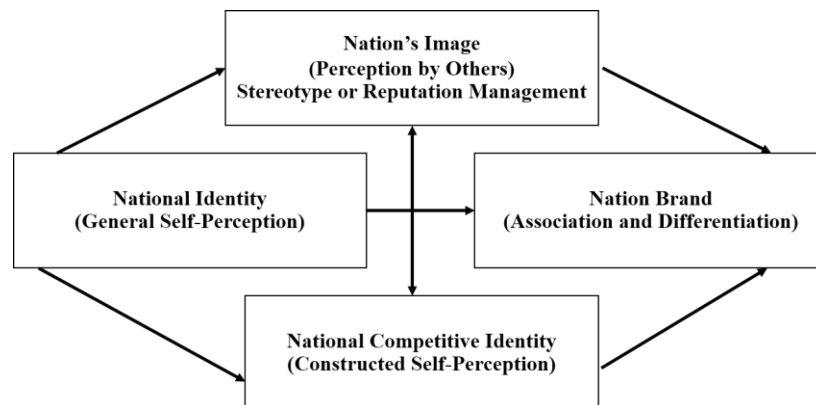
The individualistic political culture views public interests as a marketplace for power negotiation to change and gain those public interests for individual benefits. It is strongly based on nepotism, patronage system and reciprocal

service. The moralistic political culture is based on the collective belief of the betterment for good society. It is aimed for transparency and public participation. Finally, the traditionalistic culture is based on hierarchical political status, in particular of preserving the benefit of the elites.

In conclusion, the identity of politic and governance has its root from political culture and tradition. Political identity of individualistic, traditionalistic and moralistic culture reflects on a nation's brand. However, for an easy understanding, the political identity in nation brand is perceived through regime, security, freedom, equality and leadership. These common attributes would domestically and internationally support the nation brand.

### 2.3.3 National Competitive Identity and Nation Brand Identity

There is correlation between national competitive identity and nation brand identity but there are also some differences between them. Not all national identities can be branded. Nation branding is thus a process of selecting the most attractive national identities out of many common ones for country's representation. Thus, nation brand identity should contain positive characteristics for media exposure.



**Figure 2.2** Relationship Diagram Showing Brand Identity and Brand Image

**Source:** Adaptation from Keller, 2003.



In this figure, national identity is general self-perception of the country's citizen based on economic, cultural and social structure. National competitive identity is a constructed self-perception of the country's citizen by policy of brand management. Both general identity and constructed identity result in a nation's image. In general, the relationships in the cycle diagram shows the argument that a national identity is defined by insiders while a nation's image is defined by outsiders. Their perceptions are influenced through direct and personal experiences, stereotype, and media exposure. Fan (2010) and Kaneva (2011) highlight about culture and people as the focus in nation branding. Country stakeholders such as government and citizens have their duty to construct the most positive identities and simultaneously to fade the negative identities. This is the highest aim of nation branding to match the good self-perception of citizen for their country with the positive image in the mind of foreigners (Dinnie, 2008; Anholt, 2002; 2007).

### **2.3.4 Nation Brand Image**

#### **2.3.4.1 Definition of Nation Image**

Defining the term image is challenging, as researchers use it in many different meanings. Furthermore, the terms of image and reputation are overlapping because they are both related to a collective belief towards a person, a thing and a nation. Balmer and Greyser (2002) distinguishes those two terms by time criterion. Image is the perception at one point in time, while reputation is the perception over time. In nation branding, the term image can fundamentally refer to psychological and artistic discipline which focuses on the receiver who obtains, interprets and memorize the brand message (Steen, Tracy, Lincoln, & Tom. 2015). The interplay between sender and receiver is very important in nation branding to form a national image through a very complex communication process involving varied information sources and various stakeholders.

#### **2.3.4.2 Nation Image Formation**

Dominique-Ferreira (2011) states that formation of nation image is influenced from several sources of information such as history, foreign diplomacy, or advertising media. Alexander, Brewer, and Herrmann (1999) describe the general perception of intergroup, which effect to national images in the international relationships.

**Table 2.6** Images of Nation-States Based on Their Intergroup Relationship

Relationship	Ally	Enemy	Dependent	Barbarian	Imperialist
Goals	Compatible	Incompatible	Incompatible	Incompatible	Incompatible
Power	Equal	Equal	Out-group weaker	Out-group stronger	Out-group stronger
Cultural status	Equal	Equal	Out-group lower	Out-group lower	Out-group higher

**Source:** Alexander et al. 1999, 2005.

As shown in table, all five images are based on the intergroup relationships: goal compatibility, relative power, and relative cultural status. The enemy image consists for example of hostile, manipulative, and untrustworthy characteristic, the ally with cooperative, trustworthy, and democratic characteristics. Barbarian nation is perceived as irrational, ruthless, violent and destructive, the imperialist image as arrogant, paternalistic, controlling and exploitative, whereas the depending nation is seen as lazy, incompetent, and vulnerable nation.

#### 2.3.4.3 Measurement of Nation Brand Image

Boulding (1956) proposes the measurement of national image in the international system with three main components: cognitive, affective, and behavioural. Cognitive component is measured by the degree of what a person knows about a nation. Affective component is measured by the degree of how a person feels about a nation, and behavioural component is measured by how a person behaves or acts to a nation. Reynolds (1965) describes that the receivers will form a national image by personalizing the country identity based on their associations. Most studies focus on measurement at the level of the cognitive image by quantitative approaches. Echtner and Richie (1991) develops a model of image measurement on three continua ranging between attributes and holistic, functional and psychological, common and unique. Caribbean islands for example have images of exotic and privacy for visitors. In nation branding, image measurement is a critical process to evaluate what the global people have perceived about the nation. The following case

studies are example of successful nation branding from the strategy design until detail execution.

## **2.4 Section 4: Case Studies of Nation Branding**

There are many nations putting their effort into nation branding. However, only a few nations have been successful in this branding project. New Zealand, South Korea, Singapore and South Africa are the nations that many scholars bring up as cases for successful nation branding. Below are the details of each nation brand.

### **2.4.1 Brand New Zealand**

In 1985, “Brand New Zealand” was first launched to promote the image of its beautiful nature that offered exciting experience, premium products and unbeatable tourist attractions. The NZ Tourism Board and NZ Trade Development Board subsequently initiated a joint venture project for a Brand Image Development for New Zealand by 1991. New branding campaign reflected the competitive identity of New Zealand as authentic, clean and real experience. In essence, the ‘100% Pure’ tagline was easy to be converted into any languages with a simple message which made it easy for direct marketing to different cultures. As a result of 100% Pure campaign, number of visitors have reached all-time highs and it has been extended to cover other New Zealand products and services such as ‘100% Pure romance’, ‘100% Pure Spirit’ and ‘In Five Days You’ll Feel 100%’ (Morgan, Pritchard, & Piggott, 2003).

The effectiveness of 100% pure campaign is based on brand positioning of environmentally-friendly country. Statistics showed about 80 percent of foreigners agreed that New Zealand was 100% pure and it was allowed to link to other New Zealand industries such as film, wine, and hospitality. The Lord of the Rings and The Hobbit were an excellent example to extend the brand positioning of 100% Pure of New Zealand Brand into entertaining industry. This success dated back to 2000 when Prime Minister Helen Clark promoted New Zealand as a film location for Hollywood production. Within a year, the country turned to be a hip-destination in the world.

The reasons why 100% Pure New Zealand has become a success include: first it perfectly shows the most competitive identity of New Zealand based on purity of nature and manufacturing process. Secondly, it has conveyed the message consistently. Thirdly, the brand resonates strongly both with New Zealanders and foreigners alike. Lastly, 100% Pure New Zealand is driven by the people (Dinnie, 2008). This is perfect combination and synergy in managing a nation brand to sustainable success.

#### **2.4.2 Brand South Korea**

Branding Korea unofficially started since President Park Chung-hee governed the country. This first phrase was considered as economic branding. President Park developed the country from an agricultural society into one of the industrialized economies in the world. He declared a new identity of Koreans as diligence, self-reliance and collaboration to build competitiveness of the nation. He heavily supported the many industrial companies for a rapid export-product growth.

The second phase was considered as political branding which took up the four president terms from 1988-2008. President General Roh Tae-woo (1988-1993) used the hosting of the Seoul Olympics in 1988 for changing the image of the country from a militaristic state to a democratic nation and promoting the image of the world-class industrialization such as automobiles, and smart phones. President Kim Young-sam (1993-1998) came in the president office with the image of transparency. In 1997 Asian financial crisis, he declared an internationalization policy called Segyehwa and reformed the chaebol, the large South Korean conglomerates for free and fair competition with the SME firms. President Kim Dae Jung (1998-2003) introduced South Korea's contemporary welfare state for the image of liveable country and a peace-loving country. He successfully held the summit with North Korean leader Kim Jong-il in 2000. He supported the Korean wave, the K-pop culture into Asia and spotlighted Korea in the world stage, including the FIFA World Cup, jointly hosted by South Korea and Japan in 2002. President Roh Moo-hyun (2003-2008) promoted the idea of Korea as a 'balancing power in Northeast Asia' pursuing a more equal relationship with China and the United States. This political branding in this phrase made Korean friendlier to many countries, resulting in increased political and economic collaboration.

The third phrase has been considered as cultural branding since 2008. President Lee Myung-bak (2008-2013) declared Global Korea as a nation branding policy. He established the Presidential Council on Nation Branding (PCNB) to set direction of Korean brand and to coordinate all stakeholders to complete this mission. President Lee planned to make Korea the world's seventh largest economy with a new creative industry. He motivated citizens for modernization and promoted a nationwide English program. He employed cultural diplomacy by exporting Korean language institute "Sejonghagdang" around the world. Akin to UK's British Council, this King Sejong Institute is expected to build the multi-level networks of communications to understand Korean culture. The Korean media has also framed image of modern Korea, reflecting smart nation in significant dimensions. In 2010, President Lee held the G-20 Summit in Seoul for promoting his country through international media, changing image of Korea from being an aid recipient to aid donor by announcing World Friends Korea as the third largest volunteer group in the world (Hermanns, 2013).

Success of the Korean brand is often cited in global research and media. Many scholars indicated that this success comes up from continuation of government policy. Korea can grow rapidly in a short period of 50 years compared with 300 years in England and France. Schwak (2016) states that this success should be seen as a series of government strategies to transform agricultural to creative industry. Neoliberal mentality is considered as a genealogy of Korean political identity. Segyehwa or globalizing strategy is a key message to change Korean citizens into competitive capitalist subjects. Nowadays, Korean citizens have a strong image of hi-technology and creativity. Moreover, Korean leaders and celebrities, for instance Ban Ki-moon - the UN secretary general, have powerful impact of branding Korea on international level.

### **2.4.3 Brand Singapore**

The former Prime Minister Lee Kuan Yew initiated the practice of nation branding since 1965 to keep Singapore as an attractive destination for not only foreigners but also local citizens. Previously, Singapore was branded many times in various meanings; "the Lion City", "Green Singapore", and "the Garden City" to attract foreign tourism and investment. Planting trees was done throughout the country to make

it a more liveable place, starting within every Singaporean taking care of their individual environment. The image of “green and clean country” was accredited on global media. During the 1970s, PM Lee repositioned his country’s brand to be “Instant Asia” to show the readiness of to be a global business hub. It was successful in terms of finance and trading sectors but government needed more extension to other service sectors; for example, Singapore Airlines and Changi Airport. In 1985, the Singapore Tourism Board (STB) was appointed to be responsible for branding the nation to convince global travellers to visit Singapore. STB announced its tourism campaign as “Surprising Singapore” in 1985. However, this campaign was criticized as in dissonance with the reality of Singapore.

Koh Buck Song (2011, 2018) argues that previous successes of the Singapore brand came from a constructed image of a safe, efficient and corruption-free country. However, in a modern tourism, foreigners need something more on vibrant life and creative arts which Singapore has not gained this image. Conversely, Singapore has image of seriousness and strictly law-abiding practice. Tourists felt no relaxation when visiting Singapore. This perception was also conveyed into Singaporean fashion brands which were not popular in foreign markets due to lack of creative image. The former Prime Minister Goh Chok Tong (1990-2004) announced the Singaporean brand as “the New Asia” in 1996 and he supported the construction of many iconic buildings as new Singaporean symbols such as the Esplanade, and the Marina Bay Sands Tower. The New Asia campaign ran for seven years to raise awareness of Singaporean as vibrant and professional identity. This nation brand strategy was aimed to inspire a sense of national pride among Singaporeans, particularly the youth, who should have an identity of global intelligence.

In March 2004, STB launched “Uniquely Singapore” - the new nation brand to highlight its uniqueness of the East-Meets-West brand attribute. FutureBrand as an international brand consultant was responsible for exploring suitable brand positioning. The overall objective was to position Singapore as a high premier travel destination in the world. The Uniquely Singapore campaign went beyond tourism. It inspired Singaporeans to create distinctive elements for the country development. The Service Quality Division was formed to improve the national service standards of airline, hospitality and retail sectors.

Currently, Prime Minister Lee Hsien Loong has continued the grand country strategy as being a First World nation. In 2010, “the Spirit of Singapore” concept was constructed as the key brand message with four attributes: nurturing, transforming, collaborating and daring-to-dream. These four attributes were acknowledged to be at least partly aspirational – but it was an idealized distillation of national traits. Within a short period, the slogan was changed to be “Your Singapore” for pursuing a global trend of individuality. Gilmore (2002) and Henderson (2007) state that the success of Singapore brand may come from the efficient management in the small country size. Hui, and Wan (2003) add that Singapore recognized its deprivation of natural beauty and consequently made it up with manmade magnificence to create its modern and talented image. Yee (2009) summarises that although Singapore has changed its branding message many times so far, the brand essence of the First World nation remains unchanged. All governments have continued one single grand strategy since the statesman Lee governed the nation. The brand tagline, slogan and campaign can be changed in accordance with external factors but Singapore’s strength remains sustainable.

#### **2.4.4 Brand South Africa**

South Africa is regarded as heterogeneous society divided by large-scale socio-economic disparities of race, ethnicity, culture, language and religious differences. The country has high income inequality, high crime rate, and high infection rate of the HIV/ AIDS epidemic (Neocosmos, 2006). The country’s images, many of them interrelated, have led to negative coverage in the world media. The government must construct a unified national identity out of great heterogeneity and inequalities; at the same time, it makes South Africa more competitive in global markets (Ives, 2007).

Brand South Africa is aimed to solve the divided society and to create positive images. The International Marketing Council (IMC) of South Africa, established by the Presidency in 2002, has the main objective of building South Africa Brand. The council uses the core idea of ‘Alive with Possibility,’ to communicate internal and external targeted audience in broadcast, online and print media such as CNN. Domestic strategy of the organization is to develop campaigns ensuring that South Africans live up to the

brand promise. A central component of this strategy is to firstly sell South Africa to South Africans by employing the 2010 event of the World Cup to mobilize national support for the brand. The second phrase is to project South Africa as the open-economic country, by using the World Economic Forum's Competitiveness Report to push up South Africa on top global performers. In addition, Brand South Africa is targeted to be the first in five of the ten criteria of ease in doing business according to the World Bank. In the year when South Africa hosted the fifth BRICS Summit, Brand South Africa has changed its slogan to "Inspiring New Ways" to correspond to wider global context, and to benchmark South Africa against other BRICS nations.

Brand South Africa subscribes to the annual National Perceptions Audit conducted by Kuper Research, in order to appreciate how South African view themselves and the country. The findings indicate that the overwhelming majority of South Africans are proud to be South African. Up until the last quarter of 2012, national pride still revolved mainly around the issues of cultural diversity (28 percent), the achievements of democracy (18 percent), the beautiful landscape (15 percent) and the people of the country (14 percent). From the test of attribution, the rich cultural diversity, a travel destination of choice and the potential South Africa are the top three attributes associated with South Africa brand. The leadership of President Nelson Mandela, beautiful landscape and cultural diversity have been portrayed in all global media since the first brand slogan-Alive with Possibility until Inspiring New Ways. The key success factors of Brand South Africa are a turning point of nation meaning from a country of the ruling power to a country of people equality. The same message has been continuously repeated from the first campaign until the current ones.

## **2.5 Section 5: Thailand's Identity and Competitiveness**

### **2.5.1 Definition of Thailand**

From denotative meaning in the formal patterns, Thailand has been defined in international dictionaries and encyclopaedias; for example, Oxford Living Dictionaries (online) describes Thailand as a kingdom in South East Asia, on the Gulf of Thailand; population 68,000,000 (estimated 2015); Bangkok is the capital. Former name (until



1939) was Siam. A powerful Thai kingdom emerged in the 14th century. In the 19th century it lost territory in the east to France and in the south to Britain. Thailand was occupied by the Japanese in the Second World War; it supported the U.S. in the Vietnam War, later experiencing a large influx of refugees from Cambodia, Laos, and Vietnam. Absolute monarchy was abolished in 1932, the king remaining head of state.

### **2.5.2 Brief History of Thailand**

There is no consensus on where Thai people actually came from but there is an assumption that Thai people migrated from south-western China. In the past, Southeast Asia region was ruled by various Indianized kingdoms such as the Mon, the Khmer Empire and Malay. Siam was recognized as a state since the Sukhothai Kingdom and the kings were revered as “human gods” to rule their kingdom in accordance with righteousness. Ayutthaya kingdom took power after the Sukhothai kingdom and thereafter gradually declined to the ultimate destruction in 1767 in a war with Burma. King Taksin quickly declared independence from Burma and established the short-lived Thonburi Kingdom. The Rattanakosin Kingdom was subsequently founded in 1782 by King Yodfa Chulaloke, the first monarch of the Chakri dynasty.

The Rattanakosin Kingdom had faced intense fighting with its neighbouring states since the country's formation. In the 18th century, the kingdom confronted new pressures from France and the United Kingdom that came to South East Asia to force concessions of territory. However, Siam remained the only Southeast Asian country to be free from Western colonisation. King Chulalongkorn protected sovereignty by sacrificing a large territory of the Mekong region covering present-day Laos and Cambodia to France as well as four Malay provinces to Great Britain. King Chulalongkorn changed his administration from centralization to decentralization and in the meantime abolished the slavery system. He donated his properties to build many educational institutions and railway transportation for the nation's development.

In 1932, there was a bloodless revolution that changed the regime from an absolute monarchy to a constitutional monarchy and also changed the country's name from Siam to Thailand. After the World War II, Thailand was a major ally of the United States with a significant role against communism in the region. Thailand has alternated

between democratic and military rule from time to time. Political instability has been a critical problem as a result of mismanagement and corruption. Poverty and low education are seen as the seed of the country's problem. Quite a few powerful leaders have come in government offices through patronage system. A lot of politicians buy votes from the poor and harvest public benefits for their own groups. Many political leaders have altered within this vicious cycle, leading to inefficient administration and widespread corruption. Modern politicians have applied populism for indirect vote-buying purpose, and caused disunity for the sake of gaining stronger support base.

Thailand has faced political crises that led to two coup d' etats since the beginning of the 21<sup>st</sup> century. The current and 20th constitution was drafted on the back of the military junta after the second coup. The National Council for Peace and Order, led by General Prayut Chan-o-cha the current Prime Minister, has administered the country with the promise to hold a democratic election after the country returns to peace and security. In 2016, King Bhumibol, the longest reigning Thai monarch and the core of the heart and soul of his people, passed away. A year-long period of mourning was announced for the people to observe all over the country. The royal cremation ceremony took place over a period of five days at the end of October 2017 and King Vajiralongkorn officially ascended the throne as King Rama X of the Chakri dynasty in May 2019.

### **2.5.3 Geography of Thailand**

Thailand is the 50<sup>th</sup>-largest country in the world judging from the total land area of 513,120 square kilometres that it covers. Thailand is made up of several distinct geographic regions, mountainous areas in the north and the northeast, the river valley in the centre and the island and sea area in the south of Thailand. Generally, it is divided into six geographical regions of which the difference stems from population, basic resources, natural features, level of social and economic development. The diversity of the regions serves as the most conspicuous attribute of Thailand's physical setting.

### **2.5.4 Demographics of Thailand**

In 2017, Thailand has a population of 70 million people, 45 percent living in the cities and the rest in rural area. There are 62 ethnic communities in Thailand; for

example, Thai central, Thai Northern, Thai Eastern, Thai Korat, Thai Southern, Thai Laos, Thai Chinese, Thai Muslim, Thai Karen and Thai mountain. However, 95 percent of Thais are unified by the practice of Theravada Buddhism and the use of the Thai language.

### **2.5.5 Education of Thailand**

There is an evidence that Thai education began in 1283 when King Ram Khamhaeng the Great invented the Thai alphabet deriving it from Indian scripts. Over 350 years, proper education was still limited only for members of the royal family and the nobility, while commoners were taught by Buddhist monks. King Rama IV developed modern education including English in the curriculum. King Rama V declared a schooling system and girls were for the first time admitted into the educational system in 1897. King Rama VI established the first Thai university named Chulalongkorn after his father. King Rama IX (Bhumibol) fully supported Thai education and since 1950, the King Bhumibol had personally presided over all university commencements and proffered awarded degrees to university graduates.

Nowadays, education in Thailand is under supervision of the Ministry of Education from pre-school to senior high school. A free basic education of fifteen years is guaranteed by the Constitution. Home-schooling is also legal in Thailand. However, there has been lots of problems in Thai educational systems. Teaching was considered as a cause of the problem due to the fact that teachers relied heavily on rote learning rather than on student-centred methodology and there is a shortage of qualified maths, science, and English teachers. Thai universities were also ranked in low level in the Quacquarelli Symonds (QS) World University rankings and most of them have produced a “workforce with some of the world’s weakest English-language skills and with some of the working skills that are inconsistent to demand of market”. These problems caused slow development of Thailand compared to other countries in Asia.

### **2.5.6 Culture of Thailand**

Theravada Buddhism is central to Thai culture, based on the philosophy of the cycle of birth and rebirth and the path to salvation or nirvana. However, animism is another form of belief of the Thai people on objects, places and creatures which all

possess a distinct spiritual essence. Apart from Buddhism, Thai culture incorporates a great deal of influence from India, China, Cambodia, and the rest of Southeast Asia. For example, Thai language used today was derived from Pali and Sanskrit. Many Thais combine practices of Chinese folk religion with Theravada Buddhism. Major Chinese festivals such as Chinese New Year and the Vegetarian Festival are widely celebrated, especially in Bangkok, Phuket, and other parts of Thailand. "Chinatown" at Yaowarat Road still features signs of Chinese-Thai assimilation.

After the end of World War II in 1945, westernisation gained more influence in the modern Thainess, including eating culture, dress codes and wedding banquets to show civilized behaviour. Not only the way of have eating, but the food choices also changed. For example, milk and salad became popular as a result of western knowledge about nutrition. Nowadays, the adoption of Western values that place emphasis on sexual equality has resulted in changing attitudes and practices towards women and transgender. Thai women can go out to work and to enjoy social benefits like men. Homosexuality gains much more acceptance than it does in many countries in the world.

Values of enjoyment, merit, seniority, and freedom are connected to Thais' behaviours. Hierarchy is a serious concern that Thais take into account before any interaction. Thais always consider another individual's status relative to one's self (i.e. their age, level of education, line of authority). Thais show their respect and loyalty with the depth of a wai (Thai form of 'Greeting') according to level of seniority. Keeping face is also very important to Thai culture because Thais typically and deliberately act with restraint to protect their honours and peer perception. Silence and absence of expression might be the norm of saving and giving face or respect to themselves and to other for social harmony. Common feeling of their freedom reflects from a core value of fun and entertainment. This can be seen in the way Thais inject playfulness and mirth into mundane activities. It is common to see Thai people smiling and laughing when interacting with others. This expression has earned a worldwide reputation for Thailand as the land of smiles. In addition to playfulness, almost all Thai people have a nickname for less formal relationships. Some nicknames are based on the appearance of themselves and some are from Western language to express their idea of modernity.

Although times have changed, there are superstitions and myths more or less affecting Thai beliefs and behaviour. Stories of kings, monks, gods and ghosts involve those legends and folklores. There are many celebrations, festivals and special events in relation to those fundamental beliefs. National celebrations in Thailand are associated with Buddhism and significant dates related to the monarchy, for example the King's Birthday or Thai Father's Day on 5th of December. The most notable and even bizarre festivals for international travellers include water festival (Songkran), ghost festival (Phi Ta Khon), lantern festival (Yi Peng), rocket festival (Boon Bang Fai), buffalo racing festival (Wing Kwai), Lopburi monkey banquet (Toh Jeen Ling), vegetarian festival (Kin Jae), candle festival (Hae Tien) and Chinese New Year (Trut Jeen).

Although the rhetoric of a unified national Thai identity persists, there is recognition of the diversity between people of different regional backgrounds. Most ethnic groups have rice as their common staple food but other cuisines depend on their local resources. Food is always composed of five fundamental tastes: sweet, spicy, sour, bitter, and salty. Common ingredients include herbal vegetable and garnish such as garlic, lime juice, chillies, coriander, lemon grass, palm sugar, galangal, and fish sauce.

Thai cooking places emphasis on details of texture; colour; taste; smell, context and the use of ingredients with medicinal benefits for good nutrition. In 2017, seven Thai dishes were ranked on the top list of the "World's 50 Best Foods" surveyed by CNN Travel. They were: tom yam goong (4<sup>th</sup>), pad Thai (5<sup>th</sup>), som tam (6<sup>th</sup>), massaman curry (10<sup>th</sup>), green curry (19<sup>th</sup>), Thai fried rice (24<sup>th</sup>) and moo nam tok (36<sup>th</sup>). Street food in Thailand was rated the best street food in the world. The website VirtualTourist admired that Thailand, Bangkok in particular, has a wide variety of food options along the streets for 24 hours. Gastronomy tourism becomes popular with the impact of the internet and new social media. Quite a few tourists even take courses during their stay in Thailand with classes in Thai cooking, Thai massage, Thai boxing and Buddhism becoming increasingly popular.

Thai boxing (Muay Thai) is the best-known for global travellers. It is a combination of kicks, punches, knees and elbow strikes in a ring with boxers wearing gloves similar to those used in Western boxing and this has led Thailand to gain reputation in sport tourism. Sepak takraw (Thai rattan ball) is another sport that also

receives more interest from sport tourists because it is also a popular sport in other Southeast Asian countries. However, it still requires much more support and promotion onto global stage.

### **2.5.7 Economy and Investment of Thailand**

Thailand is considered as a developing country with income mainly based on export and tourism. Thailand exports more than US\$105 billion worth of goods and services each year and it accounts for more than two-thirds of gross domestic product (GDP). Major exports include rice, textiles, cars, electrical appliances, computers, footwear, rubber, fishery products and jewellery. Tourism investment makes up about 6 percent of GDP but it effects more than 20 percent on economic growth. Thailand is the 2<sup>nd</sup> largest economy in Southeast Asia after Indonesia. Thailand ranks midway in the wealth spread in Southeast Asia as it is the 4th richest nation according to GDP per capita, after Singapore, Brunei, and Malaysia. Thailand functions as an anchor economy for the Indochina sub-region connecting the neighbouring developing economies of Cambodia, Myanmar and Laos.

In 2016, poverty still remained a problem in Thailand. About 17 percent of population lived under poverty line. The proportion of the poor relative to total population in each region was 10 percent in the North, 12 percent in the South and 13 percent in the Northeast. At the end of 2017, Thailand's total household debt was 11.76 trillion baht or about 80 percent of its gross domestic product. Nevertheless, there was an improving sign of economic growth in the second quarter of 2017. Thailand's economy grew by 3.7 percent - its fastest pace in more than four years, thanks to an increase in farming output and tourism. In September 2017, Thailand's cabinet approved a measure to speed up a \$45-billion plan to develop the industrial east and attract foreign investors. The stimulating measure would offer investors in the so-called Eastern Economic Corridor areas attractive benefits such as tax breaks and the right to rent property for up to 99 years. This plan for the corridor calls for a \$6 billion upgrade of U-Tapao International Airport, \$6.7 billion investment in railway system, \$12 billion for new cities and hospitals, and \$15 billion for industries, according to Bloomberg.

The government expects about 80 percent of overall investment to come from the private sector under public private partnership.

### **2.5.8 International Relations of Thailand**

Thailand participates fully in international and regional organisations such as the United Nations (UN), Asia-Pacific Economic Cooperation (APEC), World Trade Organization (WTO), International Monetary Fund (IMF), World Health Organization (WHO), World Intellectual Property Organization (WIPO), World Tourism Organization (UNWTO), International Criminal Police Organization (Interpol) and International Olympic Committee (IOC). Furthermore, Thailand is a co-founder of the Association of Southeast Asian Nations or ASEAN which includes Indonesia, Singapore, Malaysia, Brunei, the Philippines, Laos, Myanmar, Cambodia, and Vietnam. Regional co-operation is progressing in economic, trade, banking, political, and cultural matters. However, a strong relationship in this region is still questionable due to long history of conflicts and competition in exporting similar products and in pulling foreign direct investment.

Thailand is regarded as a leader and a donor nation to poorer neighbours such as Cambodia, Myanmar and Laos but their relationships remain erratic. There are many issues between Thailand and its Southeast Asian neighbours. From 2015 onwards, this love hate relationship in this region is expected to gradually decrease after official integration of the Asean Economic Community (AEC) which encompasses mainly four cooperation: ASEAN Political-Security Community, ASEAN Economic Community, ASEAN Socio-Cultural Community, and Moving Forward.

Asean plus Six is an expansion of the relations between Asean and China, Japan, South Korea, India, Australia and New Zealand. This relationship has been seen in progress through the free-trade agreement of the Regional Comprehensive Economic Partnership. RCEP would, in part, allows the members to protect local sectors and give more time to comply with the aim for developed country members. Among each member, Thailand has bilateral agreements and foreign diplomacy apart from Asean commitment. For example, Thailand and China have enjoyed close relations over hundreds of years. Thailand continues to support the One China Policy and Thai royal family has been often invited to be official guests of Chinese government to strengthen this mutual relationship.

### **2.5.9 Thailand Brand Research**

Ushakov, Ermilova, and Andreeva (2018) studied destination branding as a tool for sustainable tourism development in the case of Bangkok, Thailand. The result shows there is no common understanding and consensus on the priority values behind national tourism brand. The problems in the assessments of the priority values include government policy of Thai tourism, public and private agencies related to national products and services in Thai tourism, and finally sizes of tourism and hospitality business. However, the tourism image of exclusivity, environmental friendliness, and healthcare & wellness remains strong. On the other hand, uniqueness and exoticism of Thai tourist product is already outdated in promotional attraction. Therefore, the tourism authority and hospitality businesses should be more concerned of promotion with these values. It is necessary to focus attention on safety, connectivity, environment, and advancement compatible with the best world standards. Safety standard should be the focal point of reputation, when it relates to both external factors such as growth of terrorism threats, and domestic factors such as car accidents. As a tourist destination, Thailand should be perceived by consumers primarily as a "quiet, green, clean harbour with a caring and participative local population". Such a vision, in the long run, will form a "new" uniqueness and country's competitiveness. Ecology and healthcare should be set as the top priority of value creation reflecting its differentiation. Cleanliness of the natural environment should be seriously monitored otherwise tourists would go other destination for purer and beautiful sceneries. Creativity in fashion, film and music should be lifted up to global standard for perception of the country's achievement. Undoubtedly, this strategy will require not only substantial investments, but also well- coordinated work of several Ministries (including the Ministry of Culture, Sports, Education and Science) and several academies and commercial associations (Universities, Entertainment firms, Media Channels).

Desatova (2017) proposed conceptualization of nation branding from internal focus under a project of Thailand 4.0. The objective of this project was mainly aimed at Thai people who should have new identity of global, digital, capable, and socially responsible characteristics. In another words, Thai people in the age of 4.0 industry should develop the four skills-purposeful, innovative, resourceful and mindful. The



research showed that communication of this project was perceived as propaganda of the junta's government to stay in power and the message was also unclear to the participants than it was to the initiators.

Jiraporn Prommaha (2015) studied the topic of Destination Branding: Brand Management and Brand Engagement of Health and Wellness Tourism in Thailand and the ASEAN region. Her research concluded that in health and wellness tourism the most influential factor is the personal touch such as a service-mindedness and welcoming smiles. The personal touch is different in each ASEAN country according to their culture and heritage. Brand engagement in this service category consists of four perception and image : 1) Confidence 2) Integrity 3) Pride and 4) Passion. Thainess delivers those elements through their personal touch and tourists also memorize those positive perceptions for Thai's Health and Wellness Tourism. Thailand also has a strong point on value for money; tourists can easily afford and get high value in return. The by products such as massage oil and native herbs can be easily chosen from various places. In this research, recommendation for future development is a creation of the centre of image management and brand engagement of Thailand

Terapon Poorat (2015) studied Thailand's brand communication for creating image of the country and Thai products or services and the findings revealed that brand identity, brand image and integrated communication have significant and positive relationships one to another in Thai product and service brands. Thailand brand identity comprised of the word "THAILAND", the colours of Thai flag and the slogan of Diversity and Refinement. Thailand's Brand Image reflect reliability, quality and diversity. The integrated communication are the combination of mainstream mass media and new internet media.

Thidarat Saenjai (2011) investigates effort of Thailand branding through public diplomacy to improve recognition of Thailand on the global arena. Her research is based on Anholt's theory on six elements of the Thailand brand. The strongest elements of Thailand's brand are hospitality and service, people and language, shopping and fashion. In an element of export product, the research showed that Thai service-minded identity was voted on the top list. In an element of governance, most respondents are satisfied with Thai's government identity of efficient management on basic

infrastructure. In an element of Culture and Heritage, the research reveals a good perception towards Thai cuisine and Thai kick boxing. Most of respondents recognised Tom Yum Koong as Thai well-known cuisine and movie. In an element of people, the results showed that Thais are viewed exceptionally high in terms of service mindedness involving high levels of personal interaction. Thailand tourism is the fifth element that is rated for a destination with the best value for money. The last element is investment and immigration that respondents perceive Thailand as a free-enterprise economy. However, there are many identities of the Thailand brand needing to improvement for sustainable growth. For example, identities of cleanliness, safety and technology are rated in the low level.

Piyada Prucpairojkul and Supatana Triamsiriworakul (2008) applied 'Asset-based Nation brand equity' model in their research of Thailand's Nation Branding: A study of the Thai nation-brand equity and capabilities. The result demonstrated that Thailand has many good internal assets both innate and nurtured such as beautiful landscape and fascinating culture. However, Thailand has weak points in external assets, both disseminated and vicarious assets such as lacking world-renowned leaders, world-famous celebrities, export brands, popularity of its music and movies. Those internal and external assets have to work parallel to each other to construct the strong brand equity and Thailand needs a large effort to improve its external assets for nation branding.

Krittinee Nuttavuthisit (2007) studied the branding of Thailand: correcting the negative image of sex tourism. The research showed that Thailand has competitive positioning in many dimensions such as quality cuisine and amazing experience but at the same time Thailand is negatively perceived as destination of sex tourism. The deep-rooted causes came from economic and justice inequality. Law enforcement was strictly used for the poor but loosely for the rich. Community self-perception is highly important factor in building nation brand. Cooperation among stakeholders is a key strategy to correct negative images but requires a large effort from leadership in each social group.

## **2.6 Section 6: Semiotic Theories and Researches**

This part consists of a review of semiotic theories and researches as follows:

### **2.6.1 Semiotic Terminology**

The word “semiotics” originally derives from the word of semios in ancient Greek, which semios means “sign of symptom” in a medical term. Later on, semiotic has been applied to a sign system of language and expression in both verbal and non-verbal patterns. In this research, the word “semiotics” will be interchangeably used with “semiology” to refer to the meaning and sign study. Thus, semiotic branding will be applied in a signifying operation in branding paradigm.

### **2.6.2 Semiotic Theory**

A study of signs was proposed by Saussure (1857~1913), a Swiss linguist, and Peirce (1839~1914), an American philosopher in the early 20<sup>th</sup> century (Eco, 1976). Semiotics is the academic study of meanings and signs which have correlation between the elements of human’s expression and interpretation in all phenomena (Jakobson, 1960; Hull, & Nelson, 2005, Chandler, 2007). Consequently, Saussure and Peirce applied the terms of semiology and semiotics in the same study. Hence, the two words can be interchangeable in the semiotic research. However, the word “semiotics” is more frequently used in the modern research for semioticians (Chandler, 2007).

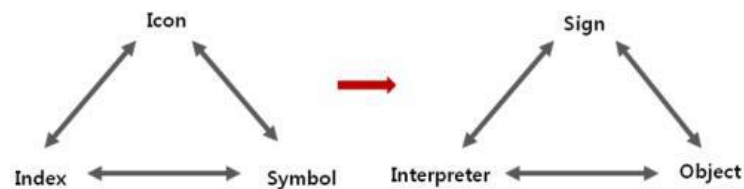
In semiotics, every communication consists of signs performed by sending and receiving messages through various codes of verbal and non-verbal languages. Eco (1976) identified signs as ecological system of meaning construction in everyday life and semiotic study focus on signs and their relationship between the signifier and the signified in connotative meaning. The signified generally contains a secondary meaning. For instance, the signifier “Rose” is not only a flower but also a symbol of love and romance as signified in a secondary meaning construction.

On the other hand, Peirce describes semiotics as the philosophy of the signification with in the cycle of a triadic relationship: the representamen, the object and the interpretant (Eco, 1976; Chandler, 2007). Sign begins its meaning from the

correlation between each angle in the triadic relationship to produce meanings and signs as follows:

A sign represents something in relation to the idea that it produces or modifies. Or, it is a vehicle that carries something in mind. The thing that a sign represents is called an 'object,' that a sign carries is called its signified, and the idea that a sign generates is called its 'interpretant'

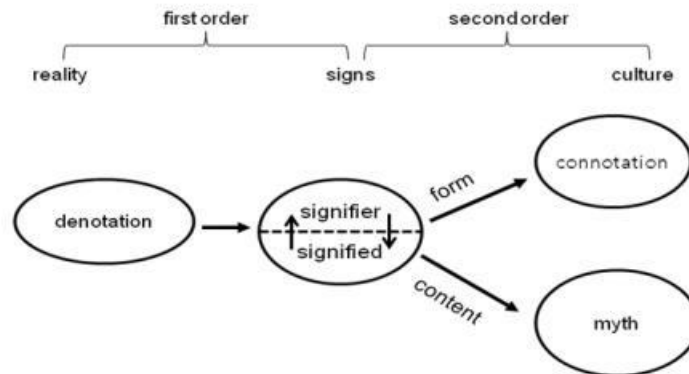
Additionally, Peirce explained that the communication of signs can be presented in forms of icon, index, and symbol. The icon means a sign similar to its object in some way. The index is a sign holding some cues between a sign and its object for interpretation. The symbol is a sign that is no connection between sign and object but it can stand for what it does from learning. In Peirce's theory, icons and symbols resemble the terms of iconic and arbitrary relations between signifier and signified in the Saussure's theory.



**Figure 2.3** Peirce's Semiotic Types and Meaning Elements

**Source:** Atkin, 2005.

Semiotics of these two schools have influenced the concept and research of many semioticians. Of these, Barthes (1915~1980), who follows the Saussure's theory, further adds the concept of the reinterpretation which is useful for the analysis of a signed phenomena. He explains the work of reinterpretation as shown by the following diagram.



**Figure 2.4** Barthes's Two Orders of Signification

**Source:** Fiske, 1990.

Barthes' semiology is based on the inter-subjective interpretation from the first to the second order. The first order produces the denotative meaning from the reality but the second order produces the connotative meaning from the cultural myths. Connotative meaning comes from the process that the message's receivers use their culture and experience to decode the messages which are related to the myths they get familiar with and they take this connotative meaning as reality (Fiske, 1990).

Myths are the imagined production from culture and media that deliver meanings through sign system which the meanings may or may not be consistent with the reality but the meanings have influenced to the attitude and belief of the message's receivers (Barthes, 1972). Thus, some of the myths disappeared but some remains strong inside the signs. It should be herein noted that the concept of Barthes' s mythology is similar to that of Peirce's interpretant. Fiske (1990) points out that Barthes methodology is a chain of related concepts which human describes its social realities in a form of values, faiths and ideologies. For instance, Nike as sport apparel has become symbol of universal and intensely personal in American culture from the myth creation through sport celebrities and triumph stories. Nike uses myth narration of referential meaning, expressive meaning and evaluative meaning between the primary and secondary functions.



**Figure 2.5** Barthes's Schematisation of Myth

**Source:** Fiske, 1990.

As shown in the diagram above, myth is formed in the secondary process. The signified in the second step is coded by cultural phenomena or social and media stream. Myths are the stories selected by social groups to turn some denotative meanings to the connotative meanings in natural way as if they are universal and general knowledge which may or may not be consistent to facts and truths.

According to Barthes, if there is no relationship between signs, there will be no meaning construction. In the relationship, the sign contains the meaning in the primary step and it can be transferred to the other meaning from association and interpretation between externally appearing reality and internal perception. Semiotic branding thus comes to supplement the communication between inward perception and outward reality which, in other words, are brand identity and brand image.

### **2.6.3 Semiotics in Modern Marketing**

The semiotic approach outlined in modern marketing mostly draws upon structural semiology represented by authors such as Ferdinand de Saussure (1916, 1983), Levi-Strauss (1958, 1974), Barthes ([1964] 2000), Eco (1976, 1979) and Jakobson (1956, 1990). The distinctive feature of structural semiology stems from the binary opposition which is later on marketers use it in brand positioning communication based on similarity and differentiation. Grayson and Shulman (2000) argue that the meanings of the brands would be coded by idiosyncratic interaction between marketers and consumers. Hence, a brand must communicate its core identity and clear message shared by a large audience for differentiation in the market.

It becomes clear that connotations can turn to be universal appeal that consumers take the brand meaning in order to incorporate them into their identity such as young and old, tradition and modern, or boring and amazing. In sensational branding, the marketers can use semiotic cues through oppositions (such as good and evil), contrasts (such as green light and red light), and complements (such as factors that are neither good nor bad in a given circumstance) to differentiate the brand from the other brand. Culture makes “sense” in these kinds of simple communication because these distinctions are codified by long-standing tradition. For gender coding in the board culture, marketers may associate one brand with masculine symbols such as physical strength and produce feminine meaning with caregiving to the other brand. However, markets can also apply other gender structures such as bisexual and homosexual meaning in a given society.

In semiotic branding, myths can be created to solve social tensions that cannot be resolved in reality. Studying the brand myth may begin with the diachronic analysis of phenomena over time and the synchronic analysis of phenomena in a single time period. That analysis would uncover multiple texts that reflect values and beliefs which consumers associate them with the brand. Jakobson identifies two fundamental relationships: the mental operations of selection and combination, and the formal relations of similarity and contiguity which consumers usually mix and match such rituals. He mentions about the plurality of rhetorical associations by similarity (metaphor) and by contiguity (metonymy). The interplay between these two forms of relationships supports the integration of the emotional and rational branding to engage consumers. Rhetoric expands the emotional breadth, depth, and semiotic value of brands and fosters connections between the brand world and consumers. It is clear that using semiotic perspective is compatible with all aspects of the brand research from design, data collection, and result analysis.

#### **2.6.4 Semiotic Branding Research**

Oswald (2012) states that brand strategy and management should employ the semiotic analysis to the full spectrum of the branding processes, including market research, brand positioning, creative communication, and the design of products, packaging, and stores. In the book of Semiotics, Marketing and Communication written by Jean-Marie

Floch in 2001, the author focuses on the binary opposition from the given data into the “semiotic square,” an analytical tool developed by Algirdas Greimas (1966, 1984). The semiotic square reduces signification to three oppositional relationships: contradiction, complementarity, and contrast. Like a mathematical formula, the semiotic square provides a tidy model for understanding the elementary structures of binary opposition and meaning construction. Data can be then reduced to smaller units of meaning to match with the lifestyles, values, culture and perception of consumers.

From above principle, semiotic branding research begins with a data set, such as policy announcement, promotional campaign, consumer interviews and observations to identify the meaning structure and the sign system with the target market. The brand structure is similar to linguistic grammar that marketers can then use to manage the meaning for similarity or differentiation. In this way, the sign system organizes the relationships and proximity between the signifier, the signified, and the interpretant. It is believed that brands have meaning and value for consumers to some certain degree that they associated those brands into their daily life, social status and self-esteem motivation. Semiotic research process includes: 1) Collecting data from all sources, 2) Categorizing the elements of the brand, 3) Decoding the message from semantic analysis, 4) Selecting the competitive message, 5) Plotting the semiotic dimensions of the category, 6) Positioning the brand, 7) Identifying emergent consumer cultural codes and trends affecting the brand and 8). Aligning creative strategy with these meanings and signs.

In conclusion, semiotic branding research is to analyse the multidimensional sign systems in terms of their material, conventional, contextual, and performative structures. Material structure is available to the senses of general perception. Conventional structure is codified that most the members of a group share. Contextual structure is modified by social discourses and finally performative structure is an engagement between the two or more senders and receivers in a communication event. All of these dimensions involve with branding process from awareness, recognition, emotional associations, cultural relevance, and the relationship to consumers. Eventually, semiotic branding research can be tailored according to objective of research to find the answer in each brand category.



## 2.7 The Conceptual Framework of Semiotic Nation Branding

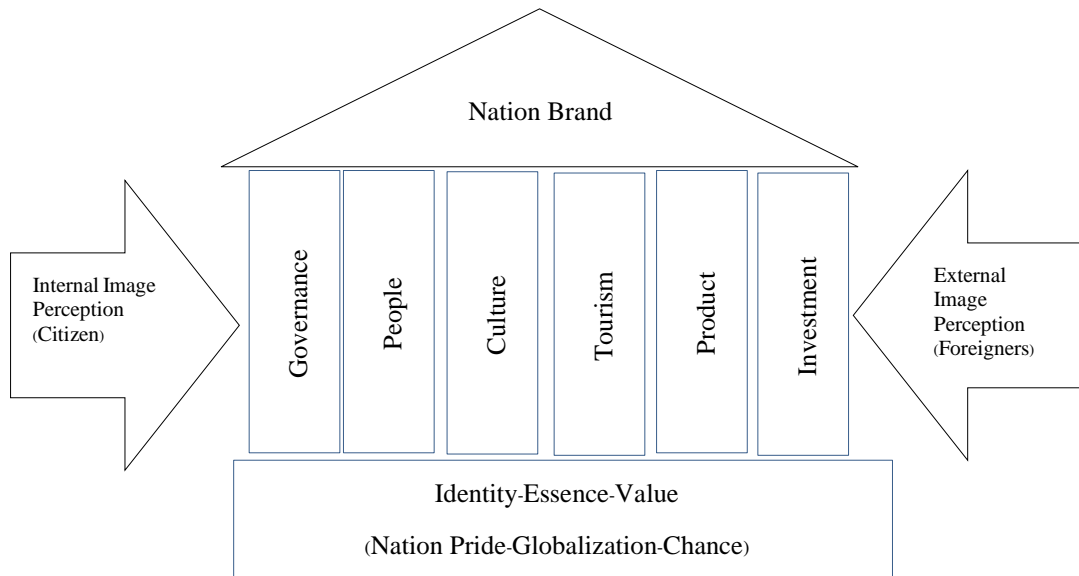
It is generally taken for granted that nation branding theory is multidisciplinary sciences that its research and practice involve many branding approaches and many stakeholders. In this paper, it is considered that nation branding is fully integrated with the public diplomacy due to the fact that both theories share the same goal and strategy on political, economic and cultural dimension. The branding audit is the first process to seek the key value and essence of the brand in order to make it more easily communicated through brand identity and personality. Nation Brand Asset Valuation (NBAV) is thus applied in the brand auditing process together with the Anholt's theory of Nation Brand Hexagon through six paths of nation identity and communication channels. Structural semiotic approach is most often applied through binary analysis in order to reduce analytical process for more easily-applicable signification on the ground that human brains have a limited capacity for brand consumption. Brand can grow through a story-telling that consumers associate its meaning with the structure of myths and archetypes. Brand and signification are interdependent systems through encoding and decoding process.

According to Anholt's nation branding theory, a country should set its national strategy on top of pyramid and nation brand strategy has a duty to serve that grand strategy by selecting national competitive identity for promotion and communication. Below is shown the pyramid of nation branding from the bottom base to top direction.



**Figure 2.6** Pyramid of Nation Strategy and Nation Brand Strategy

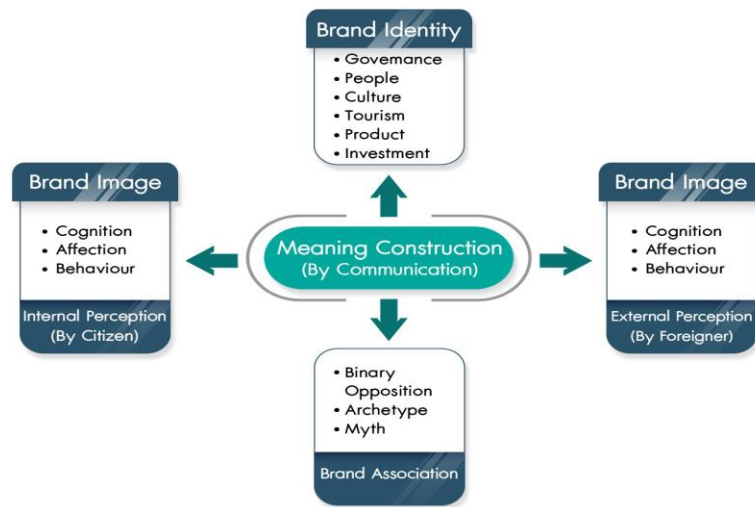
From above pyramid, all six national identity can be structured in a house of nation brand architecture.



**Figure 2.7** House of Nation Brand Architecture

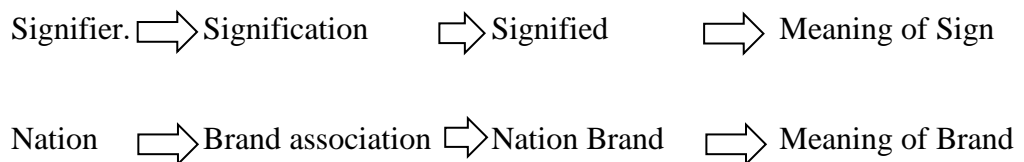
**Source:** Rajagopal, Romulo Sanchez, 2004.

In the six pillars, it is possible that some meaning association might overlap some of other components. It is also feasible if some meanings can represent all six components as single message of nation brand.



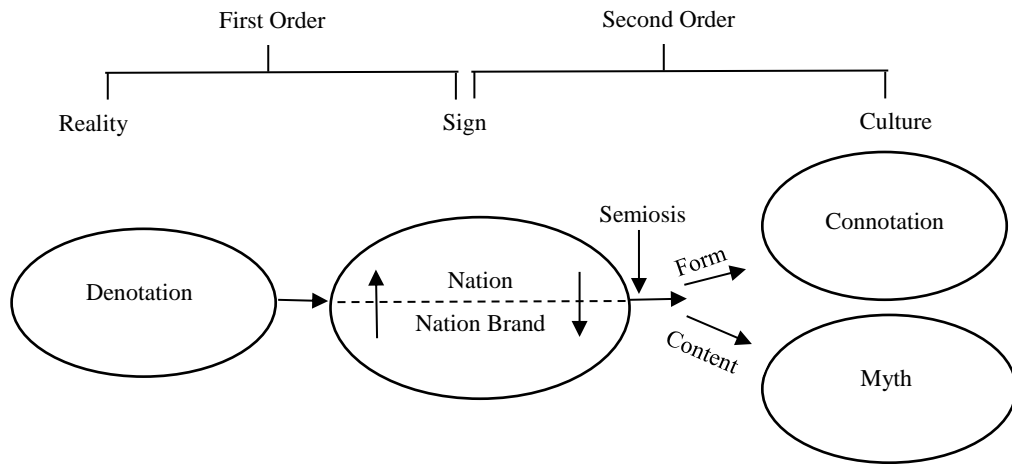
**Figure 2.8** Meaning Construction Connected with Brand Identity and Brand Image

On above picture, structural semiology also assists nation branding in meaning association. The signifier is represented by the country which has a number of competitive identities for meaning association to the signified as nation brand. The conceptual framework of nation branding can be drawn as following figures.



**Figure 2.9** Nation and Brand Association through Signification Process

In the sign system, Barthes interpreted the meaning of sign in the second order from connotation and myth which are free assessment of right and wrong in the inter-subjective cultural concepts. Barth referred a myth to faith, value and attitude that nation brand should employ this concept to produce a series of country narration to fit with the target market. The semiotic analysis on nation branding can be extended to a new conceptual frame work as below



**Figure 2.10** Nation Brand in the Process of Myth and Connotation

Nation brand is a complex structure of meanings that needs simplification for communication. However, there are many competitive identities proposed in many global ranking agencies. Some global ranking organizations collected the objective data from country statistic and some institutions collected the subjective data from survey research. Many marketers argue that the statistical data is very complicated for commoner's interpretation. They prefer the subjective data on nation branding research with a reason that common people have limited capacity of data processing. Nation brand is a sum of collective identities which are mixed between reality and imagination. There are many nation brandings surveys that have been accepted from global media and below are table summarised the key identities according to international organizations on nation branding surveys and Thailand publication through governmental policy, and research.

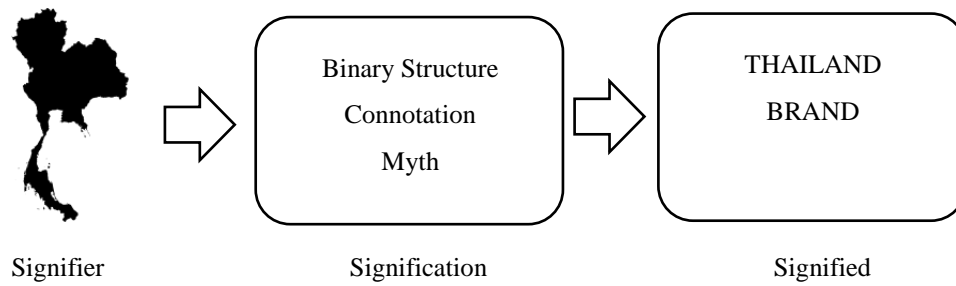
**Table 2.7** Identity Comparison between Nation Brand Index and Thailand Publication

Factors of Competitive Identity		Meaning Association	
Key Identity	Sub-Identity	Nation Brand Index	Thailand Publication
Governance	Government leader	Transparent, Safe,	Transparent, Efficient,
	Country	Efficient, Well-	Freedom, Fair, Moral,
	development	developed, Visionary,	Safe, Honest, Justice,
	Liberation	Trustworthy, Fair,	Visionary,
	Peace and security	Freedom, Stable,	Accountable, Equal,
	Social equality	Reputable	Well-developed
People	Good governance		
	Good citizen	Pride, Friendly,	Friendly, Loyal,
	Education	Reliable, Honest,	Honest, Patient,
	Well-being	Healthy, Discipline,	Grateful, Caring,
	Productivity	Justice-oriented,	Ethical, Generous,
	Creativity	Charming, Creative,	Equal, Healthy,
Culture	Global intelligence	Diligent, Equal,	Gentleness, Smart,
		Intelligent, Smart,	Creative, Reasonable,
		Diversity, Collaborative,	Trendy,
		Expert, Celebrity,	Knowledgeable,
		Knowledgeable	Progressive, Skilful
	Cuisine culture	Friendly, Attractive,	Friendly, Attractive,
Entertainment culture	Entertainment culture	Uniqueness, Diversity,	Fun, Amazing,
		Creativity, Innovation,	Wisdom, Modern,
Fashion culture	Freedom, Modern,	Contemporary,	
Sport culture	Tradition,	Diversity, Delicate,	
Festival culture	Contemporary, Heritage	Freedom, Dynamic,	
Faith culture	Local, Regional, Global value	Accessible, Richful,	Open, Spirituals

**Table 2.7** (Continued)

<b>Factors of Competitive Identity</b>		<b>Meaning Association</b>	
<b>Key Identity</b>	<b>Sub-Identity</b>	<b>Nation Brand Index</b>	<b>Thailand Publication</b>
Tourism	Infrastructure	Natural, Beautiful,	Amazing, Mindful,
	Natural resources	Attractive	Clean, Welcoming,
	Historical heritage	Accessible, Safe, Clean,	Scenic, Exotic,
	Community	Sexy	Beautiful, Variety,
	resources	Quality, Authentic,	Value, Green,
	Service Standard	Diversity	Accessible, Safe,
	Safety and security	Easy, Creative, Green	Sustainable, Authentic,
		Value for money,	Quality
		Sustainable	
Product	Quality	Quality, Design,	High Value, High
	Worthiness	Trustworthy, Safe,	Quality, Creative,
	Authenticity	Wisdom, Modern, Hi-	Wisdom, Original,
	Uniqueness	tech, Creative,	Workmanship,
	Innovation	Innovative, Prestige,	Affordable
	Sustainability	Value for money,	
		Original, Luxury	
Investment	Opportunity	Easy, Growing, Stable,	Creative, Productive,
	Prosperity	Productive, Creative,	Easy, Stable, Quality,
	Stability	Environmental-	Incentive,
	Collaboration	friendly	Environmental-
	Protection	Quality of life,	friendly
	Sufficiency		

From the above table, it can be seen that most of identities in several nation brand indices are similar to those indicated in Thailand government policy, TAT campaigns, scholarly research and publication. Thailand as signifier can be encoded and decoded from semiotic communication such as binary structure, connotation and myth and its meaning can be transferred in Thailand brand. The following figure shows the signification process of Thailand branding.



**Figure 2.11** Thailand Brand in the Process of Structural Semiotic Analysis

Lastly, the conceptual framework of nation branding in the case study of Thailand brand herein focuses on investigating each national competitive identity and on auditing a gap of a whole image of Thailand brand and also a gap of each competitive identity between Thai citizens and foreign visitors in order to formulate a proper model of Thailand brand for strategic planning and communication.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

The ultimate purpose of this research is to construct key components of the Thailand brand based on national competitive identity from the mix methods of qualitative and quantitative research. The research aims to

- 1) Examine key components of Thailand brand
- 2) Evaluate perception of Thai citizen to image of Thailand
- 3) Evaluate perception of foreign visitors to image of Thailand
- 4) Analyze gap of perception between Thais and foreigners
- 5) Propose a model of Thailand brand
- 6) Propose an appropriate guideline for Thailand brand communication.

The methodology for this research is a combination of qualitative and quantitative methods. The qualitative method consists of documentary research, content and textual analysis including an in-depth interview while the quantitative method consists of inferential statistics analysis and confirmatory factors analysis. Qualitative research is conducted for questionnaire design and descriptive explanation. In qualitative research, data collection starts from a documentary analysis of the world ranking reports, policy of Thailand development, and Thai tourism promotion of Amazing Thailand in respect of identity and image of Thailand. The world ranking reports comprise 85 global indexes, reflecting and influencing towards image of Thailand in specific perspectives.

This paper will categorize Thailand's images into three types: Positive, Neutral and Negative image. Analysis of Thailand Development Policy is essentially based on the National Economic and Social Development Plans (NESD) in order to understand sources of Thai identity construction since the first plan until the twelfth plan. Although the NESD plans never indicates policy of Thailand branding in official manner, it is considered as a useful data set of nation brand audit since the plans has continuously involved the country development in several dimensions for half a century (1961-2018).



Amazing Thailand Campaign is considered as the window of the country promotion to the global market. The language of Thai tourism promotion in both verbal and non-verbal elements reflects Thai unique identities which are directly related to constructed image of Thailand. In-depth interview with 52 key experts will help the researcher to understand more about background of Thai identity construction from long term history and culture including effects of governmental policy. In addition, content analysis in this qualitative research will be developed to questionnaire design in the next stage.

Quantitative research is used to quantify the defined variables of Thailand competitive identity and generalize results from samples to a larger population. In addition, the result of numerical data from confirmatory factor analysis would assist to propose a model of Thailand brand and prioritize the most outstanding factors in branding process. In quantitative method, the research employs descriptive and inferential statistics to describe perception of both Thai citizens and foreign visitors towards image of Thailand. Furthermore, the paper uses the confirmatory factor analysis to construct model of Thailand. The most impactful variables would be discussed in the use of the semiotic approach in the last chapter for guideline of Thailand brand communication.

### 3.1 Research Design

The research methods were designed for each objective as follows:

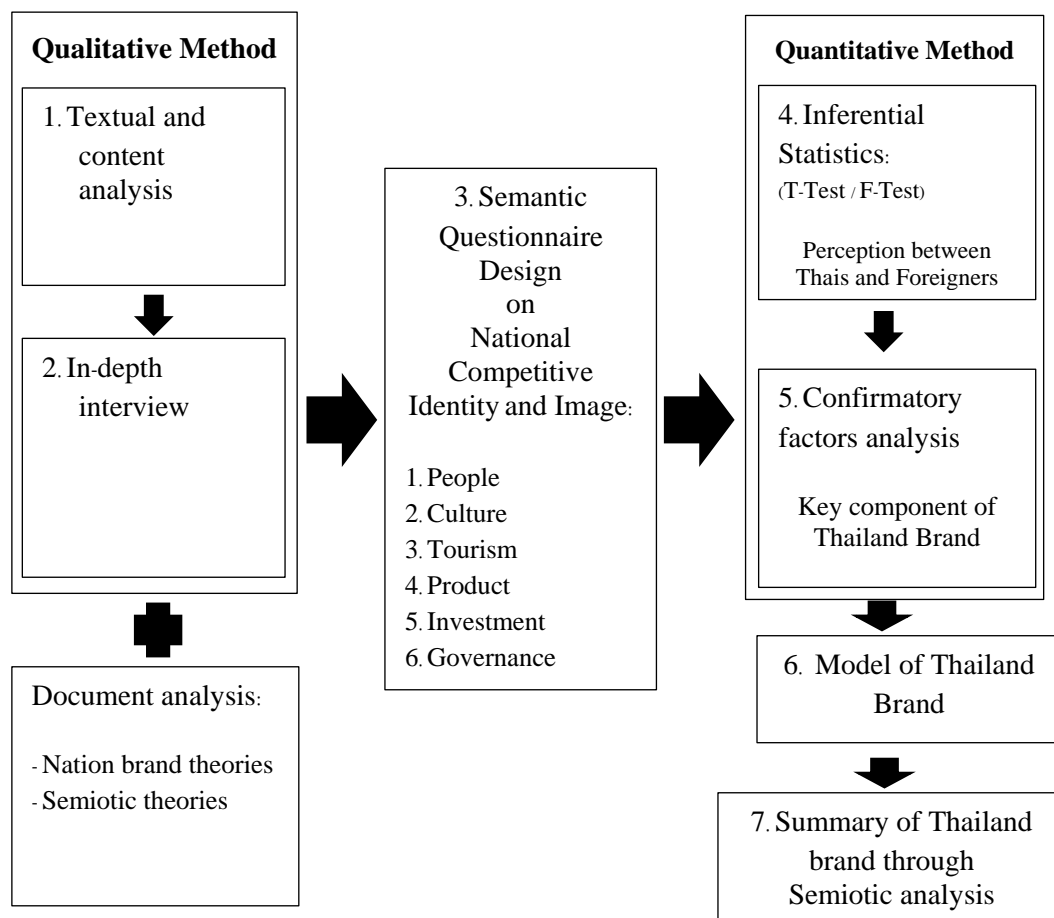
**Table 3.1** Research Objectives and Research Methods

<b>Research Objectives</b>	<b>Research Methods</b>
1. To study the national competitive identity of Thailand	-Textual and content analysis - In-depth Interview - Qualitative data analysis
2. To study a perception gap between Thais and foreigners towards each dimension of Thai competitive identity	- Questionnaire design and reliability test - Survey and data collection - Data analysis by inferential statistics

**Table 3.1** (Continued)

Research Objectives	Research Methods
3. To analyze key factors for Thailand branding	- Analyse the key factors by confirmatory factor analysis - Propose the key factors for Thailand Brand
4. To construct guideline of symbolic and meaning for Thailand brand communication.	- Analyse and synthesize the key factors through semiotic branding practice

A summary of the research design is shown in Figure 3.1

**Figure 3.1** The Research Design

From Figure 3.1 the research design is conducted for triangulation in data, theory and methodology, which will enable the conceptualization of Thailand branding for applicability. The research is implemented through 7 stages from conceptualisation to brand model construction. The first stage is the documentary research on the World Ranking Reports, the National Economic and Social Development Plans and Amazing Thailand Campaigns in order to seek the competitive identities of Thailand which have been constructed for more than decades through policy setting and international advertising. Textual and content analysis will be applied in this stage to code the typology and domain of the competitive identity. The second stage is an in-depth interview with 52 experts of each dimension for gathering insight and opinion towards identity and image of Thailand. The outcome of these two qualitative methods will formulate a semantic differential questionnaire in the third stage for testing content validity and reliability.

The fourth stage is a survey for Thais and foreigners in order to understand perception towards Thailand's image from internal and external consumers. Inferential statistics will test hypotheses between those two sample groups. The fifth stage is the process of factor extraction towards Thailand brand through First Order Confirmatory Factor Analysis with Structural Equation Model to find the congruence of the brand model with empirical data. The outcome of this stage will bring out the key factors influential towards strategy and communication of Thailand brand. The sixth stage will form a model of Thailand brand and the last stage is a summary and suggestion based on semiotic analysis for applicable guidelines. The research procedure of each stage includes data collection, data analysis and data presentation to achieve objectives of this study through appropriate methodology.

## **3.2 Research Procedure**

In this research, there are the main 5 stages with the following details;

### **3.2.1 Stage 1: Documentary Research with Content and Textual Analysis**

Data collection starts from the World Ranking Reports, the National Economic and Social Development Plans and Amazing Thailand Campaigns in order to seek the competitive identities in terms of identity and image construction (an organised branding process). Data analysis is based on a lexical-based textual analysis to study an array of words implying with 6 dimensions of nation branding, both in form and content. On one hand, different words in a corpus may convey a similar meaning, a common thematic area and the same semantic field. On the other hand, the same word may have more than one signification. In this stage, the researcher aims to scrutinize types and tokens affecting simultaneously to the factors of nation branding. A list of all key words (type) used in the Working Ranking Reports, the NESD plans, and Amazing Thailand Campaign will be categorized according to Anholt's theory of nation branding. Once certain relevant words have been picked out from the list, the researcher can explore all their occurrence (token) by observing them in context. The lexical categorization will be conceived as an interactive-search-and-coding process. Content analysis employs to sort frequencies of words and phrases, to calculate several kinds of type-token statistics, to produce ranking of collocates to a word by their strength of association to the national competitive identities of Thailand. The selected word groups can then be displayed in data presentation to link those key words to variable-context factors of nation branding. The factors will be encoded with bipolar adjective meaning in design of semantic differential questionnaire. Symbolic properties will be added to the list of study to seek which signifier (the object-the form) has been privileged to communicate a signified (the meaning-the content). This textual and content analysis will favour the next stage of in-depth interview and quantitative research.

**Table 3.2** Documentary Research and Number of Information Sources

World Ranking Reports	NESB	Advertisement of Amazing
	Plan	Thailand
85 indexes	12 plans	40 commercial online clips

### 3.2.2 Stage 2: Qualitative Research with In-depth Interview

Data collection starts from sampling selection with a purposive technic. Sample of interviewees is composed of three groups in each topic: academic scholars, practitioners and foreigners. The purposeful sampling consists of information-rich cases with 50 key informants in each topic for validity and credibility of triangulation. Some key informants have their profound knowledge in several dimensions related to Thai competitive identity and thus the number of key informants would be possibly overlapped across three groups. However, the table of key informants as shown in appendix III will be categorized by the main area of their expertise.

Semi-structured questions are designed according to the list of variable-context factors from stage 1. All key informants read the semi-structured questions before their interview and the process of interview took one hour with tape recording and notes. The in- depth interview also includes discussion over special issues which some key informants considered as critical information to this research. Data analysis examines the internal and external validity. Note-taking separates opinions and facts that all key informants offer during the interview. Descriptive and interpretive index followed patterns of content analysis. Data presentation displayed in diagrams and tables to conclude the findings of this stage and the outcome is also extended to the design of questionnaires.

**Table 3.3** Number of Key Informants

<b>Topic</b>	<b>Academic scholar</b>	<b>Practitioners</b>	<b>Foreigners</b>
- Governance	1	4	2
- People	2	2	4
- Culture	1	3	3
- Tourism	2	2	2
- Product	2	4	2
- Investment	1	4	3
- Branding	1	5	2
<b>Total</b>	<b>10</b>	<b>24</b>	<b>18</b>

### 3.2.3 Stage 3: Quantitative Research with Inferential Statistics Survey

Data collection starts from design of a semantic differential questionnaire with 7 scales of opinion and satisfaction towards image of Thailand in each dimension. Questionnaires are produced in Thai and English language which has some commonality and some differences according to hypotheses of research. Thai questionnaire will be divided in 6 parts as follows;

Part 1 General information of respondent: gender, age, education and income

Part 2 Participation of nation branding: national pride and global citizen

Part 3 Key factors of nation brand and image of Thailand

Part 4 Image of Thai tourism, Thai people, Thai culture, Thai product, Thai investment, and Thai governance.

Part 5 Symbol and archetype of Thailand brand

Part 6 Communication of Amazing Thailand Campaign

For English questionnaire for foreigner survey, there are 7 parts as follows;

Part 1 General information of respondent: gender, age, education and income

Part 2 Purpose and experience in Thailand: frequency of visit, length of stay

Part 3 Key factors of nation brand and image of Thailand

Part 4 Image of Thai tourism, Thai people, Thai culture, Thai product, Thai investment, and Thai governance.

Part 5 Level of satisfaction toward Thailand

Part 6 Symbol and archetype of Thailand brand

Part 7 Communication of Amazing Thailand Campaign

Descriptive data is designed for multiple choices and ranks. Inferential data is designed for rating scale from 1 to 7 scores with the following meaning;

**Table 3.4** Semantic Differential Questionnaire with 7 Score Rating

Scale	Agreement	Important Level	Image Level
1	Extremely disagree	Extremely unimportant	Extremely negative
2	Very disagree	Very unimportant	Very negative
3	Slightly disagree	Slightly unimportant	Slightly negative
4	Neutral	Neutral	Neutral
5	Slightly agree	Slightly important	Slightly positive
6	Very agree	Very important	Very positive
7	Extremely agree	Extremely important	Extremely positive

Before survey, both questionnaires are tested for content validity from 5 experts with score of content validity index over 0.80 in both item and scale (Davis, 1992; Grant & Davis, 1997; Polit & Beck, 2004; Mohajan, 2017). Reliability test is also conducted with 50 convenient samples of Thais and 50 samples of foreigners respectively. The criteria to measure reliability of questionnaire before distribution is a score of the coefficient of Cronbach's Alpha over 0.70. The result of reliability test shows score of Alpha at 0.82 in Thai questionnaire and at 0.78 in English questionnaire.

The population in this research is divided into two groups: Thais and foreigners who travel, work and live in Thailand. Sample size in this stage is calculated 1,500 people. According to Hair, Black, Babin, and Anderson (2010), sample size for Structural Equation Model with more than 7 variables would not be less than 500. In this research, the sample size is 1,500 samples by dividing 700 samples from Thai citizen and 800 samples from foreigners in Thailand. Number of sample size passes the

statistic requirement. The multi stage random sampling was applied with the following methods;

1) For the Thai citizen survey:

Sampling stage 1: Purposive random sampling; the researcher separates area of population according to the National Research Council and the Tourism Authority of Thailand (TAT). In this research, Thailand will be divided into seven regions for study and the researcher selects provinces of random sampling by the number of tourists.

Sampling stage 2: Quota random sampling; the researcher selects quota of 100 samples from each area to represent population of each region.

Sampling stage 3: Convenient random sampling; the researcher employs the convenient sampling to distribute questionnaire to Thai citizens around the area of study.

**Table 3.5** Area and Size of Thai Sample

<b>Area</b>	<b>Region</b>	<b>Province</b>	<b>Sample</b>
1	Bangkok and metropolitan	Bangkok	100
2	Central region	Ayutthaya	100
3	East region	Chonburi	100
4	West region	Prachuap Khiri Khan	100
5	North eastern region	Khon Kaen	100
6	Southern region	Phuket	100
7	Northern region	Chiang Mai	100
<b>Total</b>			<b>700</b>

2) For the foreigner survey:

Sampling stage 1: Judgement random sampling; the researcher separates area of population according to the United Nations Country Grouping and the Tourism Authority of Thailand (TAT). In this research, the region in the world will be divided into ten regions for study and the researcher selects samples from each region by convenient method.



Sampling stage 2: Quota random sampling; the researcher selects quota of samples from each region to represent a world population.

Sampling stage 3: Convenient random sampling; the researcher employs the convenient sampling to distribute questionnaire to foreigners around the area of study.

**Table 3.6** Area and Size of Foreigner Sample

<b>Area</b>	<b>Region</b>	<b>Survey Area</b>	<b>Sample</b>
1	North America	International airports, hotels	80
2	South America	and shopping centres around	50
3	Western Europe	the tourist cities in each	98
4	Eastern Europe	region of Thailand such as	98
5	Africa	- Bangkok	50
6	Australia and Oceania	- Ayutthaya	50
7	East Asia	- Chonburi	115
8	South Asia	- Prachuap Khiri Khan	95
9	South East Asia	- Khon Kaen	114
10	Middle East	- Phuket - Chiang Mai	50
<b>Total</b>			<b>800</b>

Hypotheses in this stage will be divided into 3 groups with the following details;

- 1) For the Thai citizen survey; the main hypotheses includes
  - (1) Thai citizens with different profiles have different Global-Thai characteristics
  - (2) Characteristic of Global-Thai citizen is related to the image of Thailand
  - (3) Thai citizens with different profiles have different perceptions towards the image of overall image of Thailand, Thai tourism, Thai people, Thai culture, Thai product, Thai investment and Thai governance.

(4) Thai citizens with different profiles have different levels of satisfaction towards the Amazing Thailand Campaign, and thematic advertising

2) For foreigner survey; the main hypotheses include:

(1) Factor of satisfaction towards experience in Thailand is related to the image of Thailand.

(2) Foreigners with different profiles have different perceptions towards the overall image of Thailand, Thai tourism, Thai people, Thai culture, Thai product, Thai investment and Thai governance.

(3) Foreigners with different profiles have different perceptions towards the Amazing Thailand Campaign and thematic advertising

3) For comparison between Thai and foreigners

(1) There is a difference between Thais and all nations in their perception towards the overall image of Thailand and each aspect of Thailand's identity (Thai tourism, Thai people, Thai culture, Thai product, Thai investment and Thai governance).

(2) There is a difference between Thais and North Americans in their perception towards the overall image of Thailand and each aspect of Thailand's identity (Thai tourism, Thai people, Thai culture, Thai product, Thai investment and Thai governance).

(3) There is a difference between Thais and South Americans in their perception towards the overall image of Thailand and each aspect of Thailand's identity (Thai tourism, Thai people, Thai culture, Thai product, Thai investment and Thai governance).

(4) There is a difference between Thais and Western Europeans in their perception towards the overall image of Thailand and each aspect of Thailand's identity (Thai tourism, Thai people, Thai culture, Thai product, Thai investment and Thai governance).

(5) There is a difference between Thais and Eastern Europeans in their perception towards the overall image of Thailand and each aspect of Thailand's identity (Thai tourism, Thai people, Thai culture, Thai product, Thai investment and Thai governance).

(6) There is a difference between Thais and Oceanians in their perceptions towards the overall image of Thailand and each aspect of Thailand's identity (Thai tourism, Thai people, Thai culture, Thai product, Thai investment and Thai governance).

(7) There is a difference between Thais and Africans in their perception towards the overall image of Thailand and each aspect of Thailand's identity (Thai tourism, Thai people, Thai culture, Thai product, Thai investment and Thai governance).

(8) There is a difference between Thais and East Asians in their perception towards the overall image of Thailand and each aspect of Thailand's identity (Thai tourism, Thai people, Thai culture, Thai product, Thai investment and Thai governance).

(9) There is a difference between Thais and South Asians in their perception towards the overall image of Thailand and each aspect of Thailand's identity (Thai tourism, Thai people, Thai culture, Thai product, Thai investment and Thai governance).

(10) There is a difference between Thais and South East Asians in their perception towards the overall image of Thailand and each aspect of Thailand's identity (Thai tourism, Thai people, Thai culture, Thai product, Thai investment and Thai governance).

(11) There is a difference between Thais and Middle Easterners in their perception towards the image of Thailand and each aspect of Thailand's identity (Thai tourism, Thai people, Thai culture, Thai product, Thai investment and Thai governance).

#### Data analysis

Questionnaires are designed for collecting information from both qualitative and quantitative data. Qualitative data is an open-ended format of opinion, experience and suggestion. Quantitative data is a closed-ended format of important, satisfaction and perception to image level with semantic differential pattern with 7 interval-rating scale. In part of image measurement, the questionnaires are coded with bipolar adjective words reflecting negative and positive image of each factor in the study. The criteria to measure variables is set as follows;

**Table 3.7** Rating Scale and Meaning of Measurement

Rating Scale	Average Score	Important Level	Image Level
1	1.00 - 1.85	Extremely unimportant	Extremely negative
2	1.86 – 2.71	Very unimportant	Very negative
3	2.72 – 3.57	Slightly unimportant	Slightly negative
4	3.58 – 4.43	Neutral	Neutral
5	4.44 – 5.29	Slightly important	Slightly positive
6	5.30 – 6.15	Very important	Very positive
7	6.16 – 7.00	Extremely importance	Extremely positive

**Source:** Flores, 2015.

**Table 3.8** Range Score for Measurement of Global Thai Characteristic and Satisfaction

Range	Range Score	Global-Thai Level	Satisfaction Level
1	1.00 - 3.50	Low	Low
2	3.60 – 4.50	Middle	Middle
3	4.60 – 7.00	High	High

**Source:** Flores, 2015.

**Table 3.9** Interpretation to Spearman Rho Correlation Score

Range	Range Score	Correlation	Directional Remark
1	0.90-1.00	Very Strong	(+ ) positive correlation
2	0.70-0.89	Strong	( - ) negative correlation
3	0.50-0.69	Moderate	
4	0.30-0.49	Moderate to Low	
5	0.16-0.29	Weak to Low	
6	Below 0.16	Very Low	

**Source:** Cohen (1988)

**Note:** Interpretation of Correlation Coefficient at 0.05 level

Above tables (3.7, 3.8, 3.9) shows criteria of scoring and ranging number in data processing. Descriptive statistical analysis covers frequency, percentage, average and standard deviation to describe characteristics of the sample and the opinion variable. Analytic instrument is SPSS and Excel. Inferential statistics analysis is used to test the hypotheses, Chi-Square t-Test, One Way ANOVA with the level of significance at 0.05 and Spearman rank-order correlation coefficient with the level of significance at 0.05.

#### Data presentation

The result of statistics will be presented in table with explanation as the following parts;

Part 1: The result of Thai and foreigner profiles separated in gender, age, education, career and income.

Part 2: The result of Thai and foreigner attitudes, experience and behaviour in Thailand.

Part 3: The result of Thai national competitive identity and image

Part 4: The result of hypotheses test

Part 5: The result of opinion and suggestion

#### **3.2.4 Stage 4: Quantitative Research with Confirmatory Factor Analysis**

Data collection started from questionnaires and sampling in the same way as stage 3. Data analysis will be processed through AMOS with many inferential statistics such as First Order Confirmatory Factor Analysis, Structural Equation Modelling (SEM), Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO), Bartlett Test of Sphericity, Fit Indices Model Testing, Regression Weight/ Path Coefficient, and Estimating Predicted Coefficients. Data presentation will be in tables and diagrams showing critical factors towards Thailand Branding Model. The assessment of the appropriateness of the data before the Conduction of Structural Equation Model (SEM) Analysis will be done with the following methods;

##### 1) Normality Test of the Data

A normality test of the data is conducted by reviewing skewness value of all 101 indicator variables, and it is found that the skewness value is between -3 to +3, which is within the accepted range as specified in the criteria (Nantana Jaengsawang,

2013). Thus, it indicates that the data set of all indicator variables is normally distributed as per basic conditions.

#### 2) Coefficient of Correlation Analysis

The researcher assesses correlation coefficients from the relative distribution table, and it is found that the correlation coefficients of all manifest variables is less than 0.80, which is considered as appropriate to study as per the criteria. (Song, G. Y., et al, 2014).

#### 3) Analysis of Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO)

From the analysis of Kaiser- Meyer- Olkin Measure of Sampling Adequacy (KMO), it is found that  $KMO = .958$ , which is higher than  $.50$  ( $KMO > .50$ ), is close to 1, indicating that all 101 indicator variables are closely related and can be grouped as variable sets. From the findings, it indicates that the studied variables are appropriate and can be analysed by further factor analysis. ( Kanlaya Vanichbuncha, 2013)

#### 4) First Order Confirmatory Factor Analysis

The purpose of this analysis is to test the congruence between the Structural Equation Model and empirical data or model fit index with the assumption that the constructed model is congruent with empirical data in accordance with the criteria. The criteria is presented in Table 3.10

**Table 3.10** Illustrates Model Fit Index Criterion

Indication	Criterion
GFI	0 .90 (Byrne, 1994)
AGFI	0.80 (Schumacker & Lomax, 2004)
NFI	0 .80 (Byrne, 1994)
CFI	0 .90 (Ullman, 2001)
RMSEA	.05 - .08 or 0 .05 (PCLOSE > .05) (Hoyle, 2012)
RMR	< .05 (Stieger, 1990)

For the model of principle components used for testing, the components are named the same as variables gained from quantitative survey.

### **3.2.5 Stage 5: Thailand Branding with Semiotic Analysis**

The result of stage 1-4 was integrated for semiotic analysis onto strategy and communication design. Data presentation will be presented in pictures and diagram as guideline for implementation and future research.

## **3.3 Issue of Verification, Trustworthiness, Limitations and Delimitations**

### **3.3.1 Verification**

Verification of data was made throughout every stage of research to ensure that there is sufficient information to answer the research questions. Sources of primary data were credited from well-known experts and face validity. Sources of secondary data were verified from official websites, academic library, and online-databases. Triangulation was included in each procedure of 1) Data Triangulation 2) Theory Triangulation and 3) Methodological Triangulation in order not to be dependent on any one particular source and method for creditability and applicability.

### **3.3.2 Trustworthiness**

Sources of data, informant and methodology have been crosschecked with a panel of experts in order to avoid bias and ambiguity. Contents in questionnaire were adjusted by social experts to lessen a cross-cultural barrier and reduce complexity to simplicity for general respondents. Languages in questionnaires in both Thai and English version were translated and proved by bilingual language experts.

### **3.3.3 Limitation and Delimitation**

The limitation of each research stage may occur from 1) original source of data 2) undisclosed name of key informants 3) disapproval of host in survey areas 4) unqualified respondents and 5) timeframe, space and scope of research. Solutions to these limitations included 1) data selection from available sources 2) disclosing key

informant quotes without naming 3) changes of survey area 4) delete of unqualified respondent who did not pay attention to the answered questions, resulting in a lot of 'neutral' answers or missing answers and 5) focusing on timeframe and scope of research to achieve the objective of this research and finally suggesting solutions to future research in nation branding. However, these delimitations do not remove all problems and obstacles but it more or less enhances the quality of results for applicability.



## **CHAPTER 4**

### **RESEARCH RESULT FROM QUALITATIVE METHODS**

This chapter presents the results derived from qualitative research by content analysis and in-depth interview. Content and textual analysis methods with manual practice and Computer-Assisted Qualitative Data Analysis (CAQDAS) program are the key tools to extract meanings from the data sets. The chapter is divided into seven parts:

- 1) Contents, Coding Manual and Research Methods
- 2) Content Analysis from World Ranking Report
- 3) Content Analysis from the Policies of Thailand Development
- 4) Textual Analysis from Amazing Thailand Campaign
- 5) Content Analysis from in-depth interview
- 6) Result of Content and Textual Analysis
- 7) Summary for Semantic Questionnaire Design

Each part consists of full accounts of the findings obtained from qualitative research method described in the previous chapter.

#### **4.1 Part 1: Content, Coding Manual and Research Methods**

This part describes the method of content and textual analysis as a research process to seek out the national competitive identities of Thailand. The method herein entails a systematic reading of a body of texts, images, and symbolic matter with a hybrid approach of semantic content analysis. According to Janis (1965), semantic content analysis was applied as procedure which classifies signs by designation, attribution and assertion for network analysis to understand of relationships from meanings and signs. Additionally, this research is not only based on triangulation but also designs in response to validity, reliability, and replicability.

Data collection starts from four distinguished sources; the world's ranking reports, the NESD plans, Amazing Thailand Campaign and in-depth interviews. Data analysis begins with coding practices combining a deductive method from nation branding theory, and an inductive method from empirical evidences. Before data analysis, pre-set codes are listed in 6 main categories according to Anholt's theory. During data analysis, the emergent codes are created from the ideas, concepts, and relationships from the data and transitional process. The repetitive patterns are considered from characteristics of similarity, difference, frequency, sequence, correspondence and causation.

Coding process comprises a decoding from the selected contents, encoding and recoding key words with three cycle method. First is an In Vivo coding and second is an initial-descriptive coding and third is an axial coding for categorisation in groups of six national competitive identities. During axial coding, key category has its subcategories and all are related one to another from code to theory. Themes emerges from an outcome of analytic reflection in a form of a phrase or sentence. The code list is manually prepared through CAQDAS program for clarity and flexibility. In domain and taxonomy analysis, the researcher focuses on type of relationships between symbol and referent according to Spradley (1979) for further explanation in a part of summary.

The researcher tabulates the adjectives used to describe the chosen concept and the shared attribution in relationship analysis. Message accuracy is based on four basic elements: the inclusion of basic facts, the inclusion of misstatements, the inclusion of incomplete information, and the omission of the basic facts. The researcher uses NVivo program to deal with the data for interpretation which includes exploration, description, comparison, pattern analysis and theory testing in this paper.

Data presentation showcases results from manual and computer practices. Summary will be presented in cross-tabulation and semantic network. The amount of the data corpus will be reduced in binary adjective for semantic differential questionnaire for interview and survey in the next stages.

**Table 4.1** Summary of Content and Textual Analysis Methods in Three Main Process

Research Stage	The World Indices	Thai Government Policy	Amazing Thailand
Data collection	85 world ranking reports	12 series of the NESD plans	12 International Campaigns 40 commercial clips
Data analysis	Content analysis Word count Domain analysis Taxonomy analysis	Content analysis Word count Key words in Context Domain analysis Taxonomy analysis	Textual analysis Theme analysis
Data presentation	Descriptive explanation Cross-tabulation Semantic network	Descriptive explanation Cross-tabulation Semantic network	Descriptive explanation Cross-tabulation Semantic network

**Sources:** Designed by researcher

## 4.2 Part 2: Content Analysis in the World Ranking Reports

There are many international ranking reports which are considered as one of signification methods towards image of a country in global media. In this paper, there are 85 world organisations ranking Thailand in each dimension. International ranking organizations can be separated from four main institutes: 1) United Nations, 2) Non-Profit Organisation, 3) World academics, and 4) Private Firms. Data collection requires large number of samples and several sources. Each index consists of many sub-variables. Data analysis is hybrid among meta-analysis, composite index, statistics and survey. Data presentation comes in many forms such as tabulation, graph, and chart.

These world indices are annually released through global media and the results have more or less influenced towards decisions of tourists, investors, and government. Some countries gain advantages from the positive reports but the others may suffer

from the opposite results. It should be noted that there are some arguments about methodology whether or not these reports are precise, validity and reliability. Nevertheless, a good practice to use these data is to consider outputs together with inputs, to use verifiable data, and to recognise diversity of missions and methods. Below is the table showing Thailand in global ranking reports in each dimension.

**Table 4.2** World Indices Ranking of Thailand Image and Significance

<b>World Indices</b>	<b>Thailand Rank in Global</b>	<b>Image / Significance</b>
Human Development Index (2017)	83 out of 189	Positive / High development
Satisfaction with Life Index (2006)	76 out of 178	Neutral / Noticeable problems
Where-to-be-born index (2013)	50 out of 80	Negative / Low quality of life
Global Age Watch Index (2015)	34 out of 96	Negative / Aging society
World's Top Airports (2018)	36 out of 100	Positive / Above average standard
Aquaculture Production Index (2018)	13 out of 189	Positive / High food security
Overall Best Countries Index	27 out of 80	Positive / High Adventure & Heritage
Global Black Market Index (2018)	20 out of 93	Negative/High black-market value
Carbon dioxide emissions (2014)	18 out of 216	Negative / High carbon emissions
Global Climate Risk Index (2017)	9 out of 180	Negative / High death and loss

**Table 4.2** (Continued)

<b>World Indices</b>	<b>Thailand Rank in Global</b>	<b>Image / Significance</b>
Climate Change Performance (2017)	36 out of 60	Negative / Low climate protection
ND-GAIN Adaptation Index (2014)	59 out of 178	Negative / Low climate protection
Save the Children (2017)	85 out of 175	Neutral / Middle in children right
Global Competitiveness Index (2018)	32 out of 137	Positive / High competitiveness
World Competitiveness Index (2018)	30 out of 63	Neutral / Moderate competitiveness
Global Cost of Living Index (2018)	60 out of 115	Neutral / Moderate cost of living
Mercer Cost of Living Index (2017)	74 out of 209	Positive / Low cost of living
Worldwide Cost of Living Index(2017)	99 out of 210	Neutral /Moderate cost of living
Expatistan Cost of Living Index (2017)	200 out of 342	Neutral /Moderate cost of living
Corruption Perceptions Index (2018)	96 out of 180	Negative / High corruption
Global Creativity Index (2015)	82 out of 139	Negative / Low creativity
Travel & Tourism Competitiveness	34 out of 136	Positive / High competitiveness
Democracy Index (2017)	107 out of 167	Negative / Hybrid regime
Ease of Doing Business (2017)	46 out of 190	Positive / High ease for business

**Table 4.2** (Continued)

<b>World Indices</b>	<b>Thailand Rank in Global</b>	<b>Image / Significance</b>
Global Wealth Report 2018	1 out of 38	Negative / High wealth concentration
Economic Misery Index 2016	57 out of 59	Negative / High misery from loan
Quality-of-life index 2015	42 out of 111	Neutral / Moderate quality life
Index of Economic Freedom 2018	53 out of 186	Neutral / Moderate freedom
KOF Index of Globalization	44 out of 207	Positive / High globalisation
World Talent Ranking 2018	42 out of 63	Negative / Low talent readiness
PISA International Education 2015	54 out of 70	Negative / Low in reading, science
EF English Proficiency Index 2018	64 out of 88	Negative / Low in English skills
Dumping plastic waste 2017	6 out of 192	Negative / Very waste in ocean
Environmental Performance Index 2016	91 out of 180	Negative / Poor performance
Fish species, threatened 2015	12 out of 215	Negative / High extinction
Mammal species, threatened 2015	9 out of 214	Negative / High extinction
Plant species threatened 2015	26 out of 215	Negative / High extinction
Deforestation 2015	29 out of 197	Negative / High deforestation
Expatriate destinations 2017	18 out of 55	Neutral / Moderate expatriate destination
Female imprisonment rate 2018	1 out of 215	Negative / High female incarceration
Marine capture of fish	14 out of 61	Positive / High marine capture
FIFA/Coca-Cola World 2016	119 out of 204	Negative / Bottom rank

**Table 4.2** (Continued)

<b>World Indices</b>	<b>Thailand Rank in Global</b>	<b>Image / Significance</b>
Freedom in the World 2018	156 out of 210	Negative / Low freedom
Girls' Opportunity Index 2016	81 out of 144	Negative / Few opportunity for girls
World Giving Index 2016	37 out of 140	Positive / High charitable attitude
World Happiness Report	32 out of 155	Neutral / Moderate happiness
Global Burden of Disease 2015	112 out of 188	Negative / High rate of disease
Healthcare Efficiency Index	21 out of 56	Neutral / Moderate health care
Homicides Index 2015	30 out of 216	Negative / High rate of homicides
Perils of Perception Survey 2016	7 out of 40	Negative / High ignorance
Global Information Technology Report (GITR) 2015	67 out of 143	Neutral / Moderate global technological skill
Bloomberg Innovation Index 2018	45 out of 50	Negative / Less innovative
The Global Innovation Index 2015	55 out of 141	Neutral / Moderate innovation
Freedom on the Net 2018	50 out of 65	Negative / Partly free
Telecommunications infrastructure 2017	82 of 155	Neutral / Moderate IT infrastructure
Cyber-attacks 2017	11 out of 200	Negative / Low rate of protection
Logistics Performance Index (LPI) 2016	45 out of 160	Neutral / Moderate performance

**Table 4.2** (Continued)

<b>World Indices</b>	<b>Thailand Rank in Global</b>	<b>Image / Significance</b>
Military Strength Ranking 2018	27 out of 136	Positive / High military strength
Mobile network speeds 2017	70 out of 89	Negative / Low speed
Obesity Index 2017	34 out of 55	Positive / Low obesity (Good BMI)
Ocean pollution 2017	7 out of 25	Negative / top polluted country
Passport Index 2017	107 out of 199	Negative / low passport power
Global Peace Index 2018,	113 out of 163	Negative / least peaceful
World Press Freedom Index 2018	140 out of 180	Negative / low press freedom
Prison population rate 2017	7 out of 170	Negative / High prison population
Legatum Prosperity Index 2017	48 out of 142	Neutral / Moderate prosperity
Number of prostitutes 2017	8 out of 29	Negative / High prostitution
Quality of living 2017	129 out of 230	Neutral / moderate quality of living
Railroad infrastructure	78 out of 108	Negative / Low railroad infrastructure
Global Real Estate Transparency Index 2016	38 out of 109	Positive / High transparency
Risk (natural disaster)	89 out of 171	Positive / low natural disaster
Road traffic death rate	2 out of 180	Negative / high death rate on road
Rule of Law Index 2017	56 out of 102	Neutral / Moderate law enforcement



**Table 4.2** (Continued)

<b>World Indices</b>	<b>Thailand Rank in Global</b>	<b>Image / Significance</b>
Scientific journal ranking	43 out of 239	Positive / High scientific exposure
Global Services Location Index 2017	6 out of 50	Positive / High service distribution
Most adulterous countries	1 out of 10	Negative / high infidelity
The Global Slavery Index 2016	20 out of 167	Negative / high modern slavery
Social Progress Index 2017	62 out of 128	Neutral / Moderate social progress
Fragile States Index 2017	71 out of 178	Neutral / Moderate state stability
Sustainable Cities Index 2018	80 out of 100	Negative / low sustainable city (for Bangkok)
Global Talent Competitiveness Index (GTCI) 2018	70 out of 119	Neutral / Moderate global talent skill
Global Destinations Cities Index 2016	1 out of 100	Positive / High global destination
Traffic congestion index 2017	2 out of 189	Negative / High traffic jams in Bangkok
INRIX Global Traffic Scorecard 2016	11 out of 100	Negative / High traffic jams in Bangkok

Summary of Thailand brand from international ranking reports

Table 4.3 summarises the result of each international ranking towards image of Thailand from positive, neutral and negative perspective depending on the criteria. Of 85 international rankings, Thailand has positive images about 17 perspectives, neutral

image about 20 perspectives, and negative image about 49 perspectives. Detail of image categorisation is as follows;

1) Identity and image of Thai governance

- (1) Positive image: a high military strength
- (2) Neutral image: law enforcement, social progress, state stability.
- (3) Negative image: low climate protection, high corruption, hybrid regime, high deforestation, poor environmental performance, low freedom, high price of gasoline, low passport power, least peaceful, low press freedom, high prison population, high prostitutes, low railroad infrastructure, high death rate on road, low sustainable city, high traffic jam in Bangkok, and high inequality.

2) Identity and image of Thai people

- (1) Positive image: high human development, low obesity, high globalisation, high charitable attitude, and high scientific media exposure
- (2) Neutral image: life satisfaction, children right, moderate competitiveness, moderate cost of living, moderate expat destination, moderate happiness, moderate health care, moderate technological skill, and global talent skill.
- (3) Negative image: low quality of life, high aging society, high wealth concentration, high misery from loan, low talent readiness, low in reading and science, low in English skills, high female incarceration, high death rate on road, large gap of genders, high rate of disease, high rate of homicides, high ignorance, high prison population, high prostitution, high infidelity, and high modern slavery

3) Identity and image of Thai culture

- (1) Positive image: a high adventure and a high heritage
- (2) Neutral image was not available in the list
- (3) Negative image was not available in the list

4) Identity and image of Thai tourism

- (1) Positive image: high standard of international airports, low natural disaster, and the most visited global destination
- (2) Neutral image was not available in the list
- (3) Negative image: plenty of waste in ocean, poor environmental performance, low sustainable city, and high traffic jams in Bangkok

5) Identity and image of Thai product

- (1) Positive image: high food security, high marine capture
- (2) Neutral image: moderate technology and innovation
- (3) Negative image: high black market, value, low creativity
- 6) Identity and image of Thai investment
  - (1) Positive image: high global competitiveness, high ease for business, high transparency of real estate and high service distribution
  - (2) Neutral image: moderate economic freedom, moderate innovation, moderate IT infrastructure, moderate logistic performance and moderate prosperity.
  - (3) Negative image: high black-market value, high carbon emissions, high price of gasoline, less innovative, partly free on net, low rate of cyber protection, and low speed of mobile network

In conclusion, most of the global ranking reports have ranked Thailand in the range of negative images more than positive image. Thai positive images are culture, products and investment, while Thai negative image mostly involves with governance and people. As mentioned earlier, these world indices are constructed by various and complex methods and thus reading the results may need the hybrid content analysis such as a word counting to select the outstanding independent variables for Thailand branding research in the next step. The results of these world indices would be analysed together with the results of other sections.

### **4.3 Part 3: Thailand Policy for Country Development**

In Thailand, the policy of country development could be found in three major sources of laws and regulation; the Constitution of the Kingdom of Thailand, the National Economic and Social Development Plan (NESD), and the Government Policy announced to the Parliament. However, the NESD plans would be only one that has been least affected by political changes, especially from the military coups. Each NESD plan is normally valid for a 5 years framework and every government would take the plan into consideration and execution. From 1961 until 2018, there are 12 continuous NESD plans for Thailand development. Synopsis of each plan is as follows;

1) The First NESD plan (1961-1966): During the 1<sup>st</sup> plan, Thai economy relied on agriculture such as rice and rubber. The growth of this sector depended on uncontrollable weather. Thai farmers had little knowledge of agricultural technology whereas Thailand faced the high birth rate of poor family. Hence, the plan employed the concept of developmental growth focusing on improvement of basic infrastructure such as electricity, irrigation, telecommunication and transportation to serve national agricultural sector and to prepare the country for industrialization.

2) The Second NESD plan (1967-1971): Thailand faced the declining growth of agricultural-based economy. Development in basic infrastructure was concentrated in urban area and this was a cause of the social inequality. The birth rate also grew high and affected to public health care. Hence, the 2nd plan employed the concept of sectorial development into rural areas and put much efforts on income distribution. The plan motivated a national participation from public and private agencies to support decentralization. During this plan, the government invested in highway construction about 4,000 kilometers to link Bangkok-the capital city with the major provinces.

3) The Third NESD plan (1972-1976): Thailand was stuck in severe problems of social gap between the rich and the poor in particular of resource access. The price of gasoline increased four times while price of agricultural product decreased drastically. Unemployment rate went high and inflation reached 15.50 percent. There was economic recession and political turmoil throughout this period. Modernism gradually replaced traditionalism in the major cities and Thai citizens addicted materialism in showing their social status. Hence, the 3rd plan originated the concept of social development in parallel with economic development. Social fairness and income distribution was raised up as national agenda, especially on education and public health.

4) The 4th NESD plan (1977-1981): With a large social gap, Thailand encountered a political threat from communist party. In addition, the country was still in economic recession and inflation remained high around 11.70 percent. Natural resources were depleted in many industrial zones. Government service could not address the demands of increasing population. The 4th plan in this stage focused on national security and social welfare to reduce suffer of Thai people. The plan employed

the concept of inter- sectorial development to link the agriculture with the industrialization. The plan also issued a price-controlling framework to reduce the high inflation and recovered economy by export promotion. However, Thai goods were mostly exported as a kind of raw material and semi-parts without promotion of Thai brand.

5) The Fifth NESD plan (1982-1986): Thailand improved a great number of governmental services, in particular of increasing numbers of primary schools and provincial hospitals. The plan emphasized decentralization to rural areas in order to reduce poverty and to increase security of the nation. The 5th plan renewed its concept for an area focus and motivated the community to participate this development. The government applied the plan to build the project of Eastern Sea Board to serve industrial zones and to increase employment along the industrial estates.

6) The Sixth NESD plan (1987-1991): Thai economy recovered and expanded 10.90 percent on average. The country successfully drowned its foreign debt and increased its international reserves. In addition, Thailand became new industrial country with labor cost effectiveness. Many global media predicted that Thailand would become the fifth Asian tiger after Hong Kong, Singapore, Taiwan and South Korea. The 6th plan adjusted its framework by indicating timelines of governmental operation in consistent to the master blueprint. Human development was the key in this stage to improve quality of life and work productivity. Scientific management was also applied in production process to uplift competitiveness of Thai industry. The plan aimed to reform the governmental regulations for fast and focus administration.

7) The Seventh NESD plan (1992-1996): At the beginning of this period, Thailand still enjoyed an economic boom but the social gap appeared largely wider between the rich and the poor. The rich bought a large number of lands from the farmers for developing many real estate projects and meanwhile speculating the land price. In numerical respect, Thai economy was seen as prosperity but in reality it faced a hidden bubble. At the end of this period, Thailand entered into an economic crisis. The 7th plan started a concept of sustainability to secure economy and environment. International standard was promoted into Thai industry in order for the business sectors to improve their quality and services. Distributing the development into the region remained a focal point of the plan but it was paused during economic crisis.

8) The Eighth NESD plan (1997-2001): The Asian financial crisis started in Thailand after the attack on the Thai baht currency by foreign speculative funds. The Thai government was forced to float the baht due to lack of foreign currency to support its currency peg to the U.S. dollar. Many financial institutes were in a sudden collapse. This phenomena known as the Tom Yum Goong crisis raised fears of a worldwide economic meltdown. Until 1999, the economies of Southeast Asia gradually recovered by promoting high interest rates to attract foreign investors. As a result, the region's economies received a large inflow of money and experienced a dramatic run-up in asset prices. Thailand recovered and experienced high growth rates about 8-10 percent of GDP. This achievement was widely acclaimed by strictly and transparently management of financial institutions including IMF and World Bank. Thailand was accredited as a part of the "Asian economic miracle". On the other side, Thailand encountered new challenge of globalization affecting social and economic structure. Thai people faced difficulty in adjusting themselves to the fast-changing knowledge and technology. Additionally, the globalization affected a way of Thai's life. The extended family scaled down to a nuclear family. Premature pregnancy and divorce increased numbers of the single parent family. Thai traditional culture was replaced by global modernity. The philosophy of sufficiency economy of King Bhumibol was applied in the 8th plan to secure Thailand in several dimensions. The plan focused on the human-centered development and the bottom-up integration.

9) The Ninth NESD plan (2002-2006): Corruption with populist policy spreaded nationwide and hence the military junta took a coup with such excuse in 2006. The 9th plan still continued the philosophy of sufficiency economy to build a good foundation for the country. Balancing growth of economy and happy society was an objective of the plan. Educational institutions employed a concept of human-centered learning into the system. A public hearing was lawly implemented and Thai people learnt their rights and roles in protecting their environment and community. Environmental Impact Assessment in Thailand (EIA) was strictly enforced in both public and private projects.

10) The Tenth NESD plan (2007-2011): Thailand faced problem of global financial crisis from American subprime. Political polarization led to street protests and violence. The anti-government movement spreaded throughout the country

and some street protest became airport seizure. The 10<sup>th</sup> plan comprised five developmental strategies in association with the risk management from the King's philosophy. The first strategy focused on a learning society and quality people. The second strategy aimed to build strong community as a base of sustainable nation. The third strategy adjusted the economic structure for a sustainable balance. The fourth strategy focused on green environment and biodiversity. The last strategy enhanced good governance. The plan considered the three capitals: economic, social, and resource capital on its developmental strategy.

11) The Eleventh NESD plan (2012-2017): Thailand was predicted to face new global challenges such as risk of energy shortage, economic unions, terrorism, aging society, global warming and natural disaster. The 11<sup>th</sup> plan sought a new source of growth under a concept of knowledge-based economy and thus it extended the framework of capital development from three capitals to six capitals: Physical capital, Natural capital, Financial Capital, Social capital, Human capital and Cultural capital. The plan separated time frame to be short, middle, and long term for government operation. In the economic dimension, the plan focused on regional partnerships with Asean + 3 countries and creative economy. Thai creative economy would be based on cultural capitals through wisdom, intellectual property and innovation. Creativity from arts, performance, media and design was set to the top priority for economic development. For security of energy, the plan emphasizes on alternative energy such as wind, solar and bio energy. The plan still motivated value creation to Thai food supply chains among green environment. The plan drew attention to preparing funds and services for aging society. Promoting medical technology was put in the plan to serve domestic population and foreign visitors on medical tourism. The plan indicated social problem of Thailand and set up new social contract to solve weakness and increase strength. Thai social structure were weak due to indirectional development, limited income distribution, social inequality and aging population. New social contract focused on development of human and social quality based on the philosophy of sufficiency economy. Human quality comprised long-life learning, global knowledge and social responsibility. Social quality included generosity, justice opportunity and people power to move forward the country amidst risk of ever-changing global situation.

(12) The Twelfth NESD plan (2017-2021): During the period of the 12th plan, Thailand would undertake a range of reforms aimed at solving various long-term accumulated fundamental problems. These problems emerged from the root of Thai deteriorated social and economic structures including the unclear development from the previous government plans. Thailand may not yet well prepared itself to meet the rapid changes from globalization and internet technology. Competition within the global economy has grown more intense. Meanwhile, Thailand's competitive advantages have been decreasing due to high reliance on bureaucratic administration, basic technology and low-quality education which have obstructed creativity and innovation. Structure of Thai population has turned to be an aging society, resulting in labor shortages. With such a variety of challenges, the 12<sup>th</sup> plan must accelerate the improvement of fundamental strategic development factors in all respects. The Plan has been divided into 10 grand strategies. Below are the frameworks of each strategy.

Strategy 1: Strategy for Strengthening Human Capital

Strategy 2: Strategy for Creating a Just Society and Reducing Inequality

Strategy 3: Strategy for Strengthening Sustainable Competitiveness

Strategy 4: Strategy for Environmentally-Friendly Growth

Strategy 5: Strategy for Reinforcing Security, Prosperity and Sustainability

Strategy 6: Strategy for Corruption Prevention and Good Governance

Strategy 7: Strategy for Advancing Infrastructure and Logistics

Strategy 8: Strategy for the Development of Technology and Innovation

Strategy 9: Strategy for Regional, Urban, and Economic Zone Development

Strategy 10: Strategy for International Cooperation for Development

This 12<sup>th</sup> NESDB plan was also formulated to align with the 20-year National Strategy framework (2017-2036), the country's Sustainable Development Goals (SDGs), the Thailand 4.0 Policy, as well as other reform agendas. Regarding the 20-year National Strategy framework, it was created to fill the loophole of long-term planning because the longest plan in Thailand lasts only 5 years; while, other countries such as Malaysia and Singapore have 20-years plan. Hence, it is the first time for Thailand to have a 20-year national strategic plan officially stated in constitution of Thailand. The current government of Prime Minister General Prayut Chan-O-Cha has adopted some global ranking reports to its government policies. For instance, the global



competitiveness index and the transparency index are cited as target for Thailand improvement. He launches Thailand 4.0 policy to pursue Security, Prosperity and Sustainability. Thailand 4.0 is a value-based economic model to unlock the country from several economic challenges and this policy has three objectives; turning Thailand into a high-income nation, moving forward to an inclusive society and focusing on a sustainable development. The government sets up five agendas for implementation. Below are the details of each agenda.

Agenda 1: Prepare Thailand to become a first world nation

Agenda 2: Develop technology of cluster and future industries

Agenda 3: Develop networks of innovation-driven enterprise

Agenda 4: Strengthen the internal economy by clustering industry and provinces

Agenda 5: Integrate with ASEAN and the global community

The Government Public Relations Department (PRD) has also issued the 5th National Public Relations Plan with 4 key strategies to provide directions of national public relations campaigns to all media channels from 2016 to 2021. The five strategies cover 1) creating harmony in Thailand, 2) transmitting governmental policy to practitioners 3) providing guidelines of national public relations in crisis and 4) creating a favorable image of Thailand on global presence. In the first strategy, PRD also focuses on 12 values of Thainess announced by the Head of the National Council for Peace and Order (NCPO) to revitalize Thai good identity in modern environment. The twelve values of Thainess are extended from 10 duties of good children that Thais have been familiar with since elementary school. The essence of 12 Thai values emphasizes on loyalty to the nation, to the religion, and to the King, gratefulness to parents, and teachers, conformance to Thai customs, traditions and laws, generosity to friends and foreigners, self-reliance and dedication for public interest.

For Thailand's image communication, PRD called it a nation branding under supervision of Ministry of Foreign Affairs and the Tourism Authority of Thailand (TAT) in order to improve a positive image and good reputation in normal and crisis situations. TAT has been using the "Amazing Thailand" campaign for decades and many people recognize it as a Thailand Brand but as a matter of fact it acts only as a campaign to promote Thailand tourism. Thai governments had launched many

campaigns for the country promotion towards each industry sector such as “Thailand: Kitchen to the World” for agri-export products, “Health Hub of Asia” for health care industry, “Bangkok Fashion City” for textile and fashion industry. However, all of these campaigns were failed due to inefficient management and frequent governmental changes.

Looking back to almost past two decades, the First Thailand Branding Project was unofficially initiated in 2001 by Prime Minister Thaksin Shinawatra with an attempt to adjust the country image. The project proceeded under supervision of Sasin Graduate Institute of Business Administration at Chulalongkorn University (Thailand) and the Kellogg School of Management at Northwestern University (USA). Objective of the project was to attract not only visitors but also global investors (Maesincee et al., 2003, as cited in Nuttavuthisit, 2006, p. 22). However, the project went unnoticed due to the changes of government. Prime Minister Abhisit Vejjajiva initiated Creative Thailand Policy in 2008 to change image of Thailand and meanwhile motivate Thai firms to stress on creativity and innovation. During this policy implementation, the country faced the world economic recession from Hamburger crisis and internal political turmoil. National disturbance during that time ruined Thailand’s reputation, resulting a loss over \$2.2 billion. In 2010, Abhisit’s government had to solve an immediate problem by using an adhoc campaign of “Muang Thai Nai Jai Khun” (Thailand in Your Heart) under responsibility of the ministry of foreign affair (not TAT), to gather an idea of Thai people for harmony and to restore image of Thailand in foreigner’s perception. Although “Thailand in Your Heart” was a short-lived campaign, it was useful for the country to restart Thailand branding project from voices of Thai people. 2,000 sample population throughout the country reflected the competitive identity of Thailand in three dominant characteristics which were Creativity, Diversity and Opportunity. The steering committee in Abhisit’s government launched those identities in “Experience Thailand Campaign”. The slogan implied that ones should learn and interpret Thailand from their own experiences. However, the campaign was ended by dissolving parliament and changing government. Prime Minister Yingluck Shinnawatra came in office during 2011- 2014 and she planned to promote Thailand as Medical Hub and Financial Hub of Asia. She stressed Thailand’s readiness to employ advanced technology and skilled labor in those two sectors. She said that Thailand welcomed all types of

visitors and all sizes of investment. Unfortunately, all plans were cancelled due to severe flooding disaster and many corruption scandals. Lastly, she was removed from position of Prime Minister with allegation of performing her wrongful duties. Political turmoil in such a period was spread nationwide and led to coup d'état. After the military coup in 2014 to ease the political crisis, Thailand 4.0 seems to be a concept of branding Thailand as digital economy. However, there are many challenges for the Thai government to execute this grand strategy to real operation. A survey from the Centre for Economic and Business Forecasting in 2016 showed that slightly more than half of the businesses in Thailand knew little about Thailand 4.0. Again, most Thai people viewed this policy just as political discourse and it would never be successful due to lack of commitment and measurement from the top to bottom level of operation.

#### Summary of Thailand brand from the country policy

From documentary research, there were many unofficial projects acting as Thailand branding but the projects originated from other purposes and finally ended with discontinuity of government. The governments announced and operated those projects without profound knowledge of nation brand. The plans contained many key words from global trends but most of the plans lacked a focus and measurement. No single organization was assigned to be fully responsible to monitor overall image and reputation of Thailand. Thai government administration in context of nation branding has been far different from that of other countries which are successful in nation branding. South Korean government has established The Presidential Council on Nation Branding to deal with complexity and difficulty of nation branding projects. Similarly, South Africa's government also set up the official custodian of South Africa's brand to coordinate with all public and private stakeholders to join the project of nation branding. It seems obvious that Thai governments have overlooked this kind of organization to take care of the image and reputation of the country. Nevertheless, the results of those plans and operations since the first NESD in 1961 until 2018 have formed some outstanding identities of Thailand as follows;

##### 1) Identity of Politics and Governance

According to the NESDB, all plans have continued to uphold peace and freedom as the grounding of the country's development. Although limitation may occur during the period of military coups, it would be a short time. Every government

supports freedom under Thai constitution. Religious belief freely opens throughout the country and Thai king as the supreme leader is the upholder of all religions. This is a good example of Thai freedom which is different from many countries in Southeast Asia. However, Thai political regime remains semi-democracy switching between the electoral democracy and the military junta.

Thai leadership has been based on the relationship model focusing the uncertain patron-client ties. Thai individualistic-political culture has been deeply-rooted for centuries and thus it automatically supports the patronage and nepotism systems. This culture obstructs the country development by normalizing corruption and law violation to the degree of general acceptance. High corruption is an outstanding image of Thai polity and pulls the country backward. This phenomenon also reflects weakness of political leadership. Thai governmental policies have been frequently changed due to discontinuity, instability and inefficiency of Thai political and social leaders. Prosperity has been concentrated in Bangkok and the major cities, especially among the elite groups. The phenomenon of this uneven development has caused a large social gap and now the long accumulated social inequality tends to be the severe problem in Thailand, leading to the growing intense of political turmoil and confrontation. In conclusion, the identity of Thai governance seems to be negative rather than positive and it remains unsolvable if an individual political culture is still cultivated in Thai values and attitudes.

## 2) Identity of Investment

The plans have encouraged economic liberalization and free market competition. Open economy remains the key concept of driving economic growth. The plans are mostly based on the building of the basic infrastructure such as roads and power plants. Previously, the plans focused the country economic transition from agriculture to industrialization but most of foreign direct investment have used Thailand as base of original equipment manufacturing (OEM) and re-export industry. This causes the economic growth without self-reliance on research and innovation. Many Thai industrial firms have imported lots of machines rather than invented it. This problem holds the country with an image of developing country.

Most of FDIs seek low cost of natural resources and labor force. Hence, the advanced technological transfer happened less than the plan's forecast. After the

Asian financial crisis in 1997, Thai financial sector has improved its system above international standards and this good image becomes acceptable in the global market. The plans put a large effort on pushing Thailand for an ease doing business country by deregulating rules and increasing fast governmental service. Digital investment is promoted by policy of Thailand 4.0 but it remains unclear to operation. Identity of Thai investment still looks promising from economic liberalization, basic infrastructure and trustful financial system. However, identity of productivity and creativity remains doubtful.

### 3) Identity of Products and Services

Thailand is based on export of agricultural and basic industrial products. Thai industry has continuously improved its quality standard according to international requirement but most of Thai firms have manufactured the unbranded goods such as raw material and semi-parts. Hence, Thailand has no brand reputation for its own products. However, the label of made-in-Thailand is still trusted in quality higher than average industrial standard but it has not yet recognized as the best in category.

Fortunately, Thai service industry has gained many international awards from the hospitality sector such as Thai Airways and the Mandarin Oriental Hotel for many consecutive years. This good image frequently appears in the global media. However, the plans did not utilize this strength in expanding Thai services in overseas markets. Hence, Thai service brand in global market seems unobvious, in particular of Thai message that is often mixed up with prostitution. The plans emphasized only an identity of friendliness but ignored building national service standards such as professional certification, technological service system, foreign languages, handling objection, and safety. It can be concluded that identity of Thai products and services are perceived as good quality and trustworthiness but it lacks technological features, creative design, luxury and superior characteristics.

### 4) Identity of People

Thai people have been internationally admired for their friendliness and generosity because most of Thai people have been raised adhering to the teachings of Buddhism to believe in deserved fates (Karma - a consequence of whatever humans think and behave). Additionally, formerly Thai culture was based on large size families that cultivated identity of humble, helpful and grateful characteristics among their

members. Respecting seniority in family members is extended to large societies whereas agricultural culture in Thai society formed many attitudes and behaviors in order for farmers to fight against difficulty from natural uncertainties. Easy and fun-loving attitude is brought up to deal with stress and free time from weather dependence. The monarchy and feudal system are also factors to construct a Thai identity to have hierarchical and authoritarian characteristics.

After the first NESD plan, Thai people have moved into the industrial sector as manufacturing labor and thus the agricultural society is gradually fading. Thai labor was admired for neatness and productivity due to highly handcrafted skill. However, when the world required more technological and cross-cultural skills of economic development, the competitiveness of Thai labor has decreased due to higher costs and lower productivity. The plans proposed the human-centered development during the period of the 7th plan to form identity of Global-Thai characteristics. However, this preferred identity went unnoticed in the operational plan. Thai people have been ranked by international reports with low quality of education, especially in English and Mathematics proficiency which is necessary for global competitiveness. The plans failed in development of practical education, living quality and livable places. The plans previously promoted general education for university and overlooked vocational education for industrial workforce. Moreover, Thai education has supplied its graduates inconsistent to market demands. Thailand has a low rate of scientific graduates for research and innovation. Apart from scientific shortage, Thai education is based on passive rote learning rather than active-synthesis learning. Most of the Thai graduates have little knowledge and skills that are necessary for global competition. Unlike the Japanese or Singaporeans, Thai people are never perceived as an intellectual and talented workforce that the global market is in demand of.

Furthermore, globalization affects the identity of Thai people from spiritualism to materialism. Thais prefer imported brands rather than local brands because they easily adopt and praise other foreign cultures and leave their own good identity. Problems of the Thai family institution have increased due to the adoption of western values of free sex and divorce. The rise in single parenting and teenage pregnancies reflect the weakness of Thai family institution. In the NESD plans since 2002, the Ministry of Education, Ministry of Culture and Ministry of Social

Development and Human Security are mainly responsible for reframing the identity of the Thai people but the problem of Thainess and human capital development remain unsolved. Recently, the NCPO under Prime Minister Prayut has brought the twelve values of good Thainess back to Thai society but the result of this order has not yet been reported in the public media. Finally, it can be concluded that the identity of the Thai people is a mixture of traditional traits and globalized effects. Identities of daily life such as easy going, fun loving, friendly characteristics mostly remain unchanged while identities of working life loss of productivity and English proficiency. There is an increase of cosmopolitan living styles such as internet access, mobile phone usage, and fashion apparel but Thai cosmopolitanism is not outstanding as global trendsetters due to lack of authenticity, creativity and innovation.

#### 5) Identity of Culture

In the NESD plans, there was indication of identity of Thai culture in 4 main categories: loyalty to the monarchy, following religious guidelines (especially Buddhism), continuing traditional culture and local wisdom, and performing Thainess such as generosity. In the 20 year strategic frameworks of the Ministry of Culture, the plan officially adds a new framework of promoting Thai cultural commodity to the global market. The plan still addresses many strengths of Thai culture such as cultural uniqueness and historical heritage.

However, it is questioned whether Thai culture uniqueness will still remain strong whereas neighboring countries widely open their doors to welcome foreigners. Being Buddhist and an agricultural culture makes Thailand appear similar to Myanmar, Laos and Cambodia. Thailand's uniqueness might become questionable for general foreigners who have never visited Thailand. If looking in detail, Thai's uniqueness differs from its neighbors in the degree of refinement in food processing, art performance, craftsmanship, decoration and architecture but the plans have not yet given clear indications for a future direction. After the boom of cultural commodity, the eleventh plan included Thai cultural capital in its operation to support a creative economy. However, the debate on direction of cultural development seemed sensitive in Thai society. The clash between traditionalist and modernist in respect to creative economy made the cultural commodity producers confused with the direction of cultural promotion. The changing of governments also resulted in project suspension.

The weakness of cultural management in Thailand includes shortage of cultural data and knowledge integration, lack of cultural communicative technology, and inefficiency of cultural management from related agencies due to complex structures and outdated laws and regulations. It looks difficult to transform Thai culture to a global sense of cultural consumption unless the policy makers understand the meaning and methods of a cultural industry. In conclusion, the identity of Thai culture remains in the uniqueness of Buddhism, the Monarchy and Refinement but Thai culture in the context of creative economy like Japan and Korea is still questionable with regards to the contents and methods of promotion.

#### 6) Identity of Tourism

The NESD plans have continuously supported Thai tourism as a gateway of opening the country to the world. Natural beauty and tourism diversity are the most attractive qualities that draw millions of foreigners to visit Thailand. Transportation infrastructure, especially airports, is convenient to enable an easy access to tourist attractions. Tourism in Thailand can be dated back to the period of the Vietnam War from 1955 to 1975. Thailand was a destination of the US military for relaxation known as the site of GI, meaning soldiers enjoyed prostitution and readily available opium while they awaited transport to and from the region. The presence of the US military certainly helped promote the country and created a lasting legacy of sex tourism in Thailand. The image of prostitution country spread globally and remains a stereotype until today. The plans rarely addressed the question to change this image and simultaneously promoted other tourist attractions.

The main focus on tourism would be the construction of basic infrastructure for tourism but the plans ignored the details of waste and environmental management. Until the eleventh plan, natural capital was stated because many natural places have been destroyed by mass tourism. However, the government still needs an increasing number of general tourists rather than relying on the value of high quality visitors. Hence, image of tourism would be dominated as free and comfortable rather than an exclusive and premium destination. Visitors can do whatever they feel free to do in Thailand while they cannot do the same in their own countries. The famous full moon party at Koh Phangan is an example of freedom destination for young foreigners who visit Thailand to release their emotions. The plans and policies have put large effort



to balance between income and sustainability of tourism. The Ministry of Tourism and Sports and TAT have promoted concepts of diversity and locality in Thailand to distribute income to several provinces and different tourism sectors such as culinary, sport, music, and medical travel. In 20 years' time the strategic framework of Thailand's tourism will include five main identities that the government will follow to ensure meaning and image construction which are high quality leisure destination, sustainable and green tourism, Thainess inclusion, freedom and local diversity.

In conclusion, the NESD plans and previous government policies have directly and indirectly affected identity of Thailand in all six dimensions. The results of those plans and policies have constructed both positive and negative identities and images. Overall positive identities include friendliness, generosity, freedom, diversity, uniqueness, and opportunity. However, negative identities simultaneously occur in parallel of failed development for instance low education, poverty, sex tourism, careless safety standard, waste and pollution. It could be seen from the plans and policies that inefficient political leadership, and government instability are risks to nation branding process.

#### **4.4 Part 4: Textual Analysis for Amazing Thailand Campaign**

In 1960, the Tourist Organization of Thailand (TOT) was established by the Royal Thai Government to be a center for promoting Thai tourism and its first international office was opened in New York in 1965. Later on, TOT was upgraded to be the Tourism Authority of Thailand (TAT) in 1979 for more flexible and effective management.

TAT launched many campaigns to attract visitors and it has been successful to the number of visitors from 81,000 tourists in 1960 to 38 million in 2018. Thai tourism has significantly geared a significant growth of the economy by creating employment, increasing trade and investment, generating financial flows, and promoting an exchange of cultures. TAT also has the responsibility to promote positive images and correct the negative ones. As a result, Thai tourism promotion is an integral part of this nation

branding. As said earlier, both activities are inevitably interrelated in several aspects. The list of Thai tourism campaigns is as follows;

**Table 4.3** Thai Tourism Campaigns from 1980 Until 2018

<b>Year</b>	<b>Main International Slogans</b>	<b>Extended Slogans for Special Campaign</b>
1980	Visit Thailand Year	N/A
1984-1985	The Most Exotic Country in Asia	N/A
1986	Brilliant Thailand	N/A
1987	Land of a Thousand Smiles	N/A
1988-1989	Golden Places, Smiling Faces	N/A
1990	Exotic Thailand	N/A
1991	See More of the Country, Meet More of the People	N/A
1992-1994	Discover the Treasures of a Kingdom	N/A
1995-1997	Come to Exotic Thailand, Experience the Splendours of a Kingdom	N/A
1998-1999	Amazing Thailand, Experience the Splendours of a Kingdom	N/A
2000-2001	Amazing Thailand Enchantment for the next thousand years	Amazing Thailand Grand Sales
2003	Amazing Thailand, Experience Variety	Amazing Thailand Grand Sales
2004	Amazing Thailand, Unseen Treasure	Unseen Thailand
2005	Thailand Happiness on Earth	Unseen Thailand
2006	Thailand Grand Invitation	Golden Jubilee Celebration
2007	Amazing Thailand	Thailand Talk to the World

**Table 4.3** (Continued)

<b>Year</b>	<b>Main International Slogans</b>	<b>Extended Slogans for Special Campaign</b>
2008	7 wonders of Amazing Thailand	Thailand Talk to the World
2009- 2010	Amazing Thailand...Amazing Value	Thailand Double Happiness Thailand Plus & More
2011- 2012	Amazing Thailand... Always Amazes You	Discover the Other You
2013- 2014	Amazing Thailand...It begins with the people	Amazing Happiness Within
2015	Amazing Thailand...Discover Thainess	Beautiful Thailand Strong together Where life rules everything
2016- 2017	Amazing Thailand: Discover Amazing Stories	Unique Thai Local Experiences
2018	Amazing Thailand : Open to the new shades	Amazing Thailand and More

**Source:** Tourism Authority of Thailand (TAT), 2018.

As shown in table 4.3, “Visit Thailand Year” was officially the first tourism campaign to promote Thailand in 1980 and it successfully drew two million visitor arrivals in that year. From this success, every government has continuously encouraged the TAT to draw more foreigners to visit Thailand. During the 1997 Asian Financial Crisis, TAT had the critical task of generating revenue from tourism to recover economy. Amazing Thailand Campaign was launched in 1998 to boost up economic recovery and in the mean time to celebrate the sixth cycle (72<sup>nd</sup> birthday) of His Majesty King Bhumibhol Adulyadej and Thailand’s hosting of the 13<sup>th</sup> Asian Games. This campaign was internationally recognized due to large investments in the global media. The campaign resulted an increase of foreign visitor arrivals that jumped to 8.58 million in 1999. The main idea was to highlight historical and cultural sites, fabulous cuisine,

beautiful beaches, diverse and affordable prices for shopping and the friendliness of the Thai people.


Although there were many attempts to change the slogan, TAT decided to return to “Amazing Thailand”, and strengthened it by extending sub-campaigns as alignment with each year’s objective. For example, TAT applied “Amazing Thailand Always Amazes You” in 2011-2012 to recall the good memory of its foreign visitors after a large nationwide flooding, “Amazing Thailand. It begins with the people” in 2013-2014 to emphasize the Thai’s friendliness after Thai political crisis. The Amazing Thailand proves itself with a high degree of visibility on the global scale and a high essence of unforgettable success. Amazing Thailand is nowadays considered as a brand DNA of Thailand, which it is actually not. TAT has separated slogan and strategy between domestic and international markets but Amazing Thailand has always been used in both events such as Amazing Thailand Grand Sales, Amazing Food Festival and Amazing Thailand Marathon.

In this research, the textual analysis focuses only on the Amazing Thailand Campaign as a matter of fact that it is very well-known for Thai and foreigners. International visitors might not be familiar with Thai language campaigns. Hence, the communication of other domestic campaigns would not be within the scope of this research. The word “Amazing Thailand” is designed by user-generated meaning approach which leaves all visitors to interpret this meaning by their own experiences. The word “Amazing Thailand” can also combine with other specific events. Amazing Thailand Grand Sales and Amazing Thailand Countdown are the regular examples of shopping events. Amazing Taste and Amazing Food Festival are held with several food and hospitality associations.



The success of Amazing Thailand has always been referred to as a case study in the global tourism market because Thailand has been ranked in the top five destination of global travelers for many consecutive years. In 2018, Thai tourism was the second in tourist arrivals and the fourth in tourism revenue in the global market. There are many factors supporting this success. Most importantly, TAT always conducts research before its operations and prepares ahead of time the products and services to serve the demands of each target group. With a fast response to market change, TAT has adjusted communication of each year’s campaign consistent with the

global trend. TAT has worked with many international creative agencies such as Leo Burnett, JWT, and McCann Worldgroup to utilize their global research and networks to provide insight of global travelers in different markets. Amazing Thailand has run across worldwide cable channels including CNN, AXN, as well as online (YouTube). Under each campaign, there would be different versions to communicate with different consumers. For instance, “Amazing Thailand -It Begins with the People” in 2014 was produced to recall the uniqueness of the Thai experience. However, it featured TV spots in full and short versions-‘the way we see the world’, ‘the way we live’, and ‘the way we create’ -which each version that was also adapted for different markets. It can be seen that there is continuity of the campaigns for two decades and production of meaning has been always modified to the ever-changing demand of global tourism. The following table shows modification of Amazing Thailand Campaign to correspond with global trends.



**Table 4.4** Modification of Amazing Thailand Campaign from 1997 until 2018

<b>Modification of Amazing Thailand Campaign in Global market</b>		
<b>Topic</b>	<b>Key Modification</b>	<b>Perspective of Communication</b>
1. Customer	From mass to micro segment 	With the growing number of global tourists, there are several demands on travelling. TAT employs marketing segmentation to penetrate each market. For example, TAT created a campaign of Amazing Thailand - Where life rules everything to communicate with luxury groups


**Table 4.4** (Continued)

<b>Modification of Amazing Thailand Campaign in Global market</b>		
<b>Topic</b>	<b>Key Modification</b>	<b>Perspective of Communication</b>
2. Demand	From mainstream tourism to alternative tourism  	From various demands in tourism, there are many tourists who would like to travel for specific purposes, not for mainstream tourist attraction. TAT created a campaign of “Discover Amazing Stories” to promote other alternatives of Thai tourism. For instance, “Amazing stories of Pad Thai” aims to promote gastronomic tourism and “Amazing stories of Muay Thai” aims to promote sport tourism.
3. Selling Point	From place to experience  	At the beginning, TAT created campaigns to promote attractive places such as the Grand Palace. Although such a place can draw global tourists to visit Thailand, TAT turns to focus on communication of local experiences. A campaign of Unique Thai Local Experiences is created to adjust communication to serve the

**Table 4.4** (Continued)

<b>Modification of Amazing Thailand Campaign in Global market</b>		
<b>Topic</b>	<b>Key Modification</b>	<b>Perspective of Communication</b>
4. Product Offering	From uniqueness to diversity 	global trends and promote memories of Thainess. After neighbouring countries promoted their tourism, there are some similarities of regional culture and thus uniqueness in a sense that a westerner might be unclear. TAT still emphasizes Thai uniqueness but adds diversity in a new campaign of Amazing Thailand - Open the New Shades”.
5. Territory	From the country to the destination 	The whole picture of Thailand has been promoted for decades. Tourists might be less impressive with some repeated images. TAT has thus launched many continuous campaigns to present new destinations in Thailand for specific purpose. “Open the New Shades” offers many original or unseen places for new discovery.

**Table 4.4** (Continued)

<b>Modification of Amazing Thailand Campaign in Global market</b>		
<b>Topic</b>	<b>Key Modification</b>	<b>Perspective of Communication</b>
6.Communication	From traditional to contemporary presentation 	TAT has emphasized Thai traditional culture in its tourism promotion for decades. Performance of Thai traditional dance always appears in its advertising. With a result of global trends in consuming creative culture, TAT has offered new contemporary communication by combining Thai traditional culture with global popular culture. “Open the New Shades” presents performance of Khon dance with contemporary bullet dance.

As indicated in table 4. 4, TAT has changed its perspective of tourism communication in line with different customer segments such as newlywed group, and medical group. TAT changes its selling points from a beautiful place to an amazing experience by offering large diversity of tourist attractions and activities. In addition, TAT refreshes its contents to be more contemporary for new generation who need creative message and motivation. For new media, TAT uses various formats such as TVC, Vlog, Mini Series and mobile application. It can be obviously seen that TAT has employed various language of tourism communication in both the verbal and non-verbal elements.



Visual communication is repeatedly proven as the most impactful to travelers. Foreigners may not fully understand the meaning of Thai cultures; however, they remember a common set of semiotic structure. According to Graham Dann (1996), the language of tourism is composed of the perspectives, the properties and the rhetorical promotion. The following is an analysis of “Open to the New Shades” campaign which was recently launched for the international market based on language of tourism.

#### Analysis of Amazing Thailand - Open to the New Shades

In 2018, TAT has launched its new Amazing Thailand’s ‘Open to the New Shades’ campaign presenting new distinct characteristics of Thailand. In doing so, the communication offer new shades of diversity to attract the repeated visitors. TAT and BBDO Bangkok has created a 2-minute online short-film, featuring three different groups of travelers who encounter unexplored Thailand. Their new experiences make them realize that being open-mind can change their views to the world. The campaign also extends its social media power with Thailand Footage Trading’ project. It calls out footages from travellers who have visited Thailand and would like to engage in the project. Travellers who share their stories (VDOs and images) on their social media with the hashtag #OpenToTheNewShades #AmazingThailand, the owner of the selected footage will receive special prizes in return. The project starts with an example of the footage activity through 3 short films: Kan Yao Durian, Indigo Dyed Fabric and Cooking Lesson. A short film of Kan Yao Durian features a story of Mrs.Samai, a fruit farmer in Nonthaburi. She swaps the footage from a traveller by giving Kan Yao Durian in return. For the indigo dyed fabric, Mel Sangsomsap, a designer of SSAP in New York City, will swap the footage from travellers by giving a limited edition jacket in return. For Thai cooking lessons, Ms. Bo, a one Michelin star, will share her secret recipe in exchange for the footage from travellers. To endorse the shades of professional, TAT also employs Thai celebrities who are experts in their shades in the short films called the Open to the New Shades with masters, for example, Chef Chumpol Chaengprai for Thai gastronomy, and Buakaw Banchamek for a Muay Thai kickboxer. There are about 40 clips launching in YouTube channel. In those 40 clips, it can be classified into 4 groups of advertising. The first is a short film showing a key concept. The second is an extension from the key concept. Third is a footage from

Thailand Footage Trading' project and the last one is a social clip of the open shading activities.

Apart from those advertising films, TAT also launches a comprehensive book of Amazing Thailand – Open the New Shades. In those complex assortments, there are five main languages of Thai tourism in the new campaign; 1) Gastronomy, 2) Arts and Crafts, 3) Thai Culture, 4) Nature and 5) Thai Way of Life. More creatively, the campaign also offers various shades of each dimension. For example, the gastronomy shade includes 'shades of rice', 'shades of noodles' and 'shades of curries' that introduce travellers to explore more recipes of Thai cuisine. Shades of arts and crafts cover textiles, porcelain, and so on. Thai culture presents 'shades of sanctuary', 'shades of architecture' and 'shades of memorable museums'. For shades of nature, the campaign includes journey through 'Shades of Natural Wonders' and 'Shades of Wetlands'. The last chapter presents shades of life which cover 'Shades of Local Communities', 'Shades of Festivities' and 'Shades of Health and Wellness'.

As mentioned earlier that imagined identity might be overly presented through commercial advertising but it might disappoint tourist if it will be largely inconsistent to reality, TAT knows well about the effect of overrated contents. TAT has inserted few scenes reflecting a real condition of Thailand in order to narrow the gap of expectation. As mentioned in communication strategy, there are many shades of Thailand awaiting the traveller's exploration. The Amazing Thailand's 'Open to the New Shades' acts as coloured lens that offer new and different perspectives for global travellers to choose and interpret meaning of Thailand from their own experiences. Perspective of Authenticity, Sincerity and Diversity is the key content in Thai tourism language.



**Figure 4.1** Illustration of Authenticity in Local Martial Art and Sport Caption and voice: “Don’t you think there’s much more to see than just ourselves?”

**Source:** <https://www.youtube.com/watch?v=ezNS2blyT74>

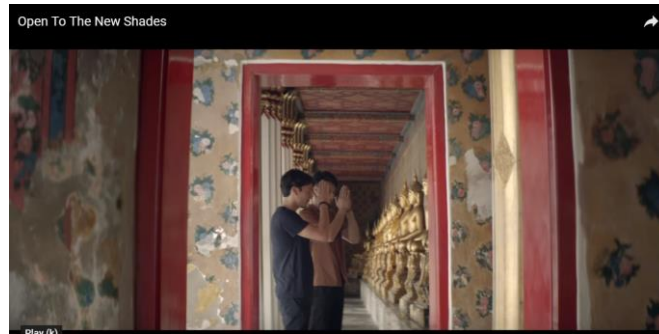
As shown in figure 4.1, the campaign shows authenticity that Thai tourism offers to global travellers. A woman who seeks new experience of martial arts comes to Thailand for authenticable muay Thai (Thai kick boxing) at the original place. The captain raises up the question to discover authenticity from travelling.



**Figure 4.2** Illustration of Sincerity in Thai Community Caption and Voice: “in Priceless Experience”

**Source:** <https://www.youtube.com/watch?v=ezNS2blyT74>

As shown in figure 4.2, the campaign expresses local community that shares the secrete receipts of Thai foods. A nobleman who seeks new experience of a local taste joins a table with Thai villagers and finds sincerity of Thai community. The captain emphasizes a priceless experience when travellers open their minds.









**Figure 4.3** Illustration of Diversity in Thai Society Caption and Voice: “Open to Different Extraordinary Cultures”




**Source:** <https://www.youtube.com/watch?v=eZNS2blyT74>

As shown in figure 4.3, the campaign emphasizes acceptance of the same sex couple who seeks new experience of a spiritual relaxation. Unlike other countries, Thailand has large diversity while keeps freedom and harmony. In the campaign, TAT also employs a mixture of thematic image in the rhetorical strategy to communicate mood and tone of Thailand’s context. The key themes include natural beauty, urbanization, craftsmanship, magnificence, creativity, ordinariness, wisdom, happiness and prosperity. All thematic images are mixed as continuous shades of diversity and this context results in a positive image of Thailand. Below table comprises some thematic images of Thai tourism influencing towards tourist’s perception.

**Table 4.5** Thematic Images in Thai Tourism Communication

<b>Thematic and Visual Languages</b>	
<b>Theme</b>	<b>Visual Image</b>
Natural Beauty and Full Relaxation	
Urbanisation, Convenience and Digital life	
Traditional Delicacy and Craftsmanship	
Magnificent Decoration and Luxury Life	
Regular way of Life & Street Life	
Colourful Life and Art creativity	

**Table 4.5** (Continued)

<b>Thematic and Visual Languages</b>	
<b>Theme</b>	<b>Visual Image</b>
Local wisdom and Rural areas	
Smile, Happiness and Romance	
Rich, Prosperity and Achievement	

As shown in the table 4.5, TAT has employed the thematic communication to create emotion and imagination, especially through visual language. The core message of “Diversity is Amazing” is communicated as value of Thai tourism. “Open to the New Shades” motivates the message’s readers to open their eyes to view different world as amazing experiences. The campaign is encoded with the following meanings;

1) Welcoming nation and Generous people: Amazing Thailand is primarily communicated by the adjectives ‘friendly’, ‘smile’ and ‘welcoming’ and by the visuals of Thai smile and laugh, Thai generosity, and Thai hospitality to create a relationship between the tourist and the destination.

2) Rich culture and Diversity of tourist attractions: Amazing Thailand is communicated by various tourist attractions from visual to verbal languages such as the several pairs of antonyms e.g. ‘a world without wall and ‘a life without label. Many different colors in the logo add diversified value to the image of Thailand as a colorful culture, place, and people.

3) Excitement and Adventure: Amazing Thailand is communicated as exciting, adventurous, and yet romantic and relaxed destination. Adjectives such as

‘thrilling’, ‘brimming’, ‘romantic’ and ‘stunning’ suggest that Thailand is a destination filled with energy and excitement.

4) Uniqueness and refinement: Amazing Thailand emphasizes a unique destination with Buddhism, local wisdom and fine cuisine by using metaphors e.g. ‘bustling ethnic communities’ and adjectives e.g. ‘local’ and ‘age-old. This image is then supported by visual elements e.g. an ancient-looking temples and a rural community in several regions. The pictures provide local people, local life and festivals in each province in associations towards a unique destination.

In sum, the campaign of Amazing Thailand – Open the New Shades has delivered meaning and message of Thailand to the eyes of global people by addressing diversity of Thai tourism which could be considered as integral part of nation branding. Nonetheless, Thai tourism campaign could not represent the whole image of Thailand. Hence, Thailand branding still needs other supporting factors to complete the losing jigsaw puzzles of image of Thailand.

#### **4.5 Results from In-Depth Interview**

In this section, the results from in-depth interview will be displayed according to semi-structured questions delivered to key informants of 52 persons before interview. This research’s objective aims to explore the opinions of key informants from three groups; academics, practitioners, and foreigners. The useful information is brought to construct questionnaires for the survey research in the next chapter. The research results is divided into 4 main parts, based on sequences of semi-structured questions which are:

- 1) Opinions towards Thailand in terms of SWOT analysis
- 2) Opinions towards six identities and images of Thailand
- 3) Opinions towards a possible policy of Thailand branding
- 4) Opinions towards semiotic sources of Thailand brand communication

In the analysis of this interview section, the researcher will code the descriptive data, separate common and different opinions, and link generalization to the body of Thailand branding framework. The following is the result of an in-depth interview.

#### 4.5.1 Opinions towards Thailand in Terms of SWOT Analysis

The status of Thailand image is analyzed in terms of strength, weakness opportunity and threat (SWOT analysis) in six competitive identities and images according to theory of nation branding. Key questions start from “What is your opinion about Thailand from the past until the present and what is strength and weakness for Thailand?” In terms of strengths (S) and weakness (W), the researcher considers all answers from key informants as either a strength or a weakness from positive and negative opinions based on the internal environmental factors in Thailand. In terms of opportunity (O) and threat (T), the researcher considers all answers from key informants as either opportunity or threat from positive and negative opinions based on the external environmental factors out of Thailand. Through the SWOT analysis, the viewpoints after extraction are presented below.

**Table 4.5** SWOT for Thailand Brand

<b>Internal Branding Factors</b>	
<b>Strengths</b>	<b>Weakness</b>
1. Thailand sits on a strategic location for logistic and supply chains in ASEAN	1. Thailand has an inefficient management of transportation, in particular its railway system.
2. Thailand is located on a safe zone from severe natural disasters such as earthquakes and severe storms.	2. Thailand has faced many droughts and floods
3. Thailand lies from mountains, plains to seas and ocean resulting in natural diversity and resourcefulness.	3. Thailand has poor management for natural resources for public interest.



**Table 4.5** (Continued)

<b>Internal Branding Factors</b>	
<b>Strengths</b>	<b>Weakness</b>
4. Thailand has many attractive tourist destinations, including natural, cultural, historical and entertaining places.	4. Tourist sites are far apart and inconvenient for access due to an inefficient public transportation system between provinces and places.
5. Thailand has been ranked as one of top 10 destinations for global tourists for decades	5. Thailand lacks managerial integration from all stakeholders for tourism sustainability.
6. Thailand has many festivals and traditional events every month throughout the country.	6. Thailand lacks an attractive story telling for communicating festivals and traditions in a cross-cultural tourism.
7. Thailand is globally admired in terms of its high service-minded people.	7. Tourist staff have poor English proficiency and cross-cultural skills.
8. Thailand has a wide variety of hotels and restaurants for a wide range of prices in the same areas which are suitable for different tourist segments to stay and travel from places to places.	8. Thailand lacks obvious quality standards and serious measurement in many competitive factors for promoting industry in national and local levels for different consumer segments.
9. Thailand has peace and security with a low rate of violence, crime and terrorism for tourists in global scale.	9. Thailand has poor management of justice and crisis, especially for investigation and communication.
10. Thailand has been successful in campaign of Amazing Thailand for decades and most tourists remembered this slogan.	10. Thailand has faced problems of brand gap between communication and reality for different tourist segments.
11. Thailand has very low rate of unemployment compared to other countries.	11. Thailand will be facing an aging population

**Table 4.5** (Continued)

<b>Internal Branding Factors</b>	
<b>Strengths</b>	<b>Weakness</b>
12. Thai people have creativity from the cultural root of fun and flexibility.	12. Thai people have not yet improved the level of creativity to innovation.
13. Thai people have been globally admired for its high level friendliness, generosity and service-minds.	13. Thai people in the cities have lost their smiles due to highly stressful life from social and economic pressure and new generation might not be nurtured for service-minds.
14. Thai people have a strong anchor point from the philosophy of Buddhism and this makes Thai society less violent when compared to other countries.	14. Thai people have grown up in a resourceful geography and peaceful environment and this makes Thais comfortable and impatient to passion or success that requires a long time.
15. Thailand has a rich culture and heritage over hundred years and this long history has created diversity and uniqueness throughout the country.	15. Thailand has a characteristic of loosen culture that is easily open to other cultures that might be a threat of preserving Thai traditional cultures.
16. Thailand has plenty of agricultural and fishery products and it is ranked top 20 countries for global production and export in many categories.	16. Thailand has low productivity, research and development for transforming raw material to be finished products.
17. Thailand is one of key world manufacturing bases of semi-parts of technological and automobile products.	17. Thai products and services are not globally branded and not considered best in class in any category.
18. Thailand has been successful to draw a foreign direct investment in forms of resources-seeking type and efficiency-seeking type.	18. Thai productivity decreases while labor cost increases. FDIs moved out their manufacturing bases and regional offices to other countries

**Table 4.5** (Continued)

<b>Internal Branding Factors</b>	
<b>Strengths</b>	<b>Weakness</b>
19. Thailand has been successful in promoting an incentive of cluster investment, especially automobile and semi-part conductors.	19. Thailand has poor management of environmental protection and waste management.
20. Thailand has good basic infrastructures and technological advancement, especially in financial system and internet diffusion.	20. Thailand has an image of a developing country and small market size which is obstacle to draw foreign direct investment of market-seeking type and strategic-asset seeking type.
21. Thailand has an image of a free and liberal country.	21. Thailand has faced problem of justice and poor law enforcement.
22. Thailand has an institution of constitutional monarchy which is central of country harmony.	22. Thailand has a few governmental leaders who are well known in the global media.
23. Thailand has continued democracy and liberalization even though there have been many coups d'état.	23. Thailand has a negative image of corruption and social inequality.
24. Thailand has never been colonized by any countries and it remains peaceful and welcoming environment.	24. Thailand has discontinuity of governmental policies and country development plans.
25. Thailand has continued foreign diplomacy for being a neutral state and a good country to the world community.	25. Thailand has a lack of good communication on its contribution to the world such as donations and participation to UN missions.

**Table 4.6** Opportunity and Threat of Thailand

<b>External Branding Factors</b>	
<b>Opportunities</b>	<b>Threats</b>
1. Rising of Asia in demand and supply to the world economy. Asia countries are top ten destinations for global travelers and investors.	1. The protectionist policy advocated by many developed countries such as the United States of America is causing stagnation of travel, trade and investment.
2. Rising of middle class and cosmopolitan in the world results in demand of organic foods, modern lifestyles and new experiences.	2. Decline in world economy affects oversea travel and investment
3. The growth of low-cost airline has motivated movement of global community.	3. Terrorism has also spread everywhere in the world and sporadic incidents have also occurred in the south of Thailand.
4. Advent of modern technology and internet network has broadened its new knowledge of global people.	4. Lack of media literacy has caused some negative images to nations.
5. Integration of ASEAN countries has opened new opportunities for economic and social exchange.	5. Political conflict between neighboring countries has affected the unity of one community in ASEAN.
6. Globalization has contributed to new know-how and modern technology and lifestyle.	6. Globalization has threatened many local cultures and some forms of local wisdom has altered.
7. Increase of ASEAN role in global community has changed image of ASEAN countries in the global perceptions.	7. International politics has intervened the peace and security in a country.

**Table 4.6** (Continued)

<b>External Branding Factors</b>	
<b>Opportunities</b>	<b>Threats</b>
8. Concept of sustainability has increased awareness of social responsibility and environmental protection.	8. Due to global warming, natural disasters have increasingly occurred and severely affected loss and tragedy in many countries.

As mentioned in table 4.5 and 4.6, Thailand has many strengths and weakness, awaiting for managerial decision in nation branding process. Opportunity and threat might come in to either increase or decrease chances of Thailand's development. Next section is outstanding identities and images of Thailand according to result of interviews.

#### **4.5.2 Opinions towards Thailand in Six Identities and Images**

All key informants will be asked of their opinions about six national competitive identities. However, the sequence of questions may be adjusted suitably for expertise of key informants. The following is the result of their opinions;

##### **4.5.2.1 The Outstanding Identity of Thai Tourism**

All key informants are asked about what and how they think of Thai tourism in either positive or negative image. Topic of discussion includes diversity of tourist attractions, travel infrastructure, environment management, hospitality and services. Data in the following tables are selected from the most frequency of words and phrase that majority of interviewees discussed.

**Table 4.7** Outstanding Identity and Image of Thai Tourism

<b>Outstanding Identity and Image of Thai tourism</b>	
<b>Positive</b>	<b>Negative</b>
1. Natural beauty and diversity	1. Poor environmental protection
2. Beautiful temples and historical places	2. Poor historical maintenance and communication
3. Variety of shopping centers and markets	3. Similarity of products and services
4. Plenty of food choices and 24 hours services.	4. Low hygienic standards for street foods.
5. Colorful nightlife	5. Lots of prostitution and drugs.
6. Welcoming and friendly environment	6. Poor English skills
7. Highly serviced-mind in hospitality	7. Lack of national service standards
8. Value for money destination	8. Poor linkage of public transportation

As mentioned above, most key informants expressed their opinions that outstanding identities of Thai tourism include beautiful nature and heritage, shopping variety, food diversity, colorful nightlife, welcoming and friendly environment, highly serviced-mind and value for money. All of these positive images should be strengthened but the following comments should also be addressed in this research:

1) Thai Tourism and Diversity of Tourist Attractions

Most key informants (42 persons) agree that Thailand has high diversity of tourist attractions and activities. Thailand is rich in natural resources, beautiful sceneries, and amazing festivals. Supranee Pongpat argues that Thailand luckily sits on a safe zone from natural disaster. The country mostly lies within the Indochinese peninsula which has many breath-taking natural places such as Similan Island. Boonchai Hongjaru says that there are thousand pictures in Google showing the beautiful sea, the white sand, and the bright mountain as self-explanatory of Thai natural beauty. Many key informants (38 persons) agree that Thailand also has beautiful heritage sites and stunning architects, for example; Wat Rong Kun (White Temple) in Chiang Rai Province. Therdchai Choibamroong adds that arts and crafts of Thai

architecture and elegant decoration are rarely seen in other countries. Wirote Sitaprasertnand indicates that most tourists feel amazed with those fine arts which look different from neighbouring countries. Kasara Sukpatch adverts to diversity of shopping places that makes Thailand as shopping paradise. She argues that total retail spaces in Thailand is not less than in Hong Kong and Singapore. Moreover, there are variety of choices and prices for purchase. This strength makes Thailand one of the top ten dream destinations in the world. According to CNN travel 2017 and Global Destination Cities Index 2018, Thailand and its capital city - Bangkok was voted to be the first rank in the world tourist destination. Supranee Pongpat argues that it is proud to say that Thailand is a heaven on earth, and Bangkok is a city of angels.

### 2) Thai Tourism and Highly Serviced-Mind

Highly serviced- mind is always considered as a strength of Thailand and most foreign key informants (16 persons) also agree with this admiration. According to Thitiporn Sanguanpiyapan, Thailand had this good reputation from premium service standard of Mandarin Oriental Hotel. Global media presented this reputation for many consecutive years. Oranuch Pruetipibultham argues that Thai people have grown up under the generous culture from Buddhist's teaching and family cultivation. This kind of culture makes Thais feel friendly and helpful to other people, especially to foreigners. Michael Zhang appreciates this good personality and he likes visiting Thailand because of Thai highly serviced-mind. Bing Han adds that Thais render services from heart and humble manner which are far different from many countries he has visited. He sees that this is the competitive strength of Thai tourism.

### 3) Thai Tourism and Poor Environmental Management

There are concerns of a trading-off between natural resources and tourism revenue. Korn Chatikavanij raises an issue of Thailand as a cheap destination during an interview. He says "if we are selling our valuable nature at a very cheap price, we need to change the image of our country". Supranee Pongpat argues that TAT is also concerned about this issue. However, by governmental policy for income growth, it is inevitable for TAT to open up a market for mass segment to drive numbers of tourist arrivals. She says "We are monitoring an influx of zero-dollar group tour but it is not easy for us to solve this problem alone. TAT has a duty to bring in global tourists but we cannot control total supply chain of tourism because there are many organizations

involving travelling industry”. Boonchai Hongjaru argues that influx of tourists come along with wastes which need an efficient environmental management. Mountain of trash and plastic garbage floated on the sea are now the stunning pictures of Thailand on social media. Takashi Nakamura questions what if the Thai beautiful sea turns to be the garbage bin of the world, who will come to Thailand? He doubts why the government pays less attention on environmental protection. Nowadays, Thailand has about 70 million local people and about 36 million visitors a year. This is a huge number of resources consumption which require serious attention. Therdchai Choibamroong says that “we look like a frog in a boiler. We are slowly boiled alive by selling our natural resources without realizing that those resources will be gone one day. Thai governments are either unable or unwilling to solve this problem. We let it be for the future”.

Kasara Sukpatch points out to social responsibility by stressing that “We should be seriously aware of the fact that any natural resource is limited and it will run out of our country if we consume irresponsibly. Nature takes many years for growth and rebirth. Thais should rethink that our natural resources are an interest of the public, not individual’s assets”. She again says that “Luckily, many Thais are alert to this problem and consider that our natural resources belong to the country and the problem is not far from us. Even though deforestation occurs in the north, it can be harmful to Thais people in the south as a result of global warming. However, this alertness has not yet distributed throughout the country. Hopefully, Thailand branding is one of strategic tools to motivate the Thai spirit of natural resources protection for the next generation.”

#### 4) Thai Tourism and Maintenance of Heritage

Many key informants (28 persons) mentioned their concerns about poor maintenance of heritage. Takashi Nakamura says that “it is quite a pity that many beautiful religious and historical places are poorly managed, dirty and crowded with many stall shops, beggars and vagrant dogs. When compared to other countries such as Japan, restoration and maintenance of Thai historical buildings have been lesser taken care of”. Michael Zhang also doubts whether Thai government has little budget on this operation or lacks knowledge of heritage maintenance. Surrounding of cultural heritage sites look untidy, dirty and unharmonious with city landscape. In spite of that fact that all historic buildings are the pride of Thai nation, Thais might overlook this importance. Takashi Nakamura argues that every Japanese has duties to preserve such important places. Adam



McQuire adds his opinion to this issue that it looks like Thais only overlook the inner spirit of historical and artistic impression. Walkability enhances value of sight-seeing but most of footpath in Thailand are narrow, uneven and full of barriers. Shopping buildings and street shops take up the walking spaces and thus most of pedestrians have to walk on road rather than on footpath. The trees along the main road were cut off without knowledge of green and natural management. He says that “improvement on landscape design would enhance the good reputation of the country. Thais should learn more about relationship between their heritage and modern life.”

#### 5) Thai Tourism and Unattractiveness of Cultural Communication

Many foreign interviewees ( 12 persons) comment that Thai cultural communication appears unattractive and difficult to understand. Wirote Sitaprasertnand argues that most visitors come to learn new things but Thais are not good at communicating their culture to enhance memory of tourists. Ayuko Mori also confirms that she knew very little when visiting Thai cultural attractions due to lack of signs and media in foreign languages. In addition, Thai cultural narration is mostly told with supernatural animism which is a contrast to modern learning. Nowadays, stories of ordinary people who have contributed good things to the world are very interesting to the new generation. She suggests that supernatural stories and fairy tales can remain unchanged to preserve local beliefs but a new national narration should be applied in presentation of how people, culture and historical places are important to the world. Biography and royal duties of the late majesty the King Bhumibol are very commendable in the global media. Thai tourism should construct an outstanding tourist attraction to tell the story of the King Rama IX, in particular of his self-sacrifice for the country’s development. H.E. Geoff Doidge says that he believes the new generation would like to learn more about the great king who behaved himself as ordinary person, humble and working hard for public interest. The loss of Thai’s great king should be intensively considered as a turning point of Thai society. The philosophy of his late majesty the King Bhumibol should be a direction of country development. The king has dedicated his life as a good example to our world. Thais should do more than let his story go with the wind.”

Wirote Sitaprasertnand indicates that Thai cultural places should be installed with multi-media and virtual technology in cross-cultural presentation to

attract tourist attention. Tour guides mostly rely on their basic skills to present Thai history; however, it is not enough to make foreigners to feel impressed with Thai cultures. Furthermore, all tour guides should be trained of cultural study in order for them to deeply understand common and difference between nations. However, in reality, there is lack of systematic education and serious training in this issue. Wirote Sitaprasertnand says that “installing the multimedia at sites can help visitors to learn our culture by themselves and this help to decrease misunderstanding or bias from individuals.”

#### 6) Thai Tourism and National Standard of Service and Quality Management

Thai tourism is admired for its high-quality service. Thai smiles, generosity and gentle manner have once cemented memory of foreign tourists. However, nowadays this good reputation has deteriorated because other countries have improved their skills for services whereas Thailand has shown less progress. Oranuch Pruetipibultham says that cultivating a service-minded attitude for a new Thai generation is a tough challenge because the younger generation has grown up in a pampering environment. They are less sociable and lack the human touch due to technological addiction. Some of them are from a single-parent family which is different from the older generation who grew up in an extended family setting. Living in the large family cultivated Thais to take care of their relatives and this is a factor of highly serviced-mind. Therdchai Choibamroong argues that it is necessary to improve Thai service standard before it is too late. Thitiporn Sanguanpiyapan agrees with this point. She says that “many foreigners have admired our good-hearted service but nowadays we lose our smiles and sincere service. Thai Airways is an example of losing championship to Singapore Airlines due to the fact that our competitor seriously improved this competitive advantage”. Therdchai Choibamroong argues that the highly serviced-mind can be systematically trained nationwide like the Omotenashi system in Japan. The standard of Thai national service should be identified and measured for consistency and reliability. He finally emphasizes that “Thai service style should be strengthened in every level of service because it is our DNA. Why would we lose our strong identity despite of being our culture?”

#### 4.5.2.2 The Outstanding Identity of the Thai People

Next is table showing agreement of majority pertaining to outstanding identity and image of Thai people? Positive and negative image are separated in right and left column regardless of ranking. Further explanation would be added below the table.

**Table 4.8** Outstanding Identity and Image of Thai People

<b>Outstanding Identity and Image of Thai People</b>	
<b>Positive</b>	<b>Negative</b>
1. Friendly and welcoming	1. Low English skills and cross-cultural skills
2. Generous and helpful	2. Difficult to understand globalized literacy
3. Easy and Flexible	3. Self-indulgence and undisciplined
4. Humble to seniority	4. Save-faced and considerable attitude
5. Fun loving	5. Gambling and Impatient to long time process

From table 4.8, Thailand has many positive identities and images of Thai people such as friendliness and generosity. However, those positive images are mostly on daily-life base which might not be enough to move forwards the country. Identity and image of work- life base such productivity and creativity should be strengthened. Followings are discussion of outstanding identity and image of Thai people from expert opinions.

##### 1) Thai people and Global Thainess

Thainess means the quality or state of being Thai from mentality, and personality. This distinctive state has constructed some outstanding characteristics of Thai people different from other countries. Most of key informants (38 persons) agree that Thainess consists of friendliness, generosity, and flexibility due to the long historical influence of Buddhism and agriculture. Wasita Boonsathorn adds that Thailand might be categorized as cultural looseness because the country has faced less effects from ecological and human-made threats. Living in comfortable area and a free state from

colonization makes Thai people much friendlier and less xenophobia to foreigners. Thai people believe in Buddha's teaching of Karma (we will get what we have done) and thus generosity is a good deed which is related to Thai flexibility. She says that "in other countries, we could not order foods with any special change from the standard menu but in Thailand we could ask for more or less ingredient and with or without seasoning. This is an example of Thai flexibility which becomes strength of Thai service industry". Moreover, Thais have humbleness, respectfulness, and fun-loving characteristics. All of these identities have constructed a unique Thainess.

However, Katewadee Kularbkaew said that the long history also constructed Thainess with some unpreferable characteristics such as credulous attitudes in animism and super nature. Worshiping gods and ghosts still exist in Thai society. In her opinion, credulous behavior obstructs identity of scientific, fact finding, and logical reasoning which is important to human and social capitals. South Korea announced policy of Global Korea to motivate its people to develop globalized skills such as English, Math and Science. Moreover, the policy also employed a concept of global citizenship to its human development. Global citizenship encompasses civic responsibility, critical thinking, justice-orientedness, world mindedness, and holistic understanding of differences in global community. In testing Korean students, the result showed that they have high scores in these characteristics. Moreover, they have high skills of money and media literacy. Korean teenagers use skills of critical thinking towards globalization in many ways. In contrast, Thai people tend to have one-sided positive thinking towards globalization. Moreover, Thais have poor skills of money and media literacy. According to recent survey of Kantar TNS, Thais are overly optimistic and easily believe fake news from the social media.

Many key informants ( 25 persons) discuss whether or not Thainess can be linked to globalized literacy which means the understanding of pros and cons from globalization. Kowit Phadungruangkij mentions that globalization and social media technology have affected a unique Thainess in both positive and negative aspects. Unfortunately, Thai good characteristics have gradually decreased while negative characteristics have continuously shown up. Thai people, especially in the major cities, have lost their sincere smiles due to tension from cost of living. Generosity has been replaced by hotheaded mentality. Flexibility has changed to be discretion of self-centered

attitudes. Humility is replaced by rudeness by an excuse of social equality. Sumonchaya Chuengcharoensil says “while we have been losing our good identities, we have still kept our negative identities such as indulgence, nepotism, and thoughtlessness. A word of “Thainess” or “Thailand Only” or “Very True Thai” have reflected those negative images when someone want to speak sarcastically about Thailand”

Many key informants (26 persons) comment that Global Thainess would be new mixture of Thai and global identity. While Thais maintain their identity of friendliness, generosity and flexibility, Thai should improve a globalized identity such as social responsibility, fairness attitude, world mindedness, and multicultural skills. Dhiyathad Prateppornarong says that “our strong points still exist but our government should bring up the good global citizenship as national agenda in order for all stakeholders to participate construction of Global Thainess that blend a unique Thainess with good global citizenship such as laws compliance, English proficiency and multicultural understanding. Thailand branding might be a direction of what Thai people should do or should not do.”

## 2) Thai People and Nation Pride

Nation pride is one of the civic responsibilities and it is expected to be a foundation of nation branding because it involves attitude and behavior of local citizen towards their country whether or not they would support their nation brand. Thai people would automatically act as brand ambassadors wherever they live, work and travel. A country with national pride citizens is predicted to be quickly successful on nation branding. Most of key informants (32 persons) agree that Thai people have nation pride but in different degree and perspectives. Pornthip Rojanasunand says that it should be considered on what aspect they are proud of their country. Most of Thai people have their pride in the Great King Bhumibol but may not in country development. They are not proud of social justice due to poor law enforcement. Euthana Mukdasanit argues that modern Thais might lack nation pride in the past and current country achievement. He has seen lots of hate speech on social media directed towards other Thais who think and act differently. Those hate speech also contain national self-hatred content. This is a serious problem of Thai society. However, it should not be assumed that modern Thais would not love their country but because of such a love they have therefore expressed it in this way. Wasita Boonsathorn says that Thais should obviously admire and promote

whoever does a good thing to the country, for example; a student who wins a world championship reward, and a social media who campaigns for a good Thailand such as a Facebook of Nung Sin Kor Suay Dai (Beautifully Thai costume dressing). It might be a shortage of Thai inspirers for new generation to see a good example. Thai society should encourage Thai people to show their nation pride and provide media space for their communication.

As a result of cultural looseness, Thais have opened their minds to foreign cultures and imported brands. However, it is not meant that those Thais do not love their country because they bought the brand-named products and followed a craze of Korean celebrities. Oranuch Pruetipibultham says that “we must look below the surface, search into the good spirit and forget negative stereotypes. There are many researches indicating that nation pride emerges inside a spirit of a citizen when they grow up with a good quality of life. However, Quality of life is not only a good income but also surround with good people and environment. Thai government should improve a quality of citizen’s life, promote good role model, and build some country achievement. If Thai government achieves these targets, Thai people will be more proud of their nation.” Bing Han also says that Thai people have strong nation pride. He notes that “it is really impressive whenever I have seen many Thai people stand up to respect the national flag and the royal anthem. This national culture is really rare in other countries. I also stand straight to show my respect and pray for good thing to your country. I do believe that Thai people are proud of their country and this behavior is one of the Thai unique identities that many countries would like to imitate but find it is difficult to do so.”

### 3) Thai People and Labor Productivity

According to theory of nation branding, a work-life identity is related to national competitiveness because human creates values to the world society. It consists of many characteristics such as endurance, discipline, productivity, creativity and cross-cultural skill. It seems that Thailand has no outstanding identity in this category. When asking interviewees, it took a long time for them to speak out what was a good identity representing Thai’s productivity and competitiveness. However, many key informants (21 persons) argues that although there are critiques of Thai’s late coming and comfortable habit, Thai workforce still has productivity, especially for agriculture and craftsmanship. However, if in advanced technological industry, they need more training

of English and digital application. They are not supported by working environment and motivation. Traffic congestion, stress of high cost of living, low technological investment, and poor working places are also obstacle to Thai's productivity. Thai labor lacks opportunity of upgrading their skills due to negligence of employers.

Some key informants (15 persons) argue that creativity might be one of Thai outstanding identities but it has not yet developed to degree of innovation. Thais are good at creative thinking and this has been proving in many global contests. Thai people have won many international awards, in particular of creative advertising, gastronomy and robot prototype. It is unfortunate that Thai mass media pay less attention to this news. Moreover, Thai government has promoted very little to encourage such talents on a national scale. However, Wasita Boonsathorn says that "Thais might lack patient and passion to a time-consuming success. We should provide a course training for our child to know their passions and to learn that success needs endurance. Both creativity and innovation need a growth mindset for value creation but there are differences in level of operations. Creativity is a thinking process but innovation is a doing process. Innovation requires big efforts and takes risk much more than creativity does. Thai people tend to have characteristic of risk-aversion and low endurance to long time development. Most of Thais might stop themselves at the level of creative thinking because they still have fun and safe."

Furthermore, the Thai working culture also obstructs innovation. That is an identity of considerate and save-face manner, especially whenever Thais are in environment of hierarchical meeting. Thais who are junior position must play safe and have no brave to think out of the box if a senior group disagrees. Knowledge is also a critical fundamental for innovation but Thailand has spent average 0.5 percent of GDP on research and development. Thai government has no concrete direction to innovation; moreover, Thai private sectors still enjoy the abundant natural resources. Many large firms might be an obstacle to Thai technological innovation because they pay less intention to innovative investment. Somkiat Tangkitvanich says that "we are good for technological consumption but poor for invention. All of these situations make our country less innovative. We have to cultivate new growth mindset into every sector, promote this matter as national agenda and construct some symbols for showing our

dedication to innovation if we seriously need the creative identity in Thai workforce for competitive advantage of nation”

#### 4.5.2.3 The Outstanding Identity and Image of Thai Culture

Below table shows the top five outstanding identities and images of Thai cultures in both positive and negative images.

**Table 4.9** Outstanding Identity and Image of Thai Culture

<b>Outstanding Identity and Image of Thai Culture</b>	
<b>Positive</b>	<b>Negative</b>
1. Living culture based on Buddhism	1. Superstitions
2. Refining traditional arts	2. Slow and boring performance
3. Festival and eventful country	3. Hedonism
4. Thai unique language	4. Rhetorical Styles and Indirectness
5. Food variety and refinement	5. Sweet and Oily Taste

From the above table, almost key informants (50 persons) agree on unique identity and image of Thai culture including Buddhism, Refinement, Festival events, Thai language and Food variety. Much of Thailand’s culture comes from Buddhism, Animism, Monarchy, and Agricultural society. However, Thai culture has been assimilated with Indian, Chinese and western cultures for hundreds of years and therefore it can be seen some cultural fusions through buildings, literatures and foods. Of Thailand’s nearly 70 million people, the ethnic Thai people can be divided into dozens of different subgroups. However, their traditions, languages, and cultures differ only slightly and most of population have been familiar with those slightly differences. This leads to a strong sense of shared traditions and cultural identity. Special concerns towards some outstanding identities and images of Thai culture are noted during interview. Next are some critical explanations from key informants.

#### 1) Thai Culture and Preservation of Thai Uniqueness

Almost key informants (46 persons) agree that Thai culture has high uniqueness and there are numerous arguments about how to preserve Thai culture in modern society. Some groups would like to strictly keep Thai traditional culture and



another groups would like to adjust Thai culture for more contemporary sense. Fortunately, cultural negotiation between groups in Thailand has never led to violence and persecution. Abhisit Vejjajiva indicates that “it is very fortunate for Thailand that Buddhism has formed our social identity to be a non-violating society. Although 90 percent of Thai population are Buddhist, there is no religious fanaticism. Moreover, Thai constitution indicates that the supreme leader-the King is an upholder of all religions. Any individual living in Thailand have their freedoms for religious belief and practice. This is one of cultural uniqueness that makes Thailand free from a religious war. The country remains peaceful due to philosophy in Buddhism. Thai culture has many good characteristics from Dhamma- the Buddha's teachings.”

Katewadee Kularbkaew further adds that “it is generally admitted that culture is a dynamic evolution and thus it can change overtimes. Preservation of Thai culture should start from the fact finding on usefulness of what Thais would like to preserve. For instance, Buddhism is proved to be useful for Thailand because it contains many positive characteristics that attract both ordinary laymen and intellectuals to do all good things. However, Thais traditional culture has mixed up between Buddhism and many other beliefs such as animism and superstitions. Nowadays, it is really difficult for Thai people to separate what is true Buddhism and what is not. Intersection of Buddhism and Hinduism has been a product of ancient Indian culture and they possess both strengths and weaknesses when applied to contexts in Thailand. Hinduism emphasizes a faith in gods while Buddhism focuses on mindfulness for a truth-seeking through the Four Noble Truths. It seems that both teachings would be incompatible but in Thai culture the two religions are seamlessly assimilated. Rejecting belief of gods, ghost and superstitions, it might mean that we are forgetting an origin of our nation”.

Waraporn Kulsawatpakdee argues that preservation of Thai culture based on Buddhism might be a good fundamental for Thailand branding. Dhiyathad Prateppornarong agree to that idea because Buddhism is always contemporary, universal and valid. With these identities, Buddhism nowadays becomes popular in Western culture. Many westerners who visited Thailand have found themselves discovering a true happiness in the Buddha's teachings. Nevertheless, it is unfortunate that many of Thai monks have behaved in the wrong way and this makes Thais lose faith in Buddhism because Thais interpret monkhood as a symbol of good

practice. This is a problem of a sign construction as Thais prefer a form over content. Thais take extraneous forms of a religious material and ceremonies rather than a content of the Buddha's teachings. It is generally accepted that Thai social problem is the lack of a profound study to Buddhism. If people really practice the five precepts, there would be a little chance for violence, fraud, and corruption. Kowit Phadungruangkij says that "it is necessary for us to separate a form and a content in cultural preservation. Maintenance of Thai culture in forms of our traditional arts and performances should be continuously undertaken to represent our long history. However, preservation of our value and belief requires reformation of education. Separation between the Dhamma and the supernatural narration might be useful to Thai modern mentality."

Vern Unsworth also argues that he decided to live in Thailand because of people and culture. He has been impressed with beautiful arts, architects, and a way of local life. Buddhist temple reflects culture of harmony and generosity. He feels peace in mind whenever he sees Thais' making a merit, offering foods to monks, and listening to sermon for good spiritual treatment. Vern Unsworth says that "all of these scenes are unforgettable whenever I think of Thailand. Although I cannot totally understand Thai language, I can touch Thai mentality from non-verbal language." Many key informants (26 persons) agree that it would be very useful if Thai governments pay their attentions to cultural communication through film and music because those media would be a quick snapshot to tell a story of Thailand. Like South Korea and Japan, they have applied entertaining media such as drama series and cartoon for telling their stories. Thailand has many good things but it is lack of creative and efficient cultural communication in order for our world to profoundly understand Thailand"

## 2) Thai Culture and Creative Economy

Although there is a blend with other cultures, many key informants (34 persons) agree that Thai culture has its own uniqueness, in particular of spiritual refinement. Thai traditional architects were magnificently decorated with painted ornamentation for telling stories of the Buddha's life, the Ramayana, and Thai folklore. Thai food presentation is among the most exquisite in the world. Thai dishes are beautifully decorated with a variety of carved vegetables, fruits and flowers. However, these delicate features and refinement have not been presented to the global viewers from the perspective of cultural industry as much as they should. Many key informants

comment that Thais have lacked the proficient skill of a creative economy. There are many words describing the power of culture in accordance with global trends such as cultural industry, cultural commodity, cultural production, and cultural consumption. Katewadee Kularbkaew simply explains that while the word ‘cultural industry’ deals with the cultural objects, for example Pizza frozen foods as symbolic of Italian industrial standardization, the word ‘creative economy’ deals with the cultural expression, for example Korean Drama Series as connoting value creation. Creative economy relies on ideas, knowledge, skills and the ability to seize new opportunities. Both terms have become widely associated with nation branding through cultural diplomacy which is a tool to promote a unique culture of one country to be popular in the global society. Creative goods, services and contents can create cultural consumption and in return those cultural products indicate the power of nations. By defining these words, Katewadee Kularbkaew concludes that Thai cultural industry has not yet attained the status of being well known in the global market.

Lee Hoon doubts whether or not the Ministry of Culture realizes the way to link Thai culture to the outside world. He says that “we have seen only Thai language or a few English tags in cultural places while we are eager to learn more about the stories behind them. It might be more impressive if the Thai government provides global tourists with more foreign languages. Moreover, it might be more interesting for the new generation to learn a parallel story of traditional beliefs and values of Thai culture to the world.” Ari-shai Akraudom adds that non-verbal communication can also be unique for multicultural communication. For example, Kungfu represents Chinese culture and Bollywood dancing for Indian culture. It might be necessary for Thais to create some outstanding identities to represent Thai culture in the global media. Ja Phanom (also known as Tony JA) is a Thai actor who has been globally accepted through the martial art of Thai kickboxing. Thai government should promote Thai celebrities to the world in the same way as the Korean government has tried to do. Adam McGuire says that he has seen many Thai films and variety shows; however, those media contain lots of comedy and ghost stories which he is not familiar with. Thai humor is totally different from western culture. He would like to see more knowledgeable contents but it seems difficult to find. Most of Thai TV programs are singing contests while Japan and Korean TV programs offer a variety of inspirational and innovative contents. Thai

cultural production repeats stories of love affairs rather than stories that enrich the mind and stimulate intelligence. Shortage of useful content is a problem of Thai creative economy.

Euthana Mukdasanit argues that the culture of watching movies seems different in each region and there is a large difference between Thai and Western audiences. Thais prefer watching movies for relaxation but Westerners prefer to get some thought provoking messages along with their entertainment. Thai story-telling is based on Thai mentality which requires only simple understanding. That is why Thai films of romantic comedy and hilarious ghost stories are popular in Thailand. It is said that Thai cultural production leads to a stereotype of the westerner's perception towards the Thai people. Superstition, poverty, and transgender issues might be key messages that Thai films have employed to present Thailand on global media. It is necessary for Thai film directors and screenwriters to showcase other sides of Thai culture that is universally admired." M.R. Chalerm chatri Yukol says that "as far as I have observed, the Thai entertainment media is very popular in ASEAN countries due to similarity in cultures." Nevertheless, he thinks that it might be difficult for the Thai entertainment culture to enter the western market because of cultural barriers and marketing investment. Thai cultural market is very small when compared to other countries which have exported their cultural contents to the world. Hollywood becomes a global culture due to the powerful status of the United States of America. Chinese and Indian films have been supported by their billions of local citizens. It is not possible for the Thai cultural industry to compete with those countries in respect to the market size but the Thai cultural industry can compete in terms of unique and creative content in the same manner as Japan and South Korea have done. It is quite interesting to study how those two countries have successfully exported their cultural industry to the world market.

Most of the key informants (43 persons) confirm that Thai food is admired as a world fine dining category but it lacks cultural content and industrialization. Thailand can promote its cuisine through a drama series like *Dae Jang Geum*- a Korean television series. Unfortunately, Thai film industry is lacking in qualified directors, and good screenplay to fine-tune Thai contents according to global taste. M.R. Chalermchatri Yukol suggests that Thailand branding through movie and music should not be promoted from a one-sided perspective because Thai outstanding identity is based on cultural

diversity. Global consumers have their own tastes and thus diversity would offer choices of cultural consumption. Preservation of Thai traditional culture on movie and music could still be maintained but in different shades of presentation. He says that “we can still speak Thai and sign a Thai song but the most importance is that while we are speaking Thai, foreigners understand our true meanings and while we are singing Thai songs, they can sing along to it. That is a success of intercultural communication.” Many key informants conclude that Thai creative economy and cultural industry require significant support from the Thai government to reduce the many barriers they face and increase the opportunities for Thai cultural producers to grow locally and globally. Reducing tax of film production, increasing show times of Thai films in cinemas, sponsoring creative production, and promoting Thai cultural products are examples of requested support.

#### 4.5.2.4 The outstanding identity and image of Thai product and services

Below table shows the top five outstanding identities and images of Thai products and services in both positive and negative images.

**Table 4.10** Outstanding Identity and Image of Thai Product and Service

<b>Outstanding Identity and Image of Thai Product and Service</b>	
<b>Positive</b>	<b>Negative</b>
1. High service-minded workforce	1. Unstable standard of national service
2. Trusted quality	2. No best in class
3. High diversity	3. Image of a copycat country
4. Craftsmanship and refinement	4. Image of less technological development
5. Authenticity from organic foods, herbal spa product and local wisdom products	5. Lack of unique story-telling and unattractive packages

The above table shows outstanding identities and images of Thai product and service from key informant’s opinions. Positive perspectives include high serviced-mindedness, trusted quality, high diversity, craftsmanship and authenticity. Negative perspective is composed of unstable national service standard, no best in class, copycat,

poor technological development, unattractive design and story-telling. Many key informants (27 persons) gave further explanations which could be classified in the following topics;

1) Thai products and Country of Origin

Country of origin (COO) can establish some stereotypes influencing purchasing decisions. Many world brands refer to their origins to claim authenticity or superiority of their products and services. Made-In label is also symbol of Ethnocentrism promotion. However, many key informants mention that Thailand tends to be a loosened type of ethnocentrism and thus Thai people have shown preference toward imported products from developed countries rather than their own local products. According to M.L. Kathathong Thongyai “Thailand has a large variety of products and services. The Ministry of Commerce previously promoted Thai brand under the slogan of Diversity and Refinement to strengthen the core values of Thai products and services. In the CLMV market, Thai goods are popular due to trusted quality. Recently, a promotion of Thailand’s brand has been upgraded from product level to corporate level because new global consumers are more concerned of corporate social responsibility”. He further explains that Thailand Trusted Mark (TTM) has been created to replace Thailand Brand Award for covering more criterion of quality and social responsibility. TTM would be awarded to Thai firms that focus on continuous improvement. However, there are many new challenges for Thai firms to concentrate on creativity, innovation and social responsibility.

Korn Chatikavanij argues that Thailand has lacked the reputation of the best-in-class despite of the fact that Thailand is strong in agriculture and hospitality. Thai brands do not reach such a reputation in the global scale. Thai rice should be developed to the degree of the best-in-class in world rice category and this superiority would bring a good image to other Thai products. Additionally, he says that Thai rice has been destroyed by some rice exporters who supplied adulterated rice or Cambodian rice under the Thai label. Many rice scandals emerged from Thai governmental policies such as the rice-pledging scheme. This populism destroyed the Thai rice market and reputation. In addition, Thai jasmine has always been infringed by illegal rice breeding and intellectual property theft. Some foreign rivals made a fake label of Thai Jasmine on their inferior quality rice. All of these issues require serious attention from the Thai

government to protect Thai Jasmine rice as a sense of country of origin.” Apirak Kosayodhin mentions that geographical indication (GI) would protect Thai country-of-origin. The GI symbol would be attached on goods to inform the global consumers of the location of production. Thung Kula Ronghai Jasmine Rice has been certified by the European Union with GI registration and this symbol will promote Thai brand. Although there is a concern of a possible GI effect to rural areas and traditional know-how, it is a matter of the Thai government to balance the pros and cons of this approach. He concludes that “Thai local products might gradually diminish and eventually lost forever if we do not protect them with knowledge of international laws and marketing”

## 2) Thai Products and Intellectual Property

Many key informants (18 persons) agree that Thailand has shown fast progress in intellectual property laws but slow progress in innovation development. Thai law provides protection for Trademarks, Patents, Copyrights and Trade Secrets. Law enforcement of intellectual property (IP) is therefore essential to support creativity and innovation. Intellectual assets hold the potential to encourage more investment from both local and international firms because the full protection of intellectual property can generate profits for IP owners, as well as to prevent the risk of being stolen or unlawfully used by other countries. Thailand should emphasize on this matter if the country needs to promote a sense of a creative nation.

M.L. Kathathong Thongyai argues that Thailand previously faced the problem of copycat image but recently Thailand has seriously enforced laws of intellectual property. Problem of infringement has decreased but the copycat stereotype remains unchanged. He says that Thailand would be free from this negative image once Thailand creates its own innovation like South Korea did. The Office of Innovation and Value Creation has put many efforts to motivate creativity and innovation. Design Excellence Award (DeMark) was created to serve this purpose. However, this is not the absolute answer to build an image of a creative nation to Thailand because there are numerous factors involving the promotion of Thai innovation. Wanlada Ratanapanich says that there are many organizations involving this mission, for instance the National Innovation Agency (NIA), the Creative Economy Agency (CEA), and Digital Economy Promotion Agency (DEPA). Each organization has its mission and therefore a synergy of these organizations is a must if the country wants to achieve the target. The Ministry

of Commerce has a duty to transform an invention to be a commercialized product in overseas markets. The reputation of innovative country requires a dedicated workforce to manage the total supply chain. Nation branding would be a guideline to improve this process.” She also refers to the OTOP that the ministry has tried to promote OTOP products in the digital channel of Thaitrade.com but it is really difficult to control the quality of OTOP supply chains. She says that “actually, our OTOP products are full of local wisdom. However, our rural communities should be trained in business management because they could not deliver a certain quality standard for large orders. Our OTOP quality has not yet met international standards. Our product and package design look unattractive and in addition they are totally duplicated from one community to another community. Story-telling of OTOP product still needs more creative contents”. Many key informants cite that in Japan, their local communities are strong and they have produced their unique products in each village as a place of origin. Buyers need to go to the original place to buy those unique products. This strategy encourages demand of niche goods and promote a local tourism. Unlike Japanese strategy, THAI OTOP products are produced in sameness of material and packaging. They are distributed everywhere and this makes Thai products lack a sense of uniqueness. This is a problem that could be solved by nation branding from macro to micro level.

### 3) Thai Products and Global Strategy

Many key informants (19 persons) have noticed the linkage of product brand, corporate brand and nation brand. The connection among those brand levels might be supported as a cycle of brand reputation. There are many countries that have a good reputation from their products and corporate brands. Anuvat Chalermchai argues that synergy between public and private sector has not yet been fully implemented. Some large firms export their products without referring to Thailand as a country of origin. They are not sure whether COO will affect their global market. Global strategy for Thai brand really needs the participation of all stakeholders; otherwise, everyone would be exhausted from the tough competition they face. Rati Pantawee gives the example that although drinking beer was not Thai culture, Singha saw the trend of internationalization. Singha started its marketing with foreigners in Thailand and gradually expanded markets to neighbor countries before penetrating European countries. He says that “our name and logo was intentionally designed to reflect a product of



Thailand because we wanted to show our gratefulness to our motherland. It was really difficult to market a Thai beer for European tastes. We have promoted our Singha beer through many world sports events such as Formula One and Red Bull Racing. We became the official sponsor of Premier League football club -Chelsea and Manchester United. This sponsorship was our pride to promote Thai brand in global view. Currently, many fans of global soccer know the Singha is a premium Thai beer.”

Many key informants think that Thai firms should go outside and promote their brands without a fear of the original image of Thailand because globalization has already changed consumer's minds. The image of Thailand has been uplifted to a modern country. It would be a matter to determine the link between Thai brands and the global perception. Thitiporn Sanguanpiyapan argues that Thai service was admired as one of the world's best services. However, this good reputation gradually disappeared since other countries have improved their service standards whereas Thai people are lowering their service-minds. Thai smile has altered to more aggressive and violent habits. In social media, foreigners have seen so many cases of Thai violence and dishonesty that is contrary to the original image of a land of smiles. Some cases drastically happened with foreign tourists and the news spread very fast through the internet. Thailand should pull the good reputation back to a highly-serviced minded country in order that the country could promote Thai service as the luxury class. Wasita Boonsathorn argues that the government should also monitor Thai services in overseas markets. She says that ‘we have seen many restaurants and massage shops opened under Thai brands but most of them belong to foreigners who might not be careful about Thai service standards. They have used only Thai names but they have no intention to protect our Thainess. Some of the Thai massage shops are opened for sex-trade and this business leads to a negative image of Thailand. The Thai government should set Thai standards and certify a Thai business that meets such a standard in overseas markets.

Leon Luo talks about his sourcing Thai products to be sold in the Chinese market. He says that he can rely on Thai exporters to meet the timeline but many Thai firms lack good websites. The first problem is a lack of full product description in English and Chinese languages. The second is a lack of supply chain management to meet a large volume order. Finding the right supplier will help save buyer's time and cost. Thailand should improve its database of its supply chains for easier outsourcing.

Moreover, Thai products should be branded with more attractive narration because importers could use this story to do their marketing. He says that “we have found nothing to tell our clients regarding Thai products and thus we create our story to present them.” Korn Chatikavanij argues that Thailand has come to a critical point between its former merit and new development. The former merit includes natural resources and local wisdoms which Thai firms have enjoyed their benefits for long time. However, the former merit is about to be depleted. It is time to rethink Thai national competitiveness in global scale of how to survive in tough competition. Global strategy for Thai brand should synergize all public and private organizations. Chaipranin Visudhipol believes that “there is still an argument of whether agricultural or technological industry should be prioritized whereas other countries concluded this matter decades ago. Our country strategy should be obviously clear before Thailand branding can occur; otherwise, we would promote branding with a blind vision.” He supports the concept of superiority in cluster business such as the best authentic food processing category because Thailand has produced a variety of foods to the world but the country has never made it to the level of the best in class like France did in wine category. Global strategy for Thai products and services should be seriously discussed in Thailand branding policy.

#### 4.5.2.5 The Outstanding Identity and Image of Thai Investment

Below table shows the top five outstanding identities and images of Thai investment in both positive and negative images.

**Table 4.11** Outstanding Identity and Images of Thai Investment

<b>Outstanding Identity and Image of Thai Investment</b>	
<b>Positive</b>	<b>Negative</b>
1. Strategic location in the ASEAN region	1. Inefficient logistic system.
2. Advanced financial system	2. Vulnerability to cyber attack
3. Good basic infrastructure in the ASEAN region	3. Low productivity compared to labor cost
4. Peace and security for foreign direct investment	4. Image of less developed country and technology
5. Plenty of resources for investment	5. Poor waste management

From the above table, most of key informants (42 persons) indicate that positive image of Thai investment includes strategic location, advanced financial system, good basic infrastructure, peace and security, and abundant resources for investment. However, there are lots of negative images include an inefficient logistic system, vulnerability to cyber-attack, low labor productivity, less technological development, and poor waste management. Chokedee Kaewsang says that Thailand is one of the major FDI destinations; nevertheless, FDI registration has declined due to high labor cost and low productivity. BOI has tried to recover this symptom through new strategy of incentives and reformation for cluster investment, green and digital innovation. Japan and Singapore are by far the largest investors in the country. Manufacturing and financial activities attract nearly 70 percent of all FDI inflows in 2018. Special concerns of FDIs related to image of Thailand are added as follows;

1) Thai Investment and Image of Opportunity

Many key informants agree that the image of the country is very important to draw FDI inflows and Thailand is among the countries with the most reforms in business regulation and incentive promotion such as tax exemption. Thailand has shortened the time to start a new business within an average of 4.5 days and this fast process enables Thailand to improve its ranking of ease in doing business from the 46<sup>th</sup> to the 26<sup>th</sup> place in the World Bank Report 2018. Chokedee Kaewsang indicates that Thailand's strength has been in the opportunity of investment, the gateway of ASEAN, no restrictions in the manufacturing sector or export conditions and protection of foreign investment. BOI focuses on corporate governance and social responsibility. That is why BOI has applied a slogan of Think ASIA, invest Thailand for recent years. In 2018, BOI uses a campaign of "Thailand feeding the world" to promote investment of agricultural production. However, the country's weakness includes a lack of advanced technological infrastructure and efficient logistic system. He says that "BOI has the duty to draw FDIs into Thailand but has no direct responsibility to solve those problems. BOI also needs participation from other organization to increase foreign investment."

Most of the key informants also indicate that Thailand has a good reputation of economic liberalization. Although there is uncertainty of political factors, foreign investment has been only slightly affected due to laws of foreign investment protection. Besides a favorable governmental policy, Thailand's financial institutions are

reliable for money transactions. Regulations of currency exchange and money transfer are acceptable to foreigners. Thai people is also welcoming towards foreign investors and co-workers. All of these create an image of business opportunity and investment-friendly environment.

## 2) Thai Investment and Country Development

Many key informants (11 persons) refer to the disadvantage of FDIs if the Thai government would not restrict some investments harmful to Thailand. Sumonchaya Chuengcharoensil says that Thai people have heard about some foreign firms that have registered in a recycling investment but in fact they simply run a garbage disposal business which destroys the country's environment. Some investments release dangerous chemicals to the Thai community and if Thai local authorities do not seriously monitor their activities, Thailand would become a land of pollution. Moreover, if those investments obtain special incentives such as tax exemption, it means that Thailand would not only lose a possible income but suffer from toxic pollutions. Concession for mining of natural resources is another example of problems of FDIs influx in Thailand. Some key informants discussed about the problem of the gold mine at the Chatree mining complex in Phichit operated by the Australian company Akara Resources in that Thailand is trading off its natural resources and citizen's health for a little concession fee. The investigation of toxic release from this gold mine has not yet been disclosed but the reputation of Thailand looks worse in global investment. Moreover, it is possible for the Thai government to compensate the loss of FDIs investment due to the carelessness on the part of the Thai authorities in drafting the contracts. Many FDIs investments may not be beneficial to Thailand development. On the contrary, they come in harvesting the country resources and leave Thailand suffering from adverse effects.

However, many key informants also think positively that FDIs would help the country's development such as improvement of technology and English proficiency. Jean-Louis Graindorge indicates that Thai people have a moderate education and thus they need serious training of English communication and scientific thinking skills. FDIs would help Thai labor to improve their skills by providing courses of trainings and job rotation. He adds that Thai labor are passive in brainstorming sessions and they seldom express their ideas of productivity and development. Thailand has no value-creation in terms of human and social capital due to passive participation. For costs

management, Thailand has plenty of wastefulness in supply chains. Energy cost lost in traffic congestion and poor railway system, road transportation delays without predictable control. Nicolas Leloup says that FDI's will be a driving force for the Thai government to develop the country's infrastructure and this development is useful to some rural areas that FDI's move in.

#### 4.5.2.6 The Outstanding Identity and Image of Thai Politics and Governance

The table below shows the top five identities and images of Thai politics and governance from key informant's opinions. The table separates their perspectives in both positive and negative sentiments without ranking their importance. Each item was selected from the majority of their answers regarding Thai politics and governance.

**Table 4.12** Outstanding Identity and Image of Thai Politics and Governance

<b>Outstanding Identity and Image of Thai Politics and Governance</b>	
<b>Positive</b>	<b>Negative</b>
1. Freedom country	1 High social inequality
2. Economic liberalization	2. Instability of government
3. Image of democratic regime	3. Poor law enforcement
4. Fast governmental services	4. Corruption and nepotism
5. Peaceful country	5. Low presence of good leadership

Discussion of Thai politics and governance involved the political regime, peace and security, country development, premierships, government stability, good governance, human right, state services and law enforcement. Most comments could be summarized as follows;

##### 1) Thai Governance and Freedom of Life

Most key informants (35 persons) indicate that positive image of Thai governance comes in terms of personal freedom of living, working, travelling and expressing ideas. The name of Thailand is based on the meaning of freedom. Etymologically, the word of Thai may simply mean a human being but it finally fit in with the notion of freedom from colonization. The country was never colonized from

western empires and this reflected a pride of the Thai nation. Euthana Mukdasanit confirms his national pride in this respect and he has been very happy to live in this free country. Freedom in Thailand can be obviously seen everywhere and in every moment of life. Colorful cities and festivals also reflect these meanings. People have freedom of expression no matter how different their ideas are. They are able to do whatever they like. Thailand has no problems of religion restriction and fanaticism. This is a good example that many countries do not have.

M. R. Chalermchatri Yukol adds his views on this topic that Thailand has a high degree of freedom as long as people respect the laws and regulations. In general, every country has its own regulation to limit some kinds of behavior harmful to peace of country. The argument of Thailand's lacking freedom would be a pretext of people who intend to break the laws for their own interest. One's freedom should come with the duty not to violate other people's rights. Many Thais have misunderstood the true meaning of freedom. Dhiyathad Prateppornarong comments on Thai's using freedom on the wrong side and this phenomenon usually appears because Thailand has freedom but poor law enforcement. Thai people's behavior has been based on indulgent value for centuries. A proverb of "Doing whatever you like is truly Thai" remains unchanged. It can be normally seen that Thais violate traffic rules, sell illegal products on cable television, and post their hate-speech on social media. This is a symbol of irresponsible freedom in Thai society. Uncontrollable freedom would stimulate a dark side of human beings and attract criminals into Thai society.

## 2) Thai Governance and Peaceful cCountry

Thailand has an image of being a peaceful country when considering the prevalence of terrorism, armed robbery and tourist kidnapping. Although there are common crimes, homicide, rape, burglary and theft, the record showed a low rate of those violence to foreigners. In general, Thais and foreign tourists still feel secure and perceive the country peaceful when compared to other countries. Michael Zhang says that his tour clients felt safe when travelling in Thailand. Some of them went out alone at around midnight and had no problem of burglary or extortion. Adam McQuire also confirms that Thailand has been free from racism, religious fanaticism and mafia organization. More than half of the world has faced those problems but in Thailand people can live peacefully. However, Rina Matsuoka comments that it is not safe enough for

women to walk alone on the street. There are some crimes, rapes and intimidation in many areas due to the fact that Thai police pay less attention to these problems. Some policemen become murderers themselves. It also has been reported in many cases of taxi driver raping passengers. Unlike Japan, Thailand has lacked the security systems to monitor, report, and stop those unexpected incidents. In addition, punishment is really weak in Thai justice. Pornthip Rojanasunand also agrees that the Thai justice system has to be reformed for high quality investigation and fast response to an incident. Accuracy should be based on reliable scientific methods and transparent justice process. Symbols of good justice system consist of identification in the constitution, equal law enforcement, universal and reliable investigating process and a good model of righteous leaders. She emphasizes that legal reforms would be fundamental to a good justice system and Thailand also needs a good example from its governmental leaders.

### 3) Thai Governance and Economic Liberalization

Liberalization is also a symbol of economic freedom. Thailand has supported this economic system since the Sukhothai era. A proverb of “who would like to trade elephants, who would like to trade horses” appeared in the Thai ancient kingdom. This remains true in today’s commerce. Many foreigners come to Thailand because of liberal trade. H.E. James Wise supports this notion that Thailand has progressed in free trade agreement in both bilateral and regional cooperation. Keeping neutrality is a good foreign diplomacy of Thailand and this boosts the image of Thailand’s freedom. Although there have been many military coups, Thailand still has a certain freedom for the average person in living, travelling and doing business when compared to other countries under military dictatorship. Adam McQuire says that this might be a result of liberalization every Thai government aim to continue for country development. Foreign investors have felt about an open economy and they have never heard about Thai governmental intervention to foreign direct investment. Jean Louis admires that Thai government also support a small foreign business by creating very simplified business laws. The country is very positive for entrepreneurs who have little money. This is very contrast to European countries in a point that Western liberalization tends to support only large conglomerations. That is why Thailand made it possible, even for foreigners, to start small business with fast service and reasonable tax. However, many foreigners have faced inequality that the same rules do not apply to everyone. It means that businessmen

need to have special connections with some governmental officers to smoothen a business operation. It seems to be a double standard in Thailand as one may claim.

#### 4) Thai governance and Democracy

Thailand adopted democracy since 1932 but it has been disrupted by many military coups. Many key informants argue that this might be a result of unreadiness at the time when democracy was introduced in Thailand. It was not reformed by the demand of Thai people but from some elite groups. Sumonchaya Chuengcharoensil doubts that a transition from elite democracy to people's democracy might take longer time than western countries. Abhisit Vejjajiva still believes that Thai democratic development has continued to move forward. He added that some Thai people might accept the military coups in case of severe political crisis but these missions must be a short time. Democracy should still be the answer of Thai society. He points out that Thailand has been through many coups and eventually the military juntas had to step down and allow national elections. Progression of Thai democracy gradually grows in the minds of Thai citizens. Ordinary Thais have joined in political activities much more than they did in the past. They have learnt a lot from the history and voice the need for positive change. However, it would take a certain period of democratic learning for general Thais.

Ayuko Mori says that Thai politics seem unpredictable but in general Thailand still has image of democratic country. Bing Han adds that the coups did not affect her living in Thailand as long as the country remains safe. She predicts that sooner or later democracy would recover because Thai society loves freedom. Mark McDonald also feels that democracy still exists and he adds that he did not see difference between dictatorship and democracy in Thailand because everything has gone smoothly. The economy continues to grow and people live their normal lives. However, corruption is still a big problem in Thai political regimes. One may say that ideal democracy would not come up in Thailand as long as problems of poverty and education remain unsolved. Many key informants argue that there would be no other ways except a Thai styled democracy. Dhiyathad Prateppornarong concludes that Thailand still has images of democracy and freedom and this makes foreigners feel safe and secure.



### 5) Thai Governance and Fast Governmental Services

Thai governmental service has dramatically changed due to an investment of electronic technology. The development of e-service in the Thai Government has improved the capability of state agencies to serve Thais and foreigners. It can be seen during the immigration process at the international airports. Thai immigration service is admired for its fast operation in comparison with other ASEAN countries. Agreement of the automatic information services between Thailand and partnership countries has also increased the efficiency of Thai governmental agencies to provide a good and fast service on international transaction. Thailand has adopted e-auction and procurement to reduce the costs of operation and to promote an image of transparency. Michael Zhang says that reducing time at Thai international airports made his business more efficient to satisfy his clients during their arrival and departure. Apart from immigration, VAT refunding is another critical point of tourism business. He has observed a fast development of this operation but he expects Thailand can make things more convenient for global travelers when compared to other destinations. Leon Luo adds that he was every satisfied with the Thai authority's attempt to hasten the process of import and export business. Previously, it took almost a month for clearing cargoes but today it takes only a few days. However, Adam McQuire comments on poor police services during his friend's visit. They have fallen prey to a criminal practice because the perpetrators are police officers themselves. In addition, many foreigners received little recourse when reporting incidents to the police because of poor English and bad attitudes to those victims.

### 6) Thai Governance and Political Culture

Most key informants (42 persons) indicate that Thai society has recently confronted a problem of severe political polarization and people who hold different ideas are motivated to resort to violence against each other. Thais have been aware of their societal fragility but they have limited choices to solve the country's problem. Continuing with the question as to what solutions there are seems very difficult for simple answer. However, most comments regarding solutions during interview could be classified into three parts as below;

### (1) Thai National Cultures

National cultures encompass a political culture which may affect a slower pace in the country's development. Thais hold good values such as gratefulness, senior respect and considerate manner. However, those values in politics turn out to yield negative results. Gratefulness becomes patronage and nepotism. Senior respect becomes a hierarchical system and considerate manners obstruct a break-through development. Dhiyathad Prateppornarong further explains that Thais tend to hold individualistic culture in their mentality and personality. With this core value, Thais seldom distinguish between their personal interest and public interest. The personalism pulls everything in individualistic views caring only for self-interests, in particular of economic values. Occasionally, Thais look collectivistic but the insight of purpose would be for their own interest. It can be seen that Thais rarely join memberships of public organizations. This indicator suggests that civil society is relative weak. This individualistic political culture is undermining Thai democracy. Some Thais still show the attitude that accepts some corruption to a certain degree if it would benefit them. Thai people also have low commitment to a full democratic process and some of them additionally accept a future possible military coup when they perhaps have less faith in a democratic government. Five important factors discourage their democratic commitments including individualistic political culture, low quality education, media literacy, weakness of civil society and political institutions, and expectation of a quick-absolute solution. He finally adds that history offers many cases of study but Thai people seldom take a closer look at history. The new generation reads history slightly but extends it largely without any profound understanding. Social media has significantly changed Thai society but it could not change a Thai culture of self-indulgence. Would-be democracy should start with a reform of Thai political cultures.

### (2) Social Structures

Katewadee Kularbkaew explains the evolution of Thai social structure based on the hierarchical cultures since ancient history. Thais have been taught to respect monarchy and high authorities. Sakdina system was constructed for the Kings to reward the noblemen. Hierarchical culture has gradually formed patterns of Thai social structure. Previously, social structure separated the elites from the masses. Traditional elites consisted of the royal family, nobility and military. The masses meant the common

people. In the modern world, Thai social structure has been shaped by globalization and new elite groups emerged from economic prosperity. Commercial elites dominate and participate in political power. The clash between traditional elites and entrepreneurial elites has led to the current political turbulence. New mass class is also composed of the middle class and the lower class. Most of the middle classes live in urban areas and the lower classes dwell in rural areas. This social structure drives the feelings of social inequality.

Kowit Phadungrangkit says that it might be very easy for some political groups to use this inequality in their propaganda. Political discourse of “Phudee and Prai” which means the traditional elites and the grass-root people was used to divide Thai society for political gains. The dividing strategy remains applicable to the current situation. Social inequality seems to be a time bomb in Thailand because the high elite still enjoys large benefits from the social gap whereas the low classes live in poor environments. Rural living is in a precarious situation and thus rural dwellers are interested in governmental support. This demand supports culture of vote-buying and populism. In contrast, urban dwellers live in individualistic environment based on economic negotiation. The demand of social climbing supports the patronage system. The clash between groups and social classes would decrease if Thai government dedicates its works on income distribution and social justice. However, there is an argument that the traditional and commercial elites would like to keep this social gap as it is for their long-term benefits. Some say that this political conspiracy might not last long due to a force of globalization.

### (3) Political institutions

Since Thailand has a predominantly individualistic political culture, civil society is relatively weak but recently there is an increasing trend of social movements. Many key informants indicate that Thai political institutions should not only mean political parties but should also cover the government, the bureaucracy, the military, the independent organization under the constitution, the non-government organizations and the media organizations. These institutions play an important role to the Thai polity. Dhiyathad Prateppornarong says that sovereignty of Thailand generally works under constitutions with a balance of the three powers: the executive power, legislative power and judiciary power. Among these powers, the judiciary power remains

faithful but the other two powers are very weak due to political changes over eighty-plus years. However, nowadays the judiciary power is facing demand of free critique to the court judgment. Most key informants still believe that the monarchy institution remains highly respected as a result of the dedicated royal duties of King Bhumibol. The military institution still dominates with its strong discipline. Apart from those three institutions, there is a weakness of other political institutions. Sumonchaya Chuengcharoensil raised the issue of media weakness related to media ownership. Many businessmen and politicians bought media channels as for their own voices for their propaganda. It would be difficult for journalists to maintain their watch-dog duties. Neutrality and fairness might turn to be a take-side report. She expressed concern that within this context, it would be vulnerable to democracy interruption. Nation branding would be an answer to motivate a sense of civility and democratic commitment. Once civil society becomes strong, it would support future democracy and avoid the coup habits.

#### **4.5.3 Opinions toward Government Policy of Thailand Branding**

Each nation would have its own policy of the country development. Normally, it also depends on a government leader to prioritize some issues to be firstly executed in short, medium and long term plans. Continuity of government policy is considered as being of the highest importance for the country's development. It is unfortunate for Thailand that there is a high frequency of governmental changes. Discontinuity in government policy caused delay of the country's development. Abhisit Vejjajiva commented on a strange behavior in Thai politics that the cabinet must be shared by quotas without carefully considering expertise. This material culture leads to inefficient management. In addition, new government would leave a good policy of the previous government in order to avoid critique of duplication. This behavior is in contrast to western countries in that they would continue the good policies from the previous governments. South Korea would be a good example of forwarding the policy of industrialization through every government.

Korn Chatikavanij mentions that establishment of a coalition government would be another problem of policy management. Ministry allocation based on quota may lack synergy for the country's solution. Wanlada Ratanapanich added her opinion on the difficulty of budget management in that its process would not respond to an ever-

changing globalization. Country development might be paused due to paper work. In addition, Sumonchaya cited a study that Thais get bored easily with their governments. Government leaders turned Thai's sentiment of boredom to be a culture of adjusting to their cabinet. In analyzing government plans, Somkiat Tangkitvanich comments that there would be too many key words on plans to the operators to prioritize the tasks and focus the result. Thai government plans were written by compromising with all demands of all stakeholders. A mindset of save-face and loss-face made the policy writers feel either fearful or considerate (*kreng jai*) to every demander and thus Thai government policies were filled with many technical and trendy key words. Unlike the policies of Singaporean government, the contents in Thai policies were unclear and very wide. Abhisit Vejjajiva also indicated that there was a little connectivity between the government policy and the National Economic and Social Development Plan (NESD). Government leaders might not follow to NESD plan because they set the top priority to their campaign policies during national elections.

Many key informants (22 persons) refer to the two keywords in NESD plans: philosophy of sufficiency economy and human resources as a center for the country's development. They pointed out that Thai governments have failed with these two missions. Interpretation of the philosophy of sufficiency economy would be problematic in its execution. One said that it would be self-sufficiency for agricultural society. One cites that it was a concept of risk management. Most key informants (37 persons) mentioned this problem reflecting two meanings-the first was a lack of government intention to follow the philosophy and the latter was an inefficiency of implementation. Similar to the philosophy of sufficiency economy, every government allocated its large budget on national education but finally Thai educational system failed. Thailand was ranked in bottom of global education. Thai people display low proficiency in English and Scientific skills.

Most of the key informants (43 persons) agree on Thailand branding and they indicate that the government should set up a single organization with the responsibility to take care of Thai image and reputation. This organization should have the authority to pull all stakeholders to participate in this policy. Nobody can do this large project except the government. However, some of key informants (12 persons) are concerned of government's implementation. Niwat Wongprompreeda indicates that there should be a

clear country strategy prior to Thailand branding, otherwise, the government would allocate budget on image construction without any real substance. Most key informants argue that the government would not be creative enough to lead this project and it should set up an independent organization working under supervision of prime minister. Like the Presidential Council on Nation Branding in South Korea, the independent organization would be supported by a government budget, but it will be flexible and creative in coordination with all country stakeholders from the government, business and citizen.

Many key informants (36 persons) also discuss the previous Thailand campaigns such as Amazing Thailand, Kitchen to the World, and Logistic Hub of Asia and they had some comments as follows;

1) Amazing Thailand is considered as a great success for Thai tourism. This slogan has been used for more than 20 years and it would become an essential brand of Thailand. Some key informants agree to continue this campaign to the extent of covering other sectors in Thailand branding but some are concerned of the wrong positioning if Amazing Thailand will be applied to investment and politics. Many key informants argue that Amazing Thailand is suitable for tourism but not for the other aspects of the whole country.

2) Thailand – Kitchen to the World was applied to promote Thai food and agriculture supply chains. However, many key informants considered this campaign to be a failure due to the short period of promotion. In addition, many key informants commented that although Thai food is very well-known and it is classified as fine dining cuisine, Thai eating culture is a small part of the world. Compared to other Asian foods such as Chinese and Japanese cuisines, Thai food market seems to be smaller on the global scale. In addition, Thai food supply chains would not be well prepared to be a kitchen- to- the world. Thai government should develop security and quality of agricultural and food supply chains before promoting this campaign.

3) Thailand – Logistic of Asia was promoted since Thailand is located at the center of the Indochina region. Connectivity to other countries in Asia seems to be an easy and efficient to cost and time management. However, many key informants commented on the poor railway infrastructure and tracking technology. Thai logistic

infrastructure has not yet been ready for global service if it will be claimed as a logistic hub of Asia.

4) Thailand – Medical Hub of Asia was promoted with a strength of Thai professional physician, advanced medical technology and high-quality services. Thai medical service is currently ranked on the top five of global lists. Apart from high quality international standards in Thai hospitals, there are large numbers of other alternatives for patients such as herbal spas and spiritual treatment. However, many key informants commented that the number of physicians and medical facilities are not sufficient to serve Thai patients. Promoting Thailand as a medical hub of Asia would attract the wealthy patients to access the limited resources of Thai physicians and hospitals while Thai local people cannot access them due to poorer status.

5) Thailand – A Creative Nation was promoted under the policy of creative economy. Many key informants answered that although they have seen creativity from Thai people, it is obviously not in a league of creative nation. Thailand still has an image of a copycat country and also has few numbers of copyrights and patents.

6) Thailand – Trustworthy Class was promoted under a campaign of Thailand's Trusted Mark. Many key informants agree on this slogan for Thai products and services brand but they comment that the campaign was rarely talked about in the media. Most of them believe that the Thai quality is above average industrial standard but it lacks reputation of superiority in the product category.

7) Thailand – Shopping Paradise was promoted to boost retail sales. Many key informants agree that Thailand has a large variety of products and services for shopping and entertaining. Global shoppers can enjoy different range of goods from super luxury range to every low price category. Shopping paradise would not be an over claim for Thailand. However, they argue that a cumulative retail space in Thailand is much larger than other Asian countries with a result of tourism growth. There would be an early warning signal if tourism drops, what would be done for this large space? Local demand would not be enough to support the retail sector.

8) Thailand – the Land of Smiles was originally perceived from the outstanding character of Thai people. Foreigners, especially Westerners, appreciated this good identity. Many key informants said that Thai people still have their charming smiles, however, due to stressful lifestyles, Thais smile less but express more violence. This

phenomenon is undermining the image of the land of smiles. Additionally, many key informants commented that it might be too narrow to use a slogan of Thai smile for branding the country because Thailand has many other aspects to promote.

#### **4.5.4 Opinions towards Thailand Brand Communication**

Many key informants (37 persons) argue that Thai people seem to be the most impactful channel of Thailand brand communication. Most of them say that they perceived the image of Thailand from their direct experience by observing people's activity in their daily life. Thainess encompasses Thai's people thinking, talking, working and living. Social media is a second channel that Thais express their Thainess through video clips, pictures, posts and comments. Television commercial ads is a third channel they viewed what Thailand look like. Billboards and outdoor media seems to be the fourth channel because it draws attention during traffic jams. Some foreign informants (6 persons) say that Thai media usually offers negative semiosis to the whole picture of Thailand. Lots of violence, crime and nudity frequently appear on several media as though Thailand has bad things on a daily basis. Many key informants (28 persons) argue that the effect of Thai media has influenced their first perception until they might have their own direct experience. Although they are well aware of fake news, they might fall victim of such a media in a short period until they know the truth. Most of them suggest that there should be more ethical control on media-generated providers and users in order to increase positive sides and reduce negative effects. Some of them pointed out that governmental policy also seems to be a channel of communication. It might be difficult for the average person to understand but it affects greatly the image of Thailand. Apart from the media, many key informants (36 persons) perceived the image of Thailand from physical evidence such as buildings and roads. Foreign informants indicate that Thais might be less caring about their surroundings and environment. Many buildings are left old and unsightly. Roads are constructed without proper planning. Some local roads are full of garbage. Trees or public green parks are inappropriately managed. The Chaopraya River as well as many canals look dirty and emit bad smells. All of these are physical evidence reflecting the fact that Thais have been careless about the country's image.

Most of the key informants answer the question of symbols that they remember and think that such items can represent Thailand in brand communication differently.



However, the top ten symbols are Thai Flag, Thai Buddhism, Thai King, Thai Elephant, Thai Foods, Thai Grand Palace, Thai Smiles, Thai Songkarn, Thai Seas, and Thai Kick boxing. In the opinion of most key informants, those symbols are recommended to be a semiotic language of Thailand brand communication.

#### **4.6 Summary of Content and Interview Analysis for Image of Thailand**

As earlier mentioned in this chapter, the qualitative method in this research aims to select the competitive identities and images as independent variables in Thailand branding process. The independent variables are selected by hybrid technique of content analysis. Referring to section 4.1, domain analysis is determined by nation branding theory of Simon Anholt. Each domain consists of its components and each component has a binary opposition of meaning in the semantic analysis. Positive and negative characteristics followed some guidelines in the global ranking reports as well as some opinions of key informants. As a result, the binary words were simple for general understanding across multicultural barriers. Any word leading to conflict, bias and discrimination was carefully considered.

In relationship analysis, the component factors would be considered as a reference to the domain factors which are considered as signifiers. Types of relationship between the domain factor and the component factor were considered as in table 4.1. The researcher used discretion in relationship selection based on nature and property of each factor. A relationship with strict inclusion and attribution could construct the high potential of stereotype if there is high intensity and density. This remark would be noted after a process of confirmatory factor analysis. Word count analysis shows a scoring range of each component that was counted in data sheets from content and interview research. The following tables show the components with the score range over 50 from the counting sheets. Any keyword with score below 50 was cut off from the table due to large amount of data. The low range means score over 51 to 100. The middle range means score between 101 and 150. The high range means score over 151. In column of the word count analysis, all components would not be ranked in order of score range but they are sequenced according to constant comparison and relation. For example, tourist

destinations would be sequenced in association with places such as natural place, historical place and entertaining place. The semantic networking map would be also drawn accordingly.

**Table 4.13** Hybrid Technique of Content Analysis for Thai Tourism Domain

<b>Hybrid Technique for Content and Interview Analysis</b>					
<b>Domain</b>	<b>Component</b>	<b>Word Count (Range)</b>	<b>Semantic Binary Opposition</b>		<b>Relationship</b>
			<b>Positive</b>	<b>Negative</b>	
Tourism	Weather	Middle	Good	Bad	Cause-Effect
	Basic infrastructure	High	Complete	Shortage	Function
	Safety	High	Safe	Dangerous	Rationale
	Transportation	High	Convenient	Inconvenient	Means-end
	Airport Standard	Low	High	Low	Function
	Travel agency	Low	Reliable	Unreliable	Means-end
	Taxi service	Low	Reliable	Unreliable	Means-end
	Hotel service	High	High service	Low service	Cause-Effect
	Food choices	Low	Many	Few	Cause-Effect
	Food quality	High	Clean	Dirty	Attribution
	Information center	Low	Many	Few	Location
	Language barriers	High	Few	Many	Rationale
	Information Signage	Middle	Obvious	Unobvious	Means-end
	Waste management	High	Clean	Dirty	Attribution
	City landscape	Middle	Beautiful	Ugly	Attribution
	Handicap facilities	Low	Many	Few	Function
	Global warming activity	Middle	Many	Few	Sequence
	Greenery environment	High	Green	Dry	Attribution
	City walkability	Low	Wide	Narrow	Location

**Table 4.13** (Continued)

<b>Hybrid Technique for Content and Interview Analysis</b>					
<b>Domain</b>	<b>Component</b>	<b>Word</b>	<b>Semantic Binary</b>		<b>Relationship</b>
		<b>Count</b>	<b>Opposition</b>		
			<b>(Range)</b>	<b>Positive</b>	
Tourism	Nuisance	Low	Few	Many	Cause-Effect
	surrounding				
	Traffic condition	High	Flow	Jammed	Means-end
	Travelling costs	Low	Cheap	Expensive	Rationale
	Event activity	High	Colorful	Dull	Attribution
	Natural places	High	Clean	Dirty	Spatial
	Historical places	High	Memorable	Unnoteworthy	Spatial
	Religion places	Middle	Faithful	Faithless	Spatial
	Arts places	Low	Attractive	Boring	Spatial
	Community places	Middle	Attractive	Boring	Spatial
	Sport places	Middle	Fun	Boring	Spatial
	Adventurous	Low	Fun	Boring	Spatial
	places				
	Entertaining places	High	Colorful	Bland	Spatial
	Prostitution	Middle	Few	Many	Cause-Effect
	Souvenirs	Middle	Good	Bad	Rationale
	Value for	High	High	Low	Rationale
	experience				

Table 4.13 shows a domain of Thai tourism with its components. There are 35 components with counting above 50 score. The binary opposition of meaning is self-exploratory related to each component. The relationship between domain and component is described in the last column.

**Table 4.14** Hybrid Technique of Content Analysis for Thai People Domain

<b>Hybrid Technique for Content and Interview Analysis</b>					
<b>Domain</b>	<b>Component</b>	<b>Word Count (Range)</b>	<b>Semantic Binary</b>		<b>Relationship</b>
			<b>Opposition</b>		
			<b>Positive</b>	<b>Negative</b>	
People	Income and wealth	High	Rich	Poor	Attribution
	Sanitation	High	Clean	Dirty	Attribution
	Physical appearance	Low	Attractive	Unattractive	Attribution
	Personality	High	Friendly	Unfriendly	Attribution
	Mentality	High	Easy	Stressful	Inclusion
	Emotional expression	High	Polite	Aggressive	Inclusion
	Sexual expression	Middle	Careful	Free	Attribution
	Generosity	High	Generous	Heartless	Inclusion
	Creativity	High	High	Low	Inclusion
	Law compliance	High	Follow	Violate	Inclusion
	Ethical practice	High	Honest	Dishonest	Inclusion
	Language skills	High	Excellent	Poor	Attribution
	Technological skills	Middle	Excellent	Poor	Attribution
	Working habit	Middle	Diligent	Lazy	Inclusion
	Time discipline	Low	Punctual	Late	Inclusion
	Number of celebrities	Low	Many	None	Attribution

Table 4.14 shows a domain of Thai people with its components. There are 16 components with counting above 50 score.

**Table 4.15** Hybrid Technique of Content Analysis for Thai Culture Domain

<b>Hybrid Technique for Content and Interview Analysis</b>					
<b>Domain</b>	<b>Component</b>	<b>Word</b>	<b>Semantic Binary</b>		<b>Relationship</b>
		<b>Count</b>	<b>Opposition</b>		
		<b>(Range)</b>	<b>Positive</b>	<b>Negative</b>	
Culture	Cultural uniqueness	High	Difference	Sameness	Attribution
	Cultural diversity	High	Many	Few	Inclusion
	Thai Royal Ceremony	Low	Great	Common	Inclusion
	Thai Language	Low	Interesting	Boring	Inclusion
	Thai Foods	High	Delicious	Unpleasant	Inclusion
	Thai Traditional Dance	Low	Impressive	Unimpressive	Inclusion
	Thai Traditional Music	Low	Melodious	Discordant	Inclusion
	Thai National Costume	Low	Beautiful	Ugly	Inclusion
	Thai Traditional Architect	Middle	Beautiful	Ugly	Inclusion
	Thai Traditional Painting	Low	Beautiful	Ugly	Inclusion
	Thai Traditional Literature	Low	Interesting	Boring	Inclusion

**Table 4.15** (Continued)

<b>Hybrid Technique for Content and Interview Analysis</b>					
<b>Domain</b>	<b>Component</b>	<b>Word Count (Range)</b>	<b>Semantic Binary Opposition</b>		<b>Relationship</b>
			<b>Positive</b>	<b>Negative</b>	
Culture	Religious Ceremony	High	Faithful	Faithless	Inclusion
	Thai Festivals	High	Fun	Boring	Inclusion
	Thai Kick Boxing	Middle	Famous	Infamous	Inclusion
	Thai Traditional Massage	Middle	Useful	Useless	Inclusion
	Thai Modern Movies	Low	Popular	Unpopular	Attribution
	Thai Modern Music	Low	Popular	Unpopular	Attribution

Table 4.15 shows a domain of Thai culture with its components. There are 17 components with counting above 50 score.

**Table 4.16** Hybrid Technique of Content Analysis for Thai Product and Service Domain

<b>Hybrid Technique for Content and Interview Analysis</b>					
<b>Domain</b>	<b>Component</b>	<b>Word</b>	<b>Semantic Binary</b>		<b>Relationship</b>
		<b>Count</b>	<b>Opposition</b>		
		<b>(Range)</b>	<b>Positive</b>	<b>Negative</b>	
Product and Service	Reputation of Thai brand	High	Good	Bad	Attribution
	Reliability of Thai brand	High	Trusted	Untrusted	Attribution
	Image of Thai products	High	High-Technology	Low-Technology	Attribution
	Quality of Thai products	High	Premium	Poor	Rationale
	Quality of Thai services	High	Premium	Poor	Rationale
	Price of Thai products	Low	Reasonable	Unreasonable	Cause-Effect
	Price of Thai services	Low	Reasonable	Unreasonable	Cause-Effect
	Product and package design	High	Beautiful	Ugly	Attribution
	Creativity and innovation	High	High	Low	Attribution
	Copy right and patent	Middle	Authentic	Imitate	Inclusion
	Foods and drink	High	Premium	Poor	Inclusion
	Fashion apparels	High	Premium	Poor	Inclusion

**Table 4.16** (Continued)

<b>Hybrid Technique for Content and Interview Analysis</b>					
<b>Domain</b>	<b>Component</b>	<b>Word Count (Range)</b>	<b>Semantic Binary Opposition</b>		<b>Relationship</b>
			<b>Positive</b>	<b>Negative</b>	
Product and Service	Jewelry category	High	Premium	Poor	Inclusion
	Spa and Beauty	High	Premium	Poor	Inclusion
	Household category	Low	Premium	Poor	Inclusion
	Electronic category	Low	Premium	Poor	Inclusion
	Thai airlines	Middle	Premium	Poor	Inclusion
	Thai hotels and resorts	High	Premium	Poor	Inclusion
	Thai restaurants	High	Premium	Poor	Inclusion
	Thai spa and massage	Middle	Premium	Poor	Inclusion

Table 4.16 shows a domain of Thai product and services with its components. There are 20 components with counting above 50 score.



**Table 4.17** Hybrid Technique of Content Analysis for Thai Investment Domain

<b>Hybrid Technique for Content and Interview Analysis</b>					
<b>Domain</b>	<b>Component</b>	<b>Word Count (Range)</b>	<b>Semantic Binary Opposition</b>		<b>Relationship</b>
			<b>Positive</b>	<b>Negative</b>	
Investment	Economic stability	High	Stable	Unstable	Rationale
	Economic liberalization	High	Liberal	Limited	Rationale
	Banking System	Middle	Reliable	Unreliable	Rationale
	Currency Exchange	Middle	Stable	Fluctuate	Rationale
	Money Transfer	Middle	Easy	Difficult	Rationale
	Logistic and Supply	High	Fast and Punctual	Slow and Delay	Rationale
	Digital-Technology	High	High Tech	Low Tech	Rationale
	Investment Promotion	High	Many	Few	Rationale
	Labor Cost	Middle	Low	High	Rationale
	Labor Efficiency	High	High	Low	Rationale
	Ease of Doing Business	High	Easy	Difficult	Rationale
	Laws of business protection	Middle	Strict	Moderate	Rationale

Table 4.17 shows a domain of Thai investment with its components. There are 12 components with counting above 50 score.

**Table 4.18** Hybrid Technique of Content Analysis for Thai Politics and Governance

Hybrid Technique for Content and Interview Analysis					
Domain	Component	Word Count (Range)	Semantic Binary Opposition		Relationship
			Positive	Negative	
Politics and Governance	Regime	Middle	Democracy	Dictatorship	Inclusion
	Peace and Security	High	Peace	Violence	Cause-effect
	Country Development	High	Developed	Underdeveloped	Cause-effect
	Reputation of Thai Government Leader	Low	Outstanding	Unknown	Attribution
	Government stability	High	Stable	Unstable	Cause-effect
	Good Governance	High	Transparent	Corruption	Function
	Human Right	Middle	High	Low	Function
	Reliance on justice system	High	Reliable	Unreliable	Function
	Governmental service	High	Fast	Slow	Function
	Law Enforcement	Middle	One standard	Double Standard	Function

Table 4.18 shows a domain of Thai investment with its components. There are 10 components with counting above 50 score.

#### Node analysis for semantic network map

From the data in tables 4.13-4.18, the domain and its components will be sequenced as node in semantic network mapping. Thailand brand will be the first node and a centre point of network. Each domain will be linked with the centre node and then extend its components in the network. After completing the relationship between domain and subcomponents by NVivo program (see NVivo table in appendix), there are 229 nodes related to Thailand branding in semantic network map. However, due to a large data and high complexity in the network, some components will be regrouped for a simpler understanding of the map.

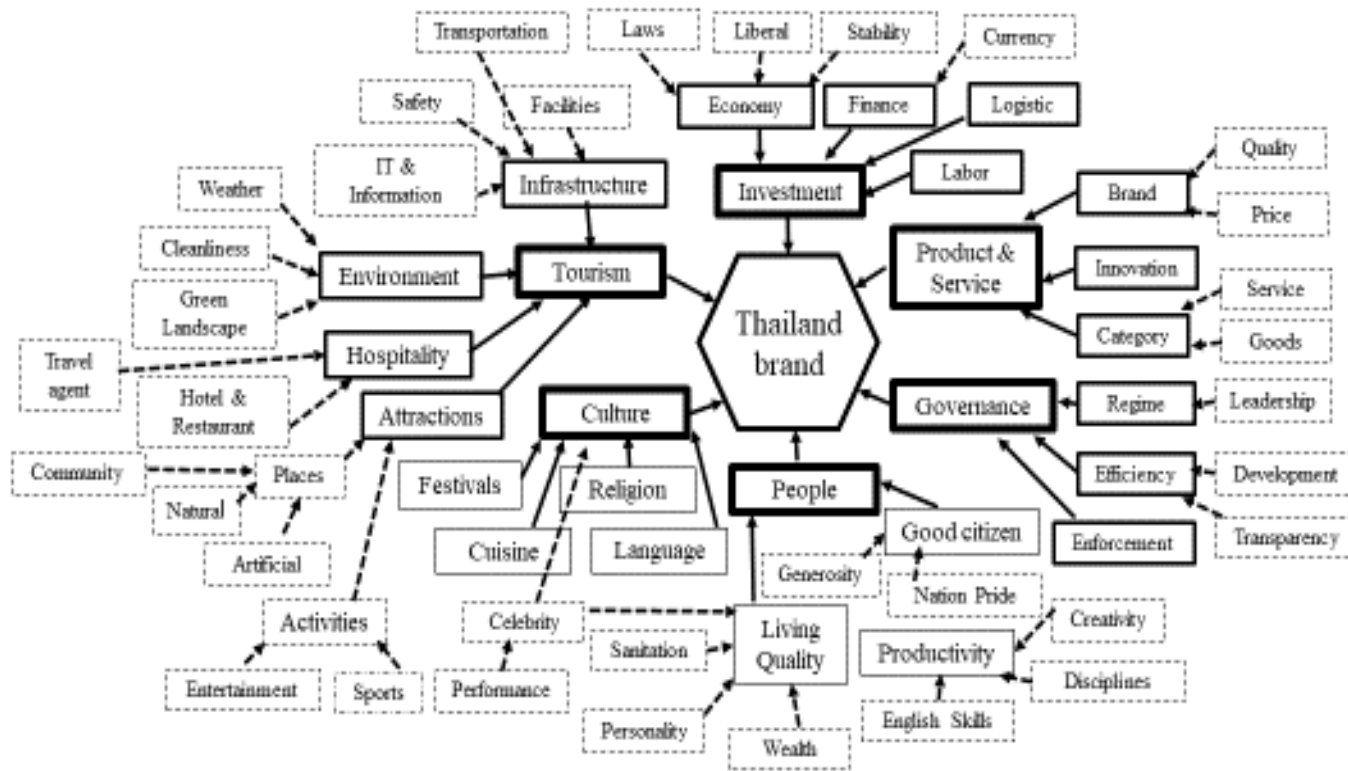


Figure 4.4 Network Map of Thailand Brand

## **CHAPTER 5**

### **RESEARCH RESULTS OF INTERNAL BRANDING AUDIT FROM THAI'S PERCEPTION**

The result of quantitative research in chapter 5 aims to answer the research question 2 about studying the profile and behavior of Thai people towards their characteristics of Good Global-Thai citizen to support the project of Thailand branding and about studying their perception towards the image of Thailand in every dimension as an internal branding audit. The researcher uses the questionnaire designed from the theory of nation branding and qualitative research in chapter 4 as a tool on this stage. The total samples comprise 700 Thai nationals, equally distributed according to Thai governmental regions.

For the presentation of quantitative research outcome in this chapter, the researcher will present the data analysis of 7 important issues as the following.

- 5.1 General profile and behavior of Thai respondents
- 5.2 Attitudes towards country model, symbols and archetype for Thailand brand
- 5.3 Characteristic of Good Global-Thai Citizen of Thai respondents
- 5.4 Perception towards important factors of nation branding
- 5.5 Perception towards an overall image of Thailand
- 5.6 Perception towards image of six identities for Thailand branding
- 5.7 Perception towards Amazing Thailand Campaign

The finding is herein presented in 40 tables with descriptive statistic data and inferential statistic data including explanation about hypothesis testing and key results.

## 5.1 General Profile and Behavior of Thai Respondents

In this section, the researcher uses descriptive statistics and data analysis of frequency and percentage for showing profile and behavior of Thai respondents towards issues of internal branding audit for Thailand brand.

**Table 5.1** Profile and Behavior of Thai Respondents

<b>Background</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>		
Male	209	29.90
Female	429	61.30
Others (Alternative -LBGT)	62	8.90
Total	700	100.00
<b>Age</b>		
Below 20 yrs.	38	5.40
21-30 yrs.	296	42.30
31-40 yrs.	191	27.30
41-50 yrs.	108	15.40
51-60 yrs.	51	7.30
61 yrs. up	16	2.30
Total	700	100.00
<b>Marital Status</b>		
Single	498	71.10
Married	169	24.10
Widow/Divorce	33	4.70
Others	0	0.00
Total	700	100.00
<b>Education</b>		
Primary school	22	3.10
High School	56	8.00
Bachelor's Degree	467	66.70
Master's Degree	135	19.30
Doctoral Degree	20	2.90

**Table 5.1** (Continued)

<b>Background</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Education</b>		
Others	0	0.00
Total	700	100.00
<b>Career</b>		
Student	131	18.70
Company employee	304	43.40
Civil officer	127	18.40
Business owner	55	7.80
Self-employed / Specialist	40	5.70
Retired / Others	43	6.10
Total	700	100.00
<b>Income</b>		
Less than 20,000 Baht	253	36.10
21,000-30,000 Baht	178	25.40
31,000-40,000 Baht	85	12.10
41,000-50,000 Baht	60	8.60
51,000-60,000 Baht	31	4.40
61,000-70,000 Baht	18	2.60
71,000-80,000 Baht	18	2.60
81,000-90,000 Baht	15	2.10
91,000-100,000 Baht	15	2.10
More than 100,001 Baht	27	3.90
Total	700	100.00
<b>Home Region</b>		
Bangkok Metropolitan	100	14.30
Central	100	14.30
Eastern	100	14.30
Western	100	14.30

**Table 5.1** (Continued)

<b>Background</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Home Region</b>		
North Eastern	100	14.30
Southern	100	14.30
Northern	100	14.30
Total	700	100.00
<b>Overseas Experience</b>		
YES	454	64.90
NO	246	35.10
Total	700	100.00

As shown in table 5.1, the following are explanations to the critical data in the table;

1) For gender: 429 (61.30 percent) out of total 700 respondents were female, 209 (29.90 percent) were male and 62 (8.90 percent) were alternative genders.

2) For age: 296 (42.30 percent) out of total 700 respondents have ages between 21-30 years old, 191 (27.30 percent) were 31-40 years old, and 108 (15.40 percent) were of 41-50 years old.

3) For marital status, 498 (71.10 percent) out of total 700 respondents were single, 169 (24.10 percent) were married, and 33 (4.70 percent) were widowed or divorced.

4) For education, 467 (66.70 percent) out of total 700 respondents obtained bachelor degree, 135 (19.30 percent) were master degree holders, and 20 respondents (2.90 percent) hold a doctoral degree.

5) For career, 304 (43.40 percent) out of total 700 respondents were company employees, 131 respondents (18.70 percent) were students, and 127 (18.40 percent) were civil servants.

6) For income, 253 (36.10 percent) out of total 700 respondents earned less than 20,000 baht a month, 178 (25.40 percent) were 21,000-30,000 baht a month, and 85 (12.10 percent) were 31,000-40,000 baht a month.



7) For home region, the 700 respondents were from 7 regions with 100 respondents from each region, namely Bangkok Metropolitan, Central, Eastern, Western, North eastern, Southern, and Northern parts of Thailand

8) For overseas experience, 454 ( 64.90 percent) out of total 700 respondents have been abroad before while 246 respondents (35.10 percent) have never been abroad.

In conclusion, above data shows some key information that the majority of Thai respondents have one of the following profiles and backgrounds: female, generation M and Y, single status, bachelor's degree, company employee, low income earner, and the overseas experienced traveller.

**Table 5.2** Frequency of Overseas Travelling in the Last 5 Years

<b>Oversea Travelling</b>	<b>Frequency</b>	<b>Percentage</b>
0	246	35.10
1-5	364	52.00
More than 6 times	90	12.90
Total	700	100.00

As shown in the table 5.2, 364 (52 percent) out of total 700 respondents have been abroad at least 1-5 times, followed by 246 (35.10 percent) who have not been abroad, and the lowest number was 90 (12.90 percent) who have been abroad more than 6 times in the last 5 years. In conclusion, Thai respondents mostly have overseas experience at least once in the last 5 years. Respondents who have not yet been aboard might be one in a group of students and low income earners.

**Table 5.3** Region of Overseas Travelling in the Last 5 Years

<b>Region of Travelling Experience</b>	<b>Frequency</b>	<b>Percent</b>
<b>Asia</b>		
South East Asia	232	27.20
East Asia	226	26.50
South Asia	76	8.90
Middle East	22	2.50
<b>Europe</b>		
West Europe	87	10.20
East Europe	51	6.00
<b>America</b>		
North American	62	7.20
South American	25	2.90
<b>Australia and Oceania</b>		
Australia	45	5.20
<b>Africa</b>		
Africa	24	2.80
Total	850	100.00

As shown in the table 5.3, 232 (27.20 percent) out of all 700 respondents have experienced overseas trip to Southeast Asian countries in the last 5 years, followed by 226 (26.50 percent) who have been to East Asian countries, while the lowest number was 24 (2.80 percent) who have been to African countries. In conclusion, most Thai respondents have made overseas trips several times in the last five years and most of them have travelled within Asia much more than other continents.

## 5.2 Attitudes towards Country Model, Symbols and Archetype for Thailand Brand

In this section, the researcher uses ranking statistics and data analysis of frequency and percentage for showing attitudes of Thai respondents towards country model, symbols and archetype for Thailand brand. These data may be useful for Thailand brand development and communication from internal perception.

**Table 5.4** The Selected Country Model for Thailand Brand Development

<b>Selected Country Model</b>	<b>First Rank</b>	<b>Second Rank</b>	<b>Total</b>	<b>Percent</b>
Japan	282	66	348	25.00
Singapore	80	40	120	8.60
U.S.A.	50	26	76	5.40
Switzerland	41	25	66	4.70
China	38	14	52	3.70
U.K.	29	14	43	3.10
South Korea	25	14	39	2.80
Germany	21	7	28	2.00
Finland	20	12	32	2.30
France	18	6	24	1.70
New Zealand	13	1	14	1.00
Australia	10	13	23	1.60
Netherland	8	7	15	1.00
Italy	6	2	8	0.50
Hong Kong	5	1	6	0.40
Norway	5	5	10	0.70
Sweden	5	2	7	0.50
Taiwan	5	0	5	0.30
Bhutan	4	2	6	0.40

**Table 5.4** (Continued)

<b>Selected Country Model</b>	<b>First Rank</b>	<b>Second Rank</b>	<b>Total</b>	<b>Percent</b>
Brunei	4	0	4	0.20
Malaysia	4	9	13	0.90
Indonesia	3	1	4	0.20
Laos	3	0	3	0.20
U.A.E.	2	1	3	0.20
India	1	0	1	0.00
Luxemburg	1	0	1	0.00
Russia	1	1	2	0.10
Scotland	1	0	1	0.00
Vietnam	1	0	1	0.00
Thailand	1	0	1	0.00
Austria	0	1	1	0.00
Belgium	0	1	1	0.00
Canada	0	1	1	0.00
Iceland	0	1	1	0.00
Maldives	0	1	1	0.00
South Africa	0	1	1	0.00
Spain	0	1	1	0.00
Did not answer	0	424	424	30.50
<b>Total</b>	<b>700</b>	<b>700</b>	<b>1387</b>	<b>100.00</b>

As shown in the table 5.4, Japan was the most selected country to be a model for Thailand brand development with 348 respondents (25.00 percent) choosing Japan, followed by Singapore with 120 respondents (8.60 percent), the United States with 76 respondents (5.40 percent), Switzerland with 66 respondents (4.70 percent), China with 52 respondents (3.70 percent), the United Kingdom with 43 respondents (3.10 percent), South Korea with 39 respondents (2.80 percent), Finland with 32 respondents (2.30 percent), Germany with 28 respondents (2.00 percent) and France came the tenth with

24 respondents (1.70 percent). In conclusion, the research found that Japan is selected as a country model for Thailand development in both the first rank column and the total column. The score of Japan left the second rank far behind in both the first rank column and the total column.

**Table 5.5** Reasons for Selecting the Country Model for Thailand Brand Development

<b>Reason of Selection</b>	<b>Country of Selection</b>	<b>Quantity</b>	<b>Percentage</b>
<b>- Governance</b>			
Cleanliness and orderliness	Japan, Singapore, Switzerland	193	20
Law enforcement and punishment	China, Singapore, Japan	96	10
Equality and social welfare	Sweden, Finland, Netherlands	29	3
High quality of educational system	Finland, England, U.S.A.	19	2
<b>- People</b>			
Disciplines and social responsibility	Japan	106	11
Intelligence and productivity	Japan, South Korea	29	3
Friendliness and helpfulness	Japan	19	2
<b>- Culture</b>			
Conservation of traditional culture	Japan, China, Bhutan	77	8
Promotion of creative culture	Japan, South Korea	39	4
<b>- Tourism</b>			
High safety standard	Japan, Singapore, Australia	116	12
Good environmental management	Japan, Switzerland, Norway	39	4

**Table 5.5** (Continued)

<b>Reason of Selection</b>	<b>Country of Selection</b>	<b>Quantity</b>	<b>Percentage</b>
Convenient transportation	Japan, South Korea	48	5
<b>- Products and Services</b>			
Organic and authentic product	Japan, New Zealand	58	6
High digital product	Japan, South Korea	19	2
Fashionable product	France, Italy	19	2
<b>- Investment</b>			
Fast economic development	Singapore,	39	4
Economic stability	Germany, Norway, Finland	19	2
<b>Total</b>		963	100

As shown in table 5.5, Thai respondents selected a country as a model of Thailand development based on reason of cleanliness and orderliness with 20 percent, high safety standards with 12 percent, discipline and social responsibility with 11 percent, law enforcement and punishment with 10 percent and other reasons with below 10 percent. In conclusion, Thai respondents need to see improvement of Thailand in the following points: cleanliness and orderliness, high safety standards, disciplines and social responsibility and law enforcement and punishment. Thai respondents chose the country as a model of Thailand brand development according to their stereotype of perception towards those countries. Japan has the positive image of those outstanding characteristics and thus Thais selected it as a model of development.

**Table 5.6** The Selected Symbols Representing Thailand

<b>Selected Symbol</b>	<b>First Rank</b>	<b>Second Rank</b>	<b>Third Rank</b>	<b>Forth Rank</b>	<b>Fifth Rank</b>	<b>Total</b>	<b>Percent</b>
Thai Flag	236	73	41	13	15	378	10.80
Buddhism	52	145	91	29	35	352	10.06
Thai King	150	101	98	22	17	388	11.09
Thai Elephant	53	53	45	76	45	272	7.77
Ratchapurk Tree	2	7	9	6	33	57	1.63
Thai Grand Palace	16	34	37	39	24	150	4.29
Thai Striped Arts	6	17	19	25	26	93	2.66
Himmapan Creature	3	4	7	0	10	24	0.69
Songkran Festival	21	39	47	69	60	236	6.74
Thai Foods	74	71	82	91	71	389	11.11
Durian	8	31	16	25	26	106	3.03
Rum Thai (Dance)	6	19	22	29	34	110	3.14
Thai Silk	5	8	33	54	42	142	4.06
Muay Thai	8	23	40	53	62	186	5.31
Thai Massage	3	15	16	39	38	111	3.17
Smiling Faces	44	33	49	63	67	256	7.31
Sea Sun Sand	8	15	29	33	38	123	3.51
Tuk Tuk	4	11	16	27	34	92	2.63
Lady Boy Cabaret	1	1	3	7	23	35	1.00
Other	0	0	0	0	0	0	0.00
<b>Total</b>	<b>700</b>	<b>700</b>	<b>700</b>	<b>700</b>	<b>700</b>	<b>3500</b>	<b>100.00</b>

As shown in table 5.6, the five most selected symbols representing Thailand were Thai food with 11.11 percent, followed by Thai king with 11.09 percent, Thai flag with 10.80 percent, Buddhism with 10.06 percent and Thai elephant came fifth with

7.77 percent. In conclusion, the most memorable symbols that should represent Thailand in the perception of Thai respondents consist of Thai flag, Thai king, Thai foods, and Buddhism. Those symbols are selected in the top rank of the first rank column and the total score column.

**Table 5.7** The Selected Archetypes Representing Thailand

<b>Selected Archetype</b>	<b>First Rank</b>	<b>Second Rank</b>	<b>Third Rank</b>	<b>Total</b>	<b>Percent</b>
Hero & The Brave	126	30	32	188	8.95
Philosopher & Sage	28	46	30	104	4.95
Magician & Dreamer	10	23	25	58	2.76
Warrior & Soldier	18	59	28	105	5.00
Jester & Comedian	160	88	66	314	14.95
Explorer & Adventurer	23	43	35	101	4.81
Guardian & Caregiver	19	40	52	111	5.29
Mother & Nurturer	98	76	49	223	10.62
Lover & Romance	34	43	33	110	5.24
Innocent & Soft	41	52	42	135	6.43
Friend & Companion	35	73	83	191	9.10
Ruler & Emperor	24	25	29	78	3.71
Everyman & Commoner	53	45	92	190	9.05
Enchantress & Charmer	21	39	66	126	6.00
The Rebel & The Outlaw	10	18	38	66	3.14
<b>Total</b>	<b>700</b>	<b>700</b>	<b>700</b>	<b>2100</b>	<b>100.00</b>

As shown in table 5.7, the 5 most selected archetypes representing Thailand were Jester & Comedian with 14.95 percent, followed by Mother & Nurturer with 10.62 percent, Friend & Companion with 9.10 percent, Everyman & Commoner with 9.05 percent and Hero & The Brave came the fifth with 8.95 percent. In conclusion of table 5.8, the three archetypes representing Thailand as a human characteristic consist of



Jester & Comedian, Friend & Companion and Mother & Nurturer. Those archetypes are categorised in terms of energy and emotion according to BAV model theory.

### **5.3 Characteristic of Good Global-Thai Citizen of Thai's Respondent**

In this section, the researcher uses descriptive and inferential statistics to test the hypothesis of whether or not characteristics of good global Thai citizen would support project of Thailand branding. According to theory of nation branding, good global citizenship is essential to promote nation brand, in particular of nation pride and nation brand supporter. The researcher used T-test, One Way ANOVA, and Spearman Rho Correlation as the inferential statistics to test the following hypotheses.

- 1) Thai citizens with different profiles perceive the Global-Thai characteristic differently
- 2) Characteristics of Global-Thai citizen has a relationship with the image of Thailand

For testing hypothesis, the researcher determined the level of significance at 0.05 to accept or reject each hypothesis. With a large amount of data, information will be presented in a table according to individual hypothesis. Each table will show name of each variable, mean, standard deviation (SD), F distribution in degree of freedom, P. Value (critical value of departure from a specified null hypothesis) and Difference (indication of statistic signification). Each variable will be tested through T-Test, One Way ANOVA, and Spearman Rho Correlation according to property of variables and conditions of hypothesis.

In the column of P-Value, the statistical signification at level 0.05 is an indicator of statistical result to such a hypothesis. Below 0.05 means that there is difference between groups of variable. Over 0.05 means no difference in group towards topic of hypothesis. "YES" in the column of Difference will remark such a difference with the statistical signification at level 0.05. "NO" means no difference. The number in parenthesis for example (3: 1,2) means that the third group of independent variable has a difference from the first and the second group towards dependent variable under hypothesis in the same column. The following tables show the result of hypothesis testing as indicated above.

**Table 5.8** Characteristics of Good Global-Thai Citizen

<b>Good Global-Thai Citizen</b>	<b>Mean</b>	<b>SD</b>	<b>Meaning</b>
<b>Overall</b>			
Good Global-Thai Citizen	5.48	0.89	Very agree
National Pride	5.45	1.09	Very agree
Good Thai Citizen	5.30	0.93	Very agree
Nation Brand Supporter	5.56	1.03	Very agree
Good Global Citizen	5.54	0.87	Very agree
<b>National Pride</b>			
I am proud of my country and love Thailand	5.78	1.34	Very agree
I am proud whenever Thai people have a good reputation in the global media.	5.82	1.22	Very agree
I can help to create a good image and reputation to Thailand by myself	5.02	1.23	Slightly agree
I like and support products made in Thailand	5.20	1.14	Slightly agree
<b>Good Thai Citizen</b>			
I welcome foreign visitors and investors to Thailand	5.43	1.16	Very agree
I always respect and follow the laws and regulation as a Thai good citizen	5.63	1.11	Very agree
I always follow the news of politics, economics and social issues including the policies of the Thai government.	4.86	1.29	Slightly agree
<b>Nation Brand Supporter</b>			
I would be supportive if the Thai government has a nation branding policy for Thailand brand.	5.58	1.20	Very agree
I would be supportive if Thailand will be a host of world events such as Olympic Games, World Expos and World Summit	5.89	1.26	Very agree

**Table 5.8** (Continued)

<b>Good Global-Thai Citizen</b>	<b>Mean</b>	<b>SD</b>	<b>Meaning</b>
I would be supportive of a country development by digital and creative economy	5.71	1.15	Very agree
<b>Good Global Citizen</b>			
I behave myself according to the philosophy of sufficiency and sustainability.	5.34	1.22	Very agree
I like travelling to learn different cultures to enhance my life experience.	5.84	1.20	Very agree
I support equality in society such as laws and gender	5.80	1.16	Very agree
I am always concerned about the environment and community and behave myself with responsibility.	5.60	1.05	Very agree
I am interested in learning foreign languages to understand different cultures and improve myself	5.41	1.23	Very agree
I think of myself as a good Thai and global citizen	5.54	1.13	Very agree

As shown in table 5.8, the statistics showed that Thai respondents highly scored themselves for the characteristics of good global Thai citizens with an average of score at 5.48 for overall characteristics, at 5.45 for national pride, at 5.30 for good Thai citizen, at 5.56 for Thailand brand supporter, and at 5.54 for good global citizen.

1) For national pride, Thai respondents highly agreed with all characteristics except that they slightly agreed with their representation of Thai good image including their support for Thai products and services.

2) For good Thai citizen, Thai respondents highly agreed with civic responsibility to welcome guests and to follow the rules and laws except that they slightly agreed with their behavior to follow political and economic news, social issues including policies of the Thai government.

3) For national brand supporter, Thai respondents highly agreed with their support for Thai national branding.

4) For good global citizen, Thai respondents highly agreed with those characteristics of good global citizen.

In conclusion, Thai respondents highly agreed with most of the characteristics of Global-Thai citizen except their representation of good Thai image, their support for Thai products and services, and their following of political and economic news. These attitudes are an obstacle to Thailand branding due to the fact that the country's citizens are considered as human symbols of a nation and thus their attitudes and behaviours are the critical factor towards the success of Thailand brand. If Thai citizens are reluctant to play their role of being brand ambassador of their own nation, of supporting Thai products and of pursuing governmental policies, it could be assumed that Thailand brand lacks the strong foundation in brand building from inside to outside perspectives. However, it is fortunate that most of them still perceive themselves as good global citizens and would support the project of Thailand branding.

**Table 5.9** Difference in Gender with Characteristics of Global-Thai Citizen

Gender	Mean	SD	F	P.Value	Difference
<b>Overall Global-Thai Citizen</b>			1.824	0.162	NO
Male	5.47	0.83			
Female	5.51	0.77			
Others	5.30	0.84			
<b>National Pride</b>			4.585	0.011*	YES
Male	5.40	1.06			
Female	5.53	0.95			
Others	5.10	1.05			(3: 1,2)
<b>Good Thai Citizen</b>			1.605	0.202	NO
Male	5.32	0.99			
Female	5.33	0.89			

**Table 5.9** Difference in Gender with Characteristics of Global-Thai Citizen

<b>Gender</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
Others	5.25	0.97			
<b>Thailand Brand Supporter</b>			3.098	0.046*	YES
Male	5.65	1.08			
Female	5.60	0.97			
Others	5.12	1.16			(3: 1,2)
<b>Good Global Citizen</b>			0.049	0.952	NO
Male	5.53	0.85			
Female	5.55	0.87			
Others	5.52	1.00			

As shown in table 5.9, there was no difference in gender towards the overall characteristic of Global-Thai citizen with a statistical significance at 0.05. Thus, the test rejected the hypothesis of different genders as influential towards characteristic of Global-Thai citizen. However, for a detailed study, there was difference in gender for national pride and Thailand brand supporter with the statistical significance at the level of 0.05.

In the table, group of difference showed within parentheses in the right column. For characteristic of national pride, the alternative gender (group no. 3) has a significant difference with male (group no. 1) and female (group no.2) at P-Value 0.011 with the statistical significance at level of 0.05. For characteristic of Thailand brand supporter, the alternative gender (group no. 3) has a significant difference with male (group no. 1) and female (group no.2) at P-Value 0.011 with the statistical significance at level of 0.05.

In conclusion, the result showed that the variable of gender had no influence towards the overall characteristic of Global-Thai citizens. However, when looking at the details, the research found that the alternative gender (LGBT) had different attitudes from male and female about characteristic of nation pride and Thailand brand support. The LGBT scored those two characteristics lower than male and female. Attitudes of

the LGBT in this characteristic would support Thailand brand less than that of other genders.

**Table 5.10** Difference in Ages with Characteristics of Global-Thai Citizen

Age	Mean	SD	F	P.Value	Difference
<b>Overall Global-Thai Citizen</b>			2.924	0.013*	YES
Below 20 yrs.	5.26	0.85			(1:4,5,6)
21-30 yrs.	5.42	0.79			(2:5,6)
31-40 yrs.	5.48	0.83			(3:1)
41-50 yrs.	5.53	0.74			(4:1)
51-60 yrs.	5.87	0.70			(5:1,2,3)
61 yrs. up	5.82	0.82			(6:1,2,3)
<b>National Pride</b>			4.152	0.001*	YES
Below 20 yrs.	4.20	1.04			(1:2,3,4,5,6)
21-30 yrs.	5.23	0.97			(2:1,4,5,6)
31-40 yrs.	5.30	1.08			(3:1,5,6)
41-50 yrs.	5.63	0.95			(4:1,2)
51-60 yrs.	5.95	0.70			(5:1,2,3)
61 yrs. up	5.97	0.92			(6:1,2,3)
<b>Good Thai Citizen</b>			3.655	0.003*	YES
Below 20 yrs.	4.25	1.03			(1:3,4,5,6)
21-30 yrs.	4.55	0.92			(2:3,4,5,6)
31-40 yrs.	5.32	0.92			(3:1,2,5,6)
41-50 yrs.	5.41	0.89			(4:1,2)
51-60 yrs.	5.68	0.90			(5:1,2,3)
61 yrs. up	5.60	0.95			(6:1,2,3)

**Table 5.10** (Continued)

<b>Age</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Thailand Brand</b>			4.191	0.001*	YES
<b>Supporter</b>					
Below 20 yrs.	5.36	1.04			(1:4,5,6)
21-30 yrs.	5.45	0.98			(2:5,6)
31-40 yrs.	5.57	1.08			(3:5,6)
41-50 yrs.	5.65	1.10			(4:1)
51-60 yrs.	6.19	0.88			(5:1,2)
61 yrs. up	6.25	0.94			(6:1,2)
<b>Good Global Citizen</b>			0.642	0.668	NO
Below 20 yrs.	5.34	0.82			
21-30 yrs.	5.56	0.85			
31-40 yrs.	5.53	0.93			
41-50 yrs.	5.48	0.87			
51-60 yrs.	5.68	0.81			
61 yrs. up	5.65	0.88			

As shown in table 5. 10, there was difference in ages towards overall characteristic of Global-Thai citizen at P- Value 0.013 with the statistical significance at the level of 0.05. Thus, hypothesis confirmed the difference of age had a significance towards variable of Global- Thai characteristic. For a detailed study, there was difference in age for national pride, good Thai citizen, and Thailand brand supporter. For good global citizen, there was no difference in age.

In the table, group of difference showed within parentheses in the right column. For characteristic of national pride, the age group of below 20 years (group no. 1) has a significant difference from the other age groups at P-Value 0.001 with the statistical significance at level of 0.05. For characteristic of good Thai citizen, the age of below 20 years old (group no.1) has a significant difference from the age of 31-40 years old (group no.3), the age of 41-50 years old (group no.4), the age of 51-60 years old (group

no. 5) and the age of 61 years old up (group no.6). For characteristic of Thailand brand supporter, the age of below 20 years old (group no.1) has a significant difference with the age of 41-50 years old (group no.4), the age of 51-60 years old (group no. 5) and the age of 61 years old up (group no.6). It was noted that there were differences among age groups in each topic of variables.

In conclusion, variable of age has an influence towards characteristic of Global-Thai citizen, especially on national pride, good Thai citizen and Thailand brand supporter. However, there was no difference in variable of good global citizen. Younger ages had scored lower than older ages. The ages of 51-60 and over 60 perceived themselves as Global-Thai citizens in high score range. Attitudes of older ages in this characteristic support Thailand brand.

**Table 5.11** Difference in Marital Status with Characteristics of Global-Thai Citizen

Marital Status	Mean	SD	F	P.Value	Difference
<b>Overall Global-Thai Citizen</b>			2.699	0.048*	YES
Single	5.13	0.81			(1: 2,3)
Married	5.65	0.75			(2:1)
Others	5.50	0.77			(3:1)
<b>National Pride</b>			8.541	0.000*	YES
Single	5.26	1.01			(1: 2,3)
Married	5.75	0.88			(2:1)
Others	5.45	1.04			(3:1)
<b>Good Thai Citizen</b>			2.679	0.069	NO
Single	5.36	0.95			
Married	5.39	0.88			
Others	5.57	0.84			
<b>Thailand Brand Supporter</b>			3.419	0.033*	YES
Single	5.42	1.02			(1: 2,3)
Married	5.84	1.03			(2:1)
Others	5.65	1.11			(3:1)
<b>Good Global Citizen</b>			0.133	0.876	NO
Single	5.54	0.88			
Married	5.55	0.87			
Others	5.47	0.84			



As shown in table 5.11, there was a difference in marital status towards overall characteristic of Global- Thai citizen by P- Value at 0. 048 with the statistical significance at level of 0.05. Thus, hypothesis confirmed the difference of marital status had a significance towards variable of Global-Thai characteristic. For detailed study, there was difference in marital status for national pride, and Thailand brand supporter.

In the table, group of difference showed within parentheses in the right column. For instance, the single (group no.1) has a significant difference from the married (group no.2) and the others (group no.3).

In conclusion, variable of marital status has an influence towards characteristics of Global-Thai citizens, especially on national pride, and Thailand brand supporter. However, there was no difference in variable of good Thai citizen and good global citizen. The married group perceived themselves with higher score than other groups in every variable of Global- Thai citizen. Their attitudes in this characteristic support Thailand brand.

**Table 5.12** Difference in Education with Characteristics of Global-Thai Citizen

<b>Education</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Overall Global-Thai Citizen</b>			2.078	0.050*	YES
Primary school	5.78	0.66			(1:2,3)
High School	5.25	0.76			(2:1,4,5)
Bachelor's Degree	5.23	0.81			(3:1,4,5,)
Master's Degree	5.76	0.76			(4:2,3)
Doctoral Degree	5.78	0.77			(5:2,3)
<b>National Pride</b>			1.095	0.039*	YES
Primary school	5.79	0.75			(1:2,3,4)
High School	5.22	1.10			(2:1,5)
Bachelor Degree	5.24	0.98			(3:1,5)
Master Degree	5.30	0.60			(4:1,5)
Doctoral Degree	5.85	0.61			(5:2,3,4)

**Table 5.12** (Continued)

<b>Education</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Good Thai Citizen</b>			2.973	0.019*	YES
Primary school	5.78	0.83			(1:2,3,4)
High School	5.32	0.96			(2:1,5)
Bachelor's Degree	5.34	0.87			(3:1,5)
Master's Degree	5.38	0.81			(4:1,5)
Doctoral Degree	5.88	0.82			(5:2,3,4)
<b>Thailand Brand Supporter</b>			3.974	0.003*	YES
Primary school	5.90	0.95			(1:2,3)
High School	5.52	1.01			(2:1,4,5)
Bachelor's Degree	5.47	1.03			(3:1,4,5)
Master's Degree	5.88	0.99			(4:2,3)
Doctoral Degree	6.15	1.09			(5:2,3)
<b>Good Global Citizen</b>			0.819	0.513	NO
Primary school	5.76	0.73			
High School	5.50	0.84			
Bachelor's Degree	5.52	0.88			
Master's Degree	5.60	0.84			
Doctoral Degree	5.67	0.94			

As shown in table 5.12, there was a difference in education attainment towards the overall characteristics of Global-Thai citizen by P-Value at 0.05 with the statistical significance at level of 0.05. Thus, hypothesis confirmed the difference of education had a significance towards variable of Global-Thai characteristic with the statistical significance at level of 0.05. For detailed study, there was difference in education for national pride, good Thai citizen and Thailand brand supporter.

In the table, group of difference is shown within parentheses in the right column. For instance, the primary (group no.1) has a significant difference with the high school (group no.2) and the bachelor (group no.3).

In conclusion, variable of education has an influence towards characteristic of Global-Thai citizen, especially on national pride, good Thai citizen and Thailand brand supporter. However, there was no difference in variable of good global citizen. The group of primary school, master degree and doctoral degree perceived themselves with higher score than other groups in every variable of Global-Thai citizen. Their attitudes in this characteristic support Thailand brand.

**Table 5.13** Difference in Career with Characteristics of Global-Thai Citizen

Career	Mean	SD	F	P.Value	Difference
<b>Overall Global-Thai Citizen</b>			1.639	0.121	NO
Student	5.32	0.81			
Company employee	5.51	0.74			
Civil officer	5.42	0.80			
Business owner	5.61	0.74			
Self-employed /Specialist	5.54	0.85			
Retired / Others	5.64	0.66			
<b>National Pride</b>			1.333	0.232	NO
Student	5.25	1.01			
Company employee	5.53	0.93			

**Table 5.13** (Continued)

Career	Mean	SD	F	P.Value	Difference
Civil officer	5.40	1.04			
Business owner	5.43	1.01			
Self-employed /Specialist	5.56	0.95			
Retired / Others	5.45	1.00			
<b>Good Thai Citizen</b>			2.027	0.050*	YES
Student	5.05	1.00			(1: 2,3,4,5,7,8)
Company employee	5.35	0.87			
Civil officer	5.41	0.95			
Small shop owner	5.43	0.83			
Self-employed /Specialist	5.10	0.82			(6: 2,3,4,5,7,8)
Retired / Others	5.44	0.86			
<b>Thailand Brand Supporter</b>			2.027	0.050*	YES
Student	5.23				(1:2,4,6)
Company employee	5.76				(2: 1,3,5)
Civil officer	5.35				(3:2,4,6)
Business owner	5.87				(4: 1,3,5)
Self-employed /Specialist	5.17				(5:2,4,6)
Retired /Others	5.88				(6: 1,3,5)
<b>Good Global Citizen</b>			1.371	0.215	NO
Student	5.46	0.83			
Company employee	5.48	0.84			
Civil officer	5.55	0.95			
Business owner	5.47	0.80			
Self-employed	5.64	0.97			
Retired /Others	5.61	0.74			

As shown in table 5.13, there was no difference in careers towards overall characteristics of good global with the statistical significance at level of 0.05. Thus, the test rejected the hypothesis that the difference of career had a significance towards

variable of Global-Thai characteristic with the statistical significance at the level of 0.05. For a detailed study, there was difference in career for good Thai citizen and Thailand brand supporter with the statistical significance at level of 0.05.

In the table, group of difference showed within parentheses in the right column. For instance, students (group no. 1) had a significant difference from company employee (group no.2), civil officer (group no.3), business owner (group no.4), specialist (group no.5) and others (group no.6).

In conclusion, there was no difference of careers towards overall characteristics of Global-Thai citizen, except good Thai citizen and Thailand brand supporter. Group of student and self-employed perceived themselves with lower score than other groups of careers towards characteristic of good Thai citizen and Thailand brand supporter.

**Table 5.14** Difference in Income with Characteristics of Global-Thai Citizen

Income	Mean	SD	F	P.Value	Difference
<b>Overall Global-Thai Citizen</b>			1.886	0.048*	YES
Less than 20,000 Baht	5.41	0.77			(1:8,9,10)
21,000-30,000 Baht	5.43	0.85			(2:8,9,10)
31,000-40,000 Baht	5.48	0.86			(3:8,9,10)
41,000-50,000 Baht	5.54	0.81			(4:8,9,10)
51,000-60,000 Baht	5.61	0.63			(5:8,9,10)
61,000-70,000 Baht	5.56	0.66			(6:8,9,10)
71,000-80,000 Baht	5.32	0.72			(7:8,9,10)
81,000-90,000 Baht	5.90	0.53			(8:1,2,3,4,5,6)
91,000-100,000 Baht	5.93	0.92			(9:1,2,3,4,5,6)
More than 100,001 Baht	5.95	0.57			(10:1,2,3,4,5,6)
<b>National Pride</b>			1.609	0.109	NO
Less than 20,000 Baht	5.40	1.02			
21,000-30,000 Baht	5.43	0.96			
31,000-40,000 Baht	5.45	1.01			

**Table 5.14** (Continued)

<b>Income</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
41,000-50,000 Baht	5.47	1.06			
51,000-60,000 Baht	5.70	0.68			
61,000-70,000 Baht	5.58	0.90			
71,000-80,000 Baht	5.12	0.72			
81,000-90,000 Baht	5.90	0.83			
91,000-100,000 Baht	5.15	1.41			
More than 100,001 Baht	5.87	0.82			
<b>Good Thai Citizen</b>			1.570	0.120	NO
Less than 20,000 Baht	5.23	0.94			
21,000-30,000 Baht	5.25	0.92			
31,000-40,000 Baht	5.34	0.96			
41,000-50,000 Baht	5.47	0.93			
51,000-60,000 Baht	5.41	0.86			
61,000-70,000 Baht	5.25	0.84			
71,000-80,000 Baht	5.27	0.96			
81,000-90,000 Baht	5.62	0.62			
91,000-100,000 Baht	5.06	1.09			
More than 100,001 Baht	5.76	0.75			
<b>Thailand Brand Supporter</b>			1.734	0.038*	YES
Less than 20,000 Baht	5.48	0.95			(1:6,7,8,9,10)
21,000-30,000 Baht	5.53	1.07			(2:6,7,8,9,10)
31,000-40,000 Baht	5.50	1.02			(3:6,7,8,9,10)
41,000-50,000 Baht	5.54	1.14			(4:6,7,8,9,10)
51,000-60,000 Baht	5.55	1.19			(5:6,7,8,9,10)
61,000-70,000 Baht	5.77	0.80			(6:1,2,3,4,5)
71,000-80,000 Baht	5.78	1.18			(7:1,2,3,4,5)
81,000-90,000 Baht	6.15	0.77			(8:1,2,3,4,5)
91,000-100,000 Baht	6.22	1.05			(9:1,2,3,4,5)
More than 100,001 Baht	6.12	1.00			(10:1,2,3,4,5)

**Table 5.14** (Continued)

<b>Income</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Good Global Citizen</b>			1.518	0.137	NO
Less than 20,000 Baht	5.48	0.79			
21,000-30,000 Baht	5.47	0.96			
31,000-40,000 Baht	5.55	0.95			
41,000-50,000 Baht	5.58	0.91			
51,000-60,000 Baht	5.68	0.82			
61,000-70,000 Baht	5.60	0.73			
71,000-80,000 Baht	5.44	0.87			
81,000-90,000 Baht	6.08	0.64			
91,000-100,000 Baht	5.64	0.90			
More than 100,001 Baht	5.88	0.65			

As shown in table 5.14, there was a difference in income towards the overall characteristic of good global Thai citizen by P-Value at 0.048 with the statistical significance at level of 0.05. For detailed study, there was difference in income for Thailand brand supporter by P-Value at 0.038 but no difference for national pride, good Thai citizen and good global citizen. In the table, group of difference showed within parentheses in the right column. For instance, Thai respondents with income of less than 20,000 baht (group no. 1) had a significant difference with those with other income group such as group of 81,000-90,000 baht (group no.8).

In conclusion, there was difference of income towards the overall characteristic of Global-Thai citizen, and of Thailand brand supporter. Group of income higher than 80,000 baht perceived themselves with higher score than other groups of income towards characteristic of Thailand brand supporter. Their attitudes in this characteristic support Thailand brand.

**Table 5.15** Difference in Home Region with Characteristics of Global-Thai Citizen

<b>Home Region</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Overall Global-Thai Citizen</b>			1.729	0.111	NO
Bangkok Metropolitan	5.57	0.69			
Central	5.54	0.78			
Eastern	5.42	0.75			
Western	5.44	0.87			
North Eastern	5.46	0.76			
Southern	5.30	0.99			
Northern	5.61	0.65			
<b>National Pride</b>			1.998	0.049*	YES
Bangkok Metropolitan	5.79	0.96			(1:2,3,4,6)
Central	5.45	1.02			(2:1,5,7)
Eastern	5.36	1.00			(3:1,5,7)
Western	5.41	0.94			(4:1,5,7)
North Eastern	5.68	0.97			(5:2,3,4,6)
Southern	5.23	1.15			(6:1,5,7)
Northern	5.65	0.83			(6:2,3,4,6)
<b>Good-Thai Citizen</b>			1.831	0.091	NO
Bangkok Metropolitan	5.34	0.81			
Central	5.45	0.95			
Eastern	5.20	0.85			
Western	5.36	0.97			
North Eastern	5.21	0.98			
Southern	5.13	1.10			
Northern	5.45	0.76			



**Table 5.15** (Continued)

Home Region	Mean	SD	F	P.Value	Difference
<b>Thailand Brand Supporter</b>			2.229	0.039*	YES
Bangkok Metropolitan	5.77	1.00			
Central	5.68	0.94			
Eastern	5.39	0.96			
Western	5.44	1.05			
North Eastern	5.56	0.99			
Southern	5.40	1.16			
Northern	5.68	1.03			
<b>Good Global Citizen</b>			1.167	0.322	NO
Bangkok Metropolitan	5.64	0.76			
Central	5.57	0.78			
Eastern	5.60	0.81			
Western	5.49	0.94			
North Eastern	5.47	0.89			
Southern	5.38	1.08			
Northern	5.62	0.75			

As shown in table 5.15, there was no difference in home region towards overall characteristics of Global Thai citizen. For a detailed study, there was a difference in home region for national pride and Thailand brand supporter with the statistical significance at level of 0.05. In the table, group of difference showed within parentheses in the right column. For instance, Thai respondents in Bangkok Metropolitan (group no. 1) had a significant difference with those in central region (group no. 2), those in eastern region (group no. 3), those in western region (group no. 4), and those in southern region (group no. 6).

In conclusion, there was no difference in home region towards overall characteristics of Global Thai citizen, except national pride and Thailand brand supporter. Thai respondents with home provinces in Bangkok Metropolitan and Northern regions perceived themselves with a little bit higher score than the respondent

from other home provinces towards national pride and Thailand brand supporter. Their attitudes in this characteristic support the Thailand brand.

**Table 5.16** Difference in Travelling Experience with Characteristics of Global-Thai Citizen

<b>Travelling Experience</b>	<b>Mean</b>	<b>SD</b>	<b>t-Test</b>	<b>P.Valu€</b>	<b>Difference</b>
<b>Overall Global-Thai Citizen</b>			-2.532	0.012*	YES
No	5.27	0.79			
Yes	5.53	0.79			
<b>National Pride</b>			-.800	0.424	NO
No	5.41	0.98			
Yes	5.47	1.00			
<b>Good-Thai Citizen</b>			-1.685	0.093	NO
No	5.22	0.94			
Yes	5.35	0.92			
<b>Thailand Brand Supporter</b>			-2.215	0.027*	YES
No	5.34	1.03			
Yes	5.72	1.02			
<b>Good Global Citizen</b>			-3.360	0.001*	YES
No	5.39	0.84			
Yes	5.72	0.87			

As shown in table 5.16, there was a difference in travelling experience towards overall characteristic of good global Thai citizen with the statistical significance at level of 0.05. For detailed study, there was a difference in travelling experience for Thailand brand supporter and good global citizen but no difference in national pride and good Thai citizen.

In conclusion, the difference of travelling experience has an influence towards characteristic of Global-Thai citizen, in particular of Thailand brand support and good global citizen. Thai respondent with overseas trip experience perceived themselves with higher score than those with no experience towards characteristic of Thailand brand supporter and good global citizen. Their attitudes in this characteristic would support the Thailand brand more than the group of no overseas experience.

**Table 5.17** Characteristic of Global-Thai Citizen has a Relationship with the Image of Thailand

<b>Global Thai Citizen</b>	<b>Correlation</b>	<b>Meaning</b>
<b>Important Factors</b>		
Overall	.622**	Moderate Correlation / Positive Direction
Governance	.441**	Moderate to low Correlation / Positive Direction
People	.436**	Moderate to low Correlation / Positive Direction
Culture	.695**	Moderate Correlation / Positive Direction
Tourism	.691**	Moderate Correlation / Positive Direction
Product	.653**	Moderate Correlation / Positive Direction
Investment	.413**	Moderate to low Correlation / Positive Direction
<b>Image of Thailand</b>		
Overall	.532**	Moderate Correlation / Positive Direction
Governance	.335**	Moderate to low Correlation / Positive Direction
People	.323**	Moderate to low Correlation / Positive Direction

**Table 5.17** (Continued)

<b>Global Thai Citizen</b>	<b>Correlation</b>	<b>Meaning</b>
Culture	.665**	Moderate Correlation / Positive Direction
Tourism	.698**	Moderate Correlation / Positive Direction
Product	.499**	Moderate to low Correlation / Positive Direction
Investment	.325**	Moderate to low Correlation / Positive Direction

**Note:** \*\* Spearman Rho Correlation is significant at the 0.05 level (sig. 2 tailed) /  
Sample size at 700

As shown in table 5.17, there was a positive correlation between characteristics of Global- Thai citizen and important factors of nation branding with statistical significance at 0.05 (2-tailed). Similarly, there was positive correlation between characteristic of Global-Thai citizen and image of Thailand with statistical significance at 0.05 (2-tailed).

In conclusion, the hypothesis of correlation between Global-Thai citizen and Thailand brand is confirmed and the relationship of the two variables is in positive direction with moderate weight of correlation.

#### **5.4 Perception towards Important Factors of Nation Branding**

In this section, the researcher uses descriptive statistic and data analysis of frequency, mean, mode and standard deviation for perception towards important factors of nation branding compared with perception towards image of Thailand in the same category. These data may be useful for Thailand brand development and communication from internal perception.

**Table 5.18** Descriptive Statistic Comparison of Important Factors and Image of Thailand

Nation Brand Variable	Important Factors			Thai Brand Variable	Thailand Image		
	Mean	SD	Meaning		Mean	SD	Meaning
1. Overall Factors	5.83	0.98	Very important	1. Overall Image	4.88	0.94	Slightly positive
2. Governance Factors	5.51	0.94	Very important	2. Thai Governance Image	4.43	0.83	Neutral
3. People Factors	5.54	0.96	Very important	3. Thai People Image	4.30	0.87	Neutral
4. Cultural Factors	5.70	0.85	Very important	4. Thai Cultural Image	5.51	0.96	Very positive
5. Tourism Factors	5.98	0.82	Very important	5. Thai Tourism Image	4.86	0.85	Slightly positive
6. Product Factors	5.84	0.86	Very important	6. Thai Product and Brand Image	4.37	0.98	Neutral
7. Investment Factors	5.52	0.92	Very important	7. Thai Investment Image	3.60	1.35	Neutral

As shown in the table 5.18, Thai respondents gave high importance to every factor of nation branding and the highest average score was 5.98 for tourism factors, followed by 5.84 for product factor and 5.70 for cultural factor while they scored image of Thailand lower than their expectation as shown in important factors. Perception of Thai respondents towards overall image of Thailand was on average of 4.88. The highest positive image was the image of Thai cultural factor at an average of 5.51, followed by image of Thai tourism at an average of 4.86 while the lowest score was image of Thai investment showing neutral range.

In conclusion, Thai respondents have high expectation towards their home country but they were disappointed with some images of Thailand such as investment with score of image at 3.60. It is obviously seen in the table that Thai respondents scored image of Thailand lower than their expectation.

**Table 5.19** Descriptive Statistic Comparison of Important Factors and Image of Thailand - (Detailed Variables)

Nation Brand Variable	Important Factors			Thailand Image		
	Mean	SD	Meaning	Mean	SD	Meaning
1. Freedom of Travelling, Working and Doing business	5.48	1.16	Very important	4.99	1.27	Slightly positive
2. Visa approval, Visa Fee and Immigration process	5.44	1.24	Very important	4.78	1.36	Slightly positive
3. Peace and Safety Standard	5.56	1.38	Very important	4.42	1.39	Neutral
4. Environmental Management and Sanitation	5.47	1.42	Very important	4.39	1.43	Neutral
5. Friendliness and Courtesy	5.80	1.16	Very important	5.29	1.26	Slightly positive
6. Cross-Cultural Skills	5.29	1.40	Slightly important	4.42	1.32	Neutral
7. Honesty, Straightforwardness and Fairness	5.54	1.35	Very important	4.49	1.49	Slightly positive
8. Quality of Life	5.44	1.34	Very important	4.43	1.49	Neutral
9. Cultural Uniqueness	5.60	1.15	Very important	5.31	1.24	Very positive
10. Diversity of Local Cultures	5.54	1.14	Very important	5.41	1.20	Very positive
11. Beauty of Historical places or World Heritage	5.81	1.06	Very important	5.59	1.19	Very positive
12. Open-Minded to Foreign or Modern Cultures	5.45	1.17	Very important	5.36	1.20	Very positive
13. Variety of Tourist Attraction	5.83	1.07	Very important	5.56	1.23	Very positive

**Table 5.19** (Continued)

Nation Brand Variable	Important Factors			Thailand Image		
	Mean	SD	Meaning	Mean	SD	Meaning
14. Readiness of Tourist Information	5.60	1.20	Very important	4.73	1.35	Slightly positive
15. Convenience of Travelling Transportation	5.63	1.24	Very important	4.68	1.37	Slightly positive
16. Standard of Hotel, Accommodation and Restaurant	5.62	1.12	Very important	5.12	1.17	Slightly positive
17. Quality of Products and Services	5.52	1.17	Very important	4.93	1.20	Slightly positive
18. Price of Products and Services	5.43	1.22	Very important	4.92	1.30	Slightly positive
19. Reputation of Local Product and Service Brand	5.30	1.16	Very important	4.85	1.18	Slightly positive
20. Value of Money and Experience	5.49	1.17	Very important	4.94	1.18	Slightly positive
20. Value of Money and Experience	5.49	1.17	Very important	4.94	1.18	Slightly positive
21. Opportunity and Ease of Business Investment	5.29	1.21	Slightly important	4.68	1.25	Slightly positive
22. Economic Development and Wealth of Nation	5.12	1.33	Slightly important	4.37	1.41	Neutral
23. Technological Development and Digital Science	5.40	1.28	Very important	4.59	1.37	Slightly positive
24. Banking system (Foreign Money Exchange and Transfer)	5.47	1.19	Very important	4.93	1.26	Slightly positive



As shown in the table 5.19, Thai respondents gave high importance to every factor of nation branding except cross-cultural skills, opportunity and ease of business investment, and economic development and wealth of nation to which they gave average score of slightly important range. For the image of Thailand, Thai respondents perceived very positive images towards cultural uniqueness, beauty of historical places or world heritage, open-minded to foreign or modern cultures, and variety of tourist attraction. The lowest score was in the range of neutral image for peace and safety standard, environmental management and sanitation, cross-cultural skills, quality of life, and economic development and wealth of nation.

In conclusion, Thai respondents considered all factors of nation branding as slightly high to very high in importance whereas they perceived the image of Thailand from a neutral to very positive range. Variables enhancing very positive image of Thailand brand included cultural uniqueness, beauty of historical places or world heritage, open-minded to foreign or modern cultures, and variety of tourist attraction. Although other variables were not negative, they should be improved in order to strengthen the Thailand brand.

**Table 5.20** Descriptive Statistic of Tourism Image of Thailand - Semantic Differential Dimension

Nation Brand Variable	Image of Thai Tourism				
	Mean	SD	Meaning	Mode	Perception of Majority
1. Weather Condition	4.55	1.33	Slightly positive	4.00	Neutral for weather
2. Basic Infrastructure (Water Electric and Internet)	4.55	1.25	Slightly positive	5.00	Slightly ready for infrastructure
3. Travelling Safety to Life and Property	4.25	1.25	Neutral	4.00	Neutral for travelling safety
4. Convenience to Access Tourist Attractions	4.66	1.23	Slightly positive	5.00	Slightly convenient to access
5. Standard of International Airports	4.91	1.16	Slightly positive	5.00	Slightly high standard
6. Service of Travel Agency	4.58	1.20	Slightly positive	5.00	Slightly high reliable service
7. Service of Taxi, Three-Motor Cycles (Tuk Tuk)	3.46	1.49	Slightly negative	3.00	Slightly low reliable service
8. Service of Hotels and Restaurants	5.00	1.16	Slightly positive	5.00	Slightly high service-minded
9. Food Choices and Restaurant Options	5.87	1.17	Very positive	6.00	Very positive for many choices
10. Quality and Hygiene of Street foods	4.38	1.31	Neutral	5.00	Slightly high clean and quality
11. Information and Service Centre for Tourist	4.33	1.22	Neutral	4.00	Neutral for tourist information
12. Language Barriers for Communication	4.00	1.41	Neutral	4.00	Neutral for language barriers
13. Directional Signage / Warning Signage / Signposting	4.03	1.39	Neutral	4.00	Neutral for directional signage

**Table 5.20** (Continued)

Nation Brand Variable	Image of Thai Tourism				
	Mean	SD	Meaning	Mode	Perception of Majority
14. Cleanliness and Waste Management	3.44	1.47	Slightly negative	3.00	Slightly dirty and bad management
15. City Landscape Design (Buildings and Roads)	4.01	1.34	Neutral	4.00	Neutral for beauty of landscape
16. Design and Facility for Handicap and Elderly	3.64	1.54	Neutral	4.00	Neutral for universal design
17. Global Warming Activity (Bike-Lane, Electric Car)	3.48	1.60	Slightly negative	3.00	Slightly few signs and activities
18. Trees and Shadiness Along the Roads	3.83	1.46	Neutral	4.00	Neutral for green and trees
19. City Walkability and Footpaths	3.50	1.62	Slightly negative	3.00	Slightly narrow and unwalkable
20. Nuisance from Beggars or Homeless Persons	3.66	1.52	Neutral	4.00	Neutral for homeless person
21. Traffic condition	3.29	1.67	Slightly negative	3.00	Slightly traffic jam
22. Travelling Expenditure	4.29	1.43	Neutral	4.00	Neutral for travelling expenditure
23. Variety of Events and Activities	5.32	1.37	very positive	6.00	Very high eventful city
24. Natural Places (Beach, Sea, Mountain, Waterfall)	5.21	1.27	Slightly positive	6.00	Very high natural and clean place

**Table 5.20** (Continued)

Nation Brand Variable	Image of Thai Tourism				
	Mean	SD	Meaning	Mode	Perception of Majority
25. Historical Places (Museum, Monument, Palaces)	4.23	1.25	Neutral	4.00	Neutral for memorable place
26. Religious Places (Thai Temple, Chinese Temples)	5.22	1.25	Slightly positive	6.00	Very high faithful place
27. Arts and Performance Places (Art Museums)	3.41	1.28	Slightly negative	3.00	Slightly boring place
28. Community-Based Places (Rural Villages)	3.43	1.26	Slightly negative	3.00	Slightly boring place
29. Shopping Places (Department Stores and Markets)	5.80	1.24	very positive	6.00	Very high variety
30. Sport-Tourism Places (Scuba Diving, Muay Thai)	4.94	1.19	Slightly positive	5.00	Slightly high fun and exciting
31. Adventurous Places (Car Racing, Bungee Jumping)	4.74	1.19	Slightly positive	4.00	Neutral for fun and exciting
32. Night Life and Entertainment	5.26	1.25	Slightly positive	6.00	Very colourful night life
33. Sex Tourism and Prostitution	3.70	1.77	Neutral	3.00	Slightly many prostitution
34. Souvenirs	4.70	1.23	Slightly positive	5.00	Slightly high quality
35. Value of Experience in Thailand	5.10	1.21	Slightly positive	6.00	Very high valued experience

As shown in table 5.20, Thai respondents perceived very high positive image of food choices and restaurant options at an average score of 5.87. Most of Thai tourism image was averaged in the range of the slightly positive image while the slightly negative images include service of taxis, waste management, global warming activity, city walkability, traffic condition, arts and performance places, and community-based places. However, on the right column of mode score showing opinions of the majority towards each variable which needs special attention during nation branding.

**Table 5.21** Descriptive Statistic of Image of Thai People - Semantic Differential Dimension

Nation Brand Variable	Image of Thai People				
	Mean	SD	Meaning	Mode	Perception of Majority
1. Income and Wealth	3.60	1.24	Neutral	3.00	Slightly poor
2. Hygiene and Sanitation	3.96	1.22	Neutral	4.00	Neutral for sanitation
3. Physical Appearance (i.e face, body, gesture)	4.80	1.15	Slightly positive	5.00	Slightly high attractive and charming
4. Personality	5.10	1.21	Slightly positive	5.00	Slightly high friendly personality
5. Mentality (i.e ways of thinking)	5.65	1.32	Very positive	6.00	Very easy and comfortable thinking
6. Emotional Expression	3.21	1.52	Slightly negative	3.00	Slightly hot temper
7. Sexual Expression	4.33	1.24	Neutral	4.00	Neutral for free and conservative
8. Generosity towards others or foreigners	5.22	1.23	Slightly positive	6.00	Very generous to foreigners
9. Creativity (i.e. dressing or problem solution)	4.71	1.24	Slightly positive	4.00	Neutral for creativity
10. Compliance with Laws (i.e. driving practice)	3.28	1.58	Slightly negative	3.00	Slightly violate the laws
11. Ethical Practice (i.e. in business trading)	4.11	1.39	Neutral	3.00	Slightly dishonest in business
12. Foreign Language Skills (i.e. English, Chinese)	3.83	1.33	Neutral	3.00	Slightly poor skills of English

**Table 5.21** (Continued)

Nation Brand Variable	Image of Thai People				
	Mean	SD	Meaning	Mode	Perception of Majority
13. Technological and Digital Skills (i.e. Computer)	4.50	1.26	Slightly positive	5.00	Slightly good skills of technology
14. Working Habit	4.15	1.30	Neutral	4.00	Neutral for diligence
15. Time Discipline	3.28	1.36	Slightly negative	3.00	Slightly delay
16. World-Famous Celebrity from Thailand	4.12	1.44	Neutral	4.00	Neutral for number of Thai celebrities
17. Expression of Thai National Pride and Nationalism	3.17	0.95	Slightly negative	3.00	Slightly low pride of Thainess

As shown in table 5.21, Thai respondents perceived a very high positive image of mentality at an average score of 5.65. Most of the Thai people image was averaged in the range of the slightly positive image and neutral image while the lowest average score was in the range of the slightly negative image for emotional expression, compliance with laws, time discipline and expression of Thai national pride and nationalism.

In conclusion, variables of Thai mentality were rated very positively in mean score and majority of respondents perceived the image of Thai mentality as very easy-going and comfortable thinking. Attribution of Thai easiness would enhance the image of Thailand.

Variable of generosity was also rated slightly high in the mean score and very high in the mode score. Thai respondents perceived themselves as very kind to foreigners. Thai generosity would help strengthen the Thailand brand. In addition, variables of physical appearance and personality were also rated slightly high positive in both mean score and mode score. Attractive physical appearance and friendly personality would promote Thailand brand. However, variables of emotional expression, compliance with laws, time discipline might deteriorate Thailand brand due to slightly negative image in both the mean and mode score. Hot-temperers, violating the laws, and being unpunctual were slightly high rated by the majority of respondents. In addition, variable of national pride was rated slightly negative in the mean score and the majority of respondents perceived their compatriots as slightly low pride of Thainess. This result would not be good for Thailand branding because Thai national pride is considered as fundamental of branding a nation. While Thai respondents scored themselves as good Global-Thai citizens, they scored their national friends with the opposite view. A paradox in this variable might be an obstacle to Thailand branding.



**Table 5.22** Descriptive Statistic of Thai Culture - Semantic Differential Dimension

Nation Brand Variable	Image of Thai Culture				
	Mean	SD	Meaning	Mode	Perception of Majority
1. Uniqueness of Thai Culture and Heritage	5.63	1.22	Very positive	6.00	Very unique
2. Diversity of Thai Culture and Heritage	5.12	1.20	Slightly positive	5.00	Slightly high diversity
3. Thai Royal Ceremony (i.e. Royal Barge Procession)	5.67	1.29	Very positive	7.00	Extremely great and gorgeous
4. Thai Language	5.35	1.33	Very positive	5.00	Slightly high interesting
5. Thai Foods (i.e. Pad Thai)	5.88	1.26	Very positive	7.00	Extremely delicious and tasty
6. Thai Traditional Dance (i.e. The Khon-masked play)	5.79	1.24	Very positive	7.00	Extremely soft and delicate
7. Thai Traditional Music (i.e. Thai grand orchestra)	5.64	1.30	Very positive	6.00	Very melodious
8. Thai National Costume (i.e Chitlada dresses)	5.76	1.29	Very positive	7.00	Extremely beautiful costume
9. Thai Traditional Architect (i.e Thai House)	5.68	1.27	Very positive	6.00	Very beautiful design
10. Thai Traditional Painting and Portrait	5.68	1.25	Very positive	6.00	Very beautiful arts
11. Thai Traditional Literature and Folklore	5.43	1.31	Very positive	6.00	Very high interesting
12. Religious Ceremony (i.e. Making Merit)	5.51	1.35	Very positive	6.00	Very high faithful
13. Thai Festivals (i.e. Songkran Days)	5.66	1.28	Very positive	7.00	Extremely fun and interesting
14. Thai Kick Boxing (Muay Thai)	5.65	1.24	Very positive	7.00	Extremely fun and exciting
15. Thai Traditional Massage	5.65	1.29	Very positive	7.00	Extremely useful and relaxing
16. Thai Modern Movies (Thai Pop Culture)	4.21	1.37	Neutral	4.00	Neutral for popularity
17. Thai Modern Music (Thai Pop Culture)	4.89	1.29	Slightly positive	5.00	Slightly highly popular

As shown in the table 5.22, Thai respondents perceived very high positive image of Thai culture with Thai food given highest average score of 5.88, followed by Thai national dance at an average score of 5.79 and Thai national costume at an average score of 5.76, while the lowest average score was in range of neutral image for Thai modern movies.

In conclusion, Thai respondents perceived Thai culture at the level of very positive and slightly positive range except for Thai modern movies at the neutral range. In the meantime, the majority of respondents also viewed Thai culture in the same direction in the mode score, especially at the highest level of 7 score. Thai Royal Ceremony, Thai Foods, Thai Traditional Dance, Thai National Costume, Thai Festivals, Thai Kick Boxing, Thai Traditional Massage are variables of the Thailand brand that majority of respondents take extreme pride in Thai culture. For example, attribution of Thai Royal Ceremony is perceived as an extremely sophisticated and exquisite culture. Thai Foods are extremely delicious and tasty. Thai Traditional Dance is extremely graceful and delicate, Thai National Costume looks extremely beautiful. Thai Festivals are extremely fun and interesting. Thai Kick Boxing looks extremely fun and exciting. Thai Traditional Massage is extremely beneficial and relaxing. These outstanding identities and images of Thai culture are significantly impactful in Thailand branding in terms of mean and mode score. By the way, it should draw the attention to variables of popular culture. Movie and music are one of the popular culture that can be easily and swiftly distributed in the global market to deliver a message of nationhood to local and global audiences. Thus, they are considered as impactful communication channels for nation branding. Conversely, Thai modern movies in the Thai perception was mostly rated at 4 score which was the lowest level in cultural variables. Therefore, this variable should be monitored for further improvement.

**Table 5.23** Descriptive Statistic of Thai Product and Services - Semantic Differential Dimension

Nation Brand Variable	Image of Thai Product and Services				
	Mean	SD	Meaning	Mode	Perception of Majority
1. Reputation of Thai Brand	4.69	1.07	Slightly positive	5.00	Slightly good reputation
2. Reliability of Thai Brand	4.67	1.05	Slightly positive	4.00	Neutral for trusted brand
3. Image of Thai Products	4.59	1.12	Slightly positive	5.00	Slightly high-technology
4. Quality of Thai Products	4.79	1.04	Slightly positive	5.00	Slightly premium
5. Quality of Thai Services	4.89	1.04	Slightly positive	5.00	Slightly premium
6. Price of Thai Products	4.89	1.12	Slightly positive	5.00	Slightly reasonable
7. Price of Thai Services	4.83	1.11	Slightly positive	5.00	Slightly reasonable
8. Product and Package Design	4.78	1.19	Slightly positive	5.00	Slightly beautiful
9. Creativity and Innovation	4.22	1.31	Neutral	4.00	Neutral for creativity
10. Copyright and Patent	4.25	1.38	Neutral	4.00	Neutral for authenticity
11. Foods and Drink Category	5.03	1.15	Slightly positive	5.00	Slightly premium
12. Fashion Apparels Category	4.93	1.11	Slightly positive	5.00	Slightly premium
13. Jewelry Category	5.20	1.17	Slightly positive	5.00	Slightly premium
14. Spa and Beauty Category	5.11	1.18	Slightly positive	6.00	Very high premium
15. Household Category	4.86	1.13	Slightly positive	5.00	Slightly premium

**Table 5.23** (Continued)

<b>Nation Brand Variable</b>	<b>Image of Thai Product and Services</b>				
	<b>Mean</b>	<b>SD</b>	<b>Meaning</b>	<b>Mode</b>	<b>Perception of Majority</b>
16. Electronic Category	4.29	1.23	Neutral	4.00	Neutral for quality
17. Airlines (Thai Airways, Bangkok Airways)	5.01	1.22	Slightly positive	5.00	Slightly premium
18. Hotels and Resorts (Dusit, Centara, Anantara)	5.26	1.14	Slightly positive	6.00	Very high premium
19. Restaurants (Blue Elephant, S&P, Patra)	5.15	1.15	Slightly positive	5.00	Slightly premium
20. Spa and Massage (Chiva-Som, HARNN, PANPURI)	5.25	1.20	Slightly positive	6.00	Very high premium

As shown in table 5.23, Thai respondents perceived a slightly high positive image of Thai products and services with hotels and resorts given the highest average score of 5.26, followed by spa and massage at an average score of 5.25 and jewelry at an average score of 5.20, while the lowest average score was in the range of neutral image for creativity and innovation, copyright and patent and electronic category.

In conclusion, products of spa and beauty category and services of spa and massage category and hotels and resorts category were rated in a slightly positive range in the mean score but in very high premium in the mode score. It means that the majority of respondents had a very positive attitude to these variables in the group of Thai products and services. Thus, it might be easier to promote these kinds of products and services to represent the Thailand brand. Thai respondents also rated variables of overall Thai brand in the range of slightly positive levels in both mean and mode score. In respect of product and service category, variables of foods and drink category, fashion apparels category, jewelry category, household category, Thai airlines and Thai restaurants were rated in a slightly positive level in both mean and mode score. It means that the majority of respondents have a very positive attitude to these kinds of products and services. It might be easier to promote a campaign of local brand consumption and to support the strength of the Thailand brand through the inside-out strategy. However, it should be noted that on variables of creativity and innovation, copyright and patent, electronic category that were rated in the range of neutral image. Creativity and innovation are powerful factors to enhance a nation brand in the context of authenticity and modernity. Copyright and patent also reflect that national citizens respect the right of ownerships for new ideas and inventions. Electronic products are a result of such innovations and patents. A nation which is strong with these factors could be effectively promoted as a creative nation.

**Table 5.24** Descriptive Statistic of Thai Economic and Investment - Semantic Differential Dimension)

Nation Brand Variable	Image of Thai Economic and Investment				
	Mean	SD	Meaning	Mode	Perception of Majority
1. Economic stability	3.24	1.44	Slightly negative	3.00	Slightly unstable
2. Liberalization of Business and Investment	4.41	1.33	Neutral	5.00	Slightly liberal
3. Finance and Banking System	4.70	1.21	Slightly positive	5.00	Slightly reliable
4. Currency Exchange Rate	4.53	1.21	Slightly positive	4.00	Neutral for exchange process
5. Foreign Money Transfer	4.56	1.20	Slightly positive	4.00	Neutral for transfer process
6. Logistic and Supply	4.50	1.30	Slightly positive	5.00	Slightly punctual
7. Digital-Technology Advancement	4.56	1.28	Slightly positive	5.00	Slightly high technology
8. Investment Promotion and Privilege (i.e. Low Tax)	4.43	1.29	Neutral	5.00	Slightly many incentives
9. Labour Cost	4.43	1.36	Neutral	4.00	Neutral for labour cost
10. Labour Efficiency and Skills	4.35	1.25	Neutral	4.00	Neutral for efficiency
11. Ease of Doing Business	4.27	1.35	Neutral	5.00	Slightly easy for doing business
12. Laws of business and environmental protection	3.29	1.51	Slightly negative	3.00	Slightly low protection

As shown in table 5.24, most of Thai economy and investment image was averaged in the range of the slightly positive image and neutral image, with finance and banking system given the highest average score of 4.70, followed by foreign money transfer and digital technology advancement given equal average score of 4.56, while economic stability and laws of environment and community protection were in the range of slightly negative image. In conclusion of table 5.17, variables of financial and banking system including currency exchange are in slightly positive level in both of the mean and mode score. Conversely, variables of economic stability and laws of business and environmental protection were rated in a slightly negative level in both mean and mode scores.

**Table 5.25** Descriptive Statistic of Thai Politics and Governance - Semantic Differential Dimension)

Nation Brand Variable	Image of Thai Politics and Governance				
	Mean	SD	Meaning	Mode	Perception of Majority
1. Regime	3.25	1.89	Slightly negative	3.00	Slightly dictatorship
2. Peace and Security	3.95	1.56	Neutral	4.00	Neutral for peaceful sentiment
3. Image of Country Development	3.25	1.52	Slightly negative	3.00	Slightly underdeveloped country
4. Reputation of Thai Government Leader	3.77	1.55	Neutral	3.00	Slightly unknown in global media
5. Government stability	3.68	1.65	Neutral	4.00	Neutral for government stability
6. Good Governance	3.18	1.85	Slightly negative	2.00	Very corrupted image
7. Human Right (i.e. Freedom of Expression)	3.73	1.58	Neutral	4.00	Neutral for human right
8. Reliance on justice system (i.e. policemen)	3.28	1.60	Slightly negative	2.00	Very unreliable
9. Governmental service (i.e. Visa & Immigration)	3.41	1.62	Slightly negative	2.00	Very slow service
10. Law Enforcement (i.e. Judge and Penalty)	3.26	1.72	Slightly negative	2.00	Very unequal and double standard



As shown in the table 5.25, most of Thai politics and governance image was averaged in the range of neutral and slightly negative image, with peace and security given the highest average score of 3.95, followed by reputation of Thai government at an average score of 3.77, human rights at an average score of 3.73, while good governance was given the lowest average score of 3.18.

In conclusion, variables in Thai politics and governance were almost rated from neutral range to very negative range in both the mean and mode scores. It reflects dissatisfaction of the Thai people to current situation of Thai polity. Perception towards high corruption, unreliable justice system (policemen), and unequal law enforcement were very obvious from the result.

### 5.5 Perception towards an Overall Image of Thailand

In this section, the researcher used T-test, and One Way ANOVA as the inferential statistics to test the hypothesis that Thai citizens with different profiles have perception towards image of overall image of Thailand differently

**Table 5.26** Difference in Profile and Behaviour with Perception of Overall Thailand Image

Profile and Behaviour	Mean	SD	F	P.Value	Difference
<b>Gender</b>			1.37	0.254	NO
Male	4.89	0.94			
Female	4.91	0.93			
Others	4.69	0.98			
<b>Age</b>			2.24	0.049*	YES
Below 20 yrs.	4.83	0.85			
21-30 yrs.	4.76	0.94			(2:3,4,5)
31-40 yrs.	4.98	0.94			(3:2)
41-50 yrs.	4.94	0.93			(4:2)
51-60 yrs.	5.11	0.95			(5:2)
61 yrs. up	5.02	0.88			

**Table 5.26** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Marital Status</b>			1.95	0.142	NO
Single	4.85	0.95			
Married	4.93	0.90			
Widow/Divorce/Others	5.16	0.86			
<b>Education</b>			2.69	0.030*	YES
Primary school	4.88	0.74			
High School	5.23	0.94			(2:3,4,5)
Bachelor's Degree	4.84	0.98			(3:2)
Master's Degree	4.94	0.80			(4:2)
Doctoral Degree	4.62	0.85			(5:2)
<b>Career</b>			1.22	0.285	NO
Student	4.74	0.91			
Company employee	4.86	0.94			
Civil officer	5.05	0.89			
Business owner	4.85	1.06			
Self-employed/ Specialist	5.06	1.13			
Others	4.84	0.97			
<b>Income</b>			0.35	0.956	NO
Less than 20,000 Baht	4.89	0.93			
21,000-30,000 Baht	4.91	0.95			
31,000-40,000 Baht	4.83	1.00			
41,000-50,000 Baht	4.87	0.99			
51,000-60,000 Baht	4.91	0.94			
61,000-70,000 Baht	4.80	0.69			
71,000-80,000 Baht	4.65	0.84			
81,000-90,000 Baht	5.12	0.94			
91,000-100,000 Baht	4.75	1.11			
More than 100,001 Baht	4.98	0.78			

**Table 5.26** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Home Region</b>			2.158	0.045*	YES
Bangkok Metropolitan	5.31	0.99			(1:2,3,5,6,7)
Central	4.51	0.81			(2: 1,4,6)
Eastern	4.53	1.17			(3: 1,4,6)
Western	5.42	0.97			(4:2,3,5,6,7)
North Eastern	4.56	1.07			(5: 1,4,6)
Southern	4.29	0.89			(6:1,2,3,5,7)
Northern	4.63	1.09			(7: 1,4,6)
<b>Overseas Experience</b>			0.417*	0.677	NO
			(t-test)		
YES	4.90	0.97			
NO	4.87	0.92			
<b>Frequency of Oversea Travelling</b>			2.83	0.060	NO
0	4.89	0.96			
1-5	4.93	0.93			
More than 6 times	4.66	0.89			
<b>Global-Thai Citizen</b>			31.51	0.000*	YES
Low	4.26	1.08			(1:3)
Middle	4.18	0.84			(2:3)
High	4.99	0.90			(3:1,2)

As shown in table 5.26, there was difference in age, education, home region, and characteristic of global Thai citizen towards perception of overall image of Thailand with statistical significance at 0.05.

In the table, group of difference showed within parentheses in the right column. For instance, the age of 21-30 yrs (group no.2) has a significant difference from the age of 31-40 yrs (group no.3) and the age of 41-50 yrs (group no.4).

In conclusion, variables of gender, marital status, career, income, overseas experience, and frequency of overseas trip have no influence towards overall image of

Thailand differently. However, there are difference in some groups that should be noted in the following variables;

1) Ages: group of age 20-30 yrs scored overall image of Thailand a little bit lower than other groups of ages. Group of age 51-60 yrs had positive attitude to overall image of Thailand a little bit higher than other groups of ages.

2) Education: group of high school education had positive attitude to overall image of Thailand a little bit higher than other groups of education.

3) Home region: group of Bangkok Metropolitan and Western region had positive attitude to overall image of Thailand a little bit higher than other groups of home region.

4) Characteristic of Global-Thai citizen: group of high Global-Thai citizen had positive attitude to overall image of Thailand a little bit higher than groups of middle and low characteristic of Global-Thai citizen.

## **5.6 Perception towards Image of Six Identities for Thailand Branding**

In this section, the researcher used T-test, and One Way ANOVA as the inferential statistics to test the following hypotheses.

1) Thai citizens with different profiles have perception towards image of Thai tourism differently.

2) Thai citizens with different profiles have perception towards image of Thai people differently.

3) Thai citizens with different profiles have perception towards image of Thai culture differently.

4) Thai citizens with different profiles have perception towards image of Thai product differently.

5) Thai citizens with different profiles have perception towards image of Thai investment differently.

6) Thai citizens with different profiles have perception towards image of Thai governance differently.

**Table 5.27** Difference in Profile and Behaviour with Image of Thai Tourism

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Gender</b>			2.16	0.116	NO
Male	4.46	0.88			
Female	4.45	0.81			
Others	4.22	0.78			
<b>Age</b>			1.00	0.411	NO
Below 20 yrs.	4.44	0.78			
21-30 yrs.	4.44	0.83			
31-40 yrs.	4.40	0.84			
41-50 yrs.	4.35	0.82			
51-60 yrs.	4.62	0.84			
61 yrs. up	4.65	0.79			
<b>Marital Status</b>			0.14	0.864	NO
Single	4.43	0.84			
Married	4.41	0.80			
Widow / Divorce / Others	4.50	0.83			
<b>Education</b>			3.35	0.010*	YES
Primary school	4.95	0.86			(1:3,4,5)
High School	4.63	0.84			(2:4)
Bachelor's Degree	4.39	0.86			(3:1,2)
Master's Degree	4.43	0.70			(4:1)
Doctoral Degree	4.34	0.69			(5:1)
<b>Career</b>			1.16	0.320	NO
Student	4.41	0.78			
Company employee	4.37	0.81			
Civil officer	4.58	0.83			
Business owner	4.47	0.91			
Specialist	4.39	0.73			
Others	4.38	0.88			

**Table 5.27** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Income</b>			0.362	0.953	NO
Less than 20,000 Baht	4.48	0.81			
21,000-30,000 Baht	4.41	0.87			
31,000-40,000 Baht	4.45	0.93			
41,000-50,000 Baht	4.39	0.73			
51,000-60,000 Baht	4.31	0.78			
61,000-70,000 Baht	4.36	0.65			
71,000-80,000 Baht	4.27	0.80			
81,000-90,000 Baht	4.50	0.85			
91,000-100,000 Baht	4.29	1.07			
More than 100,001 Baht	4.44	0.65			
<b>Home Region</b>			2.248	0.078	NO
Bangkok Metropolitan	4.98	0.98			
Central	4.83	0.91			
Eastern	4.85	0.87			
Western	4.95	0.95			
North Eastern	4.64	1.05			
Southern	4.79	0.87			
Northern	4.65	1.06			
<b>Overseas Experience</b>			2.609*	0.009*	YES
			(t-test)		
YES	4.54	0.88			
NO	4.37	0.80			
<b>Frequency of Overseas Travelling</b>			5.83	0.003*	YES
0	4.24	0.87			(1:3)
1-5	4.65	0.81			(2:3)
More than 6 times	4.19	0.74			(3:1,2)
<b>Global-Thai Citizen</b>			5.75	0.003*	YES
Low	3.95	1.01			(1:3)
Middle	4.04	0.99			(2:3)
High	4.74	1.11			(3:1,2)

As shown in the table 5. 27, there was difference in education, overseas experience, frequency of overseas travelling and global Thai citizen towards perception of overall image of Thai tourism with statistical significance at 0.05.

In the table, group of difference showed within parentheses in the right column. For instance, Thai respondents with primary level education ( group no. 1) had a significant difference with those obtaining bachelor degree (group no.3), those with master degree (group no.4) and those with doctoral degree (group no.5).

In conclusion, variables of gender, marital status, career, income, and home region have no influence towards image of Thai tourism differently. However, there are differences in some groups that should be noted in the following variables;

1) Education: group of high school education had positive attitude to image of Thai tourism a little bit higher than other groups of education.

2) Oversea experience: group that have oversea experience had positive attitude to image of Thai tourism a little bit higher than a group of no oversea experience.

3) Frequency of oversea trip: a group of 1-5 oversea trips in the last 5 years had positive attitude to image of Thai tourism a little bit higher than groups of other frequency.

4) Characteristic of Global- Thai citizen: group of high Global- Thai citizen had positive attitude to image of Thai tourism a little bit higher than groups of middle and low characteristic of Global-Thai citizen.

**Table 5.28** Difference in Profile and Behaviour with Image of Thai People

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Gender</b>			1.121	0.327	NO
Male	4.36	0.94			
Female	4.27	0.84			
Others	4.20	0.88			
<b>Age</b>			0.98	0.429	NO
Below 20 yrs.	4.20	0.82			
21.30 yrs.	4.29	0.89			

**Table 5.28** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
31-40 yrs.	4.32	0.89			
41-50 yrs.	4.19	0.83			
51-60 yrs.	4.40	0.79			
61 yrs. up	4.61	1.00			
<b>Marital Status</b>			0.006	0.994	NO
Single	4.30	0.89			
Married	4.29	0.84			
Widow / Divorced / Others	4.29	0.85			
<b>Education</b>			1.699	0.148	NO
Primary school	4.49	0.85			
High School	4.32	0.91			
Bachelor's Degree	4.30	0.91			
Master's Degree	4.31	0.76			
Doctoral Degree	3.83	0.57			
<b>Career</b>			1.810	0.082	NO
Student	4.22	0.85			
Company employee	4.22	0.86			
Civil officer	4.48	0.91			
Business owner	4.44	0.76			
Specialist	4.58	0.97			
Others	4.25	0.81			
<b>Income</b>			0.268	0.983	NO
Less than 20,000 Baht	4.31	0.87			
21,000-30,000 Baht	4.33	0.88			
31,000-40,000 Baht	4.28	0.96			
41,000-50,000 Baht	4.21	0.83			
51,000-60,000 Baht	4.16	0.75			
61,000-70,000 Baht	4.21	0.86			
71,000-80,000 Baht	4.25	0.81			
61,000-70,000 Baht	4.21	0.86			



**Table 5.28** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
71,000-80,000 Baht	4.25	0.81			
81,000-90,000 Baht	4.42	1.05			
91,000-100,000 Baht	4.22	0.96			
More than 100,001 Baht	4.36	0.81			
<b>Home Region</b>			2.077	0.021*	YES
Bangkok Metropolis	4.21	0.95			(1:2,3,5,7)
Central	4.51	0.87			(2:1,4,6)
Eastern	4.63	1.05			(3:1,4,6)
Western	4.20	0.98			(4:2,3,5,7)
North Eastern	4.56	1.17			(5:1,4,6)
Southern	3.89	0.84			(6:2,3,5,7)
Northern	4.53	1.12			(7:1,4,6)
<b>Overseas Experience</b>			2.241*	0.025*	YES
			(t-test)		
YES	4.40	0.88			
NO	4.24	0.86			
<b>Frequency of Overseas Travelling</b>			5.75	0.003*	YES
0	4.29	0.88			(1:3)
1-5	4.58	0.86			(2:3)
More than 6 times	4.03	0.86			(3:1,2)
<b>Global-Thai Citizen</b>			40.73	0.000*	YES
Low	4.09	1.32			(1:3)
Middle	3.97	1.06			(2:3)
High	4.76	1.13			(3:1,2)

As shown in the table 5.28, there was difference in home region, overseas experience, frequency of overseas travelling and global Thai citizen towards perception of overall image of Thai people with statistical significance at 0.05.

In the table, group of difference showed within paratheses in the right column. For instance, Thai respondents in Bangkok Metropolis (group no. 1) had a significant difference with those in the central region (group no.2), those in the eastern region (group no.3), those in the northeastern region (group no.5) and those in the northern region (group no.7).

In conclusion of table 5.33, variables of gender, marital status, education, career and income have no influence towards image of Thai people differently. However, there are difference in groups that should be noted in the following variables;

1) Home region: group of Eastern, Northeastern had positive attitude to image of Thai people a little bit higher than other groups of home regions. In addition, it should be noted that group of Southern and Northern region had a little bit negative attitude towards image of Thai people.

2) Overseas experience: group that have overseas experience had a positive attitude to image of Thai people a little bit higher than a group of no overseas experience.

3) Frequency of overseas trip: a group of 1-5 overseas trips in the last 5 years had positive attitude to image of Thai people a little bit higher than groups of other frequency.

4) Characteristic of Global-Thai citizen: group of high Global-Thai citizen had positive attitude to image of Thai people a little bit higher than groups of middle and low characteristic of Global-Thai citizen.

**Table 5.29** Difference in Profile and Behaviour with Image of Thai Culture

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Gender</b>			0.894	0.409	NO
Male	5.47	0.92			
Female	5.54	0.95			
Others	5.39	1.11			
<b>Age</b>			1.210	0.303	NO
Below 20 yrs.	5.38	0.79			
21-30 yrs.	5.43	0.96			
31-40 yrs.	5.55	1.00			
41-50 yrs.	5.59	0.99			
51-60 yrs.	5.62	0.88			
61 yrs. up	5.80	0.62			
<b>Marital Status</b>			2.19	0.112	NO
Single	5.47	0.99			
Married	5.55	0.89			
Widowed / Divorced	5.81	0.76			
<b>Education</b>			0.582	0.676	NO
Primary school	5.59	0.80			
High School	5.56	1.09			
Bachelor's Degree	5.47	0.96			
Master's Degree	5.60	0.94			
Doctoral Degree	5.44	0.71			
<b>Career</b>			0.824	0.568	NO
Student	5.40	0.94			
Company employee	5.58	0.92			
Civil officer	5.41	0.99			
Business owner	5.40	1.18			
Specialist	5.51	0.95			
Others	5.55	1.03			
<b>Income</b>			1.469	0.156	NO
Less than 20,000 Baht	5.40	1.02			
21,000-30,000 Baht	5.58	0.93			

**Table 5.29** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
31,000-40,000 Baht	5.73	0.90			
41,000-50,000 Baht	5.49	0.76			
51,000-60,000 Baht	5.56	1.02			
61,000-70,000 Baht	5.59	0.64			
71,000-80,000 Baht	5.19	0.78			
81,000-90,000 Baht	5.46	1.12			
91,000-100,000 Baht	5.21	1.45			
More than 100,001 Baht	5.65	0.75			
<b>Home Region</b>			2.830	0.060	NO
Bangkok Metropolis	5.95	1.05			
Central	5.87	0.98			
Eastern	5.73	0.87			
Western	5.90	0.95			
North Eastern	5.76	1.08			
Southern	5.89	1.02			
Northern	5.93	0.97			
<b>Overseas Experience</b>			-1.439*	0.150*	NO
			(t-test)		
YES	5.44	0.98			
NO	5.54	0.94			
<b>Frequency of Overseas Travelling</b>			1.13	0.323	NO
0	5.43	0.98			
1-5	5.54	0.94			
More than 6 times	5.58	0.96			
<b>Global-Thai Citizen</b>			29.52	0.000*	YES
Low	4.79	1.31			(1:3)
Middle	4.54	0.97			(2:3)
High	5.55	0.95			(3:1,2)

As shown in table 5.29, there was no difference in gender, age, marital status, education, career, income, home region, overseas experience and frequency of overseas travelling towards perception of image of Thai culture, but there was difference in global Thai citizens with a statistical significance at 0.05.

In the table, group of difference showed within paratheses in the right column. For instance, Thai respondents with low global Thai citizenship (group no. 1) had a significant difference with those having high global Thai citizenship (group no.3).

In conclusion, most variables have no influence towards image of Thai culture differently. However, there are differences only in group of Global-Thai citizens that a high Global-Thai characteristic had positive attitude to image of Thai culture a little bit higher than groups of middle and low characteristic of Global-Thai citizen. With this result, it could summarize that all Thai respondents with different profiles and backgrounds had similar attitudes towards the image of Thai culture.

**Table 5.30** Difference in Profile and Behaviour with Image of Thai Product

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Gender</b>			2.39	0.092	NO
Male	4.88	0.88			
Female	4.89	0.81			
Others	4.64	0.91			
<b>Age</b>			1.68	0.136	NO
Below 20 yrs.	4.83	0.84			
21-30 yrs.	4.82	0.86			
31-40 yrs.	4.85	0.85			
41-50 yrs.	4.86	0.79			
51-60 yrs.	5.08	0.87			
61 yrs. up	5.30	0.74			
<b>Marital Status</b>			0.66	0.513	NO
Single	4.85	0.87			
Married	4.88	0.80			
Widowed / Divorced	5.01	0.78			
Others					

**Table 5.30** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Education</b>			3.11	0.015*	YES
Primary school	5.19	0.80			(1:3,5)
High School	5.16	0.88			(2:3,4,5)
Bachelor's Degree	4.82	0.87			(3:1,2)
Master's Degree	4.88	0.74			(4:2)
Doctoral Degree	4.67	0.71			(5:1,2)
<b>Career</b>			0.373	0.918	NO
Student	4.83	0.86			
Company employee	4.86	0.85			
Civil officer	4.91	0.89			
Business owner	5.00	0.85			
Specialist	4.68	0.76			
Others	4.83	0.71			
<b>Income</b>			0.957	0.475	NO
Less than 20,000 Baht	4.90	0.86			
21,000-30,000 Baht	4.85	0.87			
31,000-40,000 Baht	4.89	0.92			
41,000-50,000 Baht	4.85	0.77			
51,000-60,000 Baht	4.69	0.75			
61,000-70,000 Baht	4.75	0.66			
71,000-80,000 Baht	4.51	0.75			
81,000-90,000 Baht	4.92	0.78			
91,000-100,000 Baht	4.73	1.02			
More than 100,001 Baht	5.14	0.65			
<b>Home Region</b>			2.218	0.070	NO
Bangkok Metropolitan	4.75	0.95			
Central	4.87	0.85			
Eastern	4.93	0.78			
Western	4.95	0.97			
North Eastern	4.78	1.02			
Southern	4.89	0.99			

**Table 5.30** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
Northern	4.93	1.02			
<b>Overseas Experience</b>			1.293*	0.196	NO
			(t-test)		
YES	4.92	0.83			
NO	4.83	0.85			
<b>Frequency of Overseas Travelling</b>			1.070	0.344	NO
0	4.92	0.83			
1-5	4.85	0.86			
More than 6 times	4.77	0.85			
<b>Global-Thai Citizen</b>			22.91	0.000*	YES
Low	4.25	1.13			(1:3)
Middle	4.23	0.88			(2:3)
High	5.01	1.06			(3:1,2)

As shown in the table 5.30, there was no difference in gender, age, marital status, career, income, home region, overseas experience and frequency of overseas travelling towards perception of overall image of Thai products, but there was a difference in education and global Thai citizens with statistical significance at 0.05.

In the table, groups of difference showed within parentheses in the right column. For instance, Thai respondents with primary level education (group no. 1) had a significant difference with those obtaining bachelor's degree (group no. 3), and those with doctoral degree (group no.5).

In conclusion, variables of gender, age, marital status, career, income, home region, overseas experience and frequency of overseas travelling have no influence towards image of Thai products and services differently. However, there are difference in some groups that should be noted in the following variables;

1) Education: a group of primary school and high school had positive attitude to image of Thai products and services a little bit higher than groups of other educations.

2) Characteristic of Global-Thai citizen: group of high Global-Thai citizen had positive attitude to image of Thai products and services a little bit higher than groups of middle and low characteristic of Global-Thai citizen.

**Table 5.31** Difference in Profile and Behaviour with Image of Thai Investment

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Gender</b>			3.48	0.031*	YES
Male	4.48	1.01			(1:3)
Female	4.35	0.95			
Others	4.12	1.00			(3:1)
<b>Age</b>			2.51	0.029*	YES
Below 20 yrs.	4.31	1.05			
21-30 yrs.	4.28	1.02			(2:5,6)
31-40 yrs.	4.38	0.98			(3:5)
41-50 yrs.	4.39	0.86			
51-60 yrs.	4.71	0.82			(5:2,3)
61 yrs. up	4.86	0.95			(6:2)
<b>Marital Status</b>			1.02	0.358	NO
Single	4.34	1.01			
Married	4.44	0.90			
Widow / Divorce	4.51	0.78			
<b>Education</b>			2.53	0.039*	YES
Primary school	4.81	1.03			(1:3)
High School	4.59	1.00			(2:3)
Bachelor's Degree	4.31	0.98			(3:1,2)
Master's Degree	4.45	0.96			
Doctoral Degree	4.27	0.78			
<b>Career</b>			2.755	0.008*	YES
Student	4.24	0.97			(1:3,5,6)
Company employee	4.28	0.98			(2:3,5,6)
Civil officer	4.60	0.93			(3:1,2)



**Table 5.31** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
Business owner	4.70	1.04			(4:1,2)
Specialist	4.75	0.95			(5:1,2)
Others	4.45	0.89			
<b>Income</b>			.337	0.963	NO
Less than 20,000 Baht	4.38	0.98			
21,000-30,000 Baht	4.33	0.98			
31,000-40,000 Baht	4.44	1.06			
41,000-50,000 Baht	4.42	0.87			
51,000-60,000 Baht	4.15	0.98			
61,000-70,000 Baht	4.36	0.80			
71,000-80,000 Baht	4.32	0.96			
81,000-90,000 Baht	4.37	1.21			
91,000-100,000 Baht	4.36	1.16			
More than 100,001 Baht	4.53	0.91			
<b>Home Region</b>			2.158	0.047*	YES
Bangkok Metropolis	4.58	1.03			(1:2,3,4,5,7)
Central	4.05	1.20			
Eastern	4.23	1.15			
Western	4.26	1.07			
North Eastern	4.16	1.25			
Southern	4.55	1.10			(6:2,3,4,5,7)
Northern	4.22	1.29			
<b>Oversea Experience</b>			0.968*	0.333	NO
			(t-test)		
YES	4.42	0.97			
NO	4.35	0.98			
<b>Frequency of Oversea Travelling</b>			2.21	0.110	NO
0	4.42	0.97			
1-5	4.39	0.97			
More than 6 times	4.17	1.03			

**Table 5.31** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Global-Thai Citizen</b>			14.86	0.000	YES
Low	4.11	1.31			(1:3)
Middle	4.04	1.08			(2:3)
High	4.73	1.12			(3:1,2)

As shown in table 5.31, there was difference in gender, age, education, career, home region and global Thai citizen towards perception of overall image of Thai investment with statistical significance at 0.05.

In the table, group of difference showed within parentheses in the right column. For instance, Thai male respondents (group no.1) had a significant difference with respondents with alternative gender (group no.3).

In conclusion, variables of marital status, and income have no influence towards image of Thai investment differently. However, there are difference in some groups that should be noted in the following variables;

1) Gender: a group of males had positive attitude to image of Thai investment a little bit higher than groups of other genders

2) Age: group of 51-60yrs and above 61 yrs had positive attitude to image of Thai investment a little bit higher than groups of other ages.

3) Education: a group of primary school had positive attitude to image of Thai investment a little bit higher than groups of other educations.

4) Career: groups of company owner and specialist had positive attitude to image of Thai investment a little bit higher than groups of other careers.

5) Home region: groups of Bangkok Metropolis and Southern region had positive attitude to image of Thai investment a little bit higher than groups of other home regions.

6) Characteristic of Global- Thai citizen: group of high Global- Thai citizen had positive attitude to image of Thai investment a little bit higher than groups of middle and low characteristic of Global-Thai citizen.

**Table 5.32** Difference in Profile and Behaviour with Image of Thai Governance

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Gender</b>			0.907	0.044*	YES
Male	3.50	1.43			(1:3)
Female	3.54	1.31			(2:3)
Others	3.19	1.30			(3:1,2)
<b>Age</b>			2.880	0.014*	YES
Below 20 yrs.	3.49	1.48			(1:5,6)
21-30 yrs.	3.52	1.42			(2:5,6)
31-40 yrs.	3.58	1.31			(3:5,6)
41-50 yrs.	3.56	1.11			(4:5,6)
51-60 yrs.	4.07	1.29			(5:1,2,3)
61 yrs. up	4.47	1.27			(6:1,2,3)
<b>Marital Status</b>			0.45	0.036*	YES
Single	3.17	1.38			(1:2,3)
Married	3.68	1.26			(2:1)
Widowed / Divorced	3.65	1.21			(3:1)
<b>Education</b>			3.69	0.005*	YES
Primary school	4.30	1.47			(1:2,3,4,5)
High School	4.03	1.52			(2:3,4,5)
Bachelor's Degree	3.57	1.35			(3:1,2)
Master's Degree	3.48	1.20			(4:1,2)
Doctoral Degree	3.22	1.10			(5:1,2)
<b>Career</b>			3.727	0.001*	YES
Student	3.45	1.45			(1:3,5,6)
Company employee	3.43	1.29			(2:3,5,6)
Civil officer	3.90	1.30			(3:1,2,6)
Business owner	4.00	1.33			(4:1,2)
Specialist	4.58	1.20			(5:1,2,3,4,6)
Others	3.71	1.43			(8:6)

Table 5.32 (Continued)

Profile and Behaviour	Mean	SD	F	P.Value	Difference
<b>Income</b>			0.507	0.049*	YES
Less than 20,000 Baht	3.68	1.39			(1:6,7,8,9,10)
21,000-30,000 Baht	3.65	1.30			(2:6,7,8,9,10)
31,000-40,000 Baht	3.62	1.48			(3:6,7,8,9,10)
41,000-50,000 Baht	3.54	1.26			(4:6,7,8,9,10)
51,000-60,000 Baht	3.52	1.28			(5:6,7,8,9,10)
61,000-70,000 Baht	3.27	1.09			(6:1,2,3,4,5)
71,000-80,000 Baht	3.15	1.49			(7:1,2,3,4,5)
81,000-90,000 Baht	3.19	1.48			(8:1,2,3,4,5)
91,000-100,000 Baht	3.14	1.53			(9:1,2,3,4,5)
More than 100,001 Baht	3.10	1.36			(10:1,2,3,4,5)
<b>Home Region</b>			2.128	0.023*	YES
Bangkok Metropolis	3.52	1.46			(1:2,57)
Central	3.18	1.37			(2:1,3,4,6)
Eastern	3.53	1.24			(3:2,57)
Western	3.57	1.44			(4:2,57)
North Eastern	3.16	1.28			(5:1,3,4,6)
Southern	3.54	1.32			(6:2,57)
Northern	3.13	1.56			(7:1,3,4,6)
<b>Overseas Experience</b>			2.109*	0.035*	YES
			(t-test)		
YES	3.75	1.37			
NO	3.52	1.33			
<b>Frequency of Overseas Travelling</b>			4.69	0.009*	YES
0	3.74	1.37			(1:3)
1-5	3.60	1.32			(2:3)
More than 6 times	3.24	1.32			
<b>Global-Thai Citizen</b>			27.586	0.000*	YES
Low	4.43	1.12			(1:3)
Middle	4.62	1.13			(2:3)
High	5.44	1.03			(3:1,2)

As shown in table 5.32, there was a difference in all profiles and behaviour towards perception of image of Thai politics and governance with statistical significance at 0.05.

In the table, group of difference showed within parentheses in the right column. For instance, Thai male respondents (group no.1) had a significant difference from respondents with alternative gender (group no.3).

In conclusion, all variables have an influence towards image of Thai politics and government. It should be noticed that Thai respondents with different profile and behaviour had a large variety of attitudes towards this issue. Almost of attitudes tend to be negative with a lower score than average of 3.50. However, there are differences in some groups that should be noted in the following variables;

1) Gender: a group of LGBT had negative attitude to image of Thai governance a little bit higher than groups of other genders.

2) Age: a group of below 20 yrs had negative attitude to the image of Thai governance a little bit higher than groups of other ages.

3) Marital status: a group of single status had a negative attitude to the image of Thai governance a little bit higher than groups of other marital status.

4) Education: a group of doctoral degree had had negative attitude toward the image of Thai governance a little bit higher than groups of other educations.

5) Career: groups of student and company employee had negative attitude to image of Thai governance a little bit higher than groups of other careers.

6) Income: a group of income over 100,000 had negative attitude to image of Thai governance a little bit higher than groups of other incomes.

7) Home region: groups of Northern, Northeastern and Central region had negative attitude to image of Thai governance a little bit higher than groups of other home regions.

8) Oversea Experience: a group of no oversea experience had negative attitude to image of Thai governance a little bit higher than groups of overseas experience.

9) Frequency of oversea trip: a group of more than 6 times trip had negative attitude to image of Thai governance a little bit higher than groups of lower frequency.

10) Characteristic of Global-Thai citizen: group of low Global-Thai citizen had negative attitude to image of Thai governance a little bit higher than groups of middle and high characteristic of Global-Thai citizen.

## 5.7 Perception towards Amazing Thailand Campaign

In this section, the researcher used descriptive data to analyse media exposure of Thai respondents towards Amazing Thailand Campaign. For testing hypotheses, the researcher employed T-test, and One Way ANOVA as the inferential statistics to test the following hypotheses.

- 1) Thai citizens with different profiles show towards Amazing Thailand Campaign differently.
- 2) Thai citizens with different profiles have perception towards thematic advertising differently

**Table 5.33** Descriptive Statistic of Thai Media Exposure towards Amazing Thailand

<b>Media Exposure towards Amazing Thailand Campaign</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Media Experience</b>		
YES	580	82.90
NO	15	2.10
UNCERTAIN	105	15.00
TOTAL	700	100.00
<b>Media channel</b>		
Television	593	17.48
Radio	138	4.07
Newspaper	199	5.87
General or Lifestyle magazine	207	6.10
Travel magazine	264	7.78
Brochure / Direct mail / Leaflet	126	3.71

**Table 5.33** (Continued)

<b>Media Exposure towards Amazing Thailand Campaign</b>	<b>Frequency</b>	<b>Percentage</b>
Billboard / Outdoor media	199	5.87
Instore signage in airport / department store	180	5.31
Advertising in cinema	120	3.54
Advertising on airplane	133	3.92
Travel exhibition / road show / agency booth	142	4.19
Website of Tourism of Thailand	176	5.19
Search engine (i.e. Google)	172	5.07
YouTube	287	8.46
Facebook	280	8.25
Instagram	97	2.86
Line / WeChat	70	2.06
Others	10	0.29
<b>Total</b>	<b>3393</b>	<b>100.00</b>

As shown in the table 5.33, Thai respondents of 580 out of 700 samples or 82.90 percent were exposed to Amazing Thailand campaign on the media. The top five media channels were television with 17.48 percent, Youtube with 8.46 percent, Facebook with 8.25 percent, travel magazine with 7.78percent and general or lifestyle magazine with 6.10 percent.

In conclusion, it shows that the majority of respondents have seen advertisements of Amazing Thailand Campaign and their media exposure to the campaign are from television and social media. Other media platforms share a little percentage of campaign awareness.

**Table 5.34** Level of Satisfaction and Behaviour towards Amazing Thailand Campaign

Level of Satisfaction and Behaviour towards Amazing Thailand Campaign	Mean	SD	Meaning
<b>Overall</b>			
Overall satisfaction	4.67	1.21	Slightly satisfy
Cognitive level	5.38	1.15	Very satisfy
Affective level	4.87	1.25	Slightly satisfy
Behaviour level	4.28	1.61	Neutral
<b>Satisfaction towards advertisement</b>			
I like advertisement of Amazing Thailand	5.30	1.19	Highly agree
I like key visuals, photos and scenes in advertisement of Amazing Thailand	5.30	1.13	Highly agree
I like music and sound in advertisement of Amazing Thailand	4.83	1.15	Slightly agree
I like a story-telling and narration in advertisement of Amazing Thailand	4.89	1.14	Slightly agree
I have inspiration of travelling from advertisement of Amazing Thailand	4.71	1.21	Slightly agree
I share advertisement of Amazing Thailand to my friends and relatives or any person I know	4.08	1.61	Neutral
I made decision to travel in Thailand according to tourist attraction in advertisement	4.36	1.43	Neutral
Apart of travelling slogan, Amazing Thailand can be a slogan of Thailand in all dimension	5.34	1.26	Highly agree

As shown in table 5.34, Thai respondents were slightly satisfied with the advertisement of Amazing Thailand Campaign, in particular of cognitive level at average score of 5.38. They liked the advertisements, key visual and photos of Amazing Thailand and they highly agreed with promotion of Amazing Thailand slogan for other dimensions of Thailand brand. In behaviour level, Thai respondents felt neutral to share



advertisements of Amazing Thailand to their friends and relatives and also felt neutral to make decision on travelling thanks to the advertisements.

In conclusion, Advertisement of Amazing Thailand Campaign has had an influence towards the audience at cognitive and affective level. Thai respondents are just like the campaign but they seldom follow the message of the campaign to the behavioral level. They made a decision to travel in Thailand according to tourist attraction in advertisement.

**Table 5.35** Favorite and Memorable Mood and Tone of Amazing Thailand Campaign

<b>Favourite and Memorable Mood and Tone of Amazing Thailand Campaign</b>	<b>Mean</b>	<b>SD</b>	<b>Meaning</b>
<b>Overall memorable mood and tone</b>	4.76	.99	Slightly memorable
<b>Key mood and tone</b>			
Natural Beauty	5.40	1.27	Very memorable
City Life and Urbanization	4.25	1.33	Neutral
Traditional Delicacy and Craftsmanship	5.11	1.24	Slightly memorable
Magnificent Building and Decoration	4.63	1.29	Slightly memorable
Street Life and Reality	4.91	1.28	Slightly memorable
reativity and Innovation	4.42	1.31	Neutral
Local wisdom and Rural areas	5.30	1.31	Very memorable
Smile, Happiness and Romance	5.38	1.30	Very memorable
Rich, Prosperity and Achievement	3.50	1.49	Slightly forgettable

As shown in the table 5.35, the overall mood and tone of Amazing Thailand campaign was slightly memorable for Thai respondents who gave it an average score of 4.76. Amongst key mood and tone which were very memorable, the natural beauty was given the highest average score of 5.40, followed by smile, happiness and romance with an average score of 5.38 and local wisdom and rural areas with an average score of 5.30. The lowest score of 3.50 went to rich, prosperity and achievement which was slightly forgettable.

In conclusion, Thai respondent slight recall the mood and tone in Amazing Thailand Campaign but the most memorable messages through the rhetorical and thematic strategy in communication are natural beauty, happy moment, local wisdom and rural areas. The language of Thai tourism promotion in mood and tone of propensity and achievement tends to be easily forgettable. In other words, Thai respondents would not associate their travelling experience with an image of rich, prosperity and achievement.

**Table 5.36** Difference in Profile and Behaviour with Satisfaction of Amazing Thailand

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Gender</b>			0.573	0.564	NO
Male	4.67	1.03			
Female	4.69	0.99			
Others	4.55	1.10			
<b>Age</b>			1.783	0.114	NO
Below 20 yrs.	4.26	1.08			
21-30 yrs.	4.64	1.06			
31-40 yrs.	4.71	0.98			
41-50 yrs.	4.74	0.93			
51-60 yrs.	4.85	0.89			
61 yrs. up	4.78	0.90			
<b>Marital Status</b>			0.769	0.464	NO
Single	4.65	1.04			
Married	4.70	0.90			

**Table 5.36** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
Widowed / Divorced	4.87	1.05			
<b>Education</b>			0.244	0.913	NO
Primary school	4.73	1.28			
High School	4.66	1.03			
Bachelor's Degree	4.67	1.02			
Master's Degree	4.72	0.94			
Doctoral Degree	4.51	0.90			
<b>Career</b>			0.884	0.519	NO
Student	4.60	1.02			
Company employee	4.65	1.07			
Civil officer	4.82	0.83			
Business owner	4.62	0.90			
Specialist	4.79	1.02			
Others	4.64	1.05			
<b>Income</b>			1.132	0.337	NO
Less than 20,000 Baht	4.67	1.02			
21,000-30,000 Baht	4.68	1.02			
31,000-40,000 Baht	4.69	0.95			
41,000-50,000 Baht	4.42	1.15			
51,000-60,000 Baht	4.87	1.09			
61,000-70,000 Baht	4.97	0.74			
71,000-80,000 Baht	4.32	0.93			
81,000-90,000 Baht	4.93	0.99			
91,000-100,000 Baht	4.81	0.88			
More than 100,001 Baht	4.78	0.84			
<b>Home Region</b>			2.158	0.045*	YES
Bangkok Metropolitan	4.51	0.99			(1:2,4)
Central	4.81	0.81			(2:1)
Eastern	4.53	1.17			(3:4)
Western	4.90	0.97			(4:1,3,6)
North Eastern	4.76	1.07			

**Table 5.36** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
Southern	4.59	0.89			(6:4)
Northern	4.63	1.09			
<b>Overseas Experience</b>			-.040	0.968	NO
			(t-test)		
YES	4.67	1.07			
NO	4.68	0.98			
<b>Frequency of Overseas Travelling</b>			0.056	0.946	NO
0	4.67	1.07			
1-5	4.68	.96			
More than 6 times	4.65	1.04			
<b>Global-Thai Citizen</b>			17.294	0.000*	YES
Low	4.04	1.15			(1:3)
Middle	4.14	0.86			(2:3)
High	4.76	1.00			(3:1,2)

As shown in table 5.36, there were no differences in gender, age, marital status, education, career, income, overseas experience and frequency of overseas travelling towards satisfaction of Amazing Thailand campaign. There was difference only in home region and global Thai citizen with statistical significance at 0.05.

In the table, group of difference showed within parentheses in the right column. For instance, Thai respondents in Bangkok Metropolitan (group no.1) had a significant difference with those in central region (group no.2) and those in western region (group no.4).

In conclusion, variables of gender, age, marital status, education, career, income, overseas experience and frequency of overseas travelling have no influence towards Amazing Thailand Campaign differently. However, there are difference in some groups that should be noted in the following variables;

1) Home region: groups of Western region had positive attitude to Amazing Thailand Campaign a little bit higher than groups of other home regions.

2) Characteristic of Global-Thai citizen: group of high Global-Thai citizen had positive attitude to Amazing Thailand Campaign a little bit higher than groups of low and middle characteristic of Global-Thai citizen.

**Table 5.37** Difference in Profile and Behaviour with Mood, Tone and Signs

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Gender</b>			2.610	0.074	NO
Male	4.69	1.04			
Female	4.83	0.96			
Others	4.58	1.0			
<b>Age</b>			3.644	0.003*	YES
Below 20 yrs.	4.37	1.05			(1:2,4,5,6)
21-30 yrs.	4.78	1.00			(2:1,5)
31-40 yrs.	4.64	1.03			(3:4,5)
41-50 yrs.	4.87	0.90			(4:1,3)
51-60 yrs.	5.14	0.78			(5: 1,2,3)
61 yrs. up	4.95	1.04			(6:1)
<b>Marital Status</b>			1.530	0.217	NO
Single	4.73	1.04			
Married	4.80	0.80			
Widowed / Divorced	5.04	1.12			
<b>Education</b>			1.078	0.366	NO
Primary school	4.93	1.36			
High School	4.94	1.01			
Bachelor's Degree	4.76	1.01			
Master's Degree	4.74	0.86			
Doctoral Degree	4.46	0.79			
<b>Career</b>			1.008	0.424	NO
Student	4.65	0.98			
Company employee	4.72	1.03			
Civil officer	4.93	0.90			

Table 5.37 (Continued)

Profile and Behaviour	Mean	SD	F	P.Value	Difference
Business owner	4.81	0.91			
Specialist	4.94	0.96			
Others	4.83	1.02			
<b>Income</b>			1.935	0.044*	YES
Less than 20,000 Baht	4.79	1.04			(1:4)
21,000-30,000 Baht	4.85	0.96			(2:4,7)
31,000-40,000 Baht	4.78	0.84			(3:4)
41,000-50,000 Baht	4.35	1.22			(4:1,2,3,5,10)
51,000-60,000 Baht	5.02	0.79			(5:4,7)
61,000-70,000 Baht	4.74	0.68			
71,000-80,000 Baht	4.35	0.90			(7:2,5)
81,000-90,000 Baht	4.85	0.89			
91,000-100,000 Baht	4.70	0.99			
More than 100,001 Baht	4.87	0.90			(10:4)
<b>Home Region</b>			6.939	0.000*	YES
Bangkok Metropolitan	4.58	0.98			(1:2,4)
Central	4.97	0.82			(2:1,3,6)
Eastern	4.39	1.20			(3:2,4,5,6,7)
Western	5.17	0.94			(4:1,3,5,6,7)
North Eastern	4.82	0.97			(5:3,4)
Southern	4.67	0.83			(6:2,3,4)
Northern	4.75	1.00			(7:3,4)
<b>Overseas Experience</b>			-1.212	0.226	NO
			(t-test)		
YES	4.73	1.00			
NO	4.83	.98			
<b>Frequency of Overseas Travelling</b>			1.382	0.252	NO
0	4.82	.98			
1-5	4.76	.99			
More than 6 times	4.62	1.03			

**Table 5.37** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Global-Thai Citizen</b>			22.775	0.000*	YES
Low	4.06	1.10			(1:3)
Middle	4.16	1.03			(2:3)
High	4.86	0.95			(3:1,2)

As shown in table 5.37, there was difference in age, income, and home region, global Thai citizen towards satisfaction of mood, tone and signs of Amazing Thailand campaign with statistical significance at 0.05.

In the table, group of difference showed within parentheses in the right column. For instance, Thai respondents under 20 years old (group no. 1) had a significant difference with those aged 21-30 years (group no. 2), those aged 41-50 years (group no.4), those aged 51-60 years (group no.5) and those aged more than 60 years (group no.6).

In conclusion, variables of gender, marital status, education, career, income, overseas experience and frequency of overseas travel have no influence towards thematic mood and tone communication differently. However, there are difference in some groups that should be noted in the following variables;

1) Age: the group of 51-60 yrs had positive attitude to thematic mood and tone in advertisement a little bit higher than groups of other ages.

2) Income: the group of 50,000-60,000 baht had positive attitude to thematic mood and tone in advertisement a little bit higher than groups of other income range.

3) Home region: groups of western region had positive attitude to thematic mood and tone in advertisement a little bit higher than groups of other home regions.

4) Characteristic of Global-Thai citizen: group of high Global-Thai citizen had positive attitude to thematic mood and tone in advertisement a little bit higher than groups of low and middle characteristic of Global-Thai citizen.

**Table 5.38** Summary of Hypothesis Testing for Thai Respondent

Independent Variable	Latent Variable									
	Good Global-Thai Citizen	Overall	Tourism	People	Culture	Product	Investment	Governance	Amazing Ads	Mood & Tone
Gender							Y	Y		
Age	Y	Y					Y	Y		Y
Marital Status	Y							Y		
Education	Y	Y	Y			Y	Y	Y		
Career							Y	Y		
Income	Y							Y		Y
Home Region		Y		Y			Y	Y	Y	Y
Overseas	Y		Y	Y				Y		
Experience										
Frequency of Overseas Travelling	-		Y	Y				Y		
Global-Thai Citizen	-	Y	Y	Y	Y	Y	Y	Y	Y	Y

Above table is a summary of all hypotheses tested in this chapter. Independent variables include profiles and behaviour of Thai respondents, including the latent variables of Global-Thai characteristic. Dependent variables include overall image of Thailand, image of Thai tourism, image of Thai people, image of Thai culture, image of Thai product, image of Thai investment, image of Thai governance, Amazing Thailand Campaign, and Thematic mood and tone communication. “Y” represents a statistic significance between independent and dependent variables in hypotheses testing according to research methods.



## **CHAPTER 6**

### **RESEARCH RESULTS OF EXTERNAL BRANDING AUDIT FROM FOREIGNERS' PERCEPTION**

This chapter is a result of the survey of foreign respondents which was aimed to study their profile and behavior towards satisfaction in Thailand and to study their perception towards the image of Thailand from every dimension as external branding audit. The total number of samples was 800 foreign respondents, conveniently sampling in major tourist provinces and international airports according to Thai administrative regions. The researcher presented the data analysis of 7 important issues as the following.

- 6.1 General profile and behavior of foreign respondents
- 6.2 Attitudes towards symbols and archetype for Thailand brand
- 6.3 Satisfaction of foreigner towards direct experience in Thailand
- 6.4 Perception towards important factors of nation branding
- 6.5 Perception towards an overall image of Thailand
- 6.6 Perception towards image of six identities for Thailand branding
- 6.7 Perception towards Amazing Thailand Campaign

Apart of descriptive data, this section would reveal the research hypothesis testing as follows;

- 1) Foreigner's satisfaction in visiting Thailand has a correlation with their perception towards image of Thailand.
- 2) Difference in profile and behaviour of foreigners has influence towards their perception towards image of Thailand.
- 3) Difference in profile and behaviour of foreigners has influence towards Amazing Thailand Campaign.

The finding is presented in 29 tables with descriptive statistic data and inferential statistic data including explanation about key results

## 6.1 General Profile and Behavior of Foreign Respondents

In this section, the researcher applied descriptive statistics and data analysis using frequency and percentage for showing profile and behavior of foreign respondents towards issues of external branding audit for Thailand brand

**Table 6.1** General Profile and Behavior of Foreign Respondents

<b>Background</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>		
Male	445	55.63
Female	308	38.50
Others (Alternative -LBGT)	47	5.87
Total	800	100.00
<b>Age</b>		
Below 20 yrs.	47	5.88
21-30 yrs.	332	41.50
31-40 yrs.	180	22.50
41-50 yrs.	109	13.63
51-60 yrs.	82	10.25
61 yrs. up	50	6.25
Total	800	100.00
<b>Marital Status</b>		
Single	414	51.80
Married	344	43.00
Widowed / Divorced / Others	42	5.25
Total	800	100.00
<b>Education</b>		
Primary school	32	4.00
High School	155	19.40

**Table 6.1** (Continued)

<b>Background</b>	<b>Frequency</b>	<b>Percentage</b>
Bachelor's Degree	330	41.30
Master's Degree	237	29.60
Doctoral Degree	46	5.80
Total	800	100.00
<b>Career</b>		
Student	107	13.40
Company employee	287	35.90
Civil officer	64	8.00
Business owner	68	8.50
Self-employed/Specialist	161	20.12
Retired / Housewife/Others	113	14.12
Total	800	100.00
<b>Income</b>		
Less than 1,000 USD	144	18.00
1,001-2,000 USD	184	23.00
2,001-3,000 USD	137	17.10
3,001-4,000 USD	108	13.50
4,001-5,000 USD	56	7.00
5,001-6,000 USD	36	4.50
6,001-7,000 USD	28	3.50
7,001-8,000 USD	15	1.90
8,001-9,000 USD	15	1.90
More than 9,001 USD	77	9.63
Total	800	100.00
<b>Regional and country</b>		
North America	80	10.00
South America	50	6.25

**Table 6.1** (Continued)

<b>Background</b>	<b>Frequency</b>	<b>Percentage</b>
West Europe	98	12.25
East Europe	98	12.25
Africa	50	6.25
Australian and Oceania	50	6.25
East Asia	115	14.38
South Asia	95	11.88
South east Asia	114	14.25
Middle East	50	6.25
Total	800	100.00

As shown in the table 6.1, the following are explanation to some critical data:

1) For gender: 445 (55.63 percent) out of total 800 foreign respondents were male, 308 (38.50 percent) were female, and 47 (5.87 percent) were alternative genders.

2) For age: 332 (41.50 percent) out of total 800 foreign respondents were 21-30 years old, 180 (22.50 percent) were 31-40 years old, and 109 (13.63 percent) were 41-50 years old.

3) For marital status, 414 (51.80 percent) out of total 800 foreign respondents were single, 344 (43.00 percent) were married, and 42 (5.25 percent) were widowed or divorced status.

4) For education, 330 (41.30 percent) out of total 800 foreign respondents obtained bachelor degree, 237 (29.60 percent) with master's degree and only 32 (4.00 percent) were at primary level.

5) For career, 287 (35.90 percent) out of total 800 foreign respondents were company employees, 161 (20.12 percent) were self-employed and specialist, 107 (13.40 percent) were students and only 68 respondents (8.50 percent) were business owners.

6) For income, 184 (23.00 percent) out of total 800 foreign respondents earned \$ 1,001-2,000 a month, 144 (18.00 percent) earned less than \$ 1,000 a month,

137 (17.10 percent) earned \$ 2,001-3,000 a month, and 108 (13.50 percent) earned \$ 3,001-4,000.

7) For home region and country, 115 (14.38 percent) out of total 800 foreign respondents were from East Asia, 114 respondents (14.25 percent) were from Southeast Asia, those from Western and Eastern Europe accounted for the same number of 98 (12.25 percent).

In conclusion, the above data shows some key information of demographics and behavioural profile in this research that the majority of foreign respondents consists of one of the following characteristics: male and female (94.10 percent), generation M and Y traveller with the age range from 21-40 years old (64 percent), single and married status (94.70 percent), education with bachelor's degree and higher degree (76.70 percent), company employee and self-employed career (56.10 percent), middle income earner with a range of less than 3,000 USD (58.10 percent), and Asia countries as home region (46.70 percent).

**Table 6.2** List of Foreigner'S Country

Country	Frequency	Percent
<b>North America</b>		
Canada	25	3.10
USA	55	6.90
<b>South America</b>		
Argentina	8	1.00
Brazil	8	1.00
Chile	10	1.25
Colombia	10	1.25
Ecuador	2	0.25
French Guiana	4	0.50
Peru	8	1.00
<b>West Europe</b>		
Austria	2	0.25

**Table 6.2** (Continued)

<b>Country</b>	<b>Frequency</b>	<b>Percent</b>
Belgium	4	0.50
Denmark	4	0.50
England	16	2.00
Finland	4	0.50
France	10	1.25
Germany	18	2.25
Iceland	3	0.38
Ireland	4	0.50
Italy	4	0.50
Luxembourg	3	0.38
Netherlands	4	0.50
Norway	2	0.25
Portugal	2	0.25
Spain	8	1.00
Sweden	8	1.00
Switzerland	2	0.25
<b>East Europe</b>		
Belarus	5	0.63
Bulgaria	2	0.25
Czech	6	0.75
Croatia	5	0.63
Estonia	5	0.63
Latvia	5	0.63
Lithuania	5	0.63
Montenegro	2	0.25
Poland	16	2.00
Romania	7	0.88
Russia	19	2.38

**Table 6.2** (Continued)

<b>Country</b>	<b>Frequency</b>	<b>Percent</b>
Serbia	8	1.00
Slovakia	7	0.88
Ukraine	6	0.75
<b>Africa</b>		
Cameroon	4	0.50
Egypt	2	0.25
Ethiopia	17	2.13
Ghana	4	0.50
Morocco	2	0.25
Nigeria	4	0.50
Rwanda	4	0.50
Somalia	4	0.50
South Africa	4	0.50
Sudan	5	0.63
<b>Australian and Oceania</b>		
Australia	37	4.63
New Zealand	13	1.63
<b>East Asia</b>		
China	34	4.25
Hong Kong	11	1.38
Taiwan	10	1.25
Japan	32	4.00
South Korea	28	3.50
<b>South Asia</b>		
Bangladesh	15	1.88
Bhutan	6	0.75
India	30	3.75
Nepal	25	3.13

**Table 6.2** (Continued)

<b>Country</b>	<b>Frequency</b>	<b>Percent</b>
Pakistan	12	1.50
Sri Lanka	7	0.88
<b>South east Asia</b>		
Brunei	4	0.50
Indonesia	10	1.25
Laos	4	0.50
Malaysia	26	3.25
Myanmar	5	0.63
Philippines	27	3.38
Singapore	28	3.50
Vietnam	10	1.25
<b>Middle East</b>		
Bahrain	4	0.50
Egypt	2	0.25
Iran	6	0.75
Iraq	2	0.25
Israel	4	0.50
Jordan	6	0.75
Kuwait	6	0.75
Lebanon	2	0.25
Oman	6	0.75
Qatar	6	0.75
Saudi Arabia	4	0.50
UAE	2	0.25
<b>Total</b>	<b>800</b>	<b>100.00</b>

As shown in the table 6.2, the top five highest number of respondents were from the United States of America accounting for 55 respondents (6.90 percent), followed by Australia with 37 respondents (4.63 percent), China with 34 respondents (4.25



percent), Japan with 32 respondents (4.00 percent), and India with 30 respondents (3.75 percent). Conclusion of this table is self-exploratory in the number of foreign respondents.

**Table 6.3** Purpose and Behaviour of Visiting Thailand

<b>Purpose and Behaviour</b>	<b>Frequency</b>	<b>Percent</b>
<b>Number of visit</b>		
First time	365	45.60
Second time	160	20.00
More than 3 times	275	34.37
Total	800	100.00
<b>Purpose of Visit</b>		
Holiday and leisure	440	55.00
Wedding and honeymoon	50	6.25
Visit friend and relatives	63	7.88
Surgery or medical treatment	18	2.25
Business and seminar	132	16.50
Education	56	7.00
Others	41	5.13
Total	800	100.00
<b>Companion of Visit</b>		
Only one	266	33.25
Couple	260	32.50
Small size group (3-5 people)	204	25.50
Large size group (more than 5 people)	70	8.75
Total	800	100.00
<b>Travel Management</b>		
Self-booking	594	74.25
Travel agency	192	24.00
Others	14	1.75

**Table 6.3** (Continued)

<b>Purpose and Behaviour</b>	<b>Frequency</b>	<b>Percent</b>
Total	800	100.00
<b>Length of Stay</b>		
1-7 days (within a week)	280	35.00
8-30 days (within a month)	402	50.25
More than a month	49	6.13
More than a year	69	8.62
Total	800	100.00

As shown in the table 6.3, the top three highest number of purpose and behavior of foreign respondent summarize as follow:

1) Number of Visits: 365 (45.60 percent) out of 800 respondents were first time visitors, followed by the more than 3 times visitors accounting for 275 (34.37 percent), and the second times visitors who accounted for 160 (20.00 percent).

2) Purpose of visit: holiday and leisure came the first place with 440 respondents (55.00 percent), followed by business and seminar with 132 (16.50 percent), and visiting friends and relatives with 63 (7.88 percent).

3) Companion of visit: only one came the first place with 266 respondents (33.25 percent), followed by couple with 260 respondents (32.50 percent), and small size group (3-5 people) with 204 respondents (25.50 percent).

4) Travel management, self-booking came the first place with 594 respondents (74.25 percent), followed by 192 respondents (24.00 percent) who used travel agencies and 14 respondents (1.75 percent) who used other methods.

5) Length of stay, 402 respondents (50.25 percent) came for 8-30 days, followed by 280 respondents (35.00 percent) who came for 1-7 days, and 69 respondents (8.62 percent) who stayed for more than a year.

In conclusion, purpose and behaviors of most foreign respondents consist of one of the following characteristics: the first time visitor (40.60 percent), holiday and leisure purpose (55.00 percent), a solo and a couple traveler (65.75 percent), self-booking arrangement (74.25 percent) and staying a few week about 8-30 days (50.25 percent).

**Table 6.4** Visited Regions and Provinces

<b>Regions / Province</b>	<b>Frequency</b>	<b>Percent</b>
<b>Bangkok Metropolitan</b>		
Bangkok	753	21.18
Nakhon Pathom	15	0.42
Samut Songkhram	32	0.90
<b>Central Thailand</b>		
Ayutthaya	256	7.20
Sukhothai	85	2.39
Suphanburi	14	0.39
Lopburi	23	0.65
Nakhon sawan	12	0.34
Phitsanulok	25	0.70
Saraburi	12	0.34
Uthaihani	5	0.14
<b>East Thailand</b>		
Chanthaburi	45	1.27
Chonburi	235	6.61
Rayong	98	2.76
Trat	46	1.29
<b>West Thailand</b>		
Kanchanaburi	26	0.73
Phetchaburi	56	1.57
Prachuap khiri khan	186	5.23
Ratchaburi	12	0.34
<b>North Eastern Thailand</b>		
Buriram	12	0.34

**Table 6.4** (Continued)

<b>Regions / Province</b>	<b>Frequency</b>	<b>Percent</b>
Khon Kaen	45	1.27
Nakhon Ratchasima	57	1.60
Surin	25	0.70
Udon thani	18	0.51
<b>South Thailand</b>		
Chumphon	12	0.34
Krabi	217	6.10
Phang Nga	170	4.78
Nakhon Si Thammarat	32	0.90
Pattani	15	0.42
Phuket	526	14.79
Ranong	11	0.31
Songkhla	28	0.79
Surat Thani	92	2.59
<b>North Thailand</b>		
Chiang Mai	224	6.30
Chiang Rai	68	1.91
Lampang	14	0.39
Nan	12	0.34
<b>Total</b>	<b>3556</b>	<b>100.00</b>

As shown in the table 6.4, the top ten most visited province is Bangkok with the frequency of 753 (21.18 percent), followed by Phuket with frequency of 526 (14.79 percent), Ayutthaya with frequency of 256 (7.20 percent), Chonburi with frequency of 235 (6.61 percent), Chiang Mai with frequency of 224 (6.30 percent), Krabi with frequency of 217 (6.10 percent), Prachuap Khiri Khan with frequency of 186 (5.23 percent), Phang Nga 170 (4.78 percent), Rayong with frequency of 98 (2.76 percent) and Surat Thani with frequency of 92 (2.59 percent).

In conclusion, majority of foreign respondents mostly visited major cities and seaside provinces. Bangkok remains the first and last stop in travelling. Seaside provinces draw 47 percent of tourist activities. Southern region of Thailand is the second stop in their program. Provinces nearby Bangkok such as Ayutthaya, Chonburi and Prachuap Khiri Khan are the popular destinations for their route of travel.

## 6.2 Attitudes towards Symbols and Archetype for Thailand Brand

In this section, the researcher uses ranking statistics and data analysis of frequency and percentage for showing attitudes of foreign respondents towards symbols and archetype for Thailand brand. These data may be useful for Thailand brand development and communication from external perception.

**Table 6.5** Selected Symbols Representing Thailand

<b>Selected Symbol</b>	<b>First Rank</b>	<b>Second Rank</b>	<b>Third Rank</b>	<b>Forth Rank</b>	<b>Fifth Rank</b>	<b>Total</b>	<b>Percent</b>
Thai Flag	89	59	22	22	32	224	5.60
Buddhism	250	122	42	62	35	511	12.78
Thai King	102	108	53	36	37	336	8.85
Thai Elephant	67	77	67	72	42	325	8.30
Ratchapurk	3	4	11	5	13	36	0.73
Tree							
Thai Grand Palace	29	49	53	22	25	178	4.45
Thai Striped Arts	0	2	1	4	12	19	0.48
Himmapan Creature	2	4	10	1	1	18	0.45
Songkran Festival	10	20	25	29	23	107	2.68
Thai Foods	118	152	131	113	39	553	13.83
Durian	7	23	34	30	37	131	3.28

**Table 6.5** (Continued)

<b>Selected Symbol</b>	<b>First Rank</b>	<b>Second Rank</b>	<b>Third Rank</b>	<b>Forth Rank</b>	<b>Fifth Rank</b>	<b>Total</b>	<b>Percent</b>
Rum Thai	2	5	11	5	5	28	0.70
Thai Silk	1	6	18	14	14	53	1.33
Muay Thai	4	20	49	61	49	183	4.58
Thai Massage	28	47	100	85	63	323	8.03
Smiling Face	24	43	53	66	70	256	6.40
Sea Sun Sand	35	25	55	44	69	228	5.70
Tuk Tuk	18	22	42	95	105	282	7.05
Lady Boy Cabaret	7	14	13	33	83	150	3.75
Other	4	0	2	6	31	43	1.08
<b>Total</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>4000</b>	<b>100.00</b>

As shown in table 6.5, the top five most selected symbols representing Thailand were Thai food with 13.83 percent, followed by Buddhism with 12.78 percent, Thai king 8.85 percent, Thai elephant with 8.30 percent and Thai massage came the fifth with 8.03 percent.

In conclusion, Thai foods, Buddhism, and Thai king are the most symbols that foreign respondent rated as the top three in the first rank column and in the total score column. Elephant, Thai massage, Thai flag, and Thai smiling face are also the most memorable symbols among foreigner respondents. These symbols could be used in Thailand brand communication.

**Table 6.6** Selected Archetype Representing Thailand

<b>Selected Archetype</b>	<b>First Rank</b>	<b>Second Rank</b>	<b>Third Rank</b>	<b>Total</b>	<b>Percent</b>
Hero & The Brave	29	18	29	76	3.17
Philosopher & Sage	41	36	38	115	4.79
Magician & Dreamer	47	58	56	161	6.71
Warrior & Soldier	19	19	18	56	2.33
Jester & Comedian	23	36	17	76	3.17
Explorer & Adventurer	154	75	79	308	12.83
Guardian & Caregiver	26	24	35	85	3.54
Mother & Nurturer	40	59	65	164	6.83
Lover & Romance	58	60	77	195	8.13
Innocent & Soft	92	106	45	243	10.46
Friend & Companion	195	175	163	533	22.04
Ruler & Emperor	23	30	33	86	3.58
Everyman & Commoner	27	52	55	134	5.58
Enchantress & Charmer	21	49	46	116	4.83
The Rebel & The Outlaw	4	7	37	48	2.00
<b>Total</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>2400</b>	<b>100.00</b>

As shown in the table 6.6, the top five most selected archetypes representing Thailand were Friend & Companion with 22.04 percent, followed by Explorer & Adventurer with 12.83 percent, Innocent & Soft with 10.46 percent, Lover & Romance with 8.13 percent and Mother & Nurturer came the fifth with 6.83 percent.

In conclusion, the most rated archetypes in both the first rank column and the total score column are Friend & Companion, Explorer & Adventurer, and Innocent & Soft. It can be noted that main archetype of Thailand brand consists of energy and emotion. These archetypes and substances could be employed in Thailand brand communication. In addition, the archetypes of and Lover & Romance, Mother & Nurturer and Magician & Dreamer are occasionally used to represent Thailand brand.

### 6.3 Satisfaction of Foreigner towards Direct Experience in Thailand

In this section, the researcher uses descriptive and inferential statistics to test hypothesis of whether or not satisfaction of foreign respondents would correlate with image of Thailand. The researcher used Spearman Rho Correlation as the inferential statistics to test the hypotheses.

**Table 6.7** Satisfaction towards Direct Experience in Thailand

Satisfaction Level	Mean	SD	Meaning
<b>Level</b>			
Overall	5.78	1.06	Very satisfied
Cognitive	5.64	1.07	very satisfied
Affective	5.80	1.08	very satisfied
Behaviour	3.89	1.75	Neutral
<b>Detailed Questions</b>			
I have a good feeling towards Thailand	5.65	1.12	Highly agree
I am satisfied with travelling (working or living) in Thailand.	5.63	1.13	Highly agree
I would share my good experience to anyone I know and talk with	5.85	1.14	Highly agree
I would recommend my friends and relatives to visit Thailand.	5.96	1.17	Highly agree
I have a plan to revisit Thailand next time.	5.59	1.44	Highly agree
I would like to import and sell Thai products in my country	4.20	1.77	Neutral
I have a plan to do business in Thailand if the opportunity arises.	3.99	2.00	Neutral
I have a plan to settle down here in Thailand with my family.	3.49	2.08	Neutral

As shown in table 6.7, foreign respondents were very satisfied with their experience, in particular of affective level at average score of 5.80. They had a very



good feeling towards Thailand, felt very satisfied with travelling, working or living in Thailand, felt strongly encouraged to share the good experience to anyone they knew would talk with. They would strongly recommend their friends and relatives to visit Thailand and planned to visit Thailand again. However, they did not feel encouraged enough to import and sell Thai products in their home countries, to plan doing business in Thailand, or to plan settling down in Thailand with their families.

**Table 6.8** Level of Satisfaction towards Experience in Thailand

Satisfaction Level	Quantity	Percentage
Low level	98	12.25
Moderate level	320	40.00
High level	382	47.75
<b>Total</b>	<b>800</b>	<b>100.00</b>

As shown in the table 6.8, 382 (47.75 percent) out of all 800 foreign respondents were highly satisfied with the experience in Thailand, 320 (40.00 percent) were moderately satisfied and 98 (12.25 percent) were lowly satisfied.

In conclusion, 87.75 percent of foreign respondents were satisfied with their experiences in Thailand and this phenomenon can contribute to Thailand brand.

**Table 6.9** Satisfaction towards Experience in Thailand has Relationship with Image of Thailand

<b>Satisfaction</b>	<b>Correlation</b>	<b>Meaning</b>
<b>Image of Thailand</b>		
Overall	.575**	Moderate Correlation / Positive Direction
Governance	.558**	Moderate Correlation / Positive Direction
People	.519**	Moderate Correlation / Positive Direction
Culture	.521**	Moderate Correlation / Positive Direction
Tourism	.547**	Moderate Correlation / Positive Direction
Product	.579**	Moderate Correlation / Positive Direction
Investment	.530**	Moderate Correlation / Positive Direction

**Note:** \*\* Spearman Rho Correlation is significant at the 0.05 level (sig. 2 tailed) /  
 \*\* Sample size at 800

From table 6.9, there was moderate positive correlation between satisfaction and overall image of Thailand, Thai governance, Thai people, Thai culture, Thai tourism, Thai products, and Thai investment with statistical significance at 0.05 (2-tailed). In conclusion, the hypothesis of correlation between foreigner's satisfaction and image of Thailand brand is confirmed and the relationship of the two variables is in positive direction with moderate weight of correlation. This result shows that more foreigners feel satisfied with Thailand, more than they feel positive with the image of Thailand.

#### **6.4 Perception towards Important Factors of Nation Branding**

In this section, the researcher uses descriptive statistic and data analysis of frequency, mean, mode and standard deviation for perception towards important factors of nation branding compared with perception towards image of Thailand in the same category. This data may be useful for Thailand brand development and communication from external perception.

**Table 6.10** Descriptive Statistic Comparison of Important Facts and Image of Thailand (Detailed Factors)

Nation Brand Variable	Important Factors			Thailand Image		
	Mean	SD	Meaning	Mean	SD	Meaning
1. Freedom of Travelling, Working and Doing business	6.39	1.13	Extremely important	5.84	1.10	Very positive
2. Visa approval, Visa Fee and Immigration process	6.24	1.20	Extremely important	4.87	1.39	Slightly positive
3. Peace and Safety Standard	6.25	1.04	Extremely important	5.17	1.29	Slightly positive
4. Environmental Management and Sanitation	5.78	1.14	Very important	4.13	1.50	Neutral
5. Friendliness and Courtesy	5.89	1.07	Very important	5.67	1.31	Very positive
6. Cross-Cultural Skills	5.45	1.29	Very important	4.23	1.46	Neutral
7. Honesty, Straightforward and Fairness	5.92	1.18	Very important	4.15	1.45	Neutral
8. Quality of Life	5.81	1.09	Very important	4.89	1.22	Slightly positive
9. Cultural Uniqueness	5.88	1.11	Very important	5.78	1.07	Very positive
10. Diversity of Local Cultures	5.23	1.27	Slightly important	5.47	1.19	Very positive
11. Beauty of Historical places or World Heritage	5.93	1.18	Very important	4.79	1.11	Slightly positive
12. Open-Minded to Foreign or Modern Cultures	5.01	1.44	Slightly important	5.54	1.25	Very positive

**Table 6.10** Descriptive Statistic Comparison of Important Facts and Image of Thailand (Detailed Factors)

Nation Brand Variable	Important Factors			Thailand Image		
	Mean	SD	Meaning	Mean	SD	Meaning
13. Variety of Tourist Attractions	5.98	1.15	Very important	5.88	1.14	Very positive
14. Readiness of Tourist Information	5.78	1.18	Very important	4.54	1.38	Slightly positive
15. Convenience of Travelling Transportation	5.95	1.09	Very important	4.36	1.64	Neutral
16. Standard of Hotel, Accommodation and Restaurant	5.85	1.09	Very important	5.44	1.15	Very positive
17. Quality of Products and Services	5.75	1.00	Very important	5.21	1.17	Slightly positive
18. Price of Products and Services	5.87	1.08	Very important	5.94	1.13	Very positive
19. Reputation of Local Product and Service Brand	5.17	1.25	Slightly important	4.16	1.33	Neutral
20. Value of Money and Experience	6.23	1.14	Extremely important	5.85	1.09	Very positive
21. Opportunity and Ease of Business Investment	4.72	1.67	Slightly important	4.95	1.28	Slightly positive
22. Economic Development and Wealth of Nation	5.50	1.38	Very important	4.56	1.22	Slightly positive
23. Technological Development and Digital Science	5.10	1.44	Slightly important	4.98	1.26	Slightly positive
24. Banking system (Foreign Money Exchange and Transfer)	5.59	1.34	Very important	5.28	1.31	Slightly positive

As shown in the table 6. 10, most foreign respondents gave high importance to every factor of nation branding. The highest importance scored above 6 includes freedom of travelling, visa approval, safety standard, and value of experience. Most foreign respondents perceived image of Thailand with scores lower than their expectation. For each image of Thailand, most foreign respondents felt very positive with image of freedom, friendliness, cultural uniqueness, diversity and variety of tourist attractions, standard of hotel accommodation, price of products and services, and value of experience. The lowest score was in range of neutral perception for environmental management and sanitation, cross cultural skills, honesty, fairness, convenience of travelling transportation, reputation of local product and service brands.

In conclusion, most foreigner respondents felt a positive towards image of Thailand, especially for friendliness, cultural uniqueness, variety of tourist attractions, standard of hotel accommodation, and price of products and services that those factors closely meet their expectation.

**Table 6.11** Descriptive Statistic of Tourism Image of Thailand (Detailed Factors)

Nation Brand Variable	Image of Thai Tourism				
	Mean	SD	Meaning	Mode	Perception of Majority
1. Weather Condition	5.42	1.30	Very positive	5.00	Slightly good
2. Basic Infrastructure (Water Electric and Internet)	5.19	1.23	Slightly positive	5.00	Slightly complete
3. Travelling Safety to Life and Property	4.29	1.32	Neutral	3.00	Slightly dangerous
4. Convenient Access Tourist Attractions	4.17	1.49	Neutral	3.00	Slightly inconvenient
5. Standard of International Airports	5.59	1.07	Very positive	6.00	Very high standard
6. Service of Travel Agency	5.59	1.18	Very positive	5.00	Slightly reliable
7. Service of Taxi, Three-Motor Cycles (Tuk Tuk)	3.89	1.60	Neutral	3.00	Slightly unreliable
8. Service of Hotels and Restaurants	5.87	1.18	Very positive	6.00	Very high service-minded
9. Food Choices and Restaurant Options	5.95	1.23	Very positive	6.00	Very high optional
10. Quality and Hygiene of Street foods	4.48	1.41	Slightly positive	3.00	Slightly dirty
11. Information and Service Centre for Tourist	4.25	1.44	Neutral	3.00	Slightly difficult to find
12. Language Barriers for Communication	4.07	1.53	Neutral	3.00	Slightly difficult to communicate
13. Directional Signage / Warning Signage / Signposting	4.12	1.39	Neutral	3.00	Slightly difficult to find
14. Cleanliness and Waste Management	3.28	1.59	Slightly negative	3.00	Slightly dirty
15. City Landscape Design (Buildings and Roads)	4.76	1.46	Slightly positive	4.00	Neutral for beautiful landscape

**Table 6.11** (Continued)

Nation Brand Variable	Image of Thai Tourism				
	Mean	SD	Meaning	Mode	Perception of Majority
16. Design and Facility for Handicap and Elderly	3.71	1.61	Neutral	3.00	Slightly unobvious
17. Global Warming Activity (Bike-Lane, Electric Car)	3.23	1.66	Slightly unimportant	3.00	Slightly unobvious
18. Trees and Shadiness Along the Roads	4.05	1.49	Neutral	3.00	Slightly dry and hot
19. City Walkability and Footpaths	3.93	1.59	Neutral	3.00	Slightly narrow and uneven
20. Nuisance from Beggars or Homeless Persons	4.50	1.53	Slightly positive	4.00	Neutral for homeless person
21. Traffic condition	3.09	1.65	Slightly negative	2.00	Very congested and jammed
22. Travelling Expenditure	5.80	1.29	Very positive	6.00	Very cheap and reasonable
23. Variety of Events and Activities	5.08	1.19	Slightly positive	5.00	Slightly eventful and variety
24. Natural Places (Beach, Sea, Mountain, Waterfall)	4.24	1.20	Neutral	3.00	Slightly dirty and poor
25. Historical Places (Museum, Monument, Palaces)	5.39	1.18	Very positive	5.00	Slightly memorable
26. Religious Places (Thai Temple, Chinese Temples)	5.83	1.19	Very positive	6.00	Very faithful
27. Arts and Performance Places (Art Museum)	4.19	1.29	Neutral	3.00	Slightly unattractive

**Table 6.11** (Continued)

Nation Brand Variable	Image of Thai Tourism				
	Mean	SD	Meaning	Mode	Perception of Majority
28. Community-Based Places (Rural Villages)	4.15	1.34	Neutral	3.00	Slightly unattractive
29. Shopping Places (Department Store and Market)	5.95	1.24	Very positive	6.00	Very variety
30. Sport-Tourism Places (Scuba Diving, Muay Thai)	5.92	1.24	Very positive	5.00	Slightly fun and exciting
31. Adventurous Places (Car Racing, Bungee Jumping)	4.89	1.27	Slightly positive	5.00	Slightly fun and exciting
32. Night Life and Entertainment	5.98	1.28	Very positive	6.00	Very colourful
33. Sex Tourism and Prostitution	3.75	1.80	Neutral	3.00	Slightly easy to trade
34. Souvenirs	4.05	1.36	Neutral	4.00	Neutral for quality
35. Value of Experience in Thailand	6.15	1.13	Very positive	6.00	Very high valuable



As shown in the table 6.11, most foreign respondents perceived very positive image of tourism in both mean score over 5.3 and mode score over 5.0 for the following factors for the following factors: high standard of airport, reliable service of travel agency, high standard of hotel service, high food variety, cheap cost of travelling, most memorable heritage sites, high variety of shopping places, fun of sport tourism, colourful night life, and high value of experiences. However, most foreign respondents perceived slightly negative image of tourism in both mean below 3.57 and mode score below 3.0 for the following factors: dirty environment, unobvious global warming activity, and congested traffic.

**Table 6.12** Descriptive Statistic of People Image of Thailand (Detailed Factors)

Nation Brand Variable	Image of Thai People				
	Mean	SD	Meaning	Mode	Perception of Majority
1. Income and Wealth	4.19	1.27	Neutral	4.00	Moderate rich
2. Hygiene and Sanitation	4.07	1.36	Neutral	3.00	Slightly dirty
3. Physical Appearance (i.e face, body, gesture)	5.23	1.17	Slightly positive	5.00	Slightly attractive and charming
4. Personality	5.98	1.19	Very positive	6.00	Very friendly
5. Mentality (i.e ways of thinking)	5.95	1.18	Very positive	6.00	Very easy and comfortable
6. Emotional Expression	4.28	1.36	Neutral	4.00	Moderate polite
7. Sexual Expression	4.55	1.43	Slightly positive	4.00	Moderate careful and conservative
8. Generosity towards others or foreigners	5.54	1.10	Very positive	5.00	Slightly generous and helpful
9. Creativity (i.e. dressing or problem solution)	4.15	1.37	Neutral	4.00	Moderate creative
10. Compliance with Laws (i.e. driving practice)	3.78	1.62	Neutral	3.00	Slightly violate laws
11. Ethical Practice (i.e. in business trading)	4.58	1.41	Slightly positive	4.00	Moderate honest
12. Foreign Language Skills (i.e. English, Chinese)	4.05	1.51	Neutral	3.00	Slightly poor
13. Technological and Digital Skills (i.e. Computer)	4.85	1.20	Slightly positive	5.00	Slightly excellent
14. Working Habit	4.86	1.34	Slightly positive	5.00	Slightly diligent
15. Time Discipline	4.28	1.55	Neutral	3.00	Slightly late
16. World-Famous Celebrity from Thailand	3.23	1.78	Slightly negative	2.00	Very unknown
17. Expression of Thai National Pride, Nationalism, Loyalty	4.58	1.17	Slightly positive	5.00	Slightly loyal and nationalism

As shown in the table 6.12, most foreign respondents perceived a very positive image of Thai people in both mean score over 5.3 and mode score over 5.0 for the following factors: friendliness, easiness, and generosity. However, most foreign respondents perceived slightly negative image of Thai people in both mean below 3.57 and mode score below 3.0 for few numbers of Thai celebrity on the global stage.

**Table 6.13** Descriptive Statistic of Thai Culture (Detailed Factors)

Nation Brand Variable	Image of Thai Culture				
	Mean	SD	Meaning	Mode	Perception of Majority
1. Uniqueness of Thai Culture and Heritage	5.81	1.06	Very positive	6.00	Very unique
2. Diversity of Thai Culture and Heritage	5.23	1.07	Slightly positive	5.00	Slightly diversity
3. Thai Royal Ceremony (i.e. Royal Barge Procession)	5.51	1.18	Very positive	5.00	Slightly great and gorgeous
4. Thai Language	5.16	1.28	Slightly positive	4.00	Moderate interesting
5. Thai Foods (i.e. Pad Thai)	6.46	1.40	Extremely positive	6.00	Very delicious and tasty
6. Thai Traditional Dance (i.e. The Khon-masked play)	5.31	1.27	Very positive	5.00	Slightly interesting, soft
7. Thai Traditional Music (i.e. Thai grand orchestra)	5.28	1.27	Slightly positive	5.00	Slightly melodious
8. Thai National Costume (i.e Chitlada dresses)	5.35	1.21	Very positive	5.00	Slightly beautiful
9. Thai Traditional Architect (i.e Thai House)	5.52	1.10	Very positive	5.00	Slightly beautiful
10. Thai Traditional Painting and Portrait	5.74	1.16	Very positive	6.00	Very beautiful
11. Thai Traditional Literature and Folklore	4.15	1.36	Neutral	4.00	Moderate interesting
12. Religious Ceremony (i.e. Making Merit)	5.86	1.19	Very positive	6.00	Very faithful
13. Thai Festivals (i.e. Songkran Days)	5.71	1.20	Very positive	6.00	Very fun and interesting
14. Thai Kick Boxing (Muay Thai)	5.75	1.24	Very positive	6.00	Very fun, exciting, popular
15. Thai Traditional Massage	5.82	1.21	Very positive	7.00	Extremely useful and relaxing
16. Thai Modern Movies (Thai Pop Culture)	2.29	1.67	Very negative	2.00	Very unpopular, uninteresting
17. Thai Modern Music (Thai Pop Culture)	3.14	1.68	Slightly negative	2.00	Very unpopular, uninteresting

As shown in the table 6.13, most foreign respondents perceived very positive image of Thai culture in both mean score over 5.3 and mode score over 5.0 for the following factors: cultural uniqueness, gorgeous royal ceremony, delicious Thai foods, interesting traditional dance, beautiful national costume, beautiful architects, beautiful portrait, faithful religious, fun festival, popular kick boxing, and useful traditional massage. However, most foreign respondents perceived slightly negative image of Thai people in both mean below 3.57 and mode score below 3.0 for unpopularity of Thai movie and music on the global media.

**Table 6.14** Descriptive Statistics of Thai Product and Services (Detailed Factors)

Nation Brand Variable	Image of Thai Product and Services				
	Mean	SD	Meaning	Mode	Perception of Majority
1. Reputation of Thai Brand	4.74	1.19	Slightly positive	4.00	Neutral
2. Reliability of Thai Brand	4.70	1.17	Slightly positive	5.00	Slightly trustworthy
3. Image of Thai Products	4.55	1.42	Slightly positive	5.00	Slightly high technology
4. Quality of Thai Products	4.80	1.20	Slightly positive	5.00	Slightly premium
5. Quality of Thai Services	5.21	1.15	Slightly positive	6.00	Very premium
6. Price of Thai Products	5.27	1.21	Slightly positive	5.00	Slightly reasonable
7. Price of Thai Services	5.28	1.23	Slightly positive	6.00	Very reasonable
8. Product and Package Design	3.77	1.30	Neutral	3.00	Neutral for beautiful design
9. Creativity and Innovation	3.68	1.44	Neutral	3.00	Neutral for creativity
10. Copy Right and Patent	3.72	1.45	Neutral	3.00	Neutral for authenticity
11. Foods and Drink Category	6.29	1.15	Extremely positive	6.00	Very premium
12. Fashion Apparels Category	5.91	1.24	Very positive	6.00	Very premium
13. Jewelry Category	4.90	1.25	Slightly positive	5.00	Slightly premium

**Table 6.14** (Continued)

Nation Brand Variable	Image of Thai Product and Services				
	Mean	SD	Meaning	Mode	Perception of Majority
14. Spa and Beauty Category	6.43	1.17	Extremely positive	7.00	Extremely premium
15. Household Category	4.34	1.22	Neutral	4.00	Neutral for quality
16. Electronic Category	4.18	1.37	Neutral	4.00	Neutral for quality
17. Airlines (Thai Airways, Bangkok Airways)	5.17	1.12	Slightly positive	4.00	Neutral for service
18. Hotels and Resorts (Dusit, Centara, Anantara)	6.18	1.11	Extremely positive	6.00	Very high premium
19. Restaurants (Blue Elephant, S&P, Patra)	5.43	1.13	Very positive	6.00	Very high premium
20. Spa and Massage (Chiva-Som, HARNN, PANPURI)	6.28	1.07	Extremely positive	7.00	Extremely premium

As shown in the table 6. 14, most foreign respondents perceived very positive image of Thai products in both mean score over 5.3 and mode score over 5.0 for the following factors: premium quality of foods, apparels, hotels and restaurants, and spa products and places.

**Table 6.15** Descriptive Statistic of Thai Economic and Investment (Detailed Factors)

Nation Brand Variable	Image of Thai Economic and Investment				
	Mean	SD	Meaning	Mode	Perception of Majority
1. Economic stability	4.85	1.22	Slightly positive	5.00	Slightly stable
2. Liberalization of Business and Investment	4.80	1.18	Slightly positive	5.00	Slightly liberal
3. Finance and Banking System	5.16	1.16	Slightly positive	6.00	Very reliable
4. Currency Exchange Rate	4.95	1.21	Slightly positive	5.00	Slightly stable
5. Foreign Money Transfer	4.94	1.24	Slightly positive	5.00	Slightly fast
6. Logistic and Supply	4.32	1.18	Neutral	4.00	Neutral
7. Digital-Technology Advancement	4.78	1.21	Slightly positive	5.00	Slightly high technology
8. Investment Promotion and Privilege (i.e. Low Tax)	4.13	1.17	Neutral	4.00	Neutral for promotion
9. Labor Cost	4.79	1.23	Slightly positive	4.00	Neutral for labour cost
10. Labour Efficiency and Skills	4.12	1.26	Neutral	4.00	Neutral for efficiency
11. Ease of Doing Business	4.85	1.22	Slightly positive	5.00	Slightly high easy
12. Laws of Business and Environmental Protection	4.05	1.45	Neutral	3.00	Slightly low protection

As shown in the table 6.15, most foreign respondents perceived slightly positive image of Thai investment in both mean score over 4.4 and mode score over 4.0 for the following factors: economic stability, liberalization, reliable banking system, stable currency exchange, fast money transfer, digital advancement, low labour cost, and ease of doing business.



**Table 6.16** Descriptive Statistic of Thai Politics and Governance (Detailed Factors)

Nation Brand Variable	Image of Thai Politics and Governance				
	Mean	SD	Meaning	Mode	Perception of Majority
1. Regime	4.87	1.46	Slightly positive	5.00	Slightly high democratic
2. Peace and Security	5.29	1.19	Slightly positive	5.00	Slightly peaceful and secure
3. Image of Country Development	4.92	1.27	Slightly positive	5.00	Slightly high developed
4. Reputation of Thai Government Leader	3.20	1.70	Slightly negative	2.00	Very unknown to the global media
5. Government stability	4.54	1.39	Slightly positive	4.00	Neutral for stability
6. Good Governance	3.27	1.61	Slightly negative	3.00	Slightly corrupted
7. Human Right (i.e. Freedom of Expression)	4.50	1.41	Slightly positive	4.00	Neutral for human right
8. Reliance on justice system (i.e. policemen)	3.82	1.45	Neutral	3.00	Slightly unreliable
9. Governmental service (i.e. Visa & Immigration)	4.82	1.43	Slightly positive	4.00	Neutral for governmental service
10. Law Enforcement (i.e. Judge and Penalty)	4.23	1.32	Neutral	4.00	Neutral for equal standard

As shown in the table 6.16, most foreign respondents perceived slightly positive image of Thai investment in both mean score over 4.4 and mode score over 4.0 for the following factors: democratic and peaceful country, moderately developed country, stable government, moderate human right, and moderately fast governmental service. However, most foreign respondents perceived slightly negative image of Thai people in both mean below 3.57 and mode score below 3.0 for unknown leaders on global media, and slightly high corruption.

## 6.5 Perception towards an Overall Image of Thailand

In this section, the researcher used T-test, and One Way ANOVA as the inferential statistics to test the hypothesis that foreign respondents with different profiles have perception towards image of overall image of Thailand differently.

**Table 6.17** Difference of Profile and Behaviour Influential towards Perception of Overall Thailand Image

Profile and Behaviour	Mean	SD	F	P.Value	Difference
<b>Gender</b>			3.440	0.033*	YES
Male	5.16	0.74			(1:3)
Female	5.21	0.73			
Others	4.91	0.57			
<b>Age</b>			4.093	0.001*	YES
Below 20 yrs.	5.29	0.66			
21-30 yrs.	5.09	0.69			
31-40 yrs.	5.31	0.75			
41-50 yrs.	5.19	0.77			
51-60 yrs.	5.22	0.72			
61 yrs. up	4.89	0.76			
<b>Marital Status</b>			5.40	0.001*	YES
Single	5.12	0.73			
Married	5.26	0.70			
Widowed / Divorced	4.97	0.82			
Others	4.66	0.82			
<b>Education</b>			0.692	0.598	NO
Primary school	5.13	0.69			
High School	5.22	0.75			
Bachelor's Degree	5.16	0.74			
Master's Degree	5.17	0.73			

**Table 6.17** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
Doctoral Degree	5.02	0.59			
<b>Career</b>			3.633	0.000*	YES
Student	5.20	0.72			
Company employee	5.18	0.77			
Civil officer	5.22	0.64			
Business owner	5.17	0.62			
Self-employed	4.96	0.67			
Others	5.08	0.61			
<b>Income</b>			1.348	0.193	NO
Less than 1,000 USD	5.32	0.71			
1,001 - 2,000 USD	5.13	0.77			
2,001 - 3,000 USD	5.07	0.76			
3,001 - 4,000 USD	5.17	0.72			
4,001 - 5,000 USD	5.16	0.62			
5,001 - 6,000 USD	5.02	0.73			
6,001 - 7,000 USD	5.23	0.49			
7,001 - 8,000 USD	5.12	0.37			
8,001 - 9,000 USD	5.05	0.74			
More than 9,001 USD	5.05	0.74			
<b>Region of Home Land</b>			8.908	0.000*	YES
North America	5.07	0.65			
South America	5.46	0.80			
West Europe	4.85	0.60			
East Europe	4.97	0.70			
Africa	5.55	0.72			
Australian and Oceania	5.10	0.66			
East Asia	5.11	0.60			

**Table 6.17** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
South Asia	5.51	0.71			
South East Asia	5.24	0.69			
Middle East	4.91	0.87			
<b>Frequency of Visit</b>			3.466	0.016*	YES
First Time	5.14	0.75			
Second Time	5.25	0.63			
More than 3 Times	5.04	0.71			
<b>Purpose of Visit</b>			3.159	0.003*	YES
Leisure and Sightseeing	5.13	0.71			
Wedding and Honeymoon	5.55	0.71			
Visit friends / Relatives	5.22	0.87			
Surgery or Medical treatment	5.13	0.72			
Business and Seminar	5.03	0.73			
Education	5.33	0.55			
Other /specify	5.19	0.90			
<b>Companion of Travel</b>			3.896	0.002*	YES
Only one (1 person)	5.24	0.67			
Couple (2 persons)	5.19	0.65			
Small size group (3-5 persons)	5.10	0.82			
Large size group (more than 5)	4.60	0.95			
<b>Travel Management</b>			1.058	0.348	NO
Self-Booking	5.15	0.68			
Travel Agency	5.19	0.95			

**Table 6.17** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
Other	5.23	0.79			
<b>Length of Stay</b>			3.213	0.012*	YES
1-7 days	5.25	0.71			
8-30 days	5.08	0.72			
More than a month	5.35	0.83			
More than a year	5.61	0.67			
<b>Satisfaction Level</b>			41.354	0.000*	YES
Low	4.59	0.88			
Middle	4.92	0.61			
High	5.30	0.70			

As shown in table 6.17, there was difference in gender, age, marital status, career, region of homeland, purpose of visit, traveling companion, length of stay and satisfaction level towards perception of overall image of Thailand with statistical significance at 0.05.

Conversely, variables of education, income, and travel management have no influence towards the overall image of Thailand differently. However, there are differences in some groups that should be noted in the following variables;

1) Gender: a group of female had positive attitude to overall image of Thailand a little bit higher than other groups of gender.

2) Ages: group of age 31-40 yrs. had positive attitude to overall image of Thailand a little bit higher than other groups of ages.

3) Marital status: a group of the married status had positive attitude to overall image of Thailand a little bit higher than other groups of marital status.

4) Career: a group of civil officers had positive attitude to overall image of Thailand a little bit higher than other groups of careers.

5) Region of home land: a group of Africa had positive attitude to overall image of Thailand a little bit higher than other groups of home land.

6) Frequency of visit: group of second time visit had positive attitude to overall image of Thailand a little bit higher than other groups of frequency visit.

7) Purpose of visit: a group of wedding and honeymoon had positive attitude to overall image of Thailand a little bit higher than other groups of purposes.

8) Companion of travel: a group of solo travellers had positive attitude to overall image of Thailand a little bit higher than other groups of companions.

9) Length of stay: a group of staying over a year had positive attitude to overall image of Thailand a little bit higher than other groups.

10) Satisfaction: a group of highly satisfied visitors had positive attitude to overall image of Thailand a little bit higher than other groups.

## **6.6 Perception towards Image of Six Identities for Thailand Branding**

In this section, the researcher used T-test, and One Way ANOVA as the inferential statistics to test the following hypotheses.

1) Foreigners with different profiles perceive the image of Thai tourism differently.

2) Foreigners with different profiles perceive the image of Thai people differently.

3) Foreigners with different profiles perceive the image of Thai culture differently.

4) Foreigners with different profiles perceive the image of Thai product differently.

5) Foreigners with different profiles perceive the image of Thai investment differently.

6) Foreigners with different profiles perceive the image of Thai governance differently.

For testing hypothesis, the researcher determined the level of significance at 0.05 to accept or reject each hypothesis. With a large amount of data, information will be presented in a table according to individual hypothesis. Each table will show name of each variable, mean, standard deviation (SD), F distribution in degree of freedom, P. Value (critical value of departure from a specified null hypothesis) and Difference

(indication of statistic signification). Each variable will be tested through T-Test, and One Way ANOVA, according to property of variables and conditions of hypothesis.

In the column of P-Value, the statistical signification at level 0.05 is an indicator of statistical result to such a hypothesis. Below 0.05 means that there is difference between groups of variables. Over 0.05 means no difference in group towards topic of hypothesis. “YES” in the column of Difference will remark such a difference with the statistical signification at level 0.05. “NO” means no difference. Number in parenthesis for example (3: 1,2) means that the third group of independent variable has a difference with the first and the second group towards dependent variable under hypothesis in the same column. The following tables show the result of hypothesis testing as indicated above.

**Table 6.18** Difference of Profile and Behaviour towards Image of Thai Tourism

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Gender</b>			6.754	0.001*	YES
Male	4.81	0.79			(1:3)
Female	4.97	0.75			(2:3)
Others	4.39	0.73			(3:1,2)
<b>Age</b>			3.277	0.006*	YES
Below 20 yrs.	4.98	0.87			(1:4,5,6)
21.30 yrs.	4.97	0.73			(2:4,5,6)
31-40 yrs.	4.90	0.78			(3:4,5,6)
41-50 yrs.	4.67	0.83			(4:1,2,3)
51-60 yrs.	4.53	0.80			(5:1,2,3)
61 yrs. up	4.47	0.73			(6:1,2,3)
<b>Marital Status</b>			3.583	0.014*	YES
Single	4.85	0.78			(1:3,4)
Married	4.82	0.75			(2:3,4)
Widowed / Divorced	4.53	0.80			(3:1,2,4)
Others	4.25	0.90			(4:1,2,3)

**Table 6.18** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Education</b>			1.095	0.358	NO
Primary school	4.94	0.90			
High School	4.79	0.82			
Bachelor's Degree	4.77	0.76			
Master's Degree	4.73	0.76			
Doctoral Degree	4.59	0.68			
<b>Career</b>			2.73	0.006*	YES
Student	4.89	0.83			(1:3,5,7)
Company employee	4.81	0.75			(2:3,5,7)
Civil officer	4.29	0.75			(3:1,2)
Business owner	4.24	0.81			(4:1,2)
Self-employed/Specialist	4.26	0.79			(5:1,2)
Others	4.76	0.78			(6:3,4,5)
<b>Income</b>			2.07	0.020*	YES
Less than 1,000 USD	5.21	0.75			(1:9,10,11,12)
1,001 - 2,000 USD	4.76	0.83			(2:9,10,11,12)
2,001 - 3,000 USD	4.72	0.76			(3:9,10,11,12)
3,001 - 4,000 USD	4.72	0.75			(4:9,10,11,12)
4,001 - 5,000 USD	4.73	0.73			(5:9,10,11,12)
5,001 - 6,000 USD	4.67	0.55			(6:9,10,11,12)
6,001 - 7,000 USD	4.64	0.83			(7:9,10,11,12)
7,001 - 8,000 USD	4.61	0.53			(8:9,10,11,12)
8,001 - 9,000 USD	4.31	0.51			(9:1,2,3,4,5)
More than 9,001 USD	4.32	0.88			(10:1,2,3,4,5)
<b>Region of Homeland</b>			11.487	0.000*	YES
North America	4.68	0.61			(1:2,5,8,10)
South America	5.32	0.63			(2:1,3,4,10)
West Europe	4.51	.070			
East Europe	4.50	0.77			



**Table 6.18** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
Africa	5.45	0.83			(5:2,5,8,10)
Australia and Oceania	4.65	0.71			
East Asia	4.62	0.63			
South Asia	5.28	0.72			(8:2,5,8,10)
South East Asia	4.82	0.75			
Middle East	4.26	0.93			(10:2,5,8)
<b>Frequency of Visit</b>			5.784	0.001*	YES
First Time	4.53	0.80			(1:2,3)
Second Time	4.97	0.70			(2:1,4)
More than 3 times	4.92	0.64			(3:1,4)
<b>Purpose of Visit</b>			3.565	0.001*	YES
Leisure and Sightseeing	4.73	0.74			
Wedding and Honeymoon	5.48	0.77			(2:4,5)
Visit friends / Relatives	4.67	0.80			
Surgery or Medical treatment	4.50	0.58			(4:2)
Business / Seminar	4.55	0.82			(5:2)
Education	4.98	0.67			
Other /specify	4.77	0.83			
<b>Companion of Travel</b>			4.153	0.001*	YES
Only one (1 person)	5.19	0.90			(1:4)
Couple (2 persons)	5.49	0.83			(2:4)
Small size group (3-5 persons)	5.18	1.05			(3:4)
Large size group (more than 5 persons)	4.31	1.09			

**Table 6.18** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Travel Management</b>			1.460	0.233	NO
Self-Booking	5.12	0.89			
Travel Agency	5.17	1.27			
Other	5.27	0.92			
<b>Length of Stay</b>			1.465	0.211	NO
1-7 days	4.84	0.80			
8-30 days	4.70	0.75			
More than a month	4.74	0.81			
More than a year	4.73	0.71			
<b>Satisfaction Level</b>			73.044	.000	YES
Low	3.91	0.75			(1:2,3)
Middle	4.46	0.62			(2:1,3)
High	5.10	0.74			(3:1,2)

As shown in table 6.18, there is a difference in gender, age, marital status, career, income, region of homeland, frequency of visit, purpose of visit, companion of travel and satisfaction level towards image of Thai tourism with statistical significance at 0.05. Conversely, variables of education, travel management, length of stay have no influence towards image of Thai tourism.

In the table, group of difference showed within parentheses in the right column. For instance, foreign respondents who were male (group no. 1) had a significant difference with those who were alternatively identified (group no. 3). However, there are difference in some groups that should be noted in the following variables;

1) Gender: a group of females had positive attitude to image of Thai tourism a little bit higher than other groups of gender.

2) Ages: groups of age below 20yrs and age of 21-30 yrs. had positive attitude to overall image of Thai tourism a little bit higher than other groups of age.

3) Marital status: groups of the single and the married status had positive attitude to image of Thai tourism a little bit higher than other groups of marital status.

4) Career: groups of students, and company employee had positive attitude to image of Thai tourism a little bit higher than other groups of careers.

5) Income: a group of below 1,000 USD had positive attitude to image of Thai tourism a little bit higher than other groups of income.

6) Region of home land: a group of Africa, South America, and South Asia had positive attitude to image of Thai tourism a little bit higher than other groups of home land.

7) Frequency of visit: group of second time visit and more than 3 times visit had positive attitude to image of Thai tourism a little bit higher than other groups of frequency visit.

8) Purpose of visit: a group of wedding and honeymoon had positive attitude to image of Thai tourism a little bit higher than other groups of purposes.

9) Companion of travel: a group of couple had positive attitude to image of Thai tourism a little bit higher than other groups of companions.

10) Length of stay: a group of 1-7 days had a positive attitude to overall image of Thailand a little bit higher than other groups.

11) Satisfaction: a group of high satisfied visitors had positive attitude to image of Thai tourism a little bit higher than other groups.

In conclusion, it can be assumed that foreigners who have one of the following profiles and behaviours tend to perceive positive image of Thai tourism much more than other groups: female, generation M and Y, single or married, student, low income earner, birth in Africa or South America or South Asia, more than 2 times visit in Thailand, purpose of wedding and honeymoon, couple travellers, a short stay of 1-7days, and high satisfaction with direct experience in Thailand.

**Table 6.19** Difference of Profile and Behaviour towards Image of Thai People

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Gender</b>			4.389	0.013*	YES
Male	4.67	0.83			(1:3)
Female	4.66	0.81			(2:3)
Others	4.30	0.69			(3:1,2)
<b>Age</b>			1.180	0.317	NO
Below 20 yrs.	4.62	0.86			
21-30 yrs.	4.62	0.78			
31-40 yrs.	4.70	0.81			
41-50 yrs.	4.70	0.87			
51-60 yrs.	4.67	0.89			
61 yrs. up	4.41	0.84			
<b>Marital Status</b>			5.968	0.001*	YES
Single	4.70	0.84			(1:4)
Married	4.73	0.78			(2:4)
Widowed / Divorced	4.66	0.88			(3:4)
Others	3.87	0.83			(4:1,2,3)
<b>Education</b>			0.108	0.980	NO
Primary school	4.66	0.84			
High School	4.64	0.84			
Bachelor's Degree	4.64	0.82			
Master's Degree	4.66	0.82			
Doctoral Degree	4.58	0.81			
<b>Career</b>			2.693	0.006*	YES
Student	4.74	0.85			(1:4,5)
Company employee	4.70	0.82			(2:4,5)
Civil officer	4.72	0.79			(3:4,5)
Business owner	4.32	1.03			(4:1,2,3)
Self-employed/Specialist	4.35	0.71			(5:1,2,3)
Others	4.57	0.90			

**Table 6.19** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Income</b>			1.008	0.004*	YES
Less than 1,000 USD	4.84	0.75			(1:8,9)
1,001 - 2,000 USD	4.59	0.85			
2,001 - 3,000 USD	4.59	0.82			
3,001 - 4,000 USD	4.64	0.93			
4,001 - 5,000 USD	4.66	0.89			
5,001 - 6,000 USD	4.60	0.86			
6,001 - 7,000 USD	4.63	0.68			
7,001 - 8,000 USD	4.57	0.58			
8,001 - 9,000 USD	4.38	0.59			(8:1)
More than 9,001 USD	4.25	0.80			(9:1)
<b>Region of Homeland</b>			6.850	0.000*	YES
North America	4.65	0.70			
South America	4.75	0.80			
West Europe	4.34	0.78			(3:5,8)
East Europe	4.40	0.77			
Africa	5.25	0.90			(5:3,10)
Australia and Oceania	4.62	0.70			
East Asia	4.70	0.71			
South Asia	5.43	0.81			(8:3,10)
South East Asia	4.70	0.80			
Middle East	4.24	0.98			(10:5,8)
<b>Frequency of Visit</b>			6.358	0.000*	YES
First Time	4.57	0.84			(1:2,3)
Second Time	4.87	0.78			(2:1)
More than 3 Times	4.81	0.67			(3:1)
<b>Purpose of Visit</b>			2.490	0.016*	YES
Leisure and Sightseeing	4.60	0.78			
Wedding and Honeymoon	4.86	0.70			

**Table 6.19** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
Visit friends / Relatives	4.61	0.77			
Surgery or Medical treatment	4.34	0.81			
Business / Seminar	4.53	1.09			
Education	4.99	0.77			(6:4,5)
Other /specify	4.67	0.82			
<b>Companion of Travel</b>			6.778	0.000*	YES
Only one (1 person)	5.11	0.96			(1:5)
Couple (2 persons)	5.15	0.89			(2:5)
Small size group (3-5 persons)	4.78	1.07			
Large size group (more than 5 persons)	4.22	1.21			(4:1,2,5)
Other	5.16	0.57			(6:5)
<b>Travel Management</b>			.067	0.935	NO
Self-Booking	5.00	0.97			
Travel Agency	5.00	1.16			
Other	5.10	0.91			
<b>Length of Stay</b>			4.891	0.001*	YES
1-7 days	4.81	0.83			(1:2,3)
8-30 days	4.53	0.79			(2:1)
More than a month	4.56	0.94			(3:1)
More than a year	4.63	0.73			
<b>Satisfaction Level</b>			69.708	0.000*	YES
Low	3.80	0.77			(1:2,3)
Middle	4.31	0.72			(2:1,3)
High	4.84	0.77			(3:1,2)

As shown in the table 6.19, there was a difference in gender, marital status, career, income, region of homeland, frequency of visit, companion of travel, length of stay and satisfaction level towards perception of overall image of Thai people with statistical significance at 0.05. Conversely, variables of age, education, and travel management have no influence towards image of Thai people differently

In the table, group of difference showed within parentheses in the right column. For instance, foreign respondents who were male (group no. 1) had a significant difference with those who were alternatively identified (group no. 3). However, there are differences in some groups that should be noted in the following variables;

1) Gender: groups of male and female had positive attitude to image of Thai people a little bit higher than other groups of gender.

2) Marital status: groups of the single and the married status had positive attitude to image of Thai people a little bit higher than other groups of marital status.

3) Career: a group of students had positive attitude to image of Thai people a little bit higher than other groups of career.

4) Income: a group of below 1,000 USD had positive attitude to image of Thai people a little bit higher than other groups of income.

5) Region of homeland: a group of Africa, and South Asia had positive attitude to image of Thai people a little bit higher than other groups of home land.

6) Frequency of visit: group of second time visit and 3-4 times visit had positive attitude to image of Thai people a little bit higher than other groups of frequency visit.

7) Purpose of visit: a group of education had positive attitude to image of Thai people a little bit higher than other groups of purposes.

8) Companion of travel: a group of couple had positive attitude to image of Thai people a little bit higher than other groups of companions.

9) Length of stay: a group of 1-7 days had positive attitude to image of people a little bit higher than other groups.

10) Satisfaction: a group of high satisfied visitors had positive attitude to image of Thai people a little bit higher than other groups.

In conclusion, it can be assumed that foreigners who have one of the following profiles and behaviours tend to perceive positive image of Thai people much more than

other groups: male or female, single and married status, students, low income earner of below 1000USD, birth in Africa and South Asia, more than 2 times visiting Thailand, purpose of education, a couple traveller, short stay of 1-7 days and high satisfaction of direct experience in Thailand.

**Table 6.20** Difference of Profile and Behaviour towards Image of Thai Culture

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Gender</b>			3.761	0.024*	YES
Male	5.16	0.84			(1:3)
Female	5.29	0.79			(2:3)
Others	5.00	0.71			
<b>Age</b>			2.637	0.022*	YES
Below 20 yrs.	5.17	0.96			
21-30 yrs.	5.20	0.77			
31-40 yrs.	5.35	0.78			
41-50 yrs.	5.08	0.86			
51-60 yrs.	5.17	0.90			
61 yrs. up	4.96	0.78			
<b>Marital Status</b>			3.773	0.010*	YES
Single	5.24	0.79			
Married	5.18	0.83			
Widowed / Divorced	5.25	0.88			
Others	4.54	0.84			
<b>Education</b>			0.874	0.479	NO
Primary school	5.22	0.86			
High School	5.22	0.78			
Bachelor Degree	5.20	0.84			
Master Degree	5.22	0.80			
Doctoral Degree	4.98	0.79			
<b>Career</b>			1.963	0.048*	YES
Student	5.22	0.86			(1:4,5)
Company employee	5.35	0.85			(2:4,5)



**Table 6.20** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
Civil officer	5.20	0.79			(3:4,5)
Business owner	5.04	0.75			(4:1,2,3,6)
Self-employed /Specialist	4.97	0.75			(5:1,2,3,6)
Less than 1,000 USD	5.32	0.84			
1,001 - 2,000 USD	5.18	0.77			
2,001 - 3,000 USD	5.10	0.82			
3,001 - 4,000 USD	5.26	0.79			
4,001 - 5,000 USD	5.12	0.90			
5,001 - 6,000 USD	5.30	0.71			
6,001 - 7,000 USD	5.28	0.76			
7,001 - 8,000 USD	4.76	0.51			
8,001 - 9,000 USD	5.04	0.99			
More than 9,001 USD	5.07	0.82			
<b>Region of Home Land</b>			4.896	0.000*	YES
North America	5.38	0.68			(1:10)
South America	5.46	0.84			(2:10)
West Europe	5.08	0.67			(3:10)
East Europe	5.10	0.79			
Africa	5.27	0.97			
Australia and Oceania	5.17	0.71			
East Asia	5.20	0.74			
South Asia	5.33	0.85			
South East Asia	5.42	0.80			
Middle East	4.41	0.96			(10:2,9)
<b>Frequency of Visit</b>			1.700	0.166	NO
First Time	5.19	0.81			
Second Time	5.30	0.77			
More than 3 Times	5.24	0.76			

**Table 6.20** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Purpose of Visit</b>			4.021	0.000*	YES
Leisure and Sightseeing	5.15	0.79			
Wedding and Honeymoon	5.47	0.71			(2:4,5)
Visit friends / Relatives	5.11	0.83			
Surgery or Medical treatment	4.84	0.41			(4:2,6)
Business / Seminar	4.89	1.01			(5:2,6)
Education	5.56	0.62			(6:4,5)
Other /specify	5.29	0.92			
<b>Companion of Travel</b>			3.555	0.003*	YES
Only one (1 person)	5.66	0.86			(1:4)
Couple (2 persons)	5.59	0.72			
Small size group (3-5 persons)	5.53	0.89			
Large size group (more than 5 persons)	4.93	1.21			(4:1,5)
Other	5.66	2.09			
<b>Travel Management</b>			.278	0.757	NO
Self-Booking	5.57	0.81			
Travel Agency	5.53	1.01			
Other	5.67	0.92			
<b>Length of Stay</b>			4.743	0.001*	YES
1-7 days	5.19	0.89			(1:4,5)
8-30 days	5.13	0.77			(2:4,5)
More than a month	5.24	0.77			(3:4,5)
More than a year	5.53	0.63			(4:1,2,3)
Other	5.84	1.17			(5:1,2,3)

**Table 6.20** (Continued)

Profile and Behaviour	Mean	SD	F	P.Value	Difference
<b>Satisfaction Level</b>			74.154	0.000*	YES
Low	4.38	0.84			(1:2,3)
Middle	4.84	0.62			(2:1,3)
High	5.40	0.78			(3:1,2)

As shown in the table 6.20, there was difference in gender, age, marital status, career, region of homeland, purpose of visit, companion of travel, length of stay and satisfaction level towards perception of overall image of Thai culture with statistical significance at 0.05. Conversely, variables of education, income, frequency of visit and travel management have no influence towards image of Thai culture differently.

In the table, group of difference showed within parentheses in the right column. For instance, foreign respondents who were male (group no. 1) had a significant difference with those who were alternatively identified (group no.3). However, there are difference in some groups that should be noted in the following variables;

1) Gender: a group of females had positive attitude to image of Thai culture a little bit higher than other groups of gender.

2) Age: a group of age 31-40 yrs. had positive attitude to image of Thai culture a little bit higher than other groups of age.

3) Marital status: groups of the single and the widow status had positive attitude to image of Thai culture a little bit higher than other groups of marital status.

4) Career: a group of company employee had positive attitude to image of Thai culture a little bit higher than other groups of careers.

5) Income: a group of below 1,000 USD had positive attitude to image of Thai people a little bit higher than other groups of income.

6) Region of homeland: a group of South America and South East Asia had positive attitude to image of Thai culture a little bit higher than other groups of home land.

7) Purpose of visit: a group of education had positive attitude to image of Thai culture a little bit higher than other groups of purposes.

8) Companion of travel: a group of solo (only 1) had positive attitude to image of Thai culture a little bit higher than other groups of companions.

9) Length of stay: a group of more than a year had positive attitude to image of culture a little bit higher than other groups.

10) Satisfaction: a group of high satisfied visitors had positive attitude to image of Thai culture a little bit higher than other groups.

In conclusion, it can be assumed that foreigners who have one of the following profiles and behaviours tend to perceive positive image of Thai culture much more than other groups: female, age 31-40 years old, single and the widow status, company employee, income below 1,000 USD, South America and South East Asia, visiting purpose for education, solo traveler, long stay of more than a year, high satisfaction with direct experience in Thailand.

**Table 6.21** Difference of Profile and Behaviour towards Image of Thai Product & Service

Profile and Behaviour	Mean	SD	F	P.Value	Difference
<b>Gender</b>			6.526	0.002*	YES
Male	4.97	0.88			(1:2)
Female	5.39	0.79			(2:1,3)
Others	4.64	0.74			(3:2)
<b>Age</b>			1.214	0.300	NO
Below 20 yrs.	5.06	0.79			
21-30 yrs.	4.93	0.84			
31-40 yrs.	5.12	0.84			
41-50 yrs.	4.96	0.92			
51-60 yrs.	5.01	0.80			
61 yrs. up	5.00	0.81			

**Table 6.21** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Marital Status</b>			5.354	0.001*	YES
Single	4.97	0.87			
Married	5.37	0.79			(2:1,3,4)
Widowed / Divorced	4.98	0.95			
Others	4.21	0.85			(4:1,2,3)
<b>Education</b>			1.374	0.241	NO
Primary school	5.11	0.67			
High School	5.06	0.80			
Bachelor's Degree	5.02	0.86			
Master's Degree	4.96	0.89			
Doctoral Degree	4.76	0.74			
<b>Career</b>			3.515	0.001*	YES
Student	5.02	0.88			(1:5)
Company employee	5.05	0.86			(2:5)
Civil officer	5.20	0.70			(3:5)
Business owner	5.00	0.79			(4:5)
Self-employed / Specialist	4.47	0.75			(5:1,2,3,4)
Others	4.95	0.76			
<b>Income</b>			1.323	0.206	NO
Less than 1,000 USD	5.21	0.76			
1,001 - 2,000 USD	4.95	0.88			
2,001 - 3,000 USD	4.90	0.92			
3,001 - 4,000 USD	5.01	0.86			
4,001 - 5,000 USD	5.04	0.86			
5,001 - 6,000 USD	4.94	0.80			
6,001 - 7,000 USD	4.81	0.90			
7,001 - 8,000 USD	4.76	0.65			
8,001 - 9,000 USD	4.92	0.73			
More than 9,001 USD	4.94	0.71			

**Table 6.21** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Region of Home Land</b>			8.255	0.000*	YES
North America	5.08	0.74			
South America	5.28	0.79			(2:3,4,10)
West Europe	4.67	.083			
East Europe	4.60	0.87			
Africa	5.31	0.79			(5:3,4,10)
Australia and Oceania	4.84	0.75			
East Asia	5.06	0.79			
South Asia	5.30	0.76			(8:3,4,10)
South East Asia	5.35	0.76			(9:3,4,10)
Middle East	4.89	0.97			
<b>Frequency of Visit</b>			6.380	0.000*	YES
First Time	4.89	0.86			(1:3)
Second Time	5.10	0.85			(2:3)
More than 3 Times	5.44	0.67			(3:1,2)
<b>Purpose of Visit</b>			4.712	0.000*	YES
Leisure and Sightseeing	4.90	0.84			(1:2,4,6)
Wedding and Honeymoon	5.41	0.63			
Visit friends / Relatives	4.99	0.89			(3:2,4,6)
Surgery or Medical treatment	5.25	0.43			
Business / Seminar	4.73	0.84			(5:2,4,6)
Education	5.31	0.70			
Other /specify	5.17	0.82			

**Table 6.21** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Companion of Travel</b>			4.099	0.001*	YES
Only one (1 person)	5.32	0.81			
Couple (2 persons)	5.37	0.81			(2:4)
Small size group (3-5 persons)	5.15	0.98			
Large size group (more than 5 persons)	4.66	0.99			(4:2)
Other	5.41	1.04			
<b>Travel Management</b>			.176	0.839	NO
Self-Booking	5.27	0.84			
Travel Agency	5.23	1.04			
Other	5.30	0.82			
<b>Length of Stay</b>			4.529	0.001*	YES
1-7 days	5.09	0.81			(1:5)
1-30 days	4.88	0.84			(2:5)
More than a month	5.06	0.85			(3:5)
More than a year	5.20	0.83			
Other	5.46	1.18			(5:1,2,3)
<b>Satisfaction Level</b>			79.978	0.000*	YES
Low	4.12	0.87			(1:2,3)
Middle	4.61	0.70			(2:1,3)
High	5.21	0.78			(3:1,2)

As shown in table 6.21, there was difference in gender, marital status, career, region of homeland, frequency of visit, purpose of visit, companion of travel, length of stay and satisfaction level towards perception of overall image of Thai products with statistical significance at 0.05. Conversely, variables of age, education, income, living status and travel management have no influence towards image of Thai product differently.

In the table, group of difference showed within parentheses in the right column. For instance, foreign respondents who were male (group no. 1) had a significant

difference with those who were female (group no.2). However, there are difference in some groups that should be noted in the following variables;

1) Gender: a group of females had positive attitude to image of Thai product a little bit higher than other groups of gender.

2) Marital status: groups of the married status had positive attitude to image of Thai product a little bit higher than other groups of marital status.

3) Career: a group of civil servants had a positive attitude to image of Thai product a little bit higher than other groups of career.

4) Region of homeland: a group of Africa and South East Asia had positive attitude to image of Thai product a little bit higher than other groups of homeland.

5) Frequency of visit: a group of more than 3 times visit had positive attitude to image of Thai product a little bit higher than other groups of frequency.

6) Purpose of visit: a group of wedding and honeymoon had positive attitude to image of Thai product a little bit higher than other groups of purposes.

7) Companion of travel: groups of couple had positive attitude to image of Thai product a little bit higher than other groups of companions.

8) Length of stay: a group of more than a year and other had positive attitude to image of product a little bit higher than other groups.

9) Satisfaction: a group of high satisfied visitors had positive attitude to image of Thai product a little bit higher than other groups.

In conclusion, it can be assumed that foreigners who have one of the following profiles and behaviours tend to perceive positive image of Thai products and services much more than other groups: female, married status, civil officer, Africa or South East Asia, more than 3 times visits, wedding and honeymoon, a couple traveller, length of staying more than a year, and high satisfaction with direct experience in Thailand.



**Table 6.22** Difference of Profile and Behaviour towards Image of Thai Investment

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Gender</b>			5.648	0.004*	YES
Male	4.71	0.89			(1:3)
Female	4.78	0.87			(2:3)
Others	4.32	0.71			(3:1,2)
<b>Age</b>			1.759	0.119	NO
Below 20 yrs.	4.76	1.10			
21-30 yrs.	4.65	0.84			
31-40 yrs.	4.86	0.85			
41-50 yrs.	4.75	0.90			
51-60 yrs.	4.69	0.90			
61 yrs. up	4.56	0.87			
<b>Marital Status</b>			5.607	0.001*	YES
Single	4.66	0.91			
Married	4.82	0.82			(2:4)
Widowed / Divorced	4.55	0.92			
Others	4.01	0.64			(4:2)
<b>Education</b>			1.233	0.295	NO
Primary school	4.88	0.91			
High School	4.81	0.87			
Bachelor's Degree	4.72	0.91			
Master's Degree	4.65	0.87			
Doctoral Degree	4.60	0.63			
<b>Career</b>			2.306	0.019*	YES
Student	4.74	0.96			
Company employee	4.76	0.89			
Civil officer	4.99	0.85			(3:5)
Company owner	4.76	0.99			

**Table 6.22** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
Self-Employed / Specialist	4.42	0.79			(5:3)
Others	4.63	0.83			
<b>Income</b>			1.399	0.168	NO
Less than 1,000 USD	4.89	0.91			
1,001 - 2,000 USD	4.68	0.87			
2,001 - 3,000 USD	4.62	0.85			
3,001 - 4,000 USD	4.75	0.92			
4,001 - 5,000 USD	4.72	0.88			
5,001 - 6,000 USD	4.51	0.77			
6,001 - 7,000 USD	4.55	0.80			
7,001 - 8,000 USD	4.61	0.62			
8,001 - 9,000 USD	4.71	0.85			
More than 9,001 USD	4.45	0.90			
<b>Region of Homeland</b>			6.822	0.000*	YES
North America	4.85	0.90			
South America	4.99	0.89			
West Europe	4.40	0.89			
East Europe	4.49	0.77			
Africa	5.28	0.85			(5:3)
Australia and Oceania	4.55	0.71			
East Asia	4.59	0.76			
South Asia	5.25	0.85			(8:3)
South East Asia	4.88	0.79			
Middle East	4.52	1.03			
<b>Frequency of Visit</b>			4.894	0.002*	YES
First Time	4.60	0.86			(1:3)
Second Time	4.85	0.80			
More than 3 Times	4.90	0.83			(3:1)

**Table 6.22** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Purpose of Visit</b>			3.463	0.001*	YES
Leisure and Sightseeing	4.65	0.83			
Wedding and Honeymoon	5.16	0.73			(2:1)
Visit friends / Relatives	4.68	0.81			
Surgery or Medical treatment	4.81	0.60			
Business / Seminar	4.71	0.98			
Education	5.21	0.74			(6:1)
Other /specify	4.71	1.16			
<b>Companion of Travel</b>			2.901	0.013*	YES
Only one (1 person)	5.03	0.92			(1:4)
Couple (2 persons)	4.82	0.95			
Small size group (3-5 persons)	5.43	1.00			(3:4)
Large size group (more than 10 persons)	4.48	1.43			(4:1,3,5)
Other	5.31	1.25			(5:4)
<b>Travel Management</b>			2.406	0.091	NO
Self-Booking	4.91	0.96			
Travel Agency	5.07	1.04			
Other	5.30	1.06			
<b>Length of Stay</b>			3.052	0.016*	YES
1-7 days	4.84	0.88			
1-30 days	4.63	0.82			
More than a month	4.62	0.95			(3:5)
More than a year	4.69	0.97			
Other	5.14	1.61			(5:3)

**Table 6.22** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Satisfaction Level</b>			61.914	0.000	YES
Low	3.90	0.72			(1:2,3)
Middle	4.36	0.62			(2:1)
High	4.92	0.88			(3:1)

As shown in table 6.22, there was difference in gender, marital status, career, region of homeland, frequency of visit, purpose of visit, companion of travel, length of stay and satisfaction level towards perception of overall image of Thai investment with statistical significance at 0.05. Conversely, variables of age, education, income, living status and travel management have no influence towards image of Thai investment differently.

In the table, group of difference showed within parentheses in the right column. For instance, foreign male respondents (group no. 1) had a significant difference with respondents with alternative gender (group no.3). However, there are difference in some groups that should be noted in the following variables;

1) Gender: a group of male and female had positive attitude to image of Thai investment a little bit higher than other groups of gender.

2) Marital status: groups of the married status had positive attitude to image of Thai investment a little bit higher than other groups of marital status.

3) Career: a group of civil servants had positive attitude to image of Thai investment a little bit higher than other groups of careers.

4) Region of home land: a group of Africa and South Asia had positive attitude to image of Thai investment a little bit higher than other groups of home land.

5) Frequency of visit: a group of more than 3 visits had positive attitude to image of Thai investment a little bit higher than other groups of frequency.

6) Purpose of visit: a group of education had positive attitude to image of Thai investment a little bit higher than other groups of purposes.

7) Companion of travel: a small size group had positive attitude to image of Thai investment a little bit higher than other groups of companions.

8) Length of stay: a group of more than a year had positive attitude to image of investment a little bit higher than other groups.

9) Satisfaction: a group of high satisfied visitors had positive attitude to image of Thai investment a little bit higher than other groups.

In conclusion, it can be assumed that foreigners who have one of the following profiles and behaviours tend to perceive positive image of Thai investment much more than other groups: male or female, the married status, civil officer, Africa and South Asia, more than 3 times visit, educational purpose, a small size group, staying more than a year, and high satisfied visitors.

**Table 6.23** Difference of Profile towards Image of Thai Governance

Profile and Behaviour	Mean	SD	F	P.Value	Difference
<b>Gender</b>			4.851	0.008*	YES
Male	4.46	1.10			(1:3)
Female	4.42	1.08			(2:3)
Others	3.94	0.90			(3:1,2)
<b>Age</b>			1.327	0.250	NO
Below 20 yrs.	4.38	1.33			
21-30 yrs.	4.39	1.09			
31-40 yrs.	4.54	1.08			
41-50 yrs.	4.50	1.07			
51-60 yrs.	4.29	1.07			
61 yrs. up	4.18	0.88			
<b>Marital Status</b>			3.821	0.010*	YES
Single	4.37	1.10			
Married	4.52	1.06			(2:4)
Widowed / Divorced	4.28	1.16			

**Table 6.23** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
Others	3.66	0.80			(4:2)
<b>Education</b>			0.432	0.786	NO
Primary school	4.40	1.25			
High School	4.47	1.07			
Bachelor's Degree	4.44	1.14			
Master's Degree	4.34	1.04			
Doctoral Degree	4.47	0.87			
<b>Career</b>			1.880	0.060	NO
Student	4.49	1.11			
Company employee	4.47	1.10			
Civil officer	4.45	1.09			
Business owner	4.55	1.26			
Self-employed /Specialist	4.27	0.92			
Others	4.12	1.23			
<b>Income</b>			1.504	0.125	NO
Less than 1,000 USD	4.58	1.22			
1,001 - 2,000 USD	4.32	1.09			
2,001 - 3,000 USD	4.47	1.03			
3,001 - 4,000 USD	4.46	1.08			
4,001 - 5,000 USD	4.46	1.12			
5,001 - 6,000 USD	4.14	1.01			
6,001 - 7,000 USD	4.23	1.09			
7,001 - 8,000 USD	4.69	0.98			
8,001 - 9,000 USD	3.97	0.82			
More than 9,001 USD	4.18	0.88			

**Table 6.23** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Region of Homeland</b>			10.988	0.000*	YES
North America	4.21	0.96			
South America	4.61	1.03			
West Europe	3.90	0.89			(3:5,8)
East Europe	4.30	0.94			
Africa	5.31	1.35			(5:3)
Australian and Oceania	4.15	0.88			
East Asia	4.13	1.04			
South Asia	5.32	1.19			(8:3)
South East Asia	4.49	1.00			
Middle East	4.53	1.06			
<b>Frequency of Visit</b>			4.045	0.007*	YES
First Time	4.40	1.10			(1:3)
Second Time	4.54	0.95			(2:3)
More than 3 – 4 Times	4.18	0.98			(3:1,2)
<b>Purpose of Visit</b>			2.663	0.010*	YES
Leisure and Sightseeing	4.37	1.01			
Wedding and Honeymoon	4.92	0.81			(2:5,8)
Visit friends / Relatives	4.31	1.24			
Surgery or Medical treatment	4.40	0.94			
Business / Seminar	4.41	1.10			
Education	4.72	0.92			
Other /specify	4.25	1.64			
<b>Companion of Travel</b>			0.388	0.857	NO
Only one (1 person)	5.12	0.89			
Couple (2 persons)	5.05	0.84			
Small size group (3-5 persons)	5.03	1.04			

**Table 6.23** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
Large size group (more than 5 persons)	5.11	0.91			
Other	5.15	1.52			
<b>Travel Management</b>			4.049	0.018*	YES
Self-Booking	5.64	0.88			(1:2,3)
Travel Agency	5.06	1.07			(2:1)
Other	5.17	1.02			(3:1)
<b>Length of Stay</b>			5.703	0.000*	YES
1-7 days	4.64	1.13			(1:4)
1-30 days	4.31	0.97			
More than a month	4.81	1.23			(3:4)
More than a year	4.10	1.22			(4:1,3)
Other	4.20	1.68			
<b>Satisfaction Level</b>			84.227	0.000*	YES
Low	3.43	0.76			(1:3)
Middle	3.83	0.79			(2:3)
High	4.71	1.07			(3:1,2)

As shown in the table 6.23, there was difference in gender, marital status, region of homeland, frequency of visit, purpose of visit, travel management, length of stay, and satisfaction level towards perception of overall image of Thai governance with statistical significance at 0.05. Conversely, the variables of age, education, income, career, and companion have no influence towards image of Thai governance differently.

In the table, group of difference showed within parentheses in the right column. For instance, foreign respondents who were male (group no. 1) had a significant difference with respondents with alternative gender (group no.3). However, there are difference in some groups that should be noted in the following variables;

1) Gender: a group of males had positive attitude to image of Thai governance a little bit higher than other groups of gender.



2) Marital status: groups of the married status had positive attitude to image of Thai governance a little bit higher than other groups of marital status.

3) Career: a group of civil servants had positive attitude to image of Thai investment a little bit higher than other groups of career.

4) Region of homeland: a group of Africa and South Asia had positive attitude to image of Thai governance a little bit higher than other groups of home land.

5) Frequency of visit: a group of more than 3 times visit had positive attitude to image of Thai governance a little bit higher than other groups of frequency.

6) Purpose of visit: a group of wedding and honeymoon had positive attitude to image of Thai governance a little bit higher than other groups of purposes.

7) Travel management: groups of self-booking had positive attitude to image of Thai governance a little bit higher than other groups of management.

8) Length of stay: a group of more than a month had positive attitude to image of governance a little bit higher than other groups.

9) Satisfaction: a group of high satisfied visitors had positive attitude to image of Thai governance a little bit higher than other groups.

In conclusion, it can be assumed that foreigners who have one of the following profiles and behaviours tend to perceive positive image of Thai governance much more than other groups: male, the married status, civil officer, Africa and South Asia, more than 3 times visit, wedding and honeymoon, self-booking, staying more than a month, and high satisfied visitors.

## 6.7 Perception towards Amazing Thailand Campaign

In this section, the researcher used descriptive data to analyse media exposure of foreign respondents towards Amazing Thailand Campaign. For testing hypotheses, the researcher employed T-test, and One Way ANOVA as the inferential statistics to test the following hypotheses.

- 1) Foreigners with different profiles have satisfaction towards Amazing Thailand Campaign differently.
- 2) Foreigners with different profiles have perception towards thematic advertising differently.

**Table 6.24** Descriptive Statistic of Foreigners' Exposure to Media on Amazing Thailand

Media Exposure towards Amazing Thailand Campaign	Quantity	Percentage
<b>Media Experience</b>		
YES	400	50.00
NO	94	11.80
UNCERTAIN	306	38.30
TOTAL	800	100.00
<b>Media channel</b>		
Television	243	8.80
Radio	15	0.54
Newspaper	73	2.64
General or Lifestyle magazine	148	5.36
Travel magazine	360	13.03
Brochure / Direct mail / Leaflet	250	9.05
Billboard / Outdoor media	114	4.13
Instore signage in airport / department store	106	3.84
Advertising in cinema	32	1.16
Advertising on airplane	175	6.34

**Table 6.24** (Continued)

<b>Media Exposure towards Amazing Thailand Campaign</b>	<b>Quantity</b>	<b>Percentage</b>
Travel exhibition / road show / agency booth	163	5.90
Website of Tourism of Thailand	122	4.42
Search engine (i.e. Google)	304	11.01
YouTube	358	12.96
Facebook	366	13.25
Instagram	162	5.87
Line / WeChat	21	0.76
Others	8	0.29
<b>Total</b>	<b>2762</b>	<b>100.00</b>

As shown in the table 6.24, About 400 (50.00 percent) out of all 800 foreign respondents were exposed to Amazing Thailand campaign on the media. The top five media channels were Facebook with 13.25 percent, travel magazine with 13.03 percent, YouTube with 12.96 percent, search engine with 11.01 percent and brochure, direct mail and leaflets with 9.05 percent.

**Table 6.25** Level of Satisfaction and Behaviour towards Amazing Thailand Campaign

<b>Level of Satisfaction and Behaviour towards Amazing Thailand Campaign</b>	<b>Mean</b>	<b>SD</b>	<b>Meaning</b>
<b>Overall</b>			
Overall satisfaction	5.04	1.06	Slightly satisfied
Cognitive level	5.64	1.07	Very satisfied
Affective level	5.80	1.08	Very satisfied
Behaviour level	3.89	1.75	Neutral
<b>Satisfaction towards advertisement</b>			
I like the Amazing Thailand advertisement	4.99	1.21	Slightly agree

**Table 6.25** (Continued)

<b>Level of Satisfaction and Behaviour towards Amazing Thailand Campaign</b>	<b>Mean</b>	<b>SD</b>	<b>Meaning</b>
I like the key visuals, photos and scenes in the Amazing Thailand advertisement	5.30	1.18	Highly agree
I like the music and sound in the Amazing Thailand advertisement	4.70	1.31	Slightly agree
I like the story- telling and narration in the Amazing Thailand advertisement	4.62	1.34	Slightly agree
I was inspired to travel by the Amazing Thailand advertisement	4.73	1.36	Slightly agree
I share advertisement of Amazing Thailand to my friends and relatives or any person I know	4.22	1.64	Neutral
I made a decision to travel in Thailand according totourist attraction in advertisement	4.10	1.54	Neutral
Apart from being a travelling slogan, Amazing Thailand can be a slogan of Thailand in all dimensions	5.46	1.25	Highly agree

As shown in table 6.25, most foreign respondents were slightly satisfied with the advertisement of Amazing Thailand Campaign, in particular of affective level at average score of 5.80. They liked the advertisements, and it was the key visual and photos of Amazing Thailand that they liked very much. They highly agreed with promotion of Amazing Thailand slogan for overall Thailand brand. In behaviour level, foreign respondents felt neutral to share advertisement of Amazing Thailand Campaigns to their friends and relatives and they also felt neutral to make decision following the advertising contents.

**Table 6.26** Favorite and Memorable Mood and Tone of Amazing Thailand Campaign

<b>Favorite and Memorable Mood and Tone of Amazing Thailand Campaign</b>			
<b>Tone</b>	<b>Mean</b>	<b>SD</b>	<b>Meaning</b>
<b>Overall memorable mood and tone</b>	4.76	0.95	Slightly memorable
<b>Key mood and tone</b>			
Natural Beauty	5.80	1.14	Very memorable
City Life and Urbanization	4.28	1.28	Neutral
Traditional Delicacy and Craftmanship	5.71	1.21	Very memorable
Magnificent Building and Decoration	4.63	1.28	Slightly memorable
Street Life and Reality	4.91	1.33	Slightly memorable
Creativity and Innovation	4.22	1.34	Neutral
Local wisdom and Rural areas	5.54	1.32	Very memorable
Smile, Happiness and Romance	5.78	1.17	Very memorable
Wealth, Prosperity and Achievement	3.50	1.48	Slightly forgettable

As shown in table 6.26, the overall mood and tone of Amazing Thailand campaign was slightly memorable for foreign respondents who gave it an average score of 4.76. Amongst key mood and tone which were very memorable, the natural beauty was given the highest average score of 5.40, followed by smile, happiness and romance with an average score of 5.38 and local wisdom and rural areas with an average score of 5.30. The lowest score of 3.50 went to rich, prosperity and achievement which was slightly forgettable.

In conclusion of table 6.25, foreign respondent slight recall the mood and tone in Amazing Thailand Campaign but the most memorable messages through the rhetorical and thematic strategy in communication are natural beauty, happy moment, local wisdom and rural areas. The language of Thai tourism promotion in mood and tone of propensity and achievement tends to be easily forgettable. On the other word, foreign respondent would not associate their travelling experience with an image of wealth, prosperity and achievement in Thailand.

In testing hypothesis, the researcher used T-test, and One Way ANOVA as the inferential statistics to test the hypotheses whether difference profile and behavior of foreigners has influenced towards Amazing Thailand Campaign. The researcher determined the level of significance at 0.05 to accept or reject each hypothesis. The following tables show the result of hypothesis testing as indicated above.

**Table 6.27** Difference of Profile and Behaviour towards perception of Amazing Thailand

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Gender</b>			1.188	0.305	NO
Male	4.73	1.06			
Female	4.61	1.04			
Others	4.61	0.93			
<b>Age</b>			2.086	0.065	NO
Below 20 yrs.	4.84	1.04			
21-30 yrs.	4.67	1.06			
31-40 yrs.	4.73	1.05			
41-50 yrs.	4.82	1.04			
51-60 yrs.	4.40	1.04			
61 yrs. up	4.52	0.85			
<b>Marital Status</b>			2.899	0.034*	YES
Single	4.71	1.06			(1:4)
Married	4.69	1.03			
Widowed / Divorced	4.44	0.95			
Others	3.97	1.09			(4:1)
<b>Education</b>			1.307	0.266	NO
Primary school	4.97	0.92			
High School	4.73	0.90			

**Table 6.27** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
Bachelor's Degree	4.63	1.10			
Master's Degree	4.71	1.03			
Doctoral Degree	4.49	1.21			
<b>Career</b>			2.635	0.007*	YES
Student	4.91	1.09			(1:5)
Company employee	4.73	1.02			
Civil officer	4.74	1.10			
Business owner	4.73	1.01			
Self-employed / Specialist	4.32	1.02			(5:1)
Others	4.51	1.06			
<b>Income</b>			1.568	0.103	NO
Less than 1,000 USD	4.88	1.11			
1,001 - 2,000 USD	4.69	1.01			
2,001 - 3,000 USD	4.43	1.14			
3,001 - 4,000 USD	4.76	1.08			
4,001 - 5,000 USD	4.69	0.92			
5,001 - 6,000 USD	4.64	0.86			
6,001 - 7,000 USD	4.69	1.29			
7,001 - 8,000 USD	4.30	0.89			
8,001 - 9,000 USD	4.79	0.92			
More than 9,001 USD	4.69	0.69			
<b>Region of Home Land</b>			3.135	0.001*	YES
North America	4.85	0.99			
South America	4.91	0.77			(2:4)
West Europe	4.55	1.00			
East Europe	4.35	1.21			(4:2,8)
Africa	4.92	1.11			
Australia and Oceania	4.63	0.96			
East Asia	4.53	0.93			

**Table 6.27** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
South Asia	4.96	0.98			
South East Asia	4.66	1.00			
Middle East	4.64	1.25			
<b>Frequency of Visit</b>			4.898	0.002*	YES
First Time	4.54	1.06			(1:2,3)
Second Time	4.82	0.95			(2:1)
More than 3 Times	4.89	0.97			(3:1)
<b>Purpose of Visit</b>			3.347	0.002*	YES
Leisure and Sightseeing	4.59	0.98			
Wedding and Honeymoon	4.88	0.89			
Visit friends / Relatives	4.60	1.16			
Surgery or Medical treatment	4.45	0.96			
Business / Seminar	4.80	1.18			
Education	5.19	0.90			(6:4,5)
Other /specify	4.82	1.10			
<b>Satisfaction Level</b>			85.408	0.000*	YES
Low	3.33	1.26			(1:3)
Middle	4.34	0.73			(2:3)
High	4.92	0.98			(3:1,2)

As shown in table 6.27, there was a difference in marital status, career, region of homeland, frequency of visit, purpose of visit, satisfaction level towards satisfaction of the Amazing Thailand campaign with a statistical significance at 0.05. Conversely, the variables of gender, age, education, income, living status, companion and region of visit have no influence towards Amazing Thailand Campaign differently.

In the table, group of difference showed within parentheses in the right column. For instance, foreign respondents who were single (group no. 1) had a significant



difference from respondents with married status (group no.2). However, there are difference in some groups that should be noted in the following variables;

1) Marital status: groups of the single status had positive attitude to Amazing Thailand Advertisement a little bit higher than other groups of marital status.

2) Career: a group of students had a positive attitude toward Amazing Thailand Advertisement a little bit higher than other groups of careers.

3) Region of homeland: a group of Africa and South Asia had positive attitude toward Amazing Thailand Advertisement a little bit higher than other groups of home land.

4) Frequency of visit: groups of a second time visit had a positive attitude toward Amazing Thailand Advertisement a little bit higher than other groups of frequency.

5) Purpose of visit: a group of education had positive attitude to Amazing Thailand Advertisement a little bit higher than other groups of purposes.

6) Satisfaction: a group of high satisfied visitors had a positive attitude to Amazing Thailand Advertisement a little bit higher than other groups.

In conclusion, it can be assumed that foreigners who have one of the following profiles and behaviours tend to perceive a positive image of Amazing Thailand Campaign much more than other groups: the single status, student, Africa and South Asia, a second time visit, educational purpose, and the high satisfied visitors.

**Table 6.28** Difference of Profile and Behaviour towards Perception of Mood and Tone in Amazing Thailand Advertisement

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Gender</b>			0.534	0.587	NO
Male	5.26	0.92			
Female	5.25	0.94			
Others	5.11	1.19			
<b>Age</b>			2.220	0.050*	YES
Below 20 yrs.	5.62	0.88			(1:5)
21-30 yrs.	5.23	0.94			
31-40 yrs.	5.20	0.95			
41-50 yrs.	5.32	0.91			
51-60 yrs.	5.08	1.06			(5:1)
61 yrs. up	5.32	0.81			
<b>Marital Status</b>			2.535	0.049*	YES
Single	5.35	0.94			(1:4)
Married	5.28	0.93			(2:4)
Widowed / Divorced	5.18	1.02			
Others	4.60	1.30			(4:1,2)
<b>Education</b>			4.031	0.003*	YES
Primary school	5.46	1.03			(1:5)
High School	5.47	0.87			(2:5)
Bachelor Degree	5.21	0.97			
Master Degree	5.20	0.92			
Doctoral Degree	4.95	0.96			(5:1,2)
<b>Career</b>			3.587	0.000*	YES
Student	5.51	0.94			(1:7)
Company employee	5.28	0.94			
Civil officer	5.33	0.97			
Business owner	5.20	0.85			

**Table 6.28** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
Self- employed / Specialist	4.83	1.01			(7:1)
Others	5.16	0.89			
<b>Income</b>			1.556	0.107	NO
Less than 1,000 USD	5.41	0.99			
1,001 - 2,000 USD	5.28	0.97			
2,001 - 3,000 USD	5.09	0.90			
3,001 - 4,000 USD	5.18	0.99			
4,001 - 5,000 USD	5.48	0.92			
5,001 - 6,000 USD	4.95	0.74			
6,001 - 7,000 USD	5.09	1.17			
7,001 - 8,000 USD	5.35	0.75			
8,001 - 9,000 USD	5.33	0.89			
More than 9,001 USD	5.22	0.64			
<b>Region of Home Land</b>			5.010	0.000*	YES
North America	5.41	0.92			
South America	5.69	0.75			(2:10)
West Europe	5.18	0.78			
East Europe	4.94	1.13			
Africa	5.39	1.01			
Australian and Oceania	5.36	0.96			
East Asia	5.09	0.74			
South Asia	5.53	0.89			
South East Asia	5.22	0.86			
Middle East	4.89	1.14			(10:2)
<b>Frequency of Visit</b>			3.813	0.010*	YES
First Time	5.41	0.97			(1:3)
Second Time	5.37	0.80			
More than 3 Times	5.14	0.90			(3:1)

**Table 6.28** (Continued)

<b>Profile and Behaviour</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P.Value</b>	<b>Difference</b>
<b>Purpose of Visit</b>			1.683	0.110	NO
Leisure and Sightseeing	5.21	0.93			
Wedding and Honeymoon	5.45	0.86			
Visit friends / Relatives	5.30	0.91			
Surgery or Medical treatment	4.87	0.74			
Business / Seminar	5.32	1.04			
Education	5.50	0.74			
Other /specify	5.26	1.06			
<b>Satisfaction Level</b>			80.788	0.000*	YES
Low	3.96	1.27			(1:2,3)
Middle	5.05	0.80			(2:1,3)
High	5.45	0.83			(3:1,2)

As shown in the table 6.28, there was a difference in age, marital status, education, career, region of homeland, frequency of visit, satisfaction level towards satisfaction of mood, tone and signs of Amazing Thailand campaign with statistical significance at 0.05. Conversely, the variables of gender, income, purpose of visit, living status, and companion have no influence towards mood and tone in Amazing Thailand Campaign differently

In the table, group of difference showed within parentheses in the right column. For instance, foreign respondents who were single (group no.1) had a significant difference with respondents with married status (group no.2). However, there are difference in some groups that should be noted in the following variables;

1) Age: a group of below 20yrs had a positive attitude to mood and tone of Amazing Thailand Advertisement a little bit higher than other groups of age.

2) Marital status: groups of the single status had a positive attitude to mood and tone of Amazing Thailand Advertisement a little bit higher than other groups of marital status.

3) Education: groups of primary school and high school had positive attitude to mood and tone of Amazing Thailand Advertisement a little bit higher than other groups of education.

4) Career: a group of students had a positive attitude to mood and tone of Amazing Thailand Advertisement a little bit higher than other groups of careers.

5) Region of homeland: a group from South America had a positive attitude to mood and tone of Amazing Thailand Advertisement a little bit higher than other groups of home land.

6) Frequency of visit: groups of first time visit had a positive attitude to mood and tone of Amazing Thailand Advertisement a little bit higher than other groups of frequency.

7) Satisfaction: a group of highly satisfied visitors had a positive attitude to mood and tone of Amazing Thailand Advertisement a little bit higher than other groups.

In conclusion, it can be assumed that foreigners who have one of the following profiles and behaviours tend to perceive positive mood and tone of Amazing Thailand Campaign much more than other groups: age below 20yrs, the single status, primary school and high school, student, South America, first time visit, and the high satisfied visitors.

**Table 6.29** Summary of Hypothesis Testing and Statistical Significance

Dependent Variable	Independent Variable								
	Overall	Tourism	People	Culture	Product	Investment	Governance	Amazing Ads	Mood & Tone
Gender	Y	Y	Y	Y	Y	Y	Y		
Age	Y	Y		Y					Y
Marital Status	Y	Y	Y	Y	Y	Y	Y	Y	Y
Education									Y
Career	Y	Y	Y	Y	Y	Y		Y	Y
Income		Y	Y						
Home Region	Y	Y	Y	Y	Y	Y	Y	Y	Y
Frequency of visit		Y	Y		Y	Y	Y	Y	Y
Purpose of visit	Y	Y	×	Y	Y	Y	Y	Y	×
Companion on travel	Y	Y	Y	Y	Y	Y		-	-
Travel management							Y	-	-
Length of stay	Y	×	Y	Y	Y	Y	Y	-	-
Satisfaction on travel	Y	Y	Y	Y	Y	Y	Y	Y	Y

Above table is a summary of all hypotheses tested in this chapter. “Y” represents a statistic significance between independent and dependent variables in hypotheses testing according to research methods. The result of this chapter will be analyzed in the next chapter.

## **CHAPTER 7**

### **RESEARCH RESULTS OF BRAND IDENTITY AUDIT AND A MODEL OF THAILAND BRAND**

The objective in this chapter is to seek the most outstanding identities of Thailand according to Anholt's theory of nation brand. The result of quantitative research in chapter 5 and 6 will be brought up herein to examine the gap of perception between Thais and foreigners by T-test method, to construct a model of Thailand brand by confirmatory factor analysis, and select the positive attribution of the most impactful factor by semantic differential method. With a large data of 1,500 samples and complexity of 111 variables based on binary adjectives, the researcher will employ the data grouping for information processing and simple interpretation. The following sections are the result of each part analysis.

#### **7.1 Comparison of Perception between Thais and Foreigners**

This section aims to find the gap of perception between Thais and foreigners by T-test method. The following tables show the list of nations, Mean, Standard deviation (SD), T-test distribution, P-Value and Difference remark. The P-value column will indicate the result of statistical test at significant level of 0.05. If the number in the P-Value show below 0.05, it means there is difference between those two groups. "YES" in the left column will remark such a difference. Hypotheses in this section are whether there is difference of perception towards image of Thailand between Thais and all foreigners including each foreign region. The following tables showed the results of hypothesis test.

**Table 7.1** Difference between Thais and all Foreigners towards the Image of Thailand

<b>Nation</b>	<b>Mean</b>	<b>SD</b>	<b>T-test</b>	<b>P. Value</b>	<b>Difference</b>
<b>Overall Image of Thailand</b>					
All foreigners	5.16	0.73	6.516	0.000*	YES
Thais	4.58	0.94			
<b>Image of Thai tourism</b>					
All foreigners	4.76	0.77	7.875	0.000*	YES
Thais	5.32	0.83			
<b>Image of Thai people</b>					
All foreigners	4.64	0.82	7.901	0.000*	YES
Thais	4.26	0.87			
<b>Image of Thai culture</b>					
All foreigners	5.20	0.82	-6.634	0.000*	YES
Thais	5.65	0.96			
<b>Image of Thai product</b>					
All foreigners	5.00	0.84	3.031	0.002*	YES
Thais	4.21	0.85			
<b>Image of Thai investment</b>					
All foreigners	4.71	0.80	8.068	0.000*	YES
Thais	4.33	0.96			
<b>Image of Thai governance</b>					
All foreigners	4.42	1.09	12.870	0.000*	YES
Thais	3.60	1.35			

As shown in table 7.1, there was difference of perception towards image of Thailand between Thais and all foreigners at a statistical significance of 0.05 (2-tailed). Data showed that foreigners perceived a positive image of Thailand more than Thais except in factors of Thai tourism and Thai culture that foreigners averaged score of an image lower than Thais.



**Table 7.2** Difference between Thais and North Americans towards Image of Thailand

<b>Nation</b>	<b>Mean</b>	<b>SD</b>	<b>T-test</b>	<b>P. Value</b>	<b>Difference</b>
<b>Overall Image of Thailand</b>					
North Americans	5.07	0.65	1.774	0.004*	YES
Thais	4.58	0.94			
<b>Image of Thai tourism</b>					
North Americans	4.98	0.82	-0.370	0.011*	YES
Thais	5.32	1.04			
<b>Image of Thai people</b>					
North Americans	5.01	1.03	2.596	0.010*	YES
Thais	4.26	1.16			
<b>Image of Thai culture</b>					
North Americans	5.85	0.79	2.026	0.043*	YES
Thais	5.65	1.01			
<b>Image of Thai product</b>					
North Americans	5.19	0.90	2.232	0.008*	YES
Thais	4.21	1.08			
<b>Image of Thai investment</b>					
North Americans	4.75	0.88	0.847	0.039*	YES
Thais	4.33	1.15			
<b>Image of Thai governance</b>					
North Americans	4.86	0.73	1.669	0.006*	YES
Thais	3.60	1.12			

As shown in table 7.2, there was difference of perception towards image of Thailand between North Americans and Thais at the statistical significance of 0.05 (2-tailed). Data showed that North Americans perceived a positive image of Thailand more than Thais except in factors of Thai tourism that North Americans averaged a score of image lower than Thais.

**Table 7.3** Difference between Thai and South American towards Image of Thailand

<b>Nation</b>	<b>Mean</b>	<b>SD</b>	<b>T-test</b>	<b>P. Value</b>	<b>Difference</b>
<b>Overall Image of Thailand</b>					
South Americans	5.46	0.80	4.267	0.000*	YES
Thais	4.58	0.94			
<b>Image of Thai tourism</b>					
South Americans	5.75	1.15	4.709	0.000*	YES
Thais	5.32	1.04			
<b>Image of Thai people</b>					
South Americans	4.99	1.11	1.963	0.025*	YES
Thais	4.26	1.16			
<b>Image of Thai culture</b>					
South Americans	5.98	0.67	3.896	0.047*	YES
Thais	5.65	1.01			
<b>Image of Thai products</b>					
South Americans	5.67	1.04	4.848	0.000*	YES
Thais	4.21	1.08			
<b>Image of Thai investment</b>					
South Americans	5.08	0.87	2.655	0.008*	YES
Thais	4.33	1.15			
<b>Image of Thai governance</b>					
South Americans	5.30	0.92	4.103	0.000*	YES
Thais	3.60	1.12			

As shown in table 7.3, there was difference of perception towards image of Thailand between South Americans and Thais at statistical significance of 0.05 (2-tailed). Data showed that South Americans perceived a positive image of Thailand more than Thais in every factor of Thailand brand image.

**Table 7.4** Difference between Thais and Western European towards Image of Thailand

<b>Nation</b>	<b>Mean</b>	<b>SD</b>	<b>T-test</b>	<b>P. Value</b>	<b>Difference</b>
<b>Overall Image of Thailand</b>					
West Europeans	4.94	0.60	0.607	0.044*	YES
Thais	4.58	0.94			
<b>Image of Thai tourism</b>					
West Europeans	4.65	0.71	-3.446	0.001*	YES
Thais	5.32	1.04			
<b>Image of Thai people</b>					
West Europeans	5.02	0.83	2.962	0.003*	YES
Thais	4.26	1.16			
<b>Image of Thai culture</b>					
West Europeans	5.62	0.70	0.002	0.054	NO
Thai	5.65	1.01			
<b>Image of Thai products</b>					
West Europeans	5.16	0.77	2.231	0.006*	YES
Thais	4.21	1.08			
<b>Image of Thai investment</b>					
West Europeans	4.70	0.99	0.448	0.041*	YES
Thais	4.33	1.15			
<b>Image of Thai governance</b>					
West Europeans	4.71	0.80	0.566	0.002*	YES
Thais	3.60	1.12			

As shown in table 7.4, there was difference of perception towards the image of Thailand between Western European and Thais, except image of Thai culture at statistical significance of 0.05 (2-tailed). Data showed that Western Europeans perceived a positive image of Thai culture close to Thais whereas Western Europeans perceived a positive image of Thai tourism lower than Thais. For the rest factors, Western Europeans perceived a positive image of Thailand more than Thais.

**Table 7.5** Difference between Thais and Eastern Europeans towards the Image of Thailand

<b>Nation</b>	<b>Mean</b>	<b>SD</b>	<b>T-test</b>	<b>P. Value</b>	<b>Difference</b>
<b>Overall Image of Thailand</b>					
East Europeans	4.97	0.70	0.885	0.006*	YES
Thais	4.58	0.94			
<b>Image of Thai tourism</b>					
East Europeans	4.92	0.84	-0.958	0.009*	YES
Thais	5.32	1.04			
<b>Image of Thai people</b>					
East Europeans	4.73	0.94	0.645	0.019*	YES
Thais	4.26	1.16			
<b>Image of Thai culture</b>					
East Europeans	5.38	0.81	-0.307	0.046*	YES
Thais	5.65	1.01			
<b>Image of Thai products</b>					
East Europeans	5.01	0.90	0.867	0.008*	YES
Thais	4.21	1.08			
<b>Image of Thai investment</b>					
East Europeans	4.76	0.92	0.998	0.017*	YES
Thais	4.33	1.15			
<b>Image of Thai governance</b>					
East Europeans	5.01	0.89	3.083	0.000*	YES
Thais	3.60	1.12			

As shown in table 7.5, there was difference of perception towards image of Thailand between Eastern Europeans and Thais at statistical significance of 0.05 (2-tailed). Data showed that Eastern Europeans perceived a positive image of Thailand more than Thais except in factors of Thai tourism and Thai culture that Eastern Europeans averaged a score of an image lower than Thais.

**Table 7.6** Difference between Thais and Oceania's towards Image of Thailand

<b>Nation</b>	<b>Mean</b>	<b>SD</b>	<b>T-test</b>	<b>P. Value</b>	<b>Difference</b>
<b>Overall Image of Thailand</b>					
Oceania's	5.10	0.66	1.640	0.001	YES
Thais	4.58	0.94			
<b>Image of Thai tourism</b>					
Oceania's	5.28	0.89	1.705	0.059	NO
Thais	5.32	1.04			
<b>Image of Thai people</b>					
Oceania's	5.04	0.86	2.358	0.019	YES
Thais	4.26	1.16			
<b>Image of Thai culture</b>					
Oceania's	5.57	0.68	1.054	0.052	NO
Thais	5.65	1.01			
<b>Image of Thai products</b>					
Oceania's	5.13	0.89	1.439	0.041	YES
Thais	4.21	1.08			
<b>Image of Thai investment</b>					
Oceania's	4.67	0.96	0.161	0.042	YES
Thais	4.33	1.15			
<b>Image of Thai governance</b>					
Oceania's	4.91	0.90	1.696	0.000	YES
Thais	3.60	1.12			

As shown in table 7.6, there was difference of perception towards the image of Thailand between Oceania's and Thais, except the image of Thai tourism and Thai culture at a statistical significance of 0.05 (2-tailed). Data showed that respondents from Oceania perceived a positive image of Thailand more than Thais in factors of Thai people, Thai products, Thai investment and Thai governance.

**Table 7.7** Difference between Thais and African towards the Image of Thailand

<b>Nation</b>	<b>Mean</b>	<b>SD</b>	<b>T-test</b>	<b>P. Value</b>	<b>Difference</b>
<b>Overall Image of Thailand</b>					
Africans	5.55	0.72	4.776	0.000	YES
Thais	4.58	0.94			
<b>Image of Thai tourism</b>					
Africans	5.62	0.89	3.823	0.000	YES
Thais	5.32	1.04			
<b>Image of Thai people</b>					
Africans	5.20	1.15	3.097	0.002	YES
Thais	4.26	1.16			
<b>Image of Thai culture</b>					
Africans	5.87	0.94	2.991	0.043	YES
Thais	5.65	1.01			
<b>Image of Thai product</b>					
Africans	5.46	0.77	3.425	0.001	YES
Thais	4.21	1.08			
<b>Image of Thai investment</b>					
Africans	5.52	0.89	5.107	0.000	YES
Thais	4.33	1.15			
<b>Image of Thai governance</b>					
Africans	5.64	0.97	5.964	0.000	YES
Thais	3.60	1.12			

As shown in table 7.7, there was difference of perception towards the image of Thailand between Africans and Thais at a statistical significance of 0.05 (2-tailed). Data showed that Africans perceived a positive image of Thailand more than Thais in every factor.

**Table 7.8** Difference between Thais and East Asians towards the Image of Thailand

<b>Nation</b>	<b>Mean</b>	<b>SD</b>	<b>T-test</b>	<b>P. Value</b>	<b>Difference</b>
<b>Overall Image of Thailand</b>					
East Asians	5.11	0.60	2.307	0.001	YES
Thais	4.58	0.94			
<b>Image of Thai tourism</b>					
East Asians	5.02	0.85	-0.034	0.043	YES
Thais	5.32	1.04			
<b>Image of Thai people</b>					
East Asians	5.14	0.90	3.990	0.000	YES
Thais	4.26	1.16			
<b>Image of Thai culture</b>					
East Asians	5.39	0.80	-0.212	0.042	YES
Thais	5.65	1.01			
<b>Image of Thai product</b>					
East Asians	5.33	0.74	3.752	0.000	YES
Thais	4.21	1.08			
<b>Image of Thai investment</b>					
East Asians	4.88	0.82	1.982	0.042	YES
Thais	4.33	1.15			
<b>Image of Thai governance</b>					
East Asians	4.88	0.78	2.003	0.008	YES
Thais	3.60	1.12			

As shown in table 7.8, there was difference of perception towards the image of Thailand between East Asians and Thais at a statistical significance of 0.05 (2-tailed). Data showed that East Asians perceived a positive image of Thailand more than Thais except in factors of Thai tourism and Thai culture that East Asians averaged score of the image lower than Thais.

**Table 7.9** Difference between Thai and South Asia towards Image of Thailand

<b>Nation</b>	<b>Mean</b>	<b>SD</b>	<b>T-test</b>	<b>P. Value</b>	<b>Difference</b>
<b>Overall Image of Thailand</b>					
South Asians	5.51	0.71	6.563	0.000	YES
Thais	4.58	0.94			
<b>Image of Thai tourism</b>					
South Asians	5.66	0.93	5.813	0.010	YES
Thais	5.32	1.04			
<b>Image of Thai people</b>					
South Asians	5.13	1.11	3.885	0.000	YES
Thais	4.26	1.16			
<b>Image of Thai culture</b>					
South Asians	5.85	0.81	4.140	0.045	YES
Thais	5.65	1.01			
<b>Image of Thai products</b>					
South Asians	5.51	0.83	5.436	0.000	YES
Thais	4.21	1.08			
<b>Image of Thai investment</b>					
South Asians	5.40	0.90	6.443	0.000	YES
Thais	4.33	1.15			
<b>Image of Thai governance</b>					
South Asians	5.54	0.89	7.817	0.000	YES
Thais	3.60	1.12			

As shown in table 7.9, there was difference of perception towards image of Thailand between South Asian and Thais at statistical significance of 0.05 (2-tailed). Data showed that South Asians perceived a positive image of Thailand more than Thais in all factors.



**Table 7.10** Difference between Thais and South East Asians towards Image of Thailand

<b>Nation</b>	<b>Mean</b>	<b>SD</b>	<b>T-test</b>	<b>P. Value</b>	<b>Difference</b>
<b>Overall Image of Thailand</b>					
South East Asians	5.24	0.69	3.561	0.000	YES
Thais	4.58	0.94			
<b>Image of Thai tourism</b>					
South East Asians	5.16	0.89	1.184	0.037	YES
Thais	5.32	1.04			
<b>Image of Thai people</b>					
South East Asians	5.09	0.97	3.444	0.001	YES
Thais	4.26	1.16			
<b>Image of Thai culture</b>					
South East Asians	5.55	0.99	1.188	0.055	NO
Thais	5.65	1.01			
<b>Image of Thai products</b>					
South East Asians	5.34	0.87	3.663	0.000	YES
Thais	4.21	1.08			
<b>Image of Thai investment</b>					
South East Asians	5.14	1.02	3.953	0.000	YES
Thais	4.33	1.15			
<b>Image of Thai governance</b>					
South East Asians	5.18	0.83	4.478	0.000	YES
Thais	3.60	1.12			

As shown in table 7.10, there was difference of perception towards image of Thailand between Southeast Asian and Thais, except the image of Thai culture at a statistical significance of 0.05 (2-tailed). Data shows that respondents from Southeast Asia perceived a positive image of Thailand more than Thais except in the factor of Thai tourism that Southeast Asians averaged a score of image lower than Thais.

**Table 7.11** Difference between Thai and Middle Easterners towards the Image of Thailand

<b>Nation</b>	<b>Mean</b>	<b>SD</b>	<b>T-test</b>	<b>P. Value</b>	<b>Difference</b>
<b>Overall Image of Thailand</b>					
Middle Easterners	4.91	0.87	0.276	0.048	YES
Thais	4.58	0.94			
<b>Image of Thai tourism</b>					
Middle Easterners	4.75	1.08	-2.163	0.003	YES
Thais	5.32	1.04			
<b>Image of Thai people</b>					
Middle Easterners	4.76	1.10	0.789	0.046	YES
Thais	4.26	1.16			
<b>Image of Thai culture</b>					
Middle Easterners	5.33	0.99	-0.707	0.048	YES
Thais	5.65	1.01			
<b>Image of Thai products</b>					
Middle Easterners	5.04	0.89	1.011	0.013	YES
Thais	4.21	1.08			
<b>Image of Thai investment</b>					
Middle Easterners	4.70	1.11	0.410	0.042	YES
Thais	4.33	1.15			
<b>Image of Thai governance</b>					
Middle Easterners	4.89	1.11	1.861	0.003	YES
Thais	3.60	1.12			

As shown in table 7.11, there was difference of perception towards the image of Thailand between Middle Easterners and Thais at a statistical significance of 0.05 (2-tailed). Data showed that respondents from Middle East perceived a positive image of Thailand more than Thais except in factor of Thai tourism and Thai culture that Middle East respondents averaged a score of an image lower than Thais.

In conclusion, most foreigners perceive image of Thailand in overall and each dimension much more positively than Thais, in particular South Americans, Africans and South Asians. For tourism and culture, although foreigners perceive positively with these two competitive identities of nation, Thais feel much more positive than foreigners in these aspects.

## **7.2 Perception Gap of Thais and Foreigners in Detailed Factor**

In this section, the research will examine perception between Thais and foreigners by mode score of semantic differential method to study a gap of perception in each brand variable. Semantic differential questionnaire in this research consisted of the domain variables and their component variables. Each component variable would have the adjective word to distinguish positive and negative image. The binary opposition was also designed to cover characteristics of evaluation, potency and activity according to Osgood scale (1957).

As mentioned earlier, variables herein include 6 domain variables and 111 component variables. Score in the questionnaires was in a range of 1 to 7 which could be classified into three groups; positive, negative and neutral range. Perception gap has interval range from large, middle, small gap and no gap. Large gap means interval range from 3 scores, middle from 2 score and small from 1 score. In addition, a gap will be also examined either in the same or different direction. Result of this brand gap audit was to determine brand strategy to either reduce, maintain, or close the gap.

From the brand gap evaluation, the researcher would recommend an appropriate strategy to the outstanding identity of the brand. Strengthening the competitive nation brand identities would be applied to a variable in the positive range and smallest gap of perception between Thais and foreigners. Repositioning an image may be recommended for a variable with the negative range and large gap. However, it depends on priority and readiness. The following tables will be self-exploratory by mode score, the binary word of opposition, solid line of Thai's perception and dashed line of foreigner's perception. Further explanation will be added below each table.

### 7.2.1 Perception Gap between Thais and Foreigners Toward Thai Tourism

This section aims to examine gap of perception between Thais and foreigners toward Thai tourism in order to find the most positive identity for Thai tourism promotion.

Factors	Negative	Score							Positive
		1	2	3	4	5	6	7	
Weather Condition	Bad	1	2	3	4	5	6	7	Good
Basic Infrastructure	Shortage	1	2	3	4	5	6	7	Complete
Safety standard in tourism	Dangerous	1	2	3	4	5	6	7	Safe
Convenience of transportation	Inconvenient	1	2	3	4	5	6	7	Convenient
Standard of International Airports	Low	1	2	3	4	5	6	7	High
Service of Travel Agency	Unreliable	1	2	3	4	5	6	7	Reliable
Service of Taxi, Tuk Tuk	Unreliable	1	2	3	4	5	6	7	Reliable
Service of Hotels and Restaurants	Bad Service	1	2	3	4	5	6	7	Good Service
Food Choices and Restaurant Options	Few	1	2	3	4	5	6	7	Many
Quality of Street foods	Dirty	1	2	3	4	5	6	7	Clean
Information Centre for Tourist	Few	1	2	3	4	5	6	7	Many
Language Barriers for Communication	Many	1	2	3	4	5	6	7	Few
Directional / Warning Signage	Unobvious	1	2	3	4	5	6	7	Obvious
Cleanliness and Waste Management	Dirty	1	2	3	4	5	6	7	Clean
City Landscape Design	Ugly	1	2	3	4	5	6	7	Beautiful
Facility for Handicap and Elderly	Few	1	2	3	4	5	6	7	Many
Global Warming Activity	Few	1	2	3	4	5	6	7	Many
Trees and Shadiness	Dry	1	2	3	4	5	6	7	Green
City Walkability and Pavements	Unwalkable	1	2	3	4	5	6	7	Walkable
Beggar or Homeless Person	Many	1	2	3	4	5	6	7	Few
Traffic condition	Jammed	1	2	3	4	5	6	7	Flow
Travelling Expenditure	Expensive	1	2	3	4	5	6	7	Cheap
Variety of Events and Festival	Dull	1	2	3	4	5	6	7	Eventful
Natural Places	Dirty	1	2	3	4	5	6	7	Clean
Historical Places	Boring	1	2	3	4	5	6	7	Interesting
Religious Places	Faithless	1	2	3	4	5	6	7	Faithful
Arts and Museum Places	Boring	1	2	3	4	5	6	7	Attractive
Community-Based Places	Boring	1	2	3	4	5	6	7	Attractive
Shopping Places	Sameness	1	2	3	4	5	6	7	Variety
Sport-Tourism Places	Boring	1	2	3	4	5	6	7	Fun
Adventurous Places	Boring	1	2	3	4	5	6	7	Exciting
Night Life and Entertainment	Bland	1	2	3	4	5	6	7	Colorful
Sex Tourism and Prostitution	Many	1	2	3	4	5	6	7	Few
Souvenirs	Bad	1	2	3	4	5	6	7	Good
Value of Experience in Thailand	Low	1	2	3	4	5	6	7	High

**Figure 7.1** Difference between Thai and Foreigner towards Image of Thai Tourism

**Note:** \*Red and Solid line = foreigners alone / Yellow and Dash line = Thai alone / and Green = Both

As shown in figure 7.1, majority of foreigners and Thais rated the most positive score at 6 with food choices, religious places of worship, variety of shopping places, colourful night life and entertainment, and high value of experience in Thailand. For the lowest negative image at the score of 3, both agreed on unreliable service of taxi and tuk-tuk, dirty and poor waste management, few activities of global warming, unwalkable pavements in the city, boring arts and museum, boring community-based tourism, and many sex tourism and prostitution.

For majority of foreign respondents alone, they gave the highest positive image at the score of 6 towards high standard of international airport, good service-minded for hotels and restaurants, and cheap travelling expenditure. Conversely, they gave the lowest negative image at the score of 2 towards jammed traffic condition.

For the majority of Thai respondents alone, they gave the highest positive image at the score of 6 towards variety of events and festivals. Conversely, they gave the lowest negative image at the score of 3 towards bad traffic conditions.

**Table 7.12** Competitive Identity Selection for Thai Tourism Promotion

Identity of Thai Tourism	Thai's Perception		Foreigner's Perception		Brand Gap
	Mode	Meaning	Mode	Meaning	
1) Diversity of Attractions					
Historical Places	4	Neutral for memorable experience	5	Slightly positive with memorable experience	Small
Religious Places	6	Very positive with faithful and spiritual feeling	6	Very positive with faithful and spiritual feeling	No
Shopping Places	6	Very positive with variety of shopping places	6	Very positive with variety of shopping places	No
Sport-Tourism Places	5	Slightly positive with fun and excitement	5	Slightly positive with fun and excitement	No

**Table 7.12** (Continued)

Identity of Thai Tourism	Thai's Perception		Foreigner's Perception		Brand Gap
	Mode	Meaning	Mode	Meaning	
Adventurous Places	4	Neutral with fun and excitement	5	Slightly positive with fun and excitement	Small
Night Life and Entertainment	6	Very positive with colourful activities	6	Very positive with colourful activities	No
2) Value for Experience	6	Very positive with value of experience	6	Very positive with value of experience	No

As shown in table 7.12, there are many tourist attractions rated with high positive score and small gap between Thais and foreigners. It can be summarized that both groups prefer diversity of tourist attractions and value for experience in Thailand. In conclusion, the most positive identities of Thai tourism that should be strengthened in Thailand brand model include diversity of tourist attraction, variety of foods and value of experience. However, in contrast, the most negative identities that should be seriously corrected in the Thailand brand model include traffic conditions, unreliable service of taxis, dirty and messy environment, waste management, and sex tourism.

### **7.2.2 Perception Gap between Thais and Foreigners Toward Thai People**

This section aims to examine gap of perception between Thais and foreigners toward Thai people in order to find the most positive identity for Thai people promotion.

Factors	Negative	Score							Positive
		1	2	3	4	5	6	7	
Income and Prosperity	Poor	1	2	3	4	5	6	7	Rich
Sanitation	Dirty	1	2	3	4	5	6	7	Clean
Physical Appearance	Unattractive	1	2	3	4	5	6	7	Attractive
Personality	Unfriendly	1	2	3	4	5	6	7	Friendly
Mentality	Serious	1	2	3	4	5	6	7	Comfortable
Emotional Expression	Aggressive	1	2	3	4	5	6	7	Polite
Sexual expression	Free	1	2	3	4	5	6	7	Careful
Generosity towards others	Heartless	1	2	3	4	5	6	7	Generous
Creativity	Low	1	2	3	4	5	6	7	High
Compliance with Laws	Violate	1	2	3	4	5	6	7	Strictly follow
Ethical practice	Dishonest	1	2	3	4	5	6	7	Honest
Foreign Language Skills	Poor	1	2	3	4	5	6	7	Excellent
Technological and digital skills	Poor	1	2	3	4	5	6	7	Excellent
Working habit	Lazy	1	2	3	4	5	6	7	Diligent
Time discipline	Late	1	2	3	4	5	6	7	Punctual
World- Famous Celebrity from Thailand	None	1	2	3	4	5	6	7	Many
Expression of Thai Pride and Loyalty	Low	1	2	3	4	5	6	7	High

**Figure 7.2** Difference between Thai and Foreigner towards Image of Thai People

**Note:** \* Red and Solid line = foreigners alone / Yellow and Dash line = Thai alone / and Green = Both

As shown in figure 7.2, the majority of foreigners and Thais have the same perception of Thai people in terms of physical appearance, mentality, sexual expression, and creativity, compliance with laws, foreign language skills, technological and digital skills and time discipline. For the highest positive image at the score of 6, both agreed on mentality. For the lowest negative image at the score of 3, both agreed on law violation, poor skills of foreign languages and poor discipline.

For majority of foreign respondents alone, they gave the highest positive image at the score of 6 towards friendliness. Conversely, they gave the lowest negative image at the score of 2 towards world famous celebrities from Thailand.

For majority of Thai respondents alone, they gave the highest positive image at the score of 6 towards generosity. Conversely, they gave the lowest negative image at the score of 3 towards income and prosperity, emotional expression, ethical practice and expression of Thai pride and loyalty.

In conclusion, the competitive identities of Thai people will be selected from positive image with smallest gap of perception. Identity of friendliness, comfort ability, and generosity should be promoted in Thailand brand model.

**Table 7.13** Competitive Identity Selection for Thai People Promotion

Identity of Thai People	Thai's Perception		Foreigner's Perception		Brand Gap
	Mode	Meaning	Mode	Meaning	
Personality	5	Slightly positive with friendliness	6	Very positive with friendliness	Small
Mentality	6	Very positive with comfortable mentality	6	Very positive with comfortable mentality	No
Generosity	6	Very positive with helpfulness	5	Slightly positive with helpfulness	Small

As shown in table 7.13, the top three selected identities of Thai people herein are friendliness, comfort ability, and generosity. In conclusion, those positive identities should be strengthened in Thailand brand model; meanwhile, the most negative identities such as law violation, poor skill of foreign languages, and poor discipline should be corrected and repositioned in Thailand brand communication.



### 7.2.3 Perception Gap between Thais and Foreigners Toward Thai Culture

This section aims to examine gap of perception between Thais and foreigners toward Thai culture in order to find the most positive identity for Thai culture promotion.

Factors	Negative	Score							Positive
		1	2	3	4	5	6	7	
Uniqueness of Thai Culture	Common	1	2	3	4	5	6	7	Difference
Diversity of Thai Culture	Few	1	2	3	4	5	6	7	Many
Thai Royal Ceremony	Common	1	2	3	4	5	6	7	Gorgeous
Thai Language	Boring	1	2	3	4	5	6	7	Interesting
Thai Foods	Unpleasant	1	2	3	4	5	6	7	Delicious
Thai Traditional Dance	indelicately	1	2	3	4	5	6	7	Delicately
Thai Traditional Music	Discordant	1	2	3	4	5	6	7	Melodious
Thai National Costume	Ugly	1	2	3	4	5	6	7	Beautiful
Thai Traditional Architects	Ugly	1	2	3	4	5	6	7	Beautiful
Thai Traditional Painting and Portraits	Ugly	1	2	3	4	5	6	7	Beautiful
Thai Traditional Literature and Folklore	Boring	1	2	3	4	5	6	7	Interesting
Religious Ceremony	Faithless	1	2	3	4	5	6	7	Faithful
Thai Festival (i.e. Songkran Days)	Boring	1	2	3	4	5	6	7	Fun
Thai Kick Boxing (Muay Thai)	Unpopular	1	2	3	4	5	6	7	Popular
Thai Traditional Massage	Useless	1	2	3	4	5	6	7	Useful
Thai Modern Movies (Pop Culture)	Unpopular	1	2	3	4	5	6	7	Popular
Thai Modern Music (Pop Culture)	Unpopular	1	2	3	4	5	6	7	Popular

**Figure 7.3** Difference between Thais and Foreigners towards Image of Thai Culture

**Note:** \* Red and Solid line = foreigners alone / Yellow and Dash line = Thai alone / and Green = Both

As shown in figure 7.3, the majority of foreigners and Thais have the same perception of Thai culture in terms of uniqueness of Thai culture, diversity of Thai culture, Thai traditional painting and portraits, religious ceremony and Thai traditional

massage. For the highest positive image at the score of 7, both agreed on Thai traditional massage. There is no consensus on the negative image.

For majority of foreign respondents alone, they gave the highest positive image at the score of 6 towards Thai food, Thai festivals and Thai kick-boxing. Conversely, they gave the lowest negative image at the score of 2 towards Thai modern movies and Thai modern music.

For majority of Thai respondents alone, they gave the highest positive image at the score of 7 towards Thai royal ceremonies, Thai food, Thai traditional dance, Thai national costume, Thai festivals and Thai kick-boxing.

**Table 7.14** Competitive Identity Selection for Thai Cultural Promotion

Identity of Culture	Thai's Perception		Foreigner's Perception		Brand Gap
	Mode	Meaning	Mode	Meaning	
1) Thai cultural uniqueness	6	Very positive with high uniqueness	6	Very positive with high uniqueness	No
2) Thai food	7	Extremely positive with delicious taste	6	Very positive with delicious taste	Small
3) Thai Traditional Music	6	Very positive with melodious music	5	Slightly positive with melodious music	Small
4) Thai Traditional Architecture	6	Very positive with beautiful architecture	5	Slightly positive with beautiful architect	Small
5) Thai Traditional Painting and Portraits	6	Very positive with beautiful arts	6	Very positive with beautiful arts	No

**Table 7.14** (Continued)

Identity of Culture	Thai's Perception		Foreigner's Perception		Brand Gap
	Mode	Meaning	Mode	Meaning	
6) Religious ceremony	6	Very positive with faithful ceremony	6	Very positive with faithful ceremony	No
7) Thai festivals	7	Extremely positive with fun festivals	6	Very positive with fun festivals	Small
8) Thai kickboxing	7	Extremely positive with useful sport	6	Very positive with useful sport	Small
9) Thai massage	7	Extremely positive with relaxation	7	Extremely positive with relaxation	No

As shown in table 7.14, there are several identities of Thai culture that both Thais and foreigners perceive them with positive images. Most of them show Thai traditional culture and local wisdom that make Thai culture different from other countries. Hence, it can be summarized that Thai culture has the outstanding identity of high uniqueness. Identity of high cultural uniqueness should be promoted in Thailand brand. Thai massage, Thai food, Thai kick-boxing, and Thai architecture are good examples of Thai cultural uniqueness and refinement.

#### **7.2.4 Perception Gap between Thais and Foreigners Toward Thai Product**

This section aims to examine gap of perception between Thais and foreigners toward Thai products and services in order to find the most positive identity for Thai products and services promotion.

Factors	Negative	Score							Positive
		1	2	3	4	5	6	7	
Reputation of Thai Brand	Bad	1	2	3	4	5	6	7	Good
Reliability of Thai Brand	Bad	1	2	3	4	5	6	7	Good
Image of Thai Products	Low-Tech	1	2	3	4	5	6	7	High-Tech
Quality of Thai Products	Poor	1	2	3	4	5	6	7	Premium
Quality of Thai Service	Poor	1	2	3	4	5	6	7	Premium
Price of Thai Products	Unreasonable	1	2	3	4	5	6	7	Reasonable
Price of Thai Service	Unreasonable	1	2	3	4	5	6	7	Reasonable
Product and Package Design	Ugly	1	2	3	4	5	6	7	Beautiful
Innovation	Low-Tech	1	2	3	4	5	6	7	Hi-Tech
Copy Right and Patent	Copy	1	2	3	4	5	6	7	Original
Foods and Drink Category	Poor	1	2	3	4	5	6	7	Premium
Fashion Apparels Category	Poor	1	2	3	4	5	6	7	Premium
Jewelry Category	Poor	1	2	3	4	5	6	7	Premium
Spa and Beauty Category	Poor	1	2	3	4	5	6	7	Premium
Household Category	Poor	1	2	3	4	5	6	7	Premium
Electronics Category	Poor	1	2	3	4	5	6	7	Premium
Thai Airlines (i.e. Thai Airways)	Poor	1	2	3	4	5	6	7	Premium
Thai Hotels and Resorts (i.e. Dusit)	Poor	1	2	3	4	5	6	7	Premium
Thai Restaurants (i.e. Blue Elephant)	Poor	1	2	3	4	5	6	7	Premium
Thai Spa and Massage (i.e. Chiva-Som)	Poor	1	2	3	4	5	6	7	Premium

**Figure 7.4** Difference between Thais and Foreigners Perceptions towards Image of Thai Products

**Note:** \* Red and Solid line = foreigners alone / Yellow and Dash line = Thai alone / and Green = Both

As shown in figure 7.4, the majority of foreigners and Thais have the same perception of Thai products in terms of quality of Thai services, quality of Thai products, jewellery and Thai hotels and resorts. For the highest positive image at the score of 6, both agreed on Thai hotels and resorts.

For the majority of foreign respondents alone, they gave the highest positive image at the score of 7 towards spa and beauty category and Thai spa and massage. Conversely, they gave the lowest negative image at the score of 3 towards patent and copy right.

For majority of Thai respondents alone, they gave the highest positive image at the score of 6 towards electronic category and Thai spa and massage.

In conclusion, the competitive identities of Thai product and service will be selected from positive image with smallest gap of perception. Those identities are premium quality of Thai services in particular of Thai hotels and resorts, reasonable price, premium quality of fashion apparel, jewellery, spa and beauty products, and Thai massage.

**Table 7.15** Competitive Identity Selection for Thai Product Promotion

Identity of Thai Product & Service	Thai's Perception		Foreigner's Perception		Brand Gap
	Mode	Meaning	Mode	Meaning	
1) Quality					
Quality of Thai Services	5	Slightly positive with premium services	6	Very positive with premium services	Small
2) Price					
Price of Thai Products	5	Slightly positive with reasonable price	6	Very positive with reasonable price	Small
Price of Thai Services	5	Slightly positive with reasonable price	6	Very positive with reasonable price	Small
3) Product Category					
Fashion apparel	5	Slightly positive with premium quality	6	Very positive with premium quality	Small
Jewellery	6	Very positive with premium quality	5	Slightly positive with premium quality	Small

**Table 7.15** (Continued)

Identity of Thai Product & Service	Thai's Perception		Foreigner's Perception		Brand Gap
	Mode	Meaning	Mode	Meaning	
Spa and Beauty	6	Very positive with premium quality	7	Extremely positive with premium quality	Small
Thai Hotels and Resorts	6	Very positive with premium quality	6	Very positive with premium quality	No
Thai Restaurants	5	Slightly positive with premium quality	6	Very positive with premium quality	Small
Thai Spa and Massage	6	Very positive with premium quality	7	Extremely positive with premium quality	Small

As shown in table 7.15, there are several identities of Thai product and services that both Thais and foreigners perceive them with positive images. Most of them show premium quality and reasonable price. Hence, it can be summarized that Thai products and services has the outstanding identity of trustworthiness. Identity of trustworthiness should be promoted in the Thailand brand.

### **7.2.5 Perception Gap between Thais and Foreigners Toward Thai Investment**

This section aims to examine gap of perception between Thais and foreigners toward Thai investment in order to find the most positive identity for Thai investment promotion.

Factors	Negative	Score							Positive
		1	2	3	4	5	6	7	
Economic stability	Unstable	1	2	3	4	5	6	7	Stable
Liberalization of Business	Limit	1	2	3	4	5	6	7	Free
Finance and Banking System	Unreliable	1	2	3	4	5	6	7	Reliable
Currency Exchange Rate	Unpredicted	1	2	3	4	5	6	7	Predicted
Foreign Money Exchange and Transfer	Difficult	1	2	3	4	5	6	7	Easy
Logistic and Supply	Slow	1	2	3	4	5	6	7	Fast
Digital-Technology Advancement	Low Tech	1	2	3	4	5	6	7	High Tech
Investment Promotion and Privilege	Few	1	2	3	4	5	6	7	Many
Labor Cost	High	1	2	3	4	5	6	7	Low
Labor Efficiency and Skills	Low	1	2	3	4	5	6	7	High
Ease of Doing Business	Difficult	1	2	3	4	5	6	7	Easy
Laws of Environment and Community	Moderate	1	2	3	4	5	6	7	Strict

**Figure 7.5** Difference between Thais and Foreigners towards Image of Thai

Investment

**Note:** \*Red and Solid line = foreigners alone / Yellow and Dash line = Thai alone / and Green = Both

As shown in figure 7.5, majority of foreigners and Thais have the same perception of Thai investment in terms of finance and banking system, labour cost, ease of doing business and laws of environment and community. For the highest positive image at the score of 5, both agreed on finance and banking system, labour cost, ease of doing business.

For the majority of foreign respondents alone, they gave the highest positive image at the score of 6 towards foreign money exchange and transfer. For majority of Thai respondents alone, they gave the highest positive image at the score of 5 towards foreign money exchange and transfer, investment incentives, and labour efficiency.

Conversely, they gave the lowest negative image at the score of 3 towards economic stability.

In conclusion, the competitive identities of Thai investment will be selected from positive image with smallest gap of perception. They are economic liberalization, reliable finance and banking system, high digital-technology advancement and high ease of doing business.

**Table 7.16** Competitive Identity Selection for Thai Investment

Identity of Thai Investment	Thai's Perception		Foreigner's Perception		Brand Gap
	Mode	Meaning	Mode	Meaning	
1) Economic liberalization	5	Slightly positive with free trade	5	Slightly positive with free trade	No
2) Financial system	5	Slightly positive with reliability	6	Very positive with reliability	Small
3) Digital advancement	5	Slightly positive with high technology	5	Slightly positive with high technology	No
4) Ease of doing business	5	Slightly positive with easy start	5	Slightly positive with easy start	No

As shown in table 7.16, there are several identities of Thai investment that both Thais and foreigners perceive them with positive images. Most of them show opportunity of growth. Hence, it can be summarized that the identity of opportunities should be promoted in the Thailand brand.

### **7.2.6 Perception Gap between Thais and Foreigners Toward Thai Governance**

This section aims to examine the gap of perception between Thais and foreigners toward Thai governance in order to find the most positive identity for Thai governance



Factors	Negative	Score							Positive
		1	2	3	4	5	6	7	
Regime	Dictatorship	1	2	3	4	5	6	7	Democracy
Peace and Security	Violence	1	2	3	4	5	6	7	Peace
Image of Country Development	Underdeveloped	1	2	3	4	5	6	7	Developed
Reputation of Thai Government Leader	Unknown	1	2	3	4	5	6	7	Outstanding
Government stability	Unstable	1	2	3	4	5	6	7	Stable
Good Governance	Corruption	1	2	3	4	5	6	7	Transparent
Human Rights	Low	1	2	3	4	5	6	7	High
Reliance on justice (i.e. Policemen)	Unreliable	1	2	3	4	5	6	7	Reliable
Governmental service	Slow	1	2	3	4	5	6	7	Fast
Law Enforcement	Unequal	1	2	3	4	5	6	7	Equal

**Figure 7.6** Difference between Thais and Foreigners towards Image of Thai Governance

**Note:** \* Red and Solid line = foreigners alone / Yellow and Dash line = Thai alone / and Green = Both

As shown in figure 7.6, majority of foreigners and Thais have the same perception of Thai governance in terms of government stability and human right by giving them the average score of 4.

For majority of foreign respondents alone, they gave the highest positive image at the score of 5 towards regime, peace and security and image of country development. Conversely, they gave the lowest negative image at the score of 2 towards reputation of Thai government leader. For majority of Thai respondents alone, they gave the highest positive image at the score of 4 towards peace and security. Conversely, they gave the lowest negative image at the score of 2 towards good governance, policemen, governmental service and law enforcement.

In conclusion, the competitive identities of Thai governance will be selected from positive image with smallest gap of perception. They are peace and security, government stability and human rights.

**Table 7.17** Competitive Identity Selection for Thai Governance

Identity of Politic and Governance	Thai's Perception		Foreigner's Perception		Brand Gap
	Mode	Meaning	Mode	Meaning	
1) Peace and Security	4	Neutral for peace and security	5	Slightly positive with peace and security	Small
2) Government stability	4	Neutral for stability	4	Neutral for stability	No
3) Human rights	4	Neutral for Human rights	4	Neutral for human rights	No

As shown in table 7.17, the most positive identities of Thai governance are in neutral range, except peace and security that foreigners perceive it with a positive image of high peace and security. Hence, it can be summarized that identity of peacefulness should be promoted in the Thailand brand.

In conclusion of this section, the most positive identities of Thailand brand from semantic differential method are as follows;

- 1) Identity of diversity for Thai tourism
- 2) Identity of generosity for Thai people
- 3) Identity of uniqueness for Thai culture
- 4) Identity of trustworthiness for Thai product and service
- 5) Identity of opportunity for Thai investment
- 6) Identity of peacefulness for Thai governance

All of these identities will be tested in the confirmatory factor analysis together with other identities. If the result is consistent with one another, the selected identities will be further analysed in semiotic branding approach.

### 7.3 Comparison of Symbols and Archetype Representing Thailand

Referring to the chapter 5 and 6, the ranking method was used for selecting the symbol and archetype of Thailand. However, the list of selected symbols and archetypes is herein divided as the top three and the optional three for application of nation branding due to the principle of simplicity and competitiveness; otherwise, brand's consumers would be confused of sign signification as a result of their limited information processing. The following table is a comparison between the two sample groups.

**Table 7.18** Comparison of Symbol Selection for Representing the Thailand Brand

<b>Signs and Symbols</b>	<b>Top Three</b>	<b>Optional Three</b>
Symbols (Thai)	Thai flag	Buddhism
	Thai king	Thai elephant
	Thai foods	Smiling face
Symbols (Foreigner)	Buddhism	Thai flag
	Thai foods	Thai elephant,
	Thai king	Thai massage

Table 7.18 shows the name of symbols that Thais and foreigners rated most in the first rank and in the total score. There is a common selection between two groups and the top five symbols are Thai foods, Thai king, Thai Buddhism, Thai flag and Thai Elephant. Those signs are categorised at the degree of index and symbols in Pierce's theory on distance between the signifier and the signified.

**Table 7.19** Comparison of Archetype Selection for Representing Thailand Brand

<b>Signs and Symbols</b>	<b>Top Three</b>	<b>Optional Three</b>
Archetypes (Thai)	Jester & Comedian	Everyman & Commoner
	Hero & The Brave	Innocent & Soft
	Mother & Nurturer	Friend & Companion
Archetypes (Foreigner)	Friend & Companion,	Lover & Romance
	Explorer & Adventurer,	Magician & Dreamer
	Innocent & Soft,	Enchantress & Charmer

Table 7.19 shows the name of archetypes that Thais and foreigners rated most in the first rank and in the total score. There is a common selection between two groups and the top two archetypes are Friend & Companion, and Innocent & Soft. Those archetypes are categorised of emotional substance in BAV model.

In conclusion, Thailand brand would be communicated through the following signs and archetypes;

1) The selected symbols for semiotic communication are Thai King, Thai Food, Thai Buddhism, Thai Flag, Thai Elephant, Thai Smiles, and Thai Massage

2) The selected archetypes for semiotic communication are Jester & Comedian, Hero & The Brave, Mother & Nurturer, Friend & Companion, Explorer & Adventurer, Innocent & Soft

#### **7.4 The Assessment of the Appropriateness of the Data before the Conduction of Structural Equation Model (SEM) Analysis**

The objectives of the analysis of this part are to test basic assumptions and to scrutinize the appropriateness of the data before the analysis of Structural Equation Model (SEM) is conducted. The appropriateness of the data is evaluated by the following three methods:

#### 7.4.1 Normality Test of the Data

A normality test of the data is conducted by reviewing skewness value of all 111 brand variables, and it is found that the skewness value is between -3 to +3, which is within the accepted range as specified in the criteria (Nantana Jaengsawang, 2013). Thus, it indicates that the data set of all indicator variables is normally distributed as basic conditions (As shown in Table 7.20).

**Table 7.20** Normality Test with Skewness Value

Thai Brand Variables	Skewness Value	Std. Error
X1 Weather Condition	-.585	.091
X2 Basic Infrastructure	-.673	.091
X3 Safety standard in tourism	-.499	.091
X4 Convenience of transportation	-.506	.091
X5 Standard of International Airports	-.499	.091
X6 Service of Travel Agency	-.677	.091
X7 Service of Taxi, Tuk Tuk	-.649	.091
X8 Service of Hotels and Restaurants	-.781	.091
X9 Food Choices and Restaurant Options	-.637	.091
X10 Quality of Street foods	-.530	.091
X11 Information Centre for Tourist	-.541	.091
X12 Language Barriers for Communication	-.674	.091
X13 Directional / Warning Signage	-.529	.091
X14 Cleanliness and Waste Management	-.884	.091
X15 City Landscape Design	-.449	.091
X16 Facility for Handicap and Elderly	-.529	.091
X17 Global Warming Activity	-.661	.091
X18 Trees and Shadiness	-.934	.091
X19 City Walkability and Pavements	-.497	.091
X20 Beggar or Homeless Persons	-.551	.091
X21 Traffic condition	-.485	.091
X22 Travelling Expenditure	-.440	.091
X23 Variety of Events and Festival	-.629	.091

**Table 7.20** (Continued)

<b>Thai Brand Variables</b>	<b>Skewness Value</b>	<b>Std. Error</b>
X24 Natural Places	-.953	.091
X25 Historical Places	-.722	.091
X26 Religious Places	-.535	.091
X27 Arts and Museum Places	-.616	.091
X28 Community-Based Places	-.742	.091
X29 Shopping Places	-.548	.091
X30 Sport-Tourism Places	-.717	.091
X31 Adventurous Places	-.623	.091
X32 Night Life and Entertainment	-.612	.091
X33 Sex Tourism and Prostitution	-.740	.091
X34 Souvenirs	-.512	.091
X35 Value of Experience in Thailand	-.509	.091
X36 Income and Prosperity	-.639	.091
X37 Sanitation	-.957	.091
X38 Physical Appearance	-.456	.091
X39 Personality	-.671	.091
X40 Mentality	-.919	.091
X41 Emotional Expression	-.756	.091
X42 Sexual expression	-.695	.091
X43 Generosity towards others	-.987	.091
X44 Creativity	-.552	.091
X45 Compliance with Laws	-.815	.091
X46 Ethical practices	-.691	.091
X47 Foreign Language Skills	-.954	.091
X48 Technological and digital skills	-1.061	.091
X49 Working habit	-.486	.091
X50 Time discipline	-.890	.091
X51 World-Famous Celebrity from Thailand	-.623	.091
X52 Expression of Thai Pride and Loyalty	-.781	.091
X53 Uniqueness of Thai Culture	-.498	.091

**Table 7.20** (Continued)

<b>Thai Brand Variables</b>	<b>Skewness Value</b>	<b>Std. Error</b>
X54 Diversity of Thai Culture	-.528	.091
X55 Thai Royal Ceremony	-.810	.091
X56 Thai Language	-.501	.091
X57 Thai Foods	-1.001	.091
X58 Thai Traditional Dance	-.818	.091
X59 Thai Traditional Music	-.499	.091
X60 Thai National Costume	-.754	.091
X61 Thai Traditional Architect	-.654	.091
X62 Thai Traditional Painting and Portrait	-.753	.091
X63 Thai Traditional Literature and Folklore	-.652	.091
X64 Religious Ceremony	-.458	.091
X65 Thai Festival (i.e. Songkran Days)	-.901	.091
X66 Thai Kick-boxing (Muay Thai)	-.978	.091
X67 Thai Traditional Massage	-.650	.091
X68 Thai Modern Movies (Pop Culture)	-.446	.091
X69 Thai Modern Music (Pop Culture)	-.681	.091
X70 Reputation of Thai Brand	-.550	.091
X71 Reliability of Thai Brand	-.569	.091
X72 Image of Thai Products	-.983	.091
X73 Quality of Thai Products	-.750	.091
X74 Quality of Thai Service	-.713	.091
X75 Price of Thai Products	-.809	.091
X76 Price of Thai Service	-.533	.091
X77 Product and Package Design	-.595	.091
X78 Innovation	-1.001	.091
X79 Copyright and Patent	-.662	.091
X80 Food and Drink Category	-.695	.091
X81 Fashion Apparels Category	-.534	.091
X82 Jewelry Category	-.980	.091
X83 Spa and Beauty Category	-.861	.091

**Table 7.20** (Continued)

<b>Thai Brand Variables</b>	<b>Skewness Value</b>	<b>Std. Error</b>
X84 Household Category	-.529	.091
X85 Electronic Category	-1.010	.091
X86 Thai Airlines (i.e. Thai Airways)	-.869	.091
X87 Thai Hotels and Resorts (i.e. Dusit)	-.911	.091
X88 Thai Restaurants (i.e. Blue Elephant)	-.456	.091
X89 Thai Spa and Massage (i.e. Chiva-Som)	-.980	.091
X90 Economic stability	-.545	.091
X91 Liberalization of Business	-1.002	.091
X92 Finance and Banking System	-.593	.091
X93 Currency Exchange Rate	-.555	.091
X94 Foreign Money Exchange and Transfer	-.612	.091
X95 Logistic and Supply	-.689	.091
X96 Digital-Technology Advancement	-.802	.091
X97 Investment Promotion and Privilege	-.757	.091
X98 Labor Cost	-.595	.091
X99 Labor Efficiency and Skills	-.683	.091
X100 Ease of Doing Business	-.740	.091
X101 Laws of Environment and Community	-.404	.091
X102 Regime	-.664	.091
X103 Peace and Security	-.870	.091
X104 Image of Country Development	-.711	.091
X105 Reputation of Thai Government Leader	-.768	.091
X106 Government stability	-.651	.091
X107 Good Governance	-.694	.091
X108 Human Right	-.538	.091
X109 Policemen (i.e. when in trouble)	-.653	.091
X110 Governmental service	-.829	.091
X111 Law Enforcement	-.516	.091

**Note:** Coefficient of Correlation Analysis



The researcher assesses correlation coefficients from relative distribution table, and it is found that the correlation coefficients of all manifest variables is less than 0.80, which is considered as appropriate to study as per the criteria. (Yuth Kaiyawan, 2013)

Analysis of Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) and Bartlett's Test of Sphericity

From the analysis of Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) and Bartlett Test of Sphericity, the following findings are presented:

**Table 7.21** Illustrates KMO and Bartlett's Test of Sphericity

<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy</b>		.958
<b>Bartlett's Test of Sphericity</b>	Approx. Chi-Square	16848.195
	df	1081
	Sig.	.000

From Table 7.21, it is found that KMO = .958, which is higher than .50 (KMO > .50), is close to 1, indicating that all 111 brand variables are closely related and can be grouped as variable sets.

For Bartlett's Test, it is found that Coefficient Correlation Matrix of all 111 manifest variables is not an Identity Matrix.

From the findings of both analyses, it indicates that the studied variables are appropriate and can be analysed by further factor analysis. (Kanlaya Vanichbuncha, 2013)

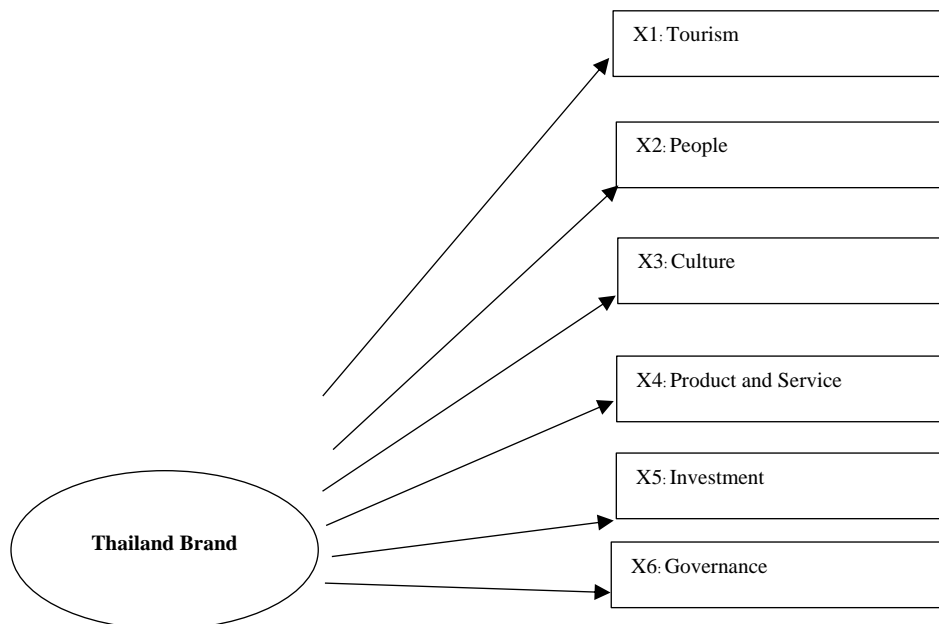
#### Confirmatory Factor Analysis

The purpose of this analysis is to test the congruence between the Structural Equation Model and empirical data or model fit index with the assumption that the constructed model is congruent with empirical data in accordance with the criteria. The finding is presented in Table 7.22

**Table 7.22** Illustrates Model Fit Index Criterion

Indication	Criterion
GFI	$\geq .90$ (Byrne, 1994)
AGFI	$\geq .80$ (Schumacker & Lomax, 2004)
NFI	$\geq .80$ (Byrne, 1994)
CFI	$\geq .90$ (Ullman, 2001)
RMSEA	.05 - .08 or $\leq .05$ (PCLOSE > .05) (Hoyle, 2012)
RMR	< .05 (Stieger, 1990)

For the model of principle components used for testing, the components are named the same as variables gained from qualitative research (in Chapter 4,5,6), and are classified into 6 sub-components and 111 brand variables as shown in the figure 7.7-7.15.

**Figure 7.7** Model of Thailand Brand According to Anholt's Theory

### The Results of the Second Test of Model Fit Indices

The Fit Indices of the Adjusted Model is re-tested with empirical data. From the overall analysis of Model Fit Indices, the findings are as follow:

**Table 7.23** Illustrates the Results of the Second Test of Model Fit Indices

Indication	Criterion	Statistical Value	Finding from the Analysis
GFI	Equal or more than .90	.998	Passed
AGFI	Equal or more than .80	.978	Passed
NFI	Equal or more than .80	.998	Passed
CFI	Equal or more than .90	.999	Passed
RMSEA	.05 - .08 or $\leq .05$ (PCLOSE > .05)	.049	Passed
RMR	< .05	.006	Passed

From Table 7.23, it shows the following Fit Indices of the model of Thailand Brand with 6 identities and 111 brand variables after the Modification Indices (MI) is applied to adjust the Model by connecting two-way relationship between variables with covariance, and by testing the Fit Indices with empirical data.

Goodness of Fit Index (GFI) = .998

Adjusted Goodness of Fit Index (AGFI) = .978

Normed Fit Index (NFI) = .998

Comparative Fit Index (CFI) = .999

Root Mean Squared Error of Approximation (RMSEA) = .049 (PCLOSE = 1.00) (RMSEA < .05 means the model is well-congruent with empirical data.)

Root Mean Residual (RMR) = .006

From the above Model Fit Indices test, it is found that there are 6 Fit Indices which meet all criteria. In short, the Model of the Thailand Brand is found to be congruent with empirical data, which is in accordance with hypothesis and criteria.

### Path or Regression Coefficient Analysis

Correlation coefficient analysis is used after the second test of the Adjusted Model of Thailand Brand by measuring the relationship between independent / manifest variables (6 sub-components and 111 brand variables) and dependent / latent variables (1 principle-component, and 6 sub-components). The findings are as follow:

**Table 7.24** Illustrates Correlation Coefficient between Independent/Manifest Variables (6 identities) and Dependent/Latent Variables (Thailand Brand)

Dependent Variable	Effect	Independent / Manifest Variables					
		Governance	Investment	Product & Service	Culture	People	Tourism
<b>Thailand Brand</b>	Total	.761	.815	.778	.525	.897	.836

As shown in table 7.24. The people factor has the highest total effect towards Thailand brand by correlation coefficient at .897, followed by tourism at .836 and investment at .815. The lowest total effect towards Thailand brand is culture factor with correlation coefficient at .525.

### Analysis of Estimated Predictive Coefficients

The purpose of estimating predictive coefficients is to analyze the forecasting efficiency of the model of Thailand Brand with 6 key identities or latent variables by evaluating from their Squared Multiple Correlations ( $R^2$ ) as shown in the following table:

**Table 7.25** Illustrates Squared Multiple Correlations of Thailand Brand Variables

<b>Thailand Brand Variable</b>	<b>Squared Multiple Correlations (R<sup>2</sup>)</b>
Governance	.579
Investment	.664
Product	.605
Culture	.276
People	.751
Tourism	.699

From table 7. 25, it is found that Squared Multiple Correlations or R<sup>2</sup> (Coefficient of Determination) are as follows;

R<sup>2</sup> of Governance = .579 or 57.90 percent of the efficiency in forecasting Thailand brand.

R<sup>2</sup> of Investment = .664 or 66.40 percent of the efficiency in forecasting Thailand brand

R<sup>2</sup> of Product = .605 or 60.50 percent of the efficiency in forecasting Thailand brand

R<sup>2</sup> of Culture = .276 or 27.60 percent of the efficiency in forecasting Thailand brand

R<sup>2</sup> of People = .751 or 75.10 percent of the efficiency in forecasting Thailand brand

R<sup>2</sup> of Tourism = .699 or 69.90 percent of the efficiency in forecasting Thailand brand

#### Summary of Structural Equation Model (SEM)

The below table presents the statistical data of Model Fit Indices, Regression weight/Path coefficient, and Estimated Predictive Coefficients (R<sup>2</sup>) of the Model of Thailand brand.

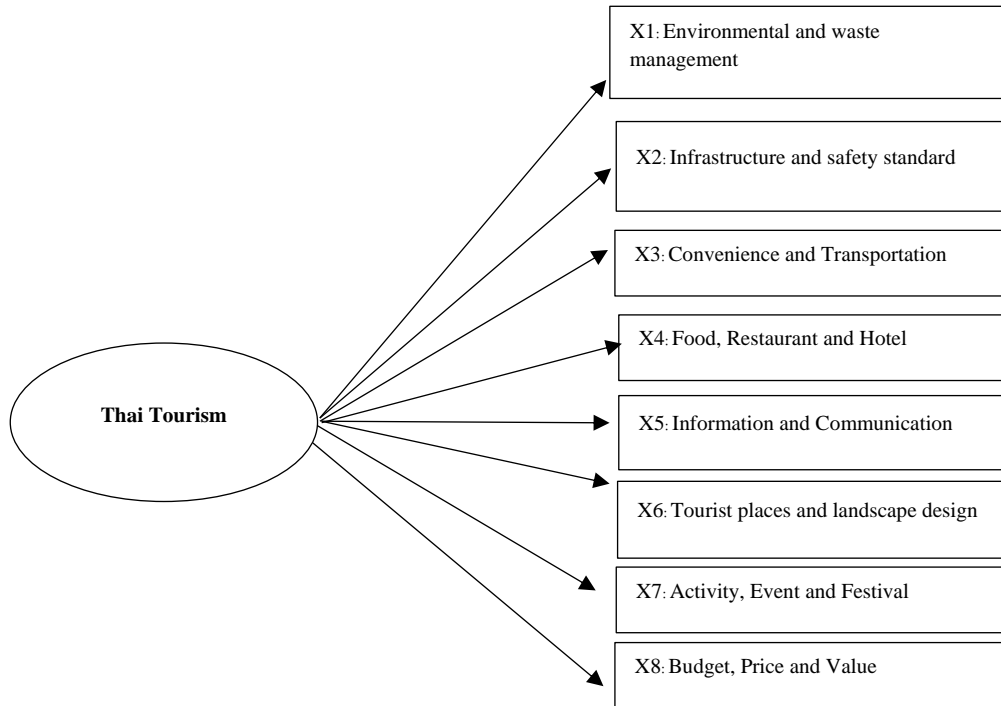
**Table 7.26** Illustrates Summary of Regression Weight and Squared Multiple Correlations

Variable		Regression Weight	R <sup>2</sup>	Forecasting Efficiency (Percent)
Governance	<--- Thailand	.76	.58	58
Investment	<--- Thailand	.82	.66	66
Product	<--- Thailand	.78	.60	60
Culture	<--- Thailand	.53	.28	28
People	<--- Thailand	.87	.75	75
Tourism	<--- Thailand	.84	.70	70

In summary, the Model of Thailand brand constructed from Structural Equation Model of Confirmatory Factor Analysis, comprising 1 principal component (Thailand), 6 sub-components and 111 brand variables

Evaluating from Model Fit Indices, it is found that the expected model is congruent with empirical data with the following statistical support: GFI = .998, AGFI = .978, NFI = .998, CFI = .999, RMSEA = .049 (PCLOSE = 1.00), and RMR = .006, with Regression weight/Path coefficient at high level, or between .53 - .87, and 28percent- 75 percent of forecasting efficiency or containing estimated predictive coefficients or R<sup>2</sup> between .28 - .75.

Therefore, it displays, from all aforementioned findings, that the constructed Model of Thailand brand of this study is appropriate and meets the statistical criteria with statistical significance. Hence, it can be used as a reference in measuring the Thailand brand and be applied as an instrument in quantifying Thailand brand for various kinds of branding and development.



**Figure 7.8** Model of Thai Tourism

#### The Results of the Second Test of Model Fit Indices

The Fit Indices of the Adjusted Model is re-tested with empirical data. From the overall analysis of Model Fit Indices, the findings are as follow:

**Table 7.27** Illustrates the Results of the Second Test of Model Fit Indices

Indication	Criterion	Statistical Value	Finding from the Analysis
GFI	Equal or more than .90	.990	Passed
AGFI	Equal or more than .80	.956	Passed
NFI	Equal or more than .80	.993	Passed
CFI	Equal or more than .90	.994	Passed
RMSEA	.05 - .08 or $\leq .05$ (PCLOSE > .05)	.065	Passed
RMR	< .05	.021	Passed

From Table 7.27, it shows the following Fit Indices of the model of Thai tourism with 8 identities and 35 brand variables after the Modification Indices (MI) is applied to adjust the Model by connecting two-way relationship between variables with covariance, and by testing the Fit Indices with empirical data.

Goodness of Fit Index (GFI) = .990

Adjusted Goodness of Fit Index (AGFI) = .956

Normed Fit Index (NFI) = .993

Comparative Fit Index (CFI) = .994

Root Mean Squared Error of Approximation (RMSEA) = .065 (PCLOSE = 1.00) (RMSEA < .05 means the model is well-congruent with empirical data.)

Root Mean Residual (RMR) = .021

From the above Model Fit Indices test, it is found that there are 6 Fit Indices which meet all criteria. In short, the Model of Thai tourism is found to be congruent with empirical data, which is in accordance with hypothesis and criteria.

Path or Regression Coefficient Analysis

Correlation coefficient analysis is used after the second test of the Adjusted Model of Thai tourism by measuring the relationship between independent / manifest variables (8 sub-components and 35 brand variables) and dependent / latent variables (1 principle-component, and 8 sub-components). The findings are as follow:



**Table 7.28** Illustrates Correlation Coefficient between Independent/Manifest Variables (8 identities) and Dependent/Latent Variables (Thai Tourism)

Dependent Variable	Effect	Independent / Manifest Variables							
		Environment	Infrastructure and Safety	Transportation	Hotel and Restaurant	Communication	Tourist Places and Design	Activities and Events	Price and Value
Thai tourism	Total	.864	.675	.819	.668	.791	.890	.617	.596

As shown in table 7.28, the tourist place has the highest total effect towards Thai tourism by correlation coefficient at .890, followed by environmental management at .864 and transportation at 819. The lowest total effect towards Thai tourism is a factor of price and value with correlation coefficient at .596.

#### Analysis of Estimated Predictive Coefficients

The purpose of estimating predictive coefficients is to analyze the forecasting efficiency of the model of Thai tourism with 8 key identities or latent variables by evaluating from their Squared Multiple Correlations ( $R^2$ ) as shown in the following table:

**Table 7.29** Illustrates Squared Multiple Correlations of Thai tourism Variables

<b>Thai tourism Variable</b>	<b>Squared Multiple Correlations (R<sup>2</sup>)</b>
Environmental management	.747
Safety and infrastructure	.456
Convenience and Transportation	.671
Food, Restaurant and Hotel	.447
Information and Communication	.626
Tourist places and landscape design	.792
Activities, Events and Festivals	.381
Budget, Price and Value	.355

From table 7.29, it is found that Squared Multiple Correlations or R<sup>2</sup> (Coefficient of Determination) are as follows;

R<sup>2</sup> of Environment = .747 or 74.70 percent of the efficiency in forecasting Thai tourism.

R<sup>2</sup> of Safety = .456 or 45.60 percent of the efficiency in forecasting Thai tourism

R<sup>2</sup> of Transportation = .671 or 67.10 percent of the efficiency in forecasting Thai tourism

R<sup>2</sup> of Hotel and Restaurant = .447 or 44.70 percent of the efficiency in forecasting Thai tourism

R<sup>2</sup> of Information = .626 or 62.60 percent of the efficiency in forecasting Thai tourism

R<sup>2</sup> of Tourist places = .792 or 79.20 percent of the efficiency in forecasting Thai tourism

R<sup>2</sup> of Activities = .381 or 38.10 percent of the efficiency in forecasting Thai tourism

R<sup>2</sup> of Price and Value = .355 or 35.50 percent of the efficiency in forecasting Thai tourism

### Summary of Structural Equation Model (SEM)

The below table presents the statistical data of Model Fit Indices, Regression weight/Path coefficient, and Estimated Predictive Coefficients ( $R^2$ ) of the Model of Thai tourism

**Table 7.30** Illustrates Summary of Regression Weight and Squared Multiple Correlations

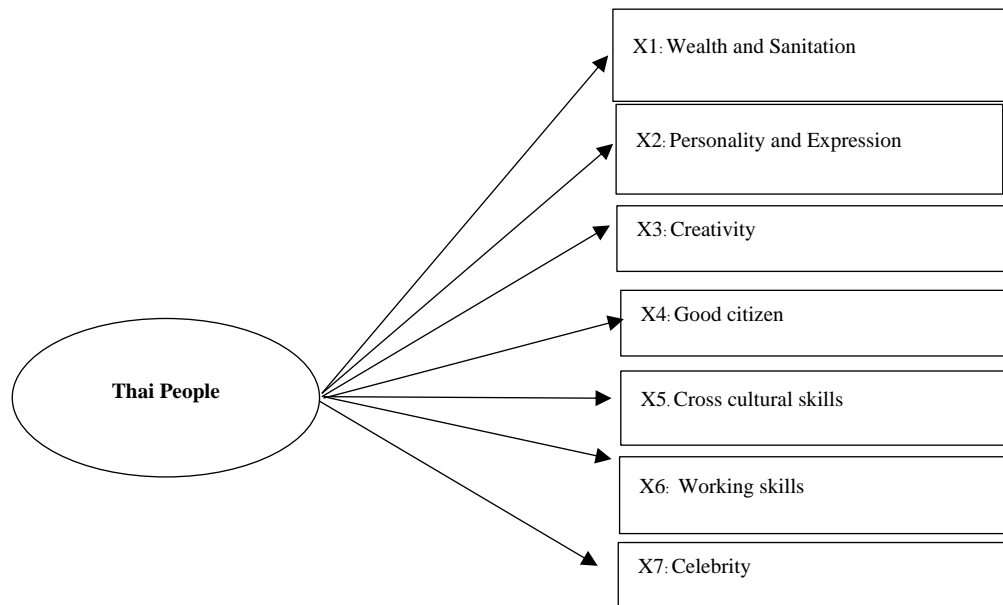
Variable	Regression Weight	$R^2$	Forecasting Efficiency (Percent)
Environment <--- Tourism	.86	.75	75
Safety <--- Tourism	.67	.46	46
Transportation <--- Tourism	.81	.67	67
Hotel and restaurant <--- Tourism	.67	.45	45
Information <--- Tourism	.79	.62	62
Tourist places <--- Tourism	.89	.79	79
Activities and Event <--- Tourism	.61	.38	38
Price and Value <--- Tourism	.60	.35	35

In summary, the Model of Thai tourism constructed from Structural Equation Model of Confirmatory Factor Analysis, comprising 1 principle component ( Thai tourism), 8 sub-components and 35 brand variables

Evaluating from Model Fit Indices, it is found that the expected model is congruent with empirical data with the following statistical support: GFI = .990, AGFI = .956., NFI = .993, CFI = .994, RMSEA = .065 (PCLOSE = .048), and RMR = .0.21, with Regression weight/Path coefficient at high level, or between .60 - .89, and 35 percent- 79 percent of forecasting efficiency or containing estimated predictive coefficients or  $R^2$  between .35 - .79.

Therefore, it displays, from all aforementioned findings, that the constructed Model of Thai tourism of this study is appropriate and meets the statistical criteria with statistical significance. Hence, it can be used as a reference in measuring Thai tourism

and be applied as an instrument in quantifying Thailand brand for various kinds of branding and development



**Figure 7.9** Model of Thai People

The Results of the Second Test of Model Fit Indices

The Fit Indices of the Adjusted Model is re-tested with empirical data. From the overall analysis of Model Fit Indices, the findings are as follow:

**Table 7.31** Illustrates the Results of the Second Test of Model Fit Indices

Indication	Criterion	Statistical Value	Finding from the Analysis
GFI	Equal or more than .90	.985	Passed
AGFI	Equal or more than .80	.959	Passed
NFI	Equal or more than .80	.982	Passed
CFI	Equal or more than .90	.987	Passed
RMSEA	.05 - .08 or $\leq .05$ (PCLOSE $> .05$ )	.042	Passed
RMR	$< .05$	.035	Passed

From Table 7.31, it shows the following Fit Indices of the model of Thai people with 7 identities and 17 brand variables after the Modification Indices (MI) is applied to adjust the Model by connecting two-way relationship between variables with covariance, and by testing the Fit Indices with empirical data.

Goodness of Fit Index (GFI) = .985

Adjusted Goodness of Fit Index (AGFI) = .959

Normed Fit Index (NFI) = .982

Comparative Fit Index (CFI) = .987

Root Mean Squared Error of Approximation (RMSEA) = .042 (PCLOSE = 1.00) (RMSEA < .05 means the model is well-congruent with empirical data.)

Root Mean Residual (RMR) = .035

From the above Model Fit Indices test, it is found that there are 6 Fit Indices which meet all criteria. In short, the Model of Thai people is found to be congruent with empirical data, which is in accordance with hypothesis and criteria.

Path or Regression Coefficient Analysis

Correlation coefficient analysis is used after the second test of the Adjusted Model of Thai people by measuring the relationship between independent / manifest variables (7 sub-components and 17 brand variables) and dependent / latent variables (1 principle-component, and 7 sub-components). The findings are as follow:

**Table 7.32** Illustrates Correlation Coefficient between Independent/Manifest Variables (7 identities) and Dependent/Latent Variables (Thai people)

Dependent Variable	Effect	Independent / Manifest Variables						
		Wealth and Sanitation	Personality and Expression	Creativity	Good citizen	Cross cultural	Working skills	Celebrity
Thai people	Total	.637	.780	.674	.754	.637	.735	.456

As shown in table 7.32, personality and expression have the highest total effect towards Thai people by correlation coefficient at .780, followed by good citizen at .754, working skills at .735 and creativity at .674. The lowest total effect towards Thai people is a factor of celebrity with correlation coefficient at .456.

#### Analysis of Estimated Predictive Coefficients

The purpose of estimating predictive coefficients is to analyze the forecasting efficiency of the model of Thai people with 7 key identities or latent variables by evaluating from their Squared Multiple Correlations ( $R^2$ ) as shown in the following table:

**Table 7.33** Illustrates Squared Multiple Correlations of Thai People Variables

<b>Thai People Variable</b>	<b>Squared Multiple Correlations (<math>R^2</math>)</b>
Wealth and Sanitation	.443
Personality and Expression	.654
Creativity	.605
Good citizen	.617
Cross cultural skills	.402
Working skills	.568
Celebrity	.208

From table 7.33, it is found that Squared Multiple Correlations or  $R^2$  or Coefficient of Determination are as follows;

$R^2$  of wealth and sanitation = .443 or 44.30 percent of the efficiency in forecasting Thai people.

$R^2$  of Personality = .654 or 65.40 percent of the efficiency in forecasting Thai people

$R^2$  of Creativity = .605 or 60.50 percent of the efficiency in forecasting Thai people

$R^2$  of Good citizen = .617 or 61.70 percent of the efficiency in forecasting Thai people

$R^2$  of Communication skill = .402 or 40.20percent of the efficiency in forecasting Thai people

$R^2$  of Working skill = .568 or 56.80percent of the efficiency in forecasting Thai people

$R^2$  of Celebrity = .208 or 20.80 percent of the efficiency in forecasting Thai people

#### Summary of Structural Equation Model (SEM)

The below table presents statistical data of Model Fit Indices, Regression weight/Path coefficient, and Estimated Predictive Coefficients ( $R^2$ ) of the Model of Thai people

**Table 7.34** Illustrates Summary of Regression Weight and Squared Multiple Correlations

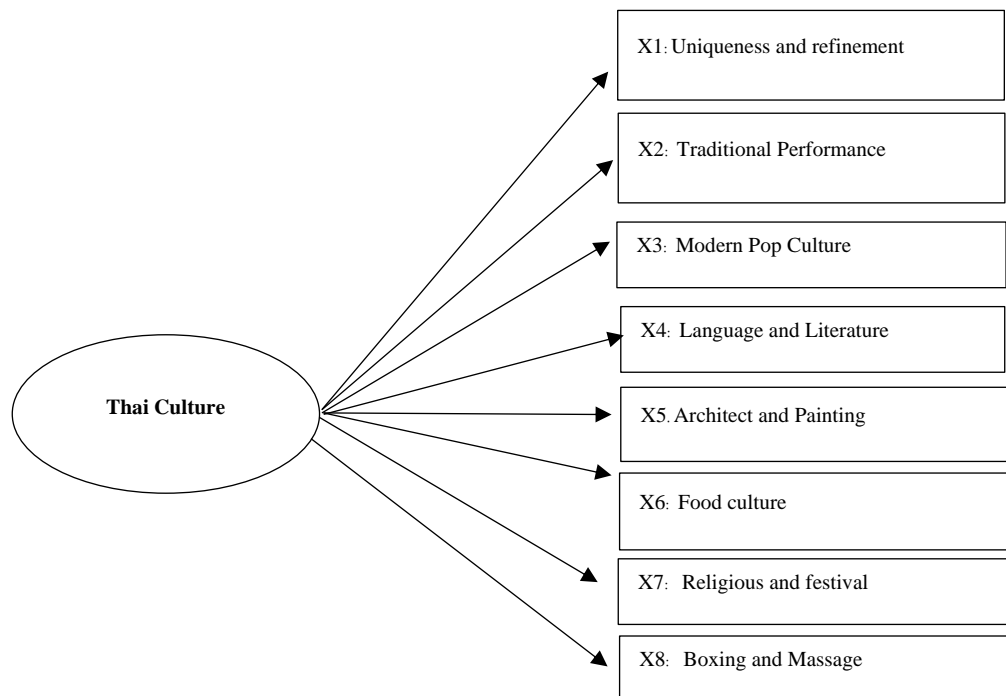
Variable	Regression Weight	$R^2$	Forecasting Efficiency (Percent)
Wealth <--- Thai people	.64	.44	44
Personality <--- Thai people	.78	.65	65
Creativity <--- Thai people	.67	.60	60
Good Citizen <--- Thai people	.75	.62	62
Cross cultural skill <--- Thai people	.63	.40	40
Working skill <--- Thai people	.73	.57	57
Celebrity <--- Thai people	.46	.21	21

In summary, the Model of Thai people constructed from Structural Equation Model of Confirmatory Factor Analysis, comprising 1 principal component ( Thai people), 7 sub-components and 17 brand variables

Evaluating from Model Fit Indices, it is found that the expected model is congruent with empirical data with the following statistical support: GFI = .985, AGFI = .959, NFI = .982, CFI = .987, RMSEA = .042 (PCLOSE = 1.00), and RMR = .035, with Regression weight/Path coefficient at high level, or between .56 - .77, and

21percent- 61percent of forecasting efficiency or containing estimated predictive coefficients or  $R^2$  between .21 - .61.

Therefore, it displays, from all aforementioned findings, that the constructed Model of Thai people of this study is appropriate and meets the statistical criteria with statistical significance. Hence, it can be used as a reference in measuring Thai people and be applied as an instrument in quantifying Thailand brand for various kinds of branding and development



**Figure 7.10** Model of Thai Culture



### The Results of the Second Test of Model Fit Indices

The Fit Indices of the Adjusted Model is re-tested with empirical data. From the overall analysis of Model Fit Indices, the findings are as follow:

**Table 7.35** Illustrates the Results of the Second Test of Model Fit Indices

Indication	Criterion	Statistical Value	Finding from the Analysis
GFI	Equal or more than .90	.976	Passed
AGFI	Equal or more than .80	.948	Passed
NFI	Equal or more than .80	.981	Passed
CFI	Equal or more than .90	.985	Passed
RMSEA	.05 - .08 or $\leq .05$ (PCLOSE $> .05$ )	.049	Passed
RMR	$< .05$	.038	Passed

From Table 7.35, it shows the following Fit Indices of the model of Thai culture with 8 identities and 17 brand variables after the Modification Indices (MI) is applied to adjust the Model by connecting two-way relationship between variables with covariance, and by testing the Fit Indices with empirical data.

Goodness of Fit Index (GFI) = .976

Adjusted Goodness of Fit Index (AGFI) = .948

Normed Fit Index (NFI) = .981

Comparative Fit Index (CFI) = .985

Root Mean Squared Error of Approximation (RMSEA) = .049 (PCLOSE = 1.00) (RMSEA  $< .05$  means the model is well-congruent with empirical data.)

Root Mean Residual (RMR) = .038

From the above Model Fit Indices test, it is found that there are 6 Fit Indices which meet all criteria. In short, the Model of Thai people is found to be congruent with empirical data, which is in accordance with hypothesis and criteria.

### Path or Regression Coefficient Analysis

Correlation coefficient analysis is used after the second test of the Adjusted Model of Thai culture by measuring the relationship between independent / manifest variables (8 sub-components and 17 brand variables) and dependent / latent variables (1 principle-component, and 8 sub-components). The findings are as follow:

**Table 7.36** Illustrates Correlation Coefficient between Independent/Manifest Variables (8 identities) and Dependent/Latent Variables (Thai Culture)

Dependent Variable	Effect	Independent / Manifest Variables							
		Uniqueness	Traditional performance	Modern Pop Culture	Language and Literature	Architect and Painting	Food culture	Religious and festival	Boxing and Massage
Thai culture	Total	.831	.819	.479	.770	.761	.623	.729	.602

As shown in table 7.36, the cultural uniqueness has the highest total effect towards Thai culture at .831, followed by traditional performance at .819 and Language at .770. The lowest total effect towards Thai culture is a factor of Modern Pop Culture with correlation coefficient at .479.

### Analysis of Estimated Predictive Coefficients

The purpose of estimating predictive coefficients is to analyze the forecasting efficiency of the model of Thai culture with 8 key identities or latent variables by evaluating from their Squared Multiple Correlations ( $R^2$ ) as shown in the following table:

**Table 7.37** Illustrates Squared Multiple Correlations of Thai culture Variables

Thai Culture Variable	Squared Multiple Correlations (R <sup>2</sup> )
Uniqueness and Refinement	.682
Traditional Costume and Performance	.671
Modern Pop Culture	.230
Language and Literature	.592
Architecture and Painting	.579
Food culture	.389
Religious and festival	.532
Boxing and Massage	.362

From table 7.37, it is found that Squared Multiple Correlations or R<sup>2</sup> or Coefficient of Determination are as follows;

R<sup>2</sup> of Uniqueness and Refinement = .682 or 68.20percent of the efficiency in forecasting Thai culture.

R<sup>2</sup> of Performance = .671 or 67.10 percent of the efficiency in forecasting Thai culture

R<sup>2</sup> of Pop Culture = .230 or 23.00 percent of the efficiency in forecasting Thai culture

R<sup>2</sup> of Language = .592 or 59.20 percent of the efficiency in forecasting Thai culture

R<sup>2</sup> of Architecture = .579 or 57.90percent of the efficiency in forecasting Thai culture

R<sup>2</sup> of Food culture = .389 or 38.90percent of the efficiency in forecasting Thai culture

R<sup>2</sup> of Festival = .532 or 53.20 percent of the efficiency in forecasting Thai culture

R<sup>2</sup> of Boxing = .362 or 36.20 percent of the efficiency in forecasting Thai culture

### Summary of Structural Equation Model (SEM)

The below table presents statistical data of Model Fit Indices, Regression weight/Path coefficient, and Estimated Predictive Coefficients ( $R^2$ ) of the Model of Thai culture

**Table 7.38** Illustrates Summary of Regression Weight and Squared Multiple Correlations

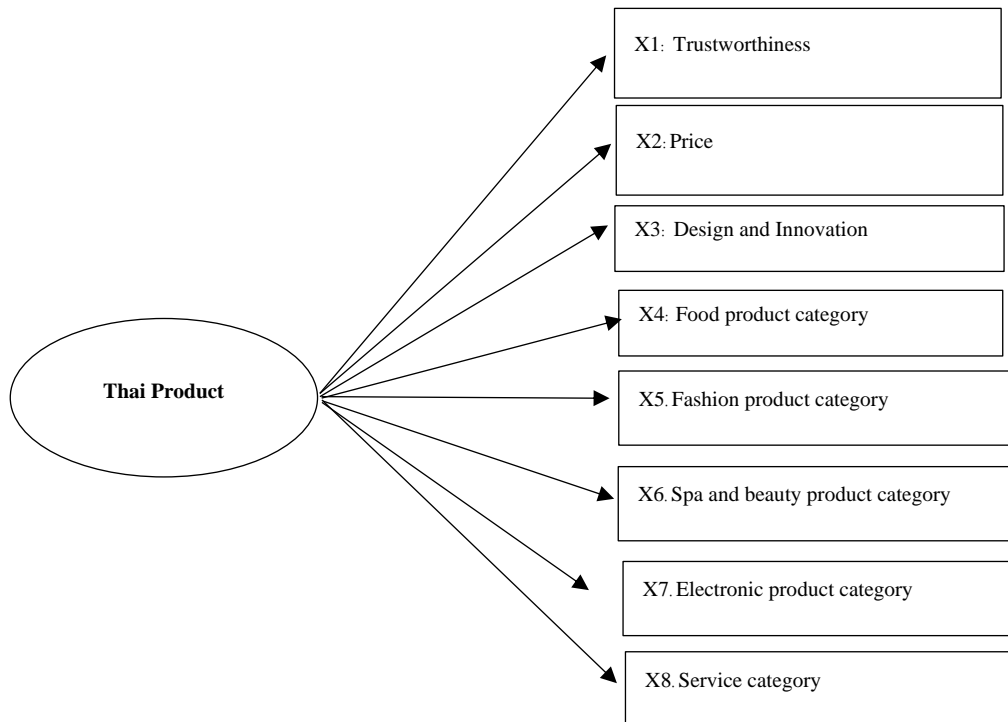
Variable	Regression Weight	$R^2$	Forecasting Efficiency (Percent)
Uniqueness <--- Thai culture	.83	.68	68
Performance <--- Thai culture	.81	.67	67
Pop Culture <--- Thai culture	.48	.23	23
Language <--- Thai culture	.77	.59	59
Architecture <--- Thai culture	.76	.58	58
Food culture <--- Thai culture	.62	.39	39
festival <--- Thai culture	.73	.53	53
Boxing <--- Thai culture	.60	.36	36

In summary, the Model of Thai culture constructed from Structural Equation Model of Confirmatory Factor Analysis, comprising 1 principal component ( Thai culture), 8 sub-components and 17 brand variables

Evaluating from Model Fit Indices, it is found that the expected model is congruent with empirical data with the following statistical support: GFI = .976, AGFI = .948, NFI = .982, CFI = .985, RMSEA = .049 (PCLOSE = 1.00), and RMR = .038, with Regression weight/Path coefficient at high level, or between .53 - .81, and 28percent- 67percent of forecasting efficiency or containing estimated predictive coefficients or  $R^2$  between .28 - .67.

Therefore, it is evident, from all aforementioned findings, that the constructed Model of Thai culture of this study is appropriate and meets the statistical criteria with statistical significance. Hence, it can be used as a reference in measuring Thai culture

and be applied as an instrument in quantifying Thailand brand for various kinds of branding and development



**Figure 7.11** Model of Thai Product and Services

#### The Results of the Second Test of Model Fit Indices

The Fit Indices of the Adjusted Model is re-tested with empirical data. From the overall analysis of Model Fit Indices, the findings are as follow:

**Table 7.39** Illustrates the Results of the Second Test of Model Fit Indices

<b>Indication</b>	<b>Criterion</b>	<b>Statistical Value</b>	<b>Finding from the Analysis</b>
GFI	Equal or more than .90	.973	Passed
AGFI	Equal or more than .80	.933	Passed
NFI	Equal or more than .80	.980	Passed
CFI	Equal or more than .90	.984	Passed
RMSEA	.05 - .08 or $\leq .05$ (PCLOSE $> .05$ )	.052	Passed
RMR	$< .05$	.032	Passed

From Table 7.39, it shows the following Fit Indices of the model of Thai product with 8 identities and 20 brand variables after the Modification Indices (MI) is applied to adjust the Model by connecting two-way relationship between variables with covariance, and by testing the Fit Indices with empirical data.

Goodness of Fit Index (GFI) = .973

Adjusted Goodness of Fit Index (AGFI) = .933

Normed Fit Index (NFI) = .980

Comparative Fit Index (CFI) = .984

Root Mean Squared Error of Approximation (RMSEA) = .052 (PCLOSE = 1.00) (RMSEA  $< .05$  means the model is well-congruent with empirical data.)

Root Mean Residual (RMR) = .032

From the above Model Fit Indices test, it is found that there are 6 Fit Indices which meet all criteria. In short, the Model of Thai product is found to be congruent with empirical data, which is in accordance with hypothesis and criteria.

Path or Regression Coefficient Analysis

Correlation coefficient analysis is used after the second test of the Adjusted Model of Thai product by measuring the relationship between independent / manifest variables (8 sub-components and 20 brand variables) and dependent / latent variables (1 principle-component, and 8 sub-components). The findings are as follow:

**Table 7.40** Illustrates Correlation Coefficient between Independent/Manifest Variables (8 Identities) and Dependent/Latent Variables (Thai Product)

		<b>Independent / Manifest Variables</b>							
<b>Dependent Variable</b>	<b>Effect</b>	<b>Trustworthy</b>	<b>Price</b>	<b>Design and Innovation</b>	<b>Food Products</b>	<b>Fashion product</b>	<b>Spa Beauty product</b>	<b>Electronic product</b>	<b>Service Category</b>
		<b>Thai product</b>	Total	.776	.629	.749	.677	.670	.716

As shown in table 7.40, the trustworthiness has the highest total effect towards Thai product at .776, followed by Design and innovation at .749, and Spa products at .716. The lowest total effect towards Thai product is a factor of price with total effect at .629.

#### Analysis of Estimated Predictive Coefficients

The product of estimating predictive coefficients is to analyze the forecasting efficiency of the model of Thai product with 8 key identities or latent variables by evaluating from their Squared Multiple Correlations ( $R^2$ ) as shown in the following table:

**Table 7.41** Illustrates Squared Multiple Correlations of Thai Product Variables

<b>Thai Product Variable</b>	<b>Squared Multiple Correlations (R<sup>2</sup>)</b>
Trustworthiness	.602
Price	.396
Design and innovation	.557
Food product	.449
Fashion and Jewellery product	.459
Spa product	.507
Electronic and Household product	.513
Service	.430

From table 7.41, it is found that Squared Multiple Correlations or R<sup>2</sup> (Coefficient of Determination) are as follows;

R<sup>2</sup> of Trustworthiness = .602 or 60.2 percent of the efficiency in forecasting Thai product

R<sup>2</sup> of Price = .396 or 39.6 percent of the efficiency in forecasting Thai product

R<sup>2</sup> of Design = .557 or 55.7 percent of the efficiency in forecasting Thai product

R<sup>2</sup> of Food product = .449 or 44.9 percent of the efficiency in forecasting Thai product

R<sup>2</sup> of Fashion = .459 or 45.9 percent of the efficiency in forecasting Thai product

R<sup>2</sup> of Spa product = .507 or 50.7 percent of the efficiency in forecasting Thai product

R<sup>2</sup> of Electronic = .513 or 51.3 percent of the efficiency in forecasting Thai product

R<sup>2</sup> of Service = .430 or 43.0 percent of the efficiency in forecasting Thai product



### Summary of Structural Equation Model (SEM)

The below table presents statistical data of Model Fit Indices, Regression weight/Path coefficient, and Estimated Predictive Coefficients ( $R^2$ ) of the Model of Thai product

**Table 7.42** Illustrates Summary of Regression Weight and Squared Multiple Correlations

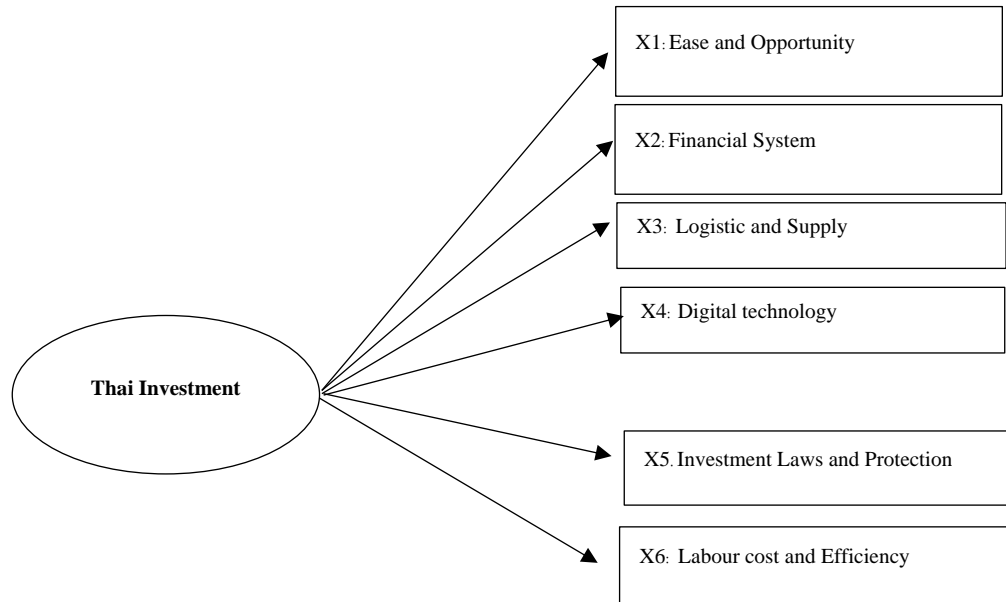
Variable	Regression Weight	$R^2$	Forecasting Efficiency (Percent)
Trustworthiness <--- Thai product	.78	.60	60
Price <--- Thai product	.63	.40	40
Design <--- Thai product	.75	.58	58
Food product <--- Thai product	.68	.45	45
Fashion <--- Thai product	.67	.46	46
Spa product <--- Thai product	.72	.50	50
Electronic <--- Thai product	.71	.51	51
Service <--- Thai product	.65	.43	43

In summary, the Model of Thai product constructed from Structural Equation Model of Confirmatory Factor Analysis, comprising 1 principal component ( Thai product), 8 sub-components and 17 brand variables

Evaluating from Model Fit Indices, it is found that the expected model is congruent with empirical data with the following statistical support: GFI = .973, AGFI = .933, NFI = .980, CFI = .984, RMSEA = .052 (PCLOSE = 1.00), and RMR = .032, with Regression weight/Path coefficient at high level, or between .62 - .76, and 40percent- 60 percent of forecasting efficiency or containing estimated predictive coefficients or  $R^2$  between .40 - .60.

Therefore, it is evident, from all aforementioned findings, that the constructed Model of Thai product of this study is appropriate and meets the statistical criteria with statistical significance. Hence, it can be used as a reference in measuring Thai product

and be applied as an instrument in quantifying Thailand brand for various kinds of branding and development



**Figure 7.12** Model of Thai Investment

The Results of the Second Test of Model Fit Indices

The Fit Indices of the Adjusted Model is re-tested with empirical data. From the overall analysis of Model Fit Indices, the findings are as follow:

**Table 7.43** Illustrates the Results of the Second Test of Model Fit Indices

Indication	Criterion	Statistical Value	Finding from the Analysis
GFI	Equal or more than .90	.986	Passed
AGFI	Equal or more than .80	.956	Passed
NFI	Equal or more than .80	.987	Passed
CFI	Equal or more than .90	.989	Passed
RMSEA	.05 - .08 or $\leq .05$ (PCLOSE > .05)	.050	Passed
RMR	< .05	.032	Passed

From Table 7.43, it shows the following Fit Indices of the model of Thai investment with 6 identities and 12 brand variables after the Modification Indices (MI) is applied to adjust the Model by connecting two-way relationship between variables with covariance, and by testing the Fit Indices with empirical data.

Goodness of Fit Index (GFI) = .986

Adjusted Goodness of Fit Index (AGFI) = .956

Normed Fit Index (NFI) = .987

Comparative Fit Index (CFI) = .989

Root Mean Squared Error of Approximation (RMSEA) = .050 (PCLOSE = 1.00) (RMSEA < .05 means the model is well-congruent with empirical data.)

Root Mean Residual (RMR) = .032

From the above Model Fit Indices test, it is found that there are 6 Fit Indices which meet all criteria. In short, the Model of Thai investment is found to be congruent with empirical data, which is in accordance with hypothesis and criteria.

#### Path or Regression Coefficient Analysis

Correlation coefficient analysis is used after the second test of the Adjusted Model of Thai investment by measuring the relationship between independent / manifest variables (6 sub-components and 12 brand variables) and dependent / latent variables (1 principle-component, and 6 sub-components). The findings are as follow:

**Table 7.44** Illustrates Correlation Coefficient between Independent/Manifest Variables (6 identities) and Dependent/Latent Variables (Thai Investment)

Dependent Variable	Effect	Independent / Manifest Variables					
		Ease and Opportunity	Finance and Banking System	Logistic and Supply	Digital technology	Investment Laws and Protection	Labour cost and Efficiency
Thai investment	Total	.997	.924	.894	.797	.883	.990

As shown in table 7.44, the ease and opportunity have the highest total effect towards Thai investment at .997, followed by labor efficiency at .990, and financial system at .924. The lowest total effect towards Thai investment is a factor of digital technology at .797.

#### Analysis of Estimated Predictive Coefficients

The product of estimating predictive coefficients is to analyze the forecasting efficiency of the model of Thai investment with 6 key identities or latent variables by evaluating from their Squared Multiple Correlations ( $R^2$ ) as shown in the following table:

**Table 7.45** Illustrates Squared Multiple Correlations of Thai Investment Variables

<b>Thai Investment Variable</b>	<b>Squared Multiple Correlations (R<sup>2</sup>)</b>
Ease and opportunity	.654
Finance and Banking	.544
Logistic and Supply	.612
Digital technology	.614
Investment Laws and Protection	.616
Labour cost and Efficiency	.498

From table 7.45, it is found that Squared Multiple Correlations or R<sup>2</sup> (Coefficient of Determination) are as follows;

R<sup>2</sup> of Ease and opportunity = .654 or 65.40 percent of the efficiency in forecasting Thai investment.

R<sup>2</sup> of Finance = .544 or 54.40 percent of the efficiency in forecasting Thai investment

R<sup>2</sup> of Logistic = .612 or 61.20 percent of the efficiency in forecasting Thai investment

R<sup>2</sup> of Digital = .614 or 61.40 percent of the efficiency in forecasting Thai investment

R<sup>2</sup> of Investment Laws = .616 or 61.60percent of the efficiency in forecasting Thai investment

R<sup>2</sup> of Efficiency = .498 or 49.80percent of the efficiency in forecasting Thai investment

#### Summary of Structural Equation Model (SEM)

The below table presents statistical data of Model Fit Indices, Regression weight/Path coefficient, and Estimated Predictive Coefficients (R<sup>2</sup>) of the Model of Thai investment

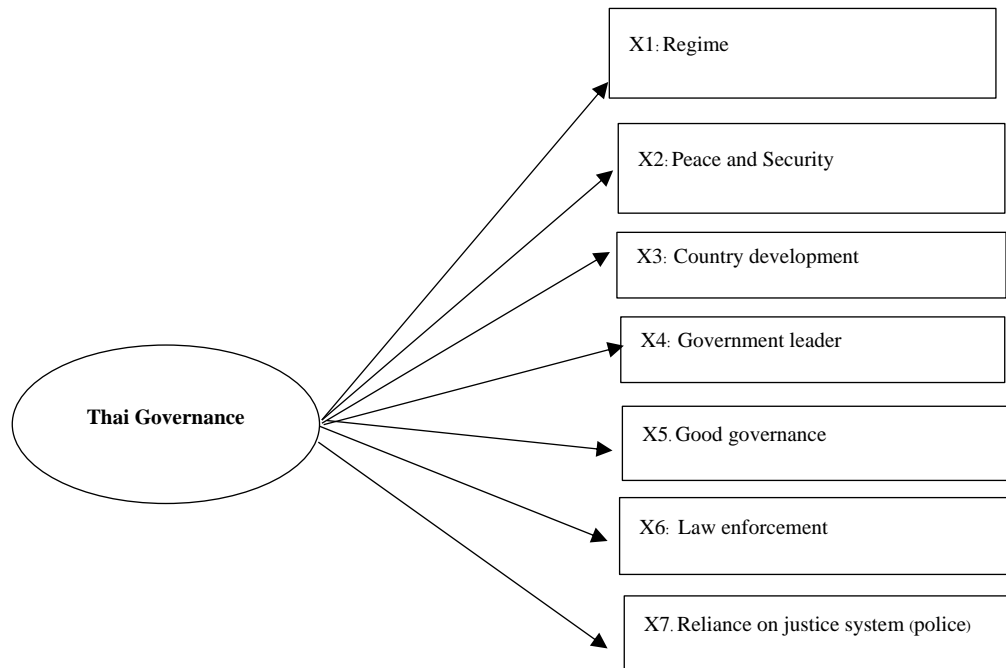
**Table 7.46** Illustrates Summary of Regression Weight and Squared Multiple Correlations

Variable	Regression Weight	R <sup>2</sup>	Forecasting Efficiency (Percent)
Ease <--- Thai investment	.99	.65	65
Finance <--- Thai investment	.95	.54	54
Logistic <--- Thai investment	.89	.61	61
Digital <--- Thai investment	.80	.61	61
Investment Laws <--- Thai investment	.88	.62	62
Labour cost <--- Thai investment	.99	.50	50

In summary, the Model of Thai investment constructed from Structural Equation Model of Confirmatory Factor Analysis, comprising 1 principal component (Thai investment), 6 sub-components and 12 brand variables

Evaluating from Model Fit Indices, it is found that the expected model is congruent with empirical data with the following statistical support: GFI = .986, AGFI = .956, NFI = .987, CFI = .989, RMSEA = .050 (PCLOSE = 1.00), and RMR = .032, with Regression weight/Path coefficient at high level, or between .67 - .78, and 45percent- 61percent of forecasting efficiency or containing estimated predictive coefficients or R<sup>2</sup> between .45 - .61.

Therefore, it is evident, from all aforementioned findings, that the constructed Model of Thai investment of this study is appropriate and meets the statistical criteria with statistical significance. Hence, it can be used as a reference in measuring Thai investment and be applied as an instrument in quantifying Thailand brand for various kinds of branding and development



**Figure 7.13** Model of Thai Governance

#### The Results of the Second Test of Model Fit Indices

The Fit Indices of the Adjusted Model is re-tested with empirical data. From the overall analysis of Model Fit Indices, the findings are as follow:

**Table 7.47** Illustrates the Results of the Second Test of Model Fit Indices

Indication	Criterion	Statistical Value	Finding from the Analysis
GFI	Equal or more than .90	.996	Passed
AGFI	Equal or more than .80	.981	Passed
NFI	Equal or more than .80	.998	Passed
CFI	Equal or more than .90	.998	Passed
RMSEA	.05 - .08 or $\leq$ .05 (PCLOSE > .05)	.033	Passed
RMR	< .05	.022	Passed

From Table 7.47, it shows the following Fit Indices of the model of Thai governance with 7 identities and 10 brand variables after the Modification Indices (MI)

is applied to adjust the Model by connecting two-way relationship between variables with covariance, and by testing the Fit Indices with empirical data.

Goodness of Fit Index (GFI) = .996

Adjusted Goodness of Fit Index (AGFI) = .981

Normed Fit Index (NFI) = .998

Comparative Fit Index (CFI) = .998

Root Mean Squared Error of Approximation (RMSEA) = .033 (PCLOSE = 1.00) (RMSEA < .05 means the model is well-congruent with empirical data.)

Root Mean Residual (RMR) = .022

From the above Model Fit Indices test, it is found that there are 6 Fit Indices which meet all criteria. In short, the Model of Thai governance is found to be congruent with empirical data, which is in accordance with hypothesis and criteria.

**Path or Regression Coefficient Analysis**

Correlation coefficient analysis is used after the second test of the Adjusted Model of Thai governance by measuring the relationship between independent / manifest variables (7 sub-components and 10 brand variables) and dependent / latent variables (1 principle-component, and 7 sub-components). The findings are as follow:

**Table 7.48** Illustrates Correlation Coefficient between Independent/Manifest Variables (7 identities) and Dependent/Latent Variables (Thai governance)

Dependent Variable	Effect	Independent / Manifest Variables						
		Regime	Peace and Security	Country development	Government leader	Good governance	Law enforcement	Governmental service
Thai governance	Total	.713	.938	.750	.700	.868	.858	.800



As shown in table 7.48, the peace and security have the highest total effect towards Thai governance at .938, followed by good governance at .868 and laws enforcement at .858. The lowest total effect towards Thai governance is a factor of government leader at .700.

#### Analysis of Estimated Predictive Coefficients

The product of estimating predictive coefficients is to analyze the forecasting efficiency of the model of Thai governance with 7 key identities or latent variables by evaluating from their Squared Multiple Correlations ( $R^2$ ) as shown in the following table:

**Table 7.49** Illustrates Squared Multiple Correlations of Thai governance Variables

<b>Thai Governance Variable</b>	<b>Squared Multiple Correlations (<math>R^2</math>)</b>
Regime	.509
Peace and Security	.585
Country development	.563
Government leader	.490
Good governance	.754
Law enforcement	.737
Governmental service	.640

From table 7.49, it is found that Squared Multiple Correlations or  $R^2$  (Coefficient) are as follows;

$R^2$  of Regime = .509 or 50.90percent of the efficiency in forecasting Thai governance.

$R^2$  of Security = .585 or 58.50 percent of the efficiency in forecasting Thai governance

$R^2$  of Country development = .563 or 56.30 percent of the efficiency in forecasting Thai governance

$R^2$  of Government leader = .490 or 49.00 percent of the efficiency in forecasting Thai governance

R<sup>2</sup> of Good governance = .754 or 75.40percent of the efficiency in forecasting Thai governance

R<sup>2</sup> of law enforcement = .737 or 73.70percent of the efficiency in forecasting Thai governance

R<sup>2</sup> of governmental service = .640 or 64.00percent of the efficiency in forecasting Thai governance

Summary of Structural Equation Model (SEM)

The below table presents statistical data of Model Fit Indices, Regression weight/Path coefficient, and Estimated Predictive Coefficients (R<sup>2</sup>) of the Model of Thai governance

**Table 7.50** Illustrates Summary of Regression Weight and Squared Multiple Correlations

Variable	Regression Weight	R <sup>2</sup>	Forecasting Efficiency (Percent)
Regime <--- Thai governance	.71	.51	51
Peace <--- Thai governance	.94	.59	59
Country development <- - - Thai governance	.75	.56	56
Government leader<--- Thai governance	.70	.49	49
Good governance <--- Thai governance	.87	.75	75
Law enforcement <--- Thai governance	.86	.74	74
Governmental <--- Thai governance	.80	.64	64

In summary, the Model of Thai governance constructed from Structural Equation Model of Confirmatory Factor Analysis, comprising 1 principal component (Thai governance), 7 sub-components and 10 brand variables

Evaluating from Model Fit Indices, it is found that the expected model is congruent with empirical data with the following statistical support: GFI = .996, AGFI = .981, NFI = .998, CFI = .998, RMSEA = .033 (PCLOSE = 1.00), and RMR = .022,

with Regression weight/Path coefficient at high level, or between .70 - .87, and 49 percent- 75 percent of forecasting efficiency or containing estimated predictive coefficients or  $R^2$  between .49 - .75.

Therefore, it displays, from all aforementioned findings, that the constructed Model of Thai governance of this study is appropriate and meets the statistical criteria with statistical significance. Hence, it can be used as a reference in measuring Thai governance and be applied as an instrument in quantifying Thailand brand for various kinds of branding and development.

Conclusion of this chapter is the list of the competitive nation identities that were selected from the highest values of correlation and estimation. Hence, the selected identity in the following table will be influential towards Thailand Brand.

**Table 7.51** Illustrates Summary of Regression Weight and Squared Multiple Correlations for Selected Competitive Identity for Thailand Branding

Variable	Regression weight	$R^2$	Forecasting Efficiency (Percent)
People <--- Thailand	.87	.75	75
Personality <--- Thai people	.78	.65	65
Good citizen <--- Thai people	.75	.62	62
Working skill <--- Thai people	.73	.57	57
Tourism <--- Thailand	.84	.70	70
Tourist places <--- Tourism	.89	.79	79
Environment <--- Tourism	.86	.75	75
Transportation <--- Tourism	.81	.67	67
Investment <--- Thailand	.82	.66	66
Ease <--- Thai investment	.99	.65	65
Labour cost <--- Thai investment	.99	.50	50
Finance <--- Thai investment	.95	.54	54
Product <--- Thailand	.78	.60	60

**Table 7.51** (Continued)

Variable	Regression weight	R <sup>2</sup>	Forecasting Efficiency (Percent)
Trustworthy <--- Thai product	.78	.60	60
Design <--- Thai product	.75	.58	58
Spa product <--- Thai product	.72	.50	50
Governance <--- Thailand	.76	.58	58
Peace <--- Thai governance	.94	.58	58
Good governance <--- Thai governance	.87	.75	75
Law enforcement <--- Thai governance	.86	.74	74
Culture <--- Thailand	.53	.28	28
Uniqueness <--- Thai culture	.83	.68	68
Performance <--- Thai culture	.81	.67	67
Language <--- Thai culture	.77	.59	59

The list of the competitive national identities in table 7.51 can be summarized in the house of brand as following figure (7.14).

**Figure 7.14** Illustration of Thailand Brand Model

Above picture shows the house of Thailand brand model with the six national identities. The foundation of the nation brand emerges from nation pride, globalization and chance and the six pillars supporting nation brand includes governance, people, culture, tourism, product, and investment. On the top of the house is the roof showing the most impactful identity to Thailand brand.

The competitive nation identities are selected from the result of confirmatory factor analysis in table 7.51. The most positive identity in each pillar which has highest regression weight and path coefficient forecasting will be prioritized for nation branding. With the result from confirmatory factor analysis, (a) people factor has the highest importance with Thailand Brand at the regression score of 0.87 and the path correlation score of 75 percent, followed by (b) tourism factor at the regression score of 0.84 and the path correlation score of 70 percent, (c) investment factor at the regression score of 0.82 and the path correlation score of 66 percent, (d) product factor at the regression score of 0.78 and the path correlation score of 60 percent, (e) governance factor at the regression score of 0.76 and the path correlation score of 58 percent, and (f) culture factor at the regression score of 0.53 and the path correlation score of 28 percent respectively.

From the previous chapters, the result in this chapter can be shortly discussed as follows;

- 1) The Thai people is the most impactful factor to the Thailand brand. This result indicates that both Thais and foreigners highly weight scores of their perceptions towards Thailand brand through “people” factor. On the roof top of house brand, “people” factor is selected as the top priority for Thailand branding. Once there is a change in “people” factor, there will significantly affect toward Thailand brand in either positive or negative image. In people factor, the most positive identity is Thai personality, in particular of generosity. This finding is consistent with Anholth’s theory of nation branding (2005) in the fact that people as country stakeholder is a key factor of building a nation brand because the nation brand is dynamic and beyond territories. People is a dynamic factor that moves around the globe and carries the nation brand along with them in and out of their country. People is a growth engine of gross national product (GNP) for the country and helps increase the power of a nation through several dimensions. The power of the nation brand will be highly strong if people factors from

the basement, the pillar until the top roof support one another. Thai generosity is selected from semantic differential method and it is consistent with the result of the confirmatory factor analysis. Hence, identity of Thai generosity should be promoted in the Thailand brand.

2) Thai tourism is the second powerful factor in the model of Thailand brand. Identity of tourist places, in particular of diversity is the most positive image in this domain because both Thais and foreigners perceive it similarly. According to Dolchai Boonyaratavej (interviewed, 2018), brand is experience which both Thais and foreigners have a perceived image of Thailand from their direct experiences. Tourism is the gateway of a country's welcoming to flows of human capital, financial capital, and cultural capital and so on. Globalization has enhanced the diversity of tourism. Sharafuddin, Mohamed. (2015) indicates that Thai tourism has characteristics of the high diversity from tourism types, attractions and activities.

3) Thai investment, in particular of ease in doing business is the third powerful factor in the house of Thailand brand. People always seek a good opportunity and investment is an answer. Haigh (2018) indicates in his nation brand finance survey that the effect of a country's national image on the brands based on the economy and investment as a whole is now widely acknowledged. The Thailand brand is rated at 31st rank from 100 countries in his research with a value of 509 billion USD (Nation Brand Finance, 2018). General people have perceived investment and economy as the same unit and they find opportunity from growth of new economic engines such as logistics and digital technology. For Thai investment, identity of opportunity is the most positive image that both Thais and foreigners agree with.

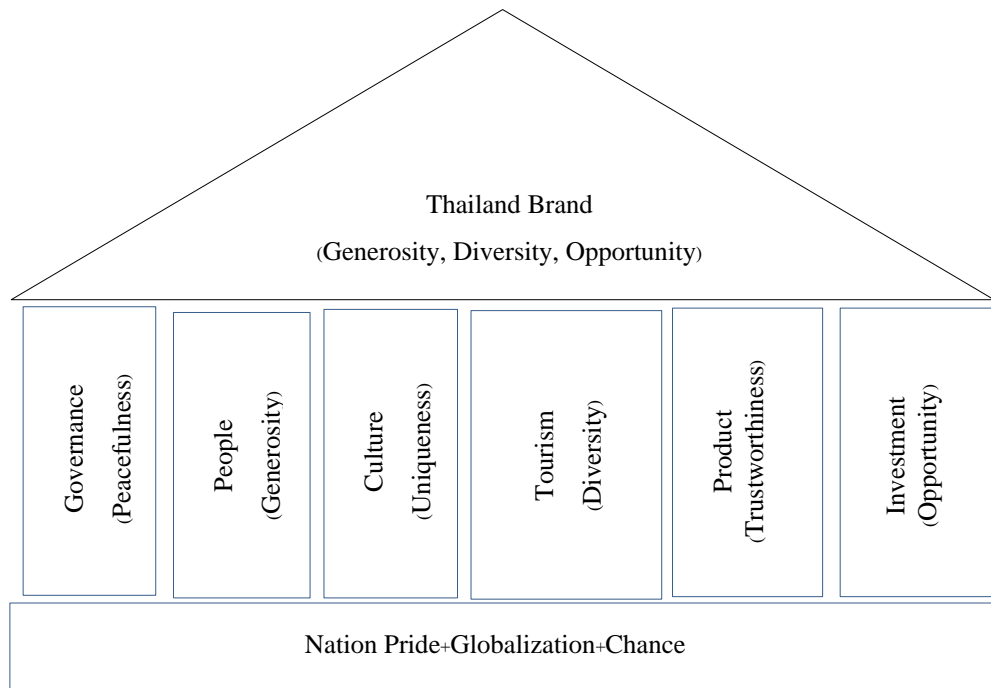
4) The fourth powerful factor is Thai product and service, of which identity of trustworthiness is the key in this category. M.L. Kathathong Thongyai (interviewed, 2018) argues that the quality of Thai products and services has gone beyond the average industrial standard. Thai brands are highly trusted in Indochina market. Apirak Kosayodhin, (interviewed, 2018) also emphasizes that many export products from Thailand have been accredited premium and authenticity. Hence, identity of trustworthiness is the most positive image that both Thais and foreigners agree with.

5) Thai governance is the fifth factor influential to Thailand brand. Identity of peacefulness is the most positive image that both Thais and foreigners agree

with. Simon Anholt (2011) emphasizes this factor has importance as a driving force of nation branding. Singapore is a good nation brand example of peacefulness (Moreira, 2017). Thailand is ranked at 113th place in the global peace index, with climbing up 7 places from 2017 (Institute for Economic & Peace, 2018). Although the place of Thai peacefulness is not high due to several complex measurements such as violence in three provinces of the southern region, the country in general remains safe for local and foreign tourists (Mark McDowell, interviewed, 2018).

6) Cultural factor becomes the least weighted factor affecting to Thailand brand. There are two assumptions of result interpretation to this point. The model fit is derived from comparing the correlations (technically, the covariance) among the items to the correlations expected by the model being tested. Thai cultural factor remains very strong and all respondents have rated this factor in the same weight and the same direction to the degree of no difference between groups. Another reason is that the cultural factor in itself has been less significant to Thailand brand. The first assumption might be exploratory to the result of Thai cultural factor. However, identity of uniqueness is the most positive image that both Thais and foreigners agree with.

From the above information, strategy and communication for Thailand brand could be drawn as following figure;



**Figure 7.15** Illustration of Competitive Identity in Thailand Brand Model

For conclusion in this chapter, this research employs both qualitative and quantitative methodology to examine the most competitive identities to present Thailand brand. The result finds there are six national identities which are important to the Thailand branding strategy and communication. The following are the most competitive identities of each factor;

- 1) Identity of generosity for Thai people
- 2) Identity of diversity for Thai tourism
- 3) Identity of opportunity for Thai investment
- 4) Identity of trustworthiness for Thai products and services
- 5) Identity of peacefulness for Thai governance
- 6) Identity of uniqueness for Thai culture

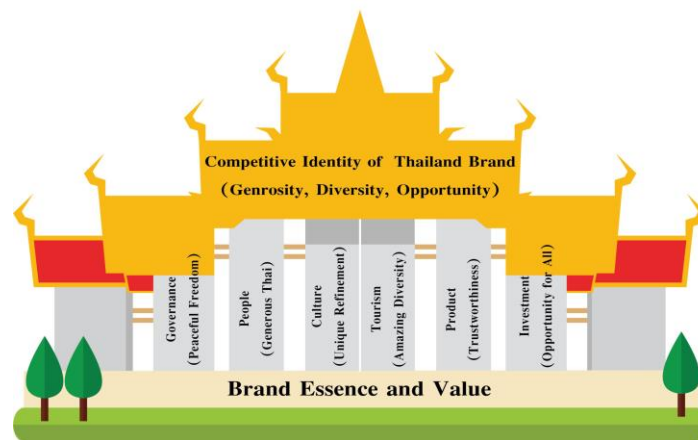


## CHAPTER 8

### SEMIOTIC BRANDING DISCUSSION FOR THAILAND BRAND

The objective of this chapter is to describe the Thailand through semiotic analysis in order for academic scholars, and brand practitioners to understand the meaning construction for Thailand brand. The result of previous chapters will be incorporated as data sets of semiotic discussion. The first data set is the competitive nation identities found in confirmatory factors analysis. The second data set is the attribution of the components found in semantic differential summary. The last data set comprises content analysis from qualitative research to explain the phenomena of the Thailand brand through perception from myth, ideology, misconceptions and reality.

As mentioned earlier, nation branding involves multi-disciplinary frameworks. In this research, Thailand's branding will mainly focus on the marketing approach to examine the connotative meanings; however, the social, cultural, economic and political perspectives will also be discussed, if necessary. As theoretically tested in the previous chapter, the Thailand brand consists of people, tourism, investment, product, governance, and culture respectively. The figure 8.1 is drawn from the research's result.



**Figure 8.1** House of Thailand Brand

Each factor has its own meaning and sign system. Hence, this chapter will employ the concepts of the structural semiology developed by Ferdinand de Saussure, the triadic relationship of C.S. Pierce, and mythification of Roland Barthes to describe the connections among the signifier ( Thailand) , the signified ( Brand) and the interpretant ( Consumer) in cycle of brand semiosis. Hence, the next section will discuss;

- 1) Thailand brand in structural semiology
- 2) Thailand brand in triadic relationship
- 3) Thailand brand in semiotic resources
- 4) Thailand brand in semiotic consumption
- 5) Thailand brand in mythification
- 6) Thailand brand in power of people
- 7) Thailand brand in national pride
- 8) Thailand brand in semiotic communication

### **8.1 Thailand Brand in Structural Semiology**

This section will portray Thailand brand as a combination of nation branding theory and structural semiology theory. According to Oswald (2015), there are common agreements in nature of structuralism and semiotic branding as follows;

1) Brand reduces the human and the human-like subject to the degree of the subconscious and unconscious mind. Human is a medium of message as same as human carries meaning of brand with and without consciousness.

2) Brand is a system of signs. Saussure (1959) distinguishes between language (the meaning structure) and parole (the human action to language). Oswald (2015) emphasizes that brand is composed of meanings and consumer is the human who uses such meaning in their daily life.

3) Brand is a set of common agreements between brand and consumer in the same way as a sign contains a system of conventions between senders and receivers.

4) Brand comprises identity and essence in the same way as sign has form and substance.

5) Brand identity focuses on differentiation in the same way as sign concentrates on opposition relations.

6) The relationship between brand and its meaning is similar to the relationship between signifier and signified.

7) The relationship between brand and other brands is similar to the relationship between a signifier and other signifiers.

8) Both brand and sign have a free floating characteristic in the linguistic community.

9) The relational identity is a study of self and other in brand system which holds a similar concept of common and difference in binary opposition.

10) Sign has both syntagmatic and paradigmatic relations, which brand develops those relations to be brand positioning (paradigmatic relation as a unit representing the whole) and brand component (syntagmatic as a unit comprising the whole).

11) Both brand and sign can be coded with metaphor (i.e. land of paradise) and metonymy (i.e. land of natural beauty) for meaning construction.

12) Both brand and sign concentrate on text and context where the meaning exists.

13) Structuralism employs a reduction to study a unit within a whole and reconstructs a new meaning from meta-text. Brand also applies this method to refresh the brand for a meaning as a brand positioning.

14) Structuralism studies the logic of presence and absence to understand the phenomena of meaning construction. Brand also applies those logics to understand brand propositions.

15) Both brand and sign employ the binary opposition to find the simple and specific meanings due to limitation of memory space in human brains.

16) Both brand and sign employ the science of concrete and abstract to understand relations of the human and the nature in meaning construction.

17) Both brand and sign involve production and reproduction of meaning chains.

18) Both brand and sign may face the connotative meaning construction through chains of meaning (myth and ideology).

In Saussure's theory, structural semiology consists of the signifier, the signification, and the signified, of which those elements can be implied to Thailand brand in social linguistic perspective. The theoretical test shows that Thailand is an object of signifier which will be encoded through branding signification of good citizen, tourist attraction, and deregulation for ease of doing business to create meanings of generosity, diversity and opportunity articulated to Thailand brand as the signified. The marketing approach also treats brand as a system of signs constructed by convention; however, due to limitation of human memory Thailand brand should be prioritized with the most powerful meanings.

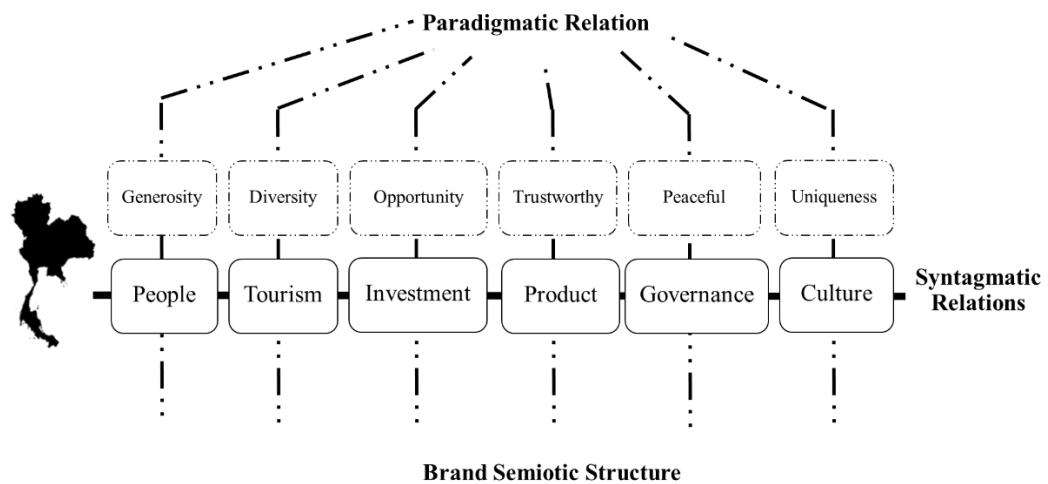


**Figure 8.2** Thailand Brand in Structural Semiology adapted from Saussure's Theory

In semiotic structure, Thailand brand has a composite of meanings in both paradigmatic and syntagmatic relation. Figure 8.3 portrays a combination of syntagmatic (brand components) and paradigmatic (brand attributes) relations in Thailand brand structure. In horizontal axis, syntagmatic relation shows components of brand which include six national competitive identities and paradigmatic relation in vertical axis shows brand attribution as a unit of each component for brand communication.

Like linguistic structure, the sequence of components can be flexible and dynamic but the meanings should not be understood in isolation. This principle is consistent with many brand experts for example Dolchai Boonyaratavej says during interview that Thailand as a mega-brand would not have one single meaning but it contains several meanings which cannot be absolutely separated. Paradigmatic axis (of selection) is very important because it is not merely reflect Thailand, but constitutes the

brand positioning. The signified (brand meaning) should be encoded with proper selection. This is why Simon Anholt stresses that nation brand must show the most competitive identities of nation to attract attention of local and global people. Mark McDowell (interviewee) also agree with this statement in that Thailand brand as commercial meaning should only promote the most selling points, not all attributes a brand have. In another word, the use of those relations in branding process remains flexible and sequential due to determination and prioritization.

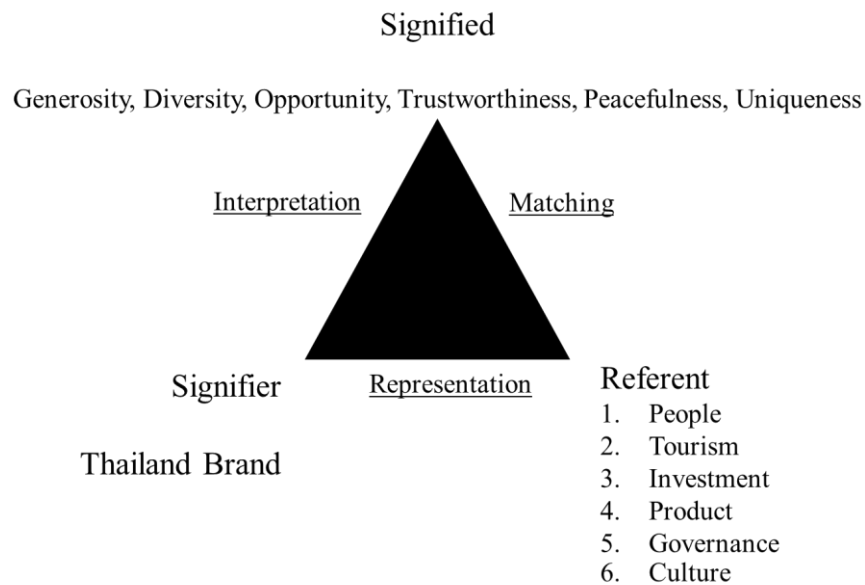


**Figure 8.3** Structural and Grammatical Semiology of Thailand Brand

In a study of Graan (2016) for branding Macedonia, he found out that using a meta-pragmatic and syntagmatic discourse is essential to deliver the national meanings for mass publicity because the country has several selling points that perhaps one of them can draw attentions of both mass and niche groups. The state-sponsored message should be carefully employed in addressing brand value; otherwise, the message would alter the perception. In sum, Thailand brand should employ meta-semiotic structure as choices for mass or niche market communication.

## 8.2 Thailand Brand in Triadic Relationship

In C.S. Peirce's semiotic theory, he outlines the triadic relationship among an object (or signifier), a representamen (or a sign), and an interpretant (or signified). He also describes a combination of iconic, indexical, and symbolic qualities to perception that a nation brand may use those qualities with the relevance and probable impact between the sign-object-interpreter relationships. Adam McQuire (interviewee) also says that Thailand brand must be relevant to demand of each target market. This triadic cycle can be applied to Thailand brand as following figures;



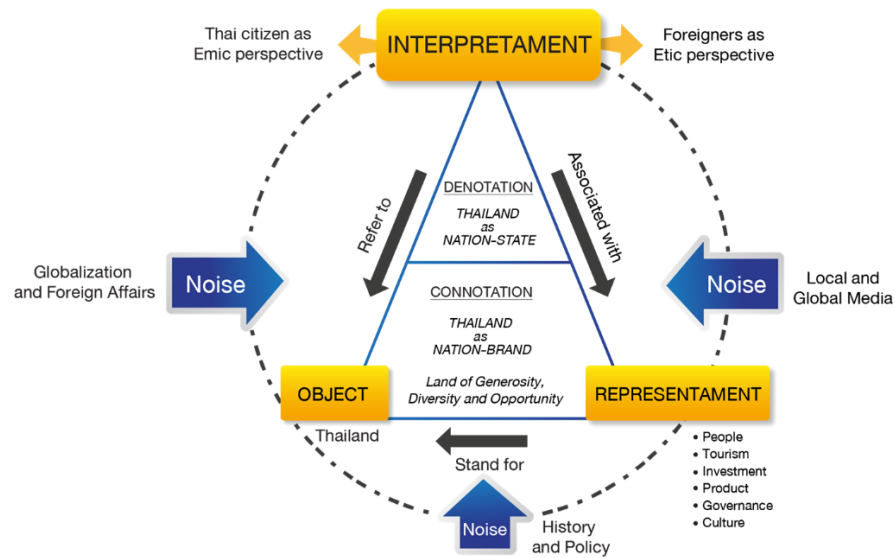
**Figure 8.4** Thailand Brand in Peirce's Triadic Model

Above picture depicts relations between signifier (Thailand), referent (Brand identity) and signified (Brand meanings) in triadic model. Those relations are based on matching, representation, interpretation. Each of the six national identities will be matched with its brand attributes according to the summary of the previous chapter. The question of what a nation brand is depends on the concept of a triadic relation. In relation to a sign of a nation, the object (Thailand) and its interpretant (meaning in the minds of citizen or visitor) are either immediate (organic presence in sign such as

geographic and natural images) or mediate (organized presence in signs such as governmental policy and advertising campaigns).

It should be noted that there is also dynamic property connected those elements in terms of extension (denotative brand extension, for example from Thai tourism to Thailand brand), intension (brand attributes such as diversity of tourist attraction), and comprehension (connotative meaning such as amazing experience). In short, any communication about one dimension of Thailand brand in the sign relation tells the message receivers something about the others. In this sense, Thailand brand is not only tourism but also other dimensions within scope of brand.

It is generally accepted that human uses comparison in meaning construction. Waraporn Kulsawatpakdee (interviewee) mentions that naturally Thailand brand may be compared to other nation brands such as Singapore brand. Comparison may turn to be a noise in meaning interpretation. Oswald indicates that apart from triadic relation there are various noises influencing the meanings of a brand from several channels. Those noises include historical narration, governmental policy, local media, global media, international relationships, response from foreign diplomacy, and globalization. The interpreter (Thais and foreigners) may have their own perspectives to interpret Thailand and those noises have more or less influenced towards their perception and determination.

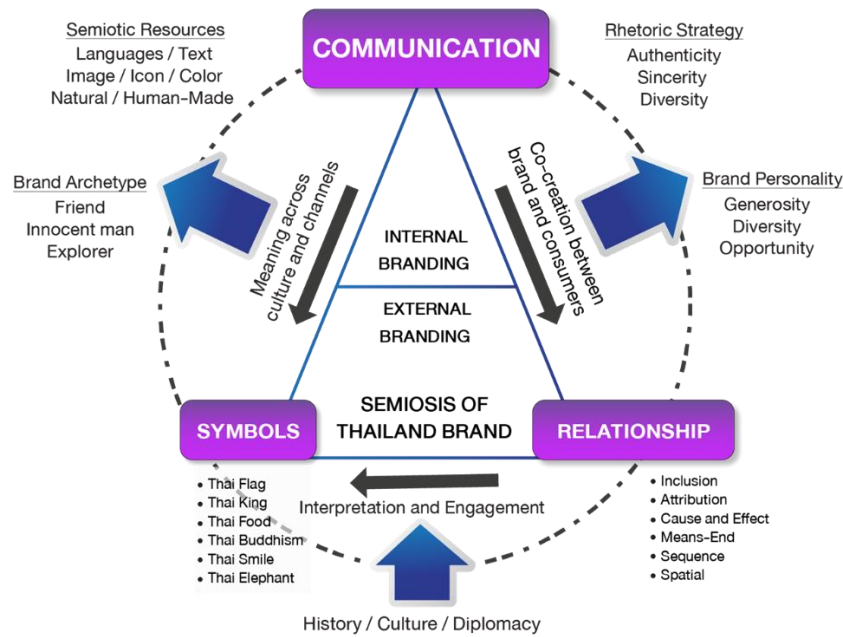


**Figure 8.5** Noises in Triadic Relations of Thailand Brand

Above figure shows that at the center Thailand should be communicated in connotation of a nation-brand rather than in denotation of a nation-state. From the research's result, Thailand has been promoted with several meanings but those meanings are unstable due to various noises. For instance, the meaning of 'kitchen to the world' was ruined by news of pesticide residue in Thai farming. Additionally, the global ranking reports such as corruption index are mediated noises that create bad image towards Thai governance. Such noises can come from several sources and they have either immediate, mediate, or dynamic property in semiosis of nation branding process. With this in mind, semiosis of Thailand brand can be related to human and nonhuman factors.

In this paper, Thailand brand should be connoted as land of generosity, diversity, and opportunity in both emic views (Thai) and etic views (foreigners). This connotation should be related to reality in Thai society and associated with universal culture in order to safeguard the meaning of Thailand brand from various noises such as local and global media. From above diagram, brand semiosis inevitably involves with social interaction in which information is exchanged through semiotic resources, rhetorical strategy, brand archetype, brand personality and so on.





**Figure 8.6** Semiosis of Thailand Brand

Above figure shows semiosis that circulates within the triadic relation of Thailand brand. Semiosis can be identified through all the conditions that effect the production, transmission and reception of signs. All above factors are, to a greater or lesser extent, related to semiotic branding in nature by meaning, codes, and values. Consequently, where the line is drawn between each factor in the figure, semiotics will always be somewhat arbitrary in both presence and absence.

Communication of Thailand brand should be considered for both internal branding (Thais) and external branding (foreigners) process due to difference of characteristics of the receivers. Semiotic resources and rhetoric strategy must be selected to mediate with each market segment. For instance, Thailand brand could be encoded with personification of trustworthiness, and archetype of friend for export products. The use of relationship in sign system can be tailored according to characteristics of symbols, senders, and receivers. In relationship, for instance of Thai governance an inclusion (Thai King as a vital part of Thailand) and attribution (Humbleness and Dedication as characteristics of Thai King) are the most powerful relationships between the country and the monarchy in signifying process.

According to the research's result, the selected symbols to represent Thailand brand include Thai Flag, Thai King, Thai Buddhism, Thai Food, Thai Smile, and Thai Elephant. All of these are the typology of the sign to refer the object (Thailand) — the icon of beautiful seas employed by a quality of resemblance, the index of economic growth employed by quality of connection, and the symbol of Thailand select logo by quality of conventional agreement. The use of those selected symbols can be compounded of three qualities for representation. It depends on semiotic resources and rhetoric strategy. Pennington and Thomsen (2010) discovers that the object-sign–interpretant relationship is a hybrid and thus it would be more useful for Thailand to merge semiotic resources into a combination of iconic, indexical, and symbolic qualities within the sign–object relationship. Reichl (2004) uses semiotics to explain how the national flag is a polysemy symbol of a nation to which different meanings can be attached. For example, England flag was once associated with hooliganism and sport nationalism. In a case of Thailand, Thai flag is also denoted for a symbol of country, monarchy, and religion. However, the flag has other connotative positive meaning such as the peaceful country, and in negative meaning the developing country. Semiotic marketers should focus on sign system in connotative level on national branding process.



**Figure 8.7** The Selected Symbols of Thailand Brand

Above are the selected symbols impactful to Thailand brand in perspective of Thais and foreigners. However, it depends on semiotic marketers to adjust quality of

those symbols to be icon, index, and symbol or a combination of all three categories. For example, Thai king would be interpreted as icon of Thai people and as symbol of humbleness and self-dedication to other happiness.

Furthermore, the research's result demonstrates that Thais and foreigners have selected common three archetypes for Thailand branding: namely Friends, Explorer and Innocent. According to Y&R research, these three archetypes are in emotional quadrant which is consistent to most opinions of key informants indicating that Thailand looks feminine rather than masculine type. Katewadee Kularbkaew (interviewee) says that Thai culture look emotional, soft, and delicate due to Thai society gives importance to motherhood (Mae) as a centre of family. Hence, Thais accredit this motherhood as an angle or goddess of nature by calling Pra Mae Posob (Goddess of Rice), Pra Mae Thorani (Mother of Earth) and so on. This archetype results to friendliness and innocence. Thais perform this archetype through delicacy and refinement in arts and crafts such as fruit carving and foods cooking. Table 8.1 describes trait and personality of friend and innocent archetype.

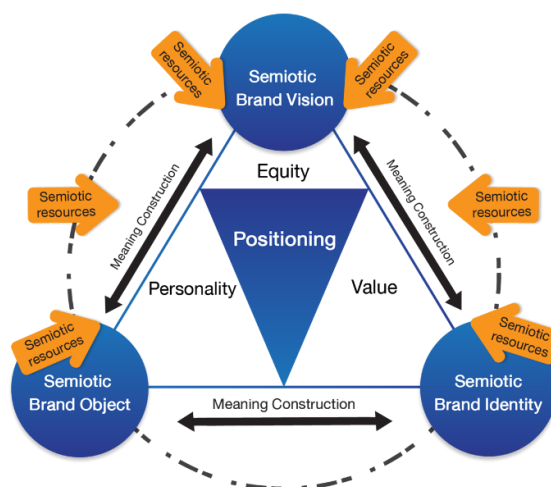
**Table 8.1** The Selected Archetypes Representing Thailand Brand

Archetype	Trait / Characteristic / Personality
Friend and Companion	Cooperative, Friendly, Modest, Honest, Responsible, Compatible, Insightful, Trustful, Sincere, Same attitude, Close relationship, Empathetic, Accommodating, Consistent, Intimate, Reliable, Easily accessible, Involved, Accepting, Unsuspicious
Innocent and Soft	Shy, Immature, Pure, Yong, Clean, Clean, Naïve, Stupid, Compliant, Colourful, Guileless, Unpretentious, Adolescent, Genuine, Hesitant, Lively, Submissive, Cherishing, Feminine, Conflict-avoidance, Soft, Docile, Timid

Above table shows details of characteristics in the two selected archetypes that could be brought up to communication design for Thailand brand. Semiotic marketers can convey those traits in meaning construction with various mood and tone. This result is accordance with the test of favourite theme of ‘Amazing Thailand Campaign’. Almost all of respondent highly prefer theme of smile and happiness, craftsmanship, and local wisdom rather than other themes. It can be concluded that perception of Thailand is very close to reality of what the country has.

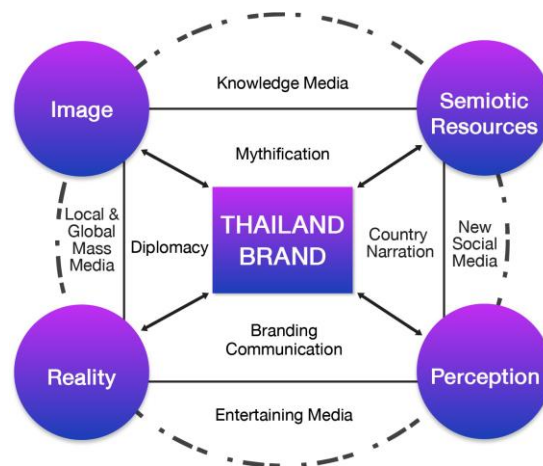
### 8.3 Thailand Brand in Semiotic Resources

Semiotic resource is a term used in social semiotics and other disciplines to refer to approaches of meaning construction. It encompasses human vs. non-human resources, traditional and modern artefacts, and verbal vs. nonverbal communication. In semiotic branding, these resources can be organized to present brand object, brand identity, and brand vision. Semiotic resources have a meaning potential, based on their past uses, and a set of affordances based on their possible uses (van Leeuwen 2004). Siwat Chawareewong (interviewee) says that Thailand has lots of semiotic resources which are very unique for Thailand brand, for instance Thai Language, Thai architect, and Thai food. However, he stresses that using those semiotic resources for Thailand brand needs creative knowledge and skills to link and balance local and global culture.



**Figure 8.8** Semiotic Resources in Concrete Branding Context

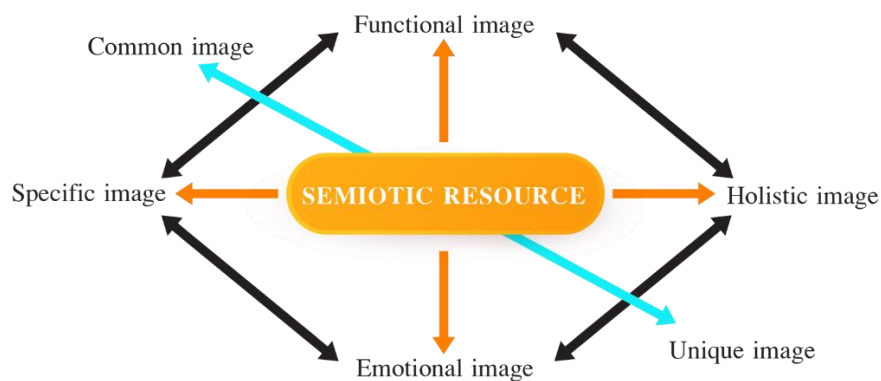
Above picture reflects that semiotic resources circulate across a nation brand including texts, images, architect, landscape, event, symbols, songs, cultural artifacts, political discourse, and international diplomacy and so on. In this way, Thailand brand may be understood as a mixture of signs in each branding process. Semiotic brand object may refer to geography, state, regime, and people in which each object has its own identity in both visual and behavioral identity. Most importantly, semiotic resources should be employed in brand vision to show commitment on what a nation aims for. Adam McQuire (interviewee) exemplify that Singapore used a semiotic resource of Esplanade building to signify the country's vision to be the creative nation. A sign in brand vision has its role of centrality to draw attention, to show commitment, and to remind public participation to an end result of nation branding.



**Figure 8.9** Semiotic Resources in Thailand Brand

Above picture explores semiotic resources linked to Thailand brand in circular system from reality, perception, to image, which all of them are connected with various kinds of media such as entertainment, knowledge, and mass publicity. As mentioned earlier, semiotic resources have multimodal forms and contents such as heritage sites and historical narration. As such is aligned with Bakhtin's notion of intertextuality. One sign can be reproduced in many formats and forms, for instance national myth and public diplomacy.

A semiotic resource can be identified and communicated on all levels of branding process. Kress (2010) emphasizes that a semiotic resource would be constantly transformed from one to another in branding intertextuality. Ari-shai Akraudom (interviewee) exemplify intertextuality in that King Naresuan is ‘genres’ of historical narration of Thai country formation, and perhaps this semiotic resource can appear in other ‘genres’, ‘modes’ and ‘media’ (for instance cartoon, films, and music) but all of the transformed means focus on promoting positive image of Thailand brand.

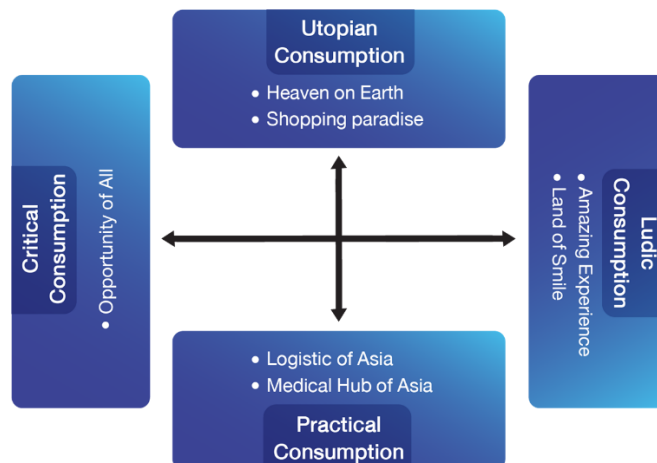


**Figure 8.10** Semiotic Resources and National Image

Above picture is modified from destination image of Echtner and Ritchie (1991). It depicts usage of semiotic resource to present each type of image. In this paper, the result shows many signs that Thais and foreigners perceive positively. For instance, Thailand brand can employ variety of Thai foods to signify unique image, high value of experience for emotional image, faithful religious places for specific image, and colorful life for holistic image. Adam McQuire (interviewee) adds that one semiotic resource can be used to present various kinds of image and one image can contain various kinds of signs. It depends on purpose of representation.

## 8.4 Thailand Brand in Semiotic Consumption

Following Semprini (1995) and Floch (2001), all of consumers acquire meanings and values in their consumptions. Starting from these advances, a nation brand interacts with various groups of consumers who may need different values for their consumption. In effect, Semprini (1995) cites that the brand must be able to convey meanings and values in main four consumptions: Utopia, Ludic, Practical, and Critical. A semiotic nation brand entails the focus of those valued consumption. Hence, the connotative meaning of a nation brand should deliver such a benefit to citizen and visitor.



**Figure 8.11** Semiotic Consumption of Thailand Brand

**Source:** adapted from Semprini, 1995.

Above picture is adapted from value of consumption of Semprini (1995) showing the connotative meanings for Thailand brand consumption. For utopian value, Thailand has offered values of dream destination by using rhetorical words of a land of shopping paradise or a land of heaven on earth. For ludic value, consumers need playfulness and Thailand creates meaning of amazing experience to serve demand of this group. For practical value, Thailand promotes readiness of logistic and medical hub of Asia and finally for critical value, Thailand convey a meaning of opportunity for all groups who need to invest their business in Thailand.

With principle of Floch (2001), those meanings should also contain substances of intelligibility, relevance, and differentiation. Chairpranin Visudhipol (interviewee) states that Thailand fortunately lies in a symbol-rich environment such as natural beauty, unique heritage, and modern technology of which positive meanings attached to brand values. According to Mick (1986), the nature of meaning may come with a boarder concept which marketers should consider text and context in each situation. Normally, for initiating a nation brand project there are three groups of the country stakeholders who hold different perspective towards the country and the project. Namely, three groups are a supporting group, an opposing group, and an idle group. This is social context that marketers or policy makers would face during the process.



**Figure 8.12** Stakeholders in Nation Branding Process

Above picture shows that stakeholders of the country may hold different views of brand consumption due to their attitude and belief towards the nation. A supporting group normally has positive perception to the country and the branding project, whereas an opposing group holds negative attitude to the country and finally an idle group may stand still during the branding process. Dolchai Boonyaratavej (interviewee) says that if Thailand brand project comes up, the brand manager has to deal with those different groups and it is necessary for the brand manager to bring up values of consumption to communicate among them.



Reading semiology in this context would see three types of actions: acceptance, negotiation, and opposition. Understanding alternatives of responses to Thailand brand project also requires skills of reading semiology. From the research, Thai teenage tends to read image of Thailand negatively while the retiree thinks positively towards the country. The brand manager may apply different strategy to deal with different groups. Negotiation of meaning in national narration may be suitable for groups of idle and opposition to change their attitudes towards the country.

During interview, many key informants agree that story-telling of nation is important in this process in order to motivate the country stakeholders to join in the public participation. It is noted that semiotic content could promote positive attitude and pride of nation. According to Smith and Kim (2003), there are four sources to create positive meanings and pride of nation; namely internal care (quality of life), external care (international relationship), past achievement (historical success), and current achievement (economic growth). In this research, the result shows that most of Thai respondents are willing to support Thailand branding project. They are proud of their traditional culture, local wisdom, and international relationships; however, they are dissatisfied with their quality of life, and current political and economic situation. This dissatisfaction may obstruct Thailand brand in that they would not participate in the project.

From the research's result, Thai respondents do not recognize their roles of being brand ambassador. They feel that representing Thailand would be duty of other people. The brand manager should seek a way to answer of a question of what does a nation brand transmit benefits to them? It might be necessary to employ semiotic branding methods, in particular of country narration, myths, and advertisement, to motivate their responsibility and turn some negative thoughts to be an active participation. In this respect, it is noted that the use of country myths has been successful in many nation brands. Abhisit Vejjajiva (interviewee) mentions that the critical success of Thailand brand lies in brand capacity to create meanings, and values to enhance stakeholder's participation. The next section will discuss about myths that may either strengthen or weaken Thailand brand.

## 8.5 Thailand Brand in Mythification

According to Rose (2000), the national myth is influential towards image of a country. However, the myths might simply over-dramatize true incidents, omit important historical data or add details for which there is no evidence; but contains a symbolic meaning for the nation. Hence, national myth is created with some reasons. Myth may attach to the nation brand with characteristics of naturalization and prioritization. Like an automatic software, some myths may naturalize particular views about Thailand and create an ideology which might deviate from the perception of reality. Although myth can be reconstructed, it also requires a great effort to construct the new meaning within the context where the meaning exists.

Anholt (2005) also suggests that creation of the new meaning should be simplified to attract the audiences, which is consistent to Barthes's mythology in that the impression is also more powerful than rational explanation. Myth will largely support the nation brand in case that the view of emic (foreigners) is consistent with that of etic (citizen). On the other hand, myth will obstruct the brand if there is a large gap of perception between those two groups. According to Boulding (1959), many people still feel obsessed with national myth of ally versus enemy, barbarian versus imperialist, master versus slave, or any opposite pair of images. For example, a historical war between Thai and Burmese is still read in opposite myths and it is earlier for two national citizens to be incited whenever nationalism comes up. Hence, marketers should focus on promoting the positive images and avoid sensitive contents. By doing this requires less efforts and resources to achieve the brand goals rather than trying to correct the conflict and negative images.

Furthermore, marketers should also understand the use of two layers of meaning: denotation and connotation. Barthes (1967) concentrates on the connotative meaning which has been transferred to myth (the meaning over the reality). Myth naturalizes the connotative meaning to be the reality in general perception. Oswald (2015) also affirms that the meaning in myth firmly attaches the brand and it is difficult to be withdrawn. There are also wrong myths about nation brand which this research needs to clarify before going to the next section. Bailey, Simon and Milligan, Andy. (2019) states that myths of branding grows under misunderstanding of the brand origin.

They uncover some of the most common branding myths which can be linked to nation brand as follows;

1) Myth of nation brand as advertising communication

As mentioned earlier, nation brand is much more than mere advertisement. It involves the country strategy to select the most competitive identity for promotion and communication.

2) Myth of nation brand as emotional substance

It is partly true that nation brand aims to evoke some good feelings and positive perceptions towards a nation. However, the emotional benefit must be substantiated by the function benefit (physical reality). Ignoring the reality creates brand gap (the incongruences between the signifier and the signified).

3) Myth of nation brand as product or corporate brand

Nation brand has an obvious difference from product and corporate brand in that it covers several ideologies of society, culture, economy and polity, while the other types of brands need not to involve, especially with the universal and the local codes. In addition, nation brand has large space of mediator to deal with myths and it also has a function to accommodate the union of opposites in its space. For instance, Thailand brand accommodates the meaning of tradition and modernity, the meaning of uniqueness and diversity as well as the meaning of universal and local wisdom.

As mentioned above, myth can induce to the right or wrong strategy if the brand manager would not understand clearly. Some myths are the strong base of nation brand. From the previous chapters, the result show that identities of generosity, diversity, opportunity, trustworthiness, peacefulness and uniqueness are all selected by sample groups. Each identity has its own myths. The following is semiotic analysis through myths that strengthen those identities.

### **8.5.1 Myth of Generosity in Thai People**

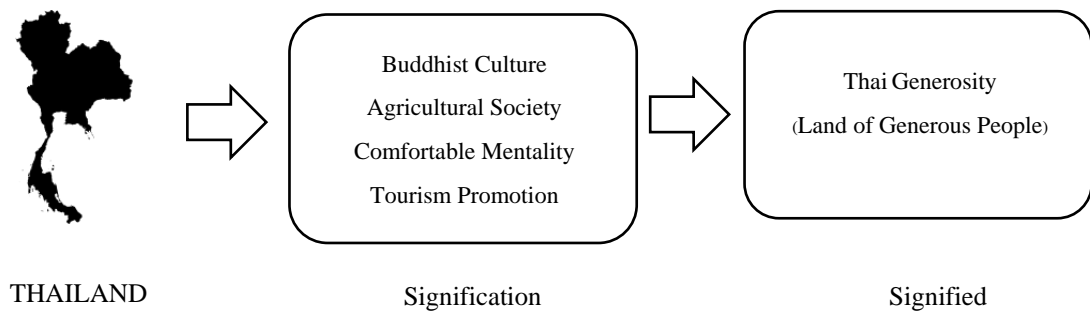
Generosity is an outstanding image that both Thai and foreigners agree with. Thai generosity is similar to paradigmatic structure of being the unit to represent the whole. The selection might be difficult to avoid prejudice; however, the process has passed the scientific method. In semiotic resource, Thai generosity is the positive myth to maintain a good society. It has been encoded through cultural and social learning in

Thailand more than centuries. The following are figure of a myth and signification of Thai generosity (Khon Thai Jai Dee – คนไทยใจดี).

1. Signifier THAILAND	2. Signified THAI PEOPLE
3. Sign THAI PEOPLE	4. SIGNIFIED PEOPLE WITH GENEROSITY
(III. SIGN AS MYTH) GENEROUS THAI (KHON THAI JAI DEE)	

**Figure 8.13** Myth of Thai’s Generosity

**Source:** adapted from Barthes, 1972.



**Figure 8.14** Signification of Thailand: Thai Generosity

According to Barthes’ mythology, Thai generosity has been constructed from many factors as chain of meaning to represent image of Thai people for many years.

**Table 8.2** Meaning towards Image of Thai People

<b>Signifier</b>	<b>Signified</b>	<b>Denotation (From Publication)</b>	<b>Connotation (From Semantic Research)</b>
Thailand Brand	Thai People Signified by 1) Parents 2) Laws 3) Society 4) Media	Thai people (Khon Tai) also known as Siamese refer both to citizens of Thailand as a whole and to its main ethnic group, who share their nationality, history, and ancestry etc.(Wikipedia)	Positive connotation 1. People with high generosity 2. People with friendly personality 3. People with easy-going mentality 4. People with sincere smiles

**Source:** adapted from Barthes, 1972.

Signification of Thai's generosity includes

1) Buddhist's teaching: About 95 percent of Thai population follow Theravada Buddhist religion, living by the Five Moral Precepts which are refraining from: (a) harming living things, (b) taking what is not given, (c) doing sexual misconduct, (d) lying or gossip and (5) taking intoxicating substances. In addition, Phra Pisal Visalo (2006) indicates that generosity comes from many morals of Buddhist's teaching that encourage Thais to be kind from their state of minds to their practice. The key morals for generosity are Brahma 4 ( Four sublime states of mind) and Sangahavatthu 4 (4 principles of doing goodness). Brahma 4 includes loving-kindness, compassion, sympathetic joy and equanimity. Sangahavatthu 4 includes giving generosity, convincing speech, rendering services, and behaving oneself properly in all circumstances. It can be said that Thais have been taught to be kind and generous with others, especially with foreigners since ancient history. For instance, King Ramkhamhaeng in the Sukhothai dynasty employed paternalism to govern the kingdom and the king behaved himself kindly to his people and foreign traders.

2) The King's speech: His Majesty the Late King Bhumibol Adulyadej (Rama IX) delivered thousands of speeches on morality and quality of life over 50 years, his main themes were consistent in righteous development. Wedel (2011) indicates that His Majesty the King had set himself as a clear example for kindness, generosity and life-long learning. For example, in a royal address in 1981, his majesty stated one of his fundamental beliefs about generosity.

“... Those whose hearts are filled with goodwill and compassion are people who have sympathy for others and feel that they are ready to give help whenever they see others suffer. This kind of heart is tender but very powerful. It is a significant factor that moves all kinds of enterprise forward. Those whose hearts are filled with goodwill and compassion towards others are wise people ...”



**Figure 8.15** Generosity of His Majesty the King Bhumibol Adulyadej

Laurens (2015) argues that the royal address of King Bhumibol Adulyadej in several thousand occasions during his reign has significantly influenced towards Thai mentality and identity. His royal speech and deeds always remind Thais for being generous and performing good deeds.

3) Family cultivation: Thai society has developed from agriculture which needs labour forces on planting their crops. Hence, Thai people hold collective identity to share their works and outcomes. Katewadeek Kularbkaew (interviewee) indicates that Thai family is the extended type with many relatives. Members of family have been taught about compassion and generosity from generation to generation. Although Thai

family has gradually changed to be the nuclear type, kindness and generosity still remain unchanged.

4) Education system: Generosity has been taught since 1961 in the primary school with a curriculum of good citizenship. Generally, it has two characteristics: empathy and altruism. Apisamaimongkol and Pothyen (2012) found out that Thai students have officially learnt more about empathy and altruism through educational system and socialization. The result shows that Thais have the identity of generosity at the high level.

5) Policy of government: Generosity was officially announced to be Thainess in 1956 by Field Marshal Plaek Phibunsongkhram. Dhiyathad Prateppornarong (interviewee) indicates that Thai governments have continued this good value through their policy, in particular of campaigns for children days. Furthermore, Thai generosity is recognised by the international ranking reports. For instance, the World Giving Index 2015 measures three types of generosity: donating to charity, helping strangers and volunteering. Thailand ranked number 19 in the world by Charities Aid Foundation.

6) Media and advertisement: Thai generosity has been encoded through media and advertisement. For instance, Supranee Pongpat (interviewee) mentions that Tourism Authority of Thailand (TAT) has promoted “Generous Thai” since the first campaign of Visit Thailand Year in 1980. Land of Smile (or Yim Siam) has conveyed generosity through the global media. Nicolas Leloup (interviewee) argues that Thailand has gained this reputation because Thais always smile, even in situations where is inappropriate. Although Thais have a wide range of smiles, it is interpreted as a welcome smile and kindness. Knutson (2004) indicates that Thai smiles look sincere, shy and innocent in eyes of westerners. Thai Airways applies the gesture of Thai smiles for its marketing communication. There is a viral video sensation entitled “I Hate Thailand” produced by TAT and Leo Burnett Group to communicate Thai generosity which won an award for Best Use of Social and Interactive Media. Siwat Chawareewong (interviewee) compliments that it is good coding that tells the story of Thai generosity from the perspective of Westerners.



**Figure 8.16** The Viral Clip Video of “I have Thailand”

**Source:** Tourism Authority of Thailand Newsroom, 2015.

However, there is a different way to communicate a sense of generosity between Thai and Westerner. Chris Pirazzi and Vitida Vasant (2012) indicate that Thais consider themselves doing everything from Nam-Jai (heart and mind). Nam-Jai is “generosity”, a desire to give one’s time, resources, and attention to others just for the good feelings. Hence, Thais will assume that the others might think similarly. Expression with Nam-Jai becomes semiotic action of the self-esteem to be Thai and it also comes with some expectation of other’s generosity, while independence is at the core of a Westerner’s self-esteem. Hence, using paradigmatic code of generosity to represent the country would be carefully employed. Incidentally, there might be counter myths against Thai’s generosity such as hypocrite, gossip, and racist. Wasita Boonsathorn (interviewee) says that those counter myths are not strong enough to change stereotype of Thai generosity. In sum, Thai generosity should be strengthened in order to deliver a message of welcoming and friendly country on global media.

### **8.5.2 Myth of Diversity in Thai Tourism**

Diversity is the structural relation of choices that Thailand provides for everyone to select the places and activates based on lifestyle and travelling purposes. The following is a figure of a myth and signification of Thai diversity (Kwam Lark Lai – ความหลากหลาย).

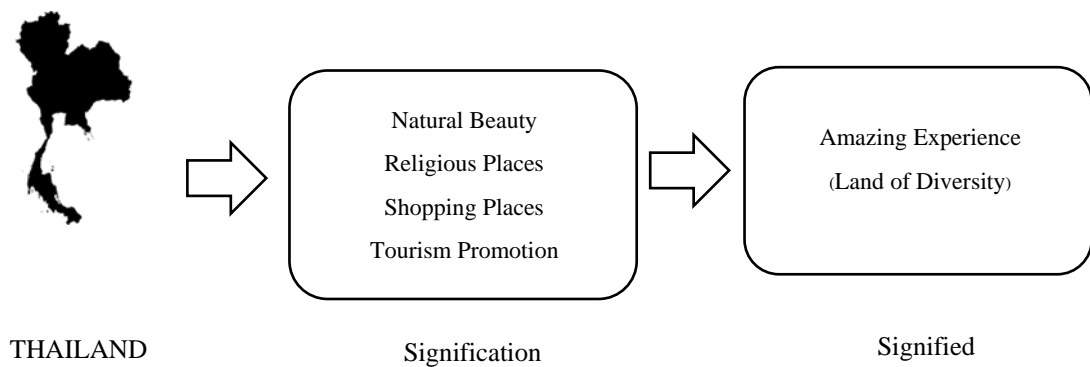


1. Signifier THAILAND	2. Signified DESTINATION
3. Sign DESTINATION	4. SIGNIFIED A PLACE WITH DIVERSITY
(III. SIGN) LAND OF DIVERSITY AND AMAZING EXPERIENCE	

**Figure 8.17** Myth of Diversity in Thailand

**Source:** adapted from Barthes, 1972.

Supranee Pongpat (interviewee) says that TAT has cooperated with many public and private sectors to create diversity of amazing experience such as Amazing Thailand Grand Sales, Amazing Food Festivals and so on for almost two decades. The following picture demonstrates signification of diversity in Thailand.



**Figure 8.18** Signification of Thailand: Diversity and Amazing Experience

The following table shows a chain of meaning on Thai's diversity.

**Table 8.3** Connotative Meanings under Myth of Thai Diversity

<b>Signifier</b>	<b>Signified</b>	<b>Denotation (From Publication)</b>	<b>Connotation (From Semantic Research)</b>
Thailand Brand	Diverse Destination Signified by 1) Policy 2) Market 3) Media	Thailand is the most popular tourist destination in Southeast Asia (UNWTO,2017)	Positive connotation 1. Land of natural beauty 2. Land of shopping paradise. 3. Land of freedom 4. Land of spiritual retreat 5. Land of colorful nightlife 6. Land of amazing experience 7. Land of high diversity 8. Land of value experience

Signification of Thai's diversity includes

1) Natural geography: Thailand has large diversity of geography from total land area of 513,120 sq. km, combining caves and mountains, forestry, low lands, rivers, islands and seas. Diversity draws attention of many tourists to experience various tourist attractions. Kassara Sukpatch (interviewee) states that sun, sand and sea are in the top of visitor's minds for Thai tourism. With its diversity of natural geography, Thailand has won many international awards, for instance "Best Tourist Country 2010-2018" for eight consecutive years by Travel News Magazine (Sweden). This reputation has constructed meaning of Thailand as land of large diversity.

2) Cultural history: It could roughly be said that Thailand is separated into four distinct regions. The northern region has its own historical Lanna kingdom.

The northeastern region also known as Isaan is characterized by the Lao-Thai culture. The southern region is heavily influenced by fishing communities and Malay culture. Central region is a mix of agricultural and modern culture. Additionally, Thailand is home to 72 unique ethno-linguistic groups who create a wealth of diversity for experiencing different local wisdoms. Therdchai Choibamroong (interviewee) argues that it may take long time to know all of these unique qualities and to discover unseen places and untouched experience.



**Figure 8.19** Cultural Diversity in Thailand

**Source:** Google Sites, n.d.

3) Commercial buildings: The vast variety of shopping places, night life entertainment, theme-fun parks, and iconic buildings of offices and hotels signifies diversity of Thailand. The varied architecture along the roads and rivers creates meaning of diversified destination that motivates a sense of discovery. Takashi Nakamura (interviewee) says that mobile food trucks also add diversity around those commercial buildings. The mobility of these shops means variety of consumer's choices. M.R. Chalermchatri Yukol (interviewee) concludes that it is really rare to see a mixture of luxury buildings and food trucks in other countries and this diversity creates an image of a charming country.

4) Government policy: The word 'diversity' was previously viewed as a threat to national security. However, in the 1990s, Thai government promoted "diversity" as a vital factor of democracy. Using regional dialects and local identities is allowed and employed for decentralized governance. In 1997, the Thai constitution provided numerous formal protections for cultural minorities. Diversity is warranted by

Thai's laws, in particular of cultural diversity and biodiversity. In addition, Thailand joined in the Association of Southeast Asian Nations (ASEAN). Thai governments have promoted diversity of ASEAN through their policies in order to reset mentality of Thai people as global citizens.



**Figure 8.20** Illustration of Thai Government in Diversity Promotion

**Source:** Nation Thailand, 2019.

5) The Tourism Authority of Thailand (TAT): Supranee Pongpat says that TAT has promoted diversity of tourist attractions for almost two decades. Diversity is a key substance that draws 38 million foreigners to visit Thailand. TAT has continuously encoded a rhetoric word of “diversity is amazing” in every media and it recently has launched their new progressive LGBT traveller’s campaign under name of “Go Thai Be Free” in an effort to display Thailand as a diverse and welcoming destination for LGBT explorers.

In conclusion, myth of Thai’s diversity has profoundly encoded through geography, polity, and marketing approach for many years and it is obviously connoted as amazing experience. Hence, Thai’s diversity contains value-added meaning which is able to be a unit that represents the whole picture of Thai tourism.

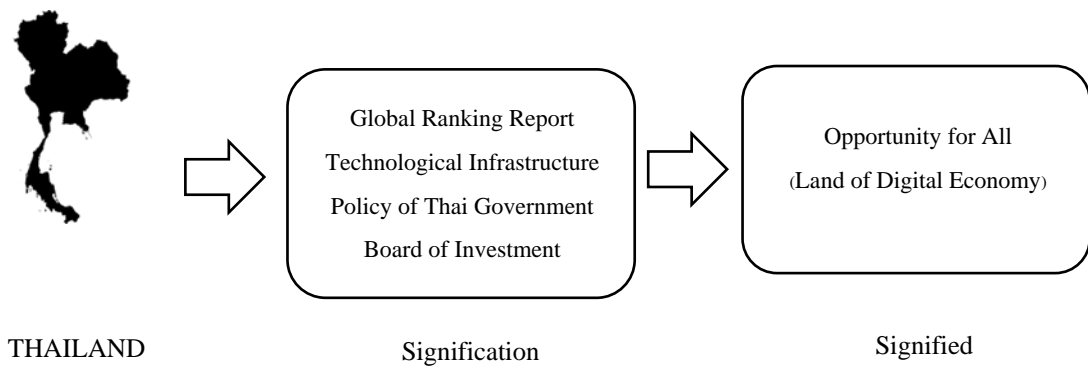
### **8.5.3 Myth of Opportunity in Thailand Investment**

Opportunity is an outstanding image that has been encoded through economic and political approach as metonym of the unit representing the whole. Opportunity is an identity in structural relation of choices that investors perceive from investment in

Thailand. The following are figures of a myth and signification of Thai investment's opportunity (Myth of Okat - โอกาส).

1. Signifier THAILAND	2. Signified INVESTMENT
3. Sign INVESTMENT	4. SIGNIFIED A COUNTRY WITH OPPORTUNITY
(III. SIGN) THAILAND : OPPORTUNITY FOR ALL	

**Figure 8.21** Myth of Investment Opportunity for All



**Figure 8.22** Signification of Thailand: Land of Opportunity

According to Barthes' mythology, table 8.4 illustrates a chain of meaning to represent image of Thai investment for many years.

**Table 8.4** Connotative Meanings under Myth of Thai Opportunity

<b>Signifier</b>	<b>Signified</b>	<b>Denotation (From Publication)</b>	<b>Connotation (From Semantic Research)</b>
Thailand Brand	Business opportunity Signified by 1) Policy 2) Market 3) Media	Thailand offers opportunity for business growth, especially in digital economy. The country's digitization journey begins with the "Thailand 4.0". (BOI, 2015)	Positive connotation 1. Land of opportunity for all 2. Land of easy doing business 3. Land of digital economy 4. Land of modernity 5. Land of business hub of Asia 6. Land of logistic hub

Signification of Thailand's opportunity includes;

1) Historical narration: Thailand has been known as land of opportunity since the Sukhothai era. King Ramkhamhaeng promoted the economic liberalization to his people and the King also allowed foreign merchants to trade their products in the kingdom. The King recorded the free trade on stone inscription about 770 years ago. The quote of "whoever wants to trade elephants or horses, it is free" is a very well-known until today. In the modern time, Thai Kings, for instance King Chulalongkorn Rama V, also welcomed many foreign emigrants to settle down in the kingdom. Many Chinese, Indian, and Westerners also work in the government offices and freely open their business. Chockee Kaewsang (interviewee) says that opportunity can be found everywhere in Thailand from the past until present.

2) Global Ranking Reports: FDI investors have searched information about Thai competitiveness from this source. The reports become myth and stereotype. For example, Global competitiveness index 2018 ranks Thailand in 32<sup>nd</sup> place out of 137 countries signifying positive image of Thai readiness in global competition. Ease

of doing business index 2018 ranks Thailand in 26<sup>th</sup> place out of 190 countries signifying positive opportunity of business establishment in Thailand.

3) Policy of government: According to NESDs 2018, Thailand has a high rate of economic liberalization and country openness. Thai cabinet has promoted investment in several sectors and several sizes of investment. Currently, incentive promotion is designed for digital and green investment. Signification of Thai investment is done through deregulations and fast governmental services.

4) Board of Investment Thailand (BOI): Chockee Kaewsang (interviewee) says that BOI office has launched many incentives and investing campaigns to draw FDI investment for 53 years since 1966. He further argues that Thailand offers opportunity for all investors regardless of the size.

5) Media: Niwat Wongprompreeda (interviewee) mentions that media play a significant role in signifying meaning of Thai economy and investment. As seen in various media channels, Thailand is signified as welcoming country for foreign investment and even in local business it looks easy for whoever would like to do business. However, it depends on the situation and period of economic sentiments.

Many key informants remind that there are two perspectives toward identity of investment opportunity between commoners and investors. General Thai people or foreigners might perceive this image from economic news and their observation through daily life. Investors would perceive this image from analytical information for their decisions.

As noted during survey, an opportunity in digital economy is increasing due to a shift of investment mode from traditional platform to modern digital platform. The government has put its effort to promote Thailand 4.0 and Eastern Economic Corridor (EEC) as smart and digital cities. In addition, the government has adjusted its administration through e-government software such as the prompt pay to motivate awareness of digital trends. Hence, the digital advancement becomes an image of new opportunity for Thailand after the country is trapped in the half way of development. Adam McQuire (interviewee) also confirms that digital investment in Thailand would grow double digit by 2020 and this is a new opportunity for any kind of modern investment. Mark McDowell (interviewee) believes that digital business in Thailand looks easy and growing for the limited funds that some foreigners could not run in their

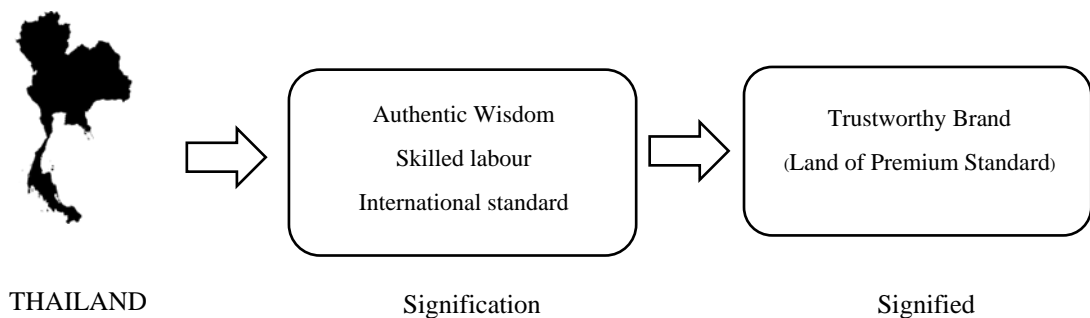
home country. He makes a conclusion that identity of opportunity, in particular of digital and green business, should be strengthened in the Thailand Brand Model.

**8.5.4 Myth of Trustworthiness in Thai Products and Services**

Trustworthy is an outstanding image which has been encoded through industrialization, international standard, corporate communication and so on. The following are figure of a myth and signification of Thai trustworthiness (Kwam Na Chua Tue - ความน่าเชื่อถือ).

1. Signifier THAILAND	2. Signified PRODUCT & SERVICE
3. Sign THAI BRAND	4. SIGNIFIED BRAND WITH TRUSTWORTHINESS
(III. SIGN) THAILAND : TRUSTWORTHY BRAND	

**Figure 8.23** Myth of Thai Trustworthiness



**Figure 8.24** Signification of Thailand: Trustworthy Brand

According to Barthes' mythology, table 8.5 demonstrates a chain of meaning for Thai's trustworthiness



**Table 8.5** Connotative Meanings under the Myth of Trustworthiness of Thai Products & Services

<b>Signifier</b>	<b>Signified</b>	<b>Denotation (From Research)</b>	<b>Connotation (From Semantic Research)</b>
Thailand Brand	Product & Service Signified by 1) Policy 2) Market 3) Media	Thailand is trustworthy country producing and exporting premium quality and services with high value creation. (DITP,2016)	Positive connotation 1. Land of trustworthiness 2. Land of authenticity 3. Land of premium service 4. Land of quality production 5. Land of craftsmanship

Signification of Thai's trustworthiness includes

1) Country of Origin: As original equipment manufacturers (OEM) for many international brands, Thailand has been recognised as a good quality producer in ASEAN. The label of MADE IN THAILAND is considered as good quality. Jantarakolica, K. (2015) indicates that Thailand is very well known for the automotive and digital parts industry in the global market.

2) International standards: Thai Industrial Standardization was announced in 1966 by the cabinet to be incorporated in the 2<sup>nd</sup> NESD plan. Lastly Thai industrial standard was promulgated under The National Standardization Act B.E. 2551 (2008). Thailand has adopted the world standards in business operation such as International Organization for Standardization (ISO), International Electrotechnical Commission (IEC), and the ASEAN Consultative Committee for Standards and Quality (ACCSQ). Thai Industrial Standards Institute (TISI) has been promoting the application of standards in production and service industry for the purpose of trade competition and better quality of life. M.L. Kathathong Thongyai (interviewee) argues that as a result of being international manufacturing base, the quality of Thai products and services has been accredited beyond average international standards.

3) Corporate brand: Many Thai business firms have invested in their corporate brands in order for their employees, business partners, and customers to trust in their ethical management. Logos of made-in- Thailand or product-of-Thailand are signified not only through international certification but also brand communication of corporate social responsibility. For instance, CP, SCG and Singha, they have constructed the meaning of trustworthiness through product quality, business ethics, and CSR in their internal and external branding.

4) Policy of government: Thai government has continuously monitored the business activities through laws and regulations and this action may enhance the trustworthiness of all Thai product and service brands. For instance, The Ministry of Industry is responsible for industrial standards of quality and production. The Ministry of Commerce is responsible for copy right and patent infringement. In addition, the Department of International Trade Promotion also encourages Thai firms to do business on principles of trustworthiness. Thai Trusted Mark is one of the governmental policies to support this national competitive identity.

In sum, Thai's trustworthiness is the commercial identity that both Thais and foreigners perceive in positive image with high trust in quality and business ethics. Hence, using paradigmatic code of trustworthiness to represent the country would be most compatible with Thailand brand

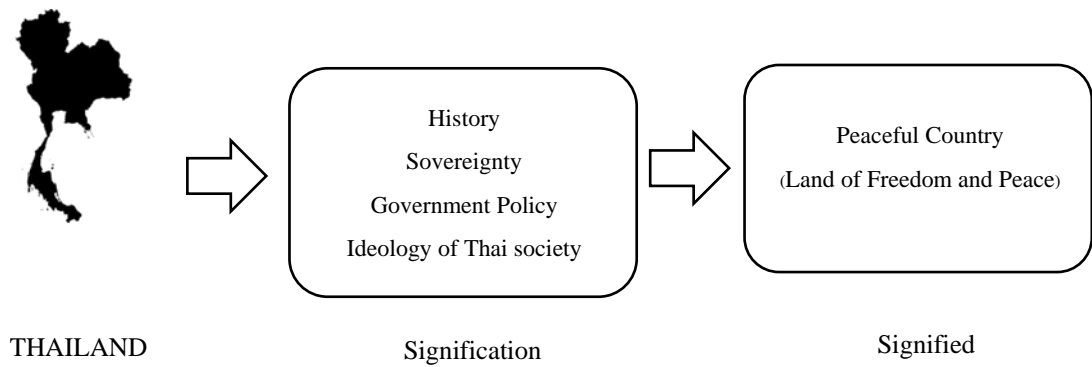
### **8.5.5 Myth of Peacefulness in Thai Governance**

Peacefulness is the outstanding identity that has been encoded through political ideology, Buddhist society and so on. The following are figure of a myth and signification of Thai peacefulness (Mung Thai Rak Sangob – เมืองไทยรักสงบ).

1. Signifier THAILAND	2. Signified GOVERNANCE
3. Sign GOVERNANCE	4. SIGNIFIED A LAND WITH PEACEFULNESS
(III. SIGN) THAILAND : A PEACEFUL COUNTRY	

**Figure 8.25** Myth of Peacefulness in Thailand

Above figure shows positive myth of Thailand as a peaceful country in both local and global perception. H.E. James Wise (interviewee) says that Thailand has the strong identity of peace-loving ideology as shown in international relations and foreign diplomacy.



**Figure 8.26** Signification of Thailand: Land of Peacefulness

According to Barthes’ mythology, Thai peacefulness has been encoded from many factors as chain of meaning to represent image of Thailand for many years.

**Table 8.6** Connotative Meanings under Myth of Peacefulness of Thai Governance

<b>Signifier</b>	<b>Signified</b>	<b>Denotation (From Research)</b>	<b>Connotation (From Research)</b>
Thailand Brand	Politics and governance Signified by 1) Policy 2) People 3) Media	Thailand is country of constitutional monarchy whereby the prime minister is the head of government and a hereditary monarch is head of state. The judiciary is independent of the executives and the legislative branches.(Wikipedia)	Positive connotation 1. Land of Buddhism 2. Land of freedom 3. Land of peace 4. Land of international friendship 5. Land of resourcefulness 6.Land of liberalization

Signification of Thai's peacefulness includes

1) Social culture: Thai society has characteristic of conflict avoidance. Ruth Benedict (2015) confirms that Thai personality is peace-loving and Thai people mostly dislike violence and avoid face-to-face conflicts. Abhisit Vejjajiva (interviewee) indicates that Thailand has freedom of religions, races and genders and this freedom has constructed harmony in difference. Hence, Thai society seldom encounters problem of violence from racism and religious fanaticism



**Figure 8.27** Illustration of Harmony in Different Religions

**Source:** Prachatham, 2019.

2) Government policy: Apart from keeping peace in nation, Thai government also employs the friendship diplomacy in international relations. In modern history, Thai army has never invaded any country, and in contrast Thai governments have continuously cooperated many countries on social and economic development. In many crisis, Thai government assisted and donated money or goods to the suffering countries. Bing Han (interviewee) says that she feels confident in living in Thailand because Thailand has no image of terrorist attack, civil war, and any severe violence.

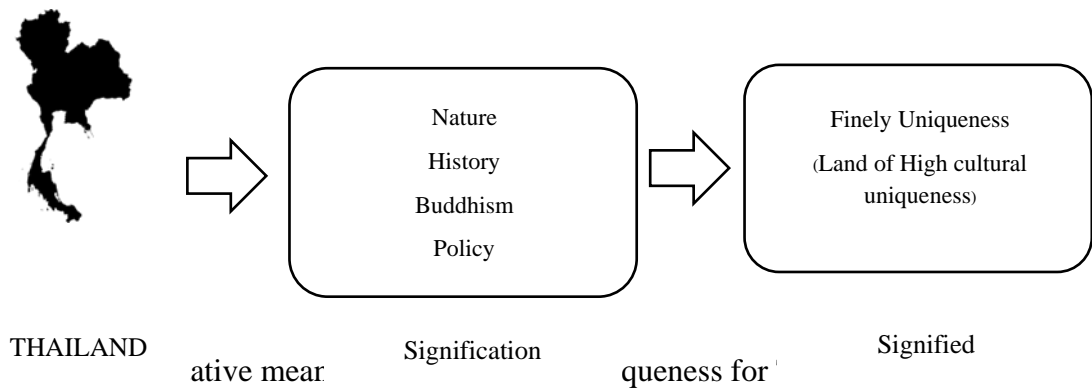
In conclusion, Thai's peacefulness is the collective identity that both Thais and foreigners perceive in positive image. Hence, using paradigmatic code of peacefulness to represent the country would be most compatible with Thailand brand

### **8.5.6 Myth of Uniqueness in Thai Culture**

Uniqueness is the outstanding identity of Thai culture, which acts a unit representing the whole of Thailand brand. The following are figures of a myth and signification of Thai uniqueness.

1. Signifier THAILAND	2. Signified THAI CULTURE
3. Sign THAI CULTURE	4. SIGNIFIED A LAND WITH CULTURAL UNIQUENESS
(III. SIGN) THAILAND : HIGH CULTURAL UNIQUENESS	

**Figure 8.28** Myth of Uniqueness in Thai Culture



**Figure 8.29** Signification of Thailand: Land of High Cultural Uniqueness

**Table 8.7** Connotative Meanings Under Myth of Uniqueness for Thai Culture

<b>Signifier</b>	<b>Signified</b>	<b>Denotation (From Research)</b>	<b>Connotation (From Research)</b>
Thailand	Unique Culture	Thailand is a land	Positive Connotation
Brand	1) Culture	of rich cultural	1. Land of Buddhism
	2) History	diversity that has	2. Land of Rich culture
	3) Society	evolved greatly	3. Land of Spiritual
	4) Media	over time, from the	uniqueness
	5) Policy	ancient history to	4. Land of Cultural
	6) Institution	the contemporary	refinement
	7) Tourism	era, which	5. Land of High
	8) UNWTO	absorbed	uniqueness
		influences from all	
		over Asia,	
		including	
		westernization.	
		(Wikipedia)	

Signification of Thai uniqueness includes

1) Ancient History: Thailand has a long history prior to the Kingdom of Sukhothai. It has absorbed cultural influences from all over Asia, for instance Indian, Chinese, Burmese, and Malay culture. Ancient culture was categorized in various classes within the hierarchal system, consisting of a set of functions correlated to god, human and evil. The kings have been assumed as god to govern the humans (citizens) and thus Thai traditional culture is preserved by the monarchy institution. With this process, Thai traditional culture has been refined more delicately than other countries in South East Asia where their traditional culture were partly destroyed during a period of colonization.



**Figure 8.30** Illustration of Thai Cultural Uniqueness

**Source:** Prachachat, 2019.

2) Buddhist culture: Thailand adheres to Buddhism in several ways such as architecture and festivals. This strong adherence creates Thai's uniqueness in many dimensions whereas many countries have faced cultural assimilation from colonization and globalization.

3) Bureau of the Royal Household: Thai kings and the royal family have supported the uniqueness of Thai culture through many royal ceremonies. The royal duty is to preserve Thai traditional culture and even the monarchy institution itself is considered as cultural myth that Thai people should protect. Joel Tan (interviewee) affirms that it is really rare to see these traditional royal ceremonies in other countries.



**Figure 8.31** Illustration of Thai Royal Ceremony

**Source:** Traditionalthai, 2013.

4) Government Policy: Thai government promotes cultural uniqueness through several ministries such as the Ministry of Culture, the Ministry of Tourism and Sports, and the Ministry of Agriculture and Cooperative. Preservation of cultural tradition and uniqueness is stated under Thai constitutions and many ministries would



follow this principle in their policies. In addition, TAT has also promoted Thai cultural uniqueness through its advertisements on global media. Katewadee Kularbkaew (interviewee) says that many traditional cultures are treated as high respectful rituals and in this sense Thai government would have duty to protect Thai culture for the sake of social harmony and country heritage.



**Figure 8.32** Thai Cultural Event by Thai Government

**Source:** Naewna, 2018.



**Figure 8.33** Illustration of Amazing Thailand Campaign for Cultural Promotion

**Source:** Marketingoops, n.d.

In conclusion, Thai uniqueness is the collective identity that both Thais and foreigners perceive in positive image. In the result of survey, Thais feel confident with their culture uniqueness, especially the royal ceremonies. Foreign visitors also appreciate Thai traditional arts and performance and some of them prefer it much more

than Thais do. Hence, using paradigmatic code of uniqueness to represent the country would be most compatible with the following components Thailand brand

All of above myths have been encoded in Thai society from the past until the present. Each competitive identity has in itself simultaneously contained various codes of culture, society, polity, and economy; however, it depends on what code would be framed and strengthened. This is because each identity has been connected one to another with national and local myths by the property of dynamic construction, multi-faceted presenters, product of social relations, resources mobilization, and source of capital. Brand myth can be altered by employing those properties in sign system. For instance, South Korea uses new myth of Global-Korea to motivate its citizen to improve generous personality, technological skills, and English proficiency. This mythification has several degrees of dynamic construction from spirit to action. Korean Pop Culture becomes a product of social relations, both local and global community. South Korea brand has employed resources mobilization and social capital based on citizen's pride of nation to drive its success. According to Anholt's theory, national pride seems evident to be a semiotic resource that is necessary to nation branding building. The next section will discuss on the word 'nation' and 'nation pride' for Thailand brand.

## **8.6 Thailand Brand in Power of People**

In this section, semiotic approach will be used to describe the relationship between nation, national identity, and national narration which all of them are important to nation branding process. There are several questions of "What is a nation?", "How was a nation formed", and "What does the nation brand do for?", and so on. In nation branding, citizen participation is critical success factor; otherwise, the country would waste money on building short-term images without substantial values and competitive identities. Participation activities may be motivated from a governmental perspective but it would be better if nation branding activities are driven from a citizen perspective. However, in any situation of nation branding, the word 'nation' is often discussed because it is a starting point of the object (the signifier) that nation branding process (the significance) would encode the meanings to the brand (the signified) to motivate people's participation for sustaining the nation brand. Many successful nation brands

for example South Africa have encoded the meaning of nation from traditional state to modern state, and elite power to people power to motivate their people in public participation of nation branding process. Those nations have employed new country narration and new mythification to answer above questions about the word of nations.

Like the origin of United States, China, and Singapore, it is proved that story of a country formation is essential to perception of both local and foreign people. In fact, the country has formed national identity whether or not the citizen would be proud of. The word 'nation' would therefore be a starting point of semiotic analysis because this word contains several meanings that national citizens would be proud of their country. According to Jonathan Rose (2000), the study of branding national myths and symbols (BNMS) may discover the meanings behind the word "nation", which is important to nation branding project. Hence, Thailand branding should not overlook the accent of the myth and ideology existing in Thai society. The words involving 'nation' connote both sameness and otherness in relationship construction. The self-identification is a human's psychology and also basic principle of every nation brand. Country narration and social myths are also considered as site of national identity production. Nation identity has multi-faceted characteristics which are the product of social relation and discourse of power. According to Foucault (1982), national identity is also a matter of resource mobilization to accept, resist and negotiate the given identity. Simon Anholt (2005) argues that nation branding process cannot avoid politics of identity. It involves source of negotiating power between national institutions and social classes.

According to the communication theory of identity (CTI) of M. Hecht and team in 1980 (cited in Little John, 2009), the key frame of identity management is to answer about "who you are" (personal frame), "how you tell others about your identity" (enacted frame), "how you are perceived" (relational frame), and "how the inner group perceives its member" (communal frame). All these questions are also in the process of nation branding to be answered in particular of current context. Joel Tan (interviewee) give a simple example in this respect that Asian people normally feel themselves inferior to westerners due to influences of economic and technological development. Most of Thais also perceive themselves accordingly but Singaporean would not think so. This is because Singaporean leaders have tried to encode the word of Singapore as the First World Nation into mentality of people and finally the country

achieve the target. His opinion is consistent to Althusser (1975) in that national ideology transforms an idea into practice to the degree of the interpellation of self. It has the duty of reproducing and inheriting sets of ideas and practices to a national citizen from generation to generation. Cycle of meaning reproduction and apparatus involves semiotic approach for ideological hegemony. Joel Tan (interviewee) concludes that Thailand has no strong semiotic commitment as same as Singapore or South Korea did for their country development.

Foucault (1982) argues that evolution of ideological hegemony transforms its mode of meaning production from the difference in kind to the difference in degree in order to maintain itself in globalization. Adam McQuire (interviewee) recommends that Thailand branding should consider this concept to produce some accents of meaning to fit in with demand of different segments, not one for all. He refers to R. Barthes that brand differentiation should be based on relationships between text and context in social myths. The country narration may be linked to social class and social function to support or counter the power. In this respect, the semiotic study may be able to assist Thailand branding to design communication for individual stakeholder who may hold sets of myths and ideologies which are different from one to another. Some national myths might either support or obstruct such a participation. Some dominant myths can cause a success or failure to Thailand branding process.

In analysis of the word 'nation', there are various interpretant: nation as state, nation as power of elite group, and nation as power of people. Gat, Azar (2012) indicates that the word 'nation' should refer to the inhabitants who have collective identities sharing history, ancestry, culture, language and homeland. It is noted that with this term a nation belongs to people. James, Paul (1996) argues that nation needs a power to form the state of people. This definition implies a meaning of nation formation by a power. Mylonas, Harris (2017) narrows a term of the nation formation to the nation building which indicates that the majorities construct national identity to build a nation. With this new term, the word nation belongs to the power of the majority. There are also several interpretation of the word 'nation'. Nonetheless, it depends on the perspectives and the degree of consciousness that such a person has towards a nation. Myth of nation emerges in this condition to recall the self-identification and it usually relates to power, discourse, and interest of the country stakeholders.

In the study of Thailand brand, the word Thailand denotes a kingdom in South East Asian, formerly known as Siam (Webster's College Dictionary, 2010). Naming 'Thailand' to replace 'Siam' is due to the force of colonization. The word 'Siam' itself means dark or brown referring to the skin color of 'Tai' ethnicity. To internationalize the country name, Thailand was named in 1939 to signify the land of the free (from colonization) and the land of the Tai race. Many key informants during interview express their pride in the word 'Thailand' being known as the "Land of the Free" and they believe that this meaning is a huge source of Thai's pride to escape the western colonization and to retain its independence in Southeast Asia.

Denotative meaning shows connection of Land, King and Tai ethnicity. Thai historiography also extends such a meaning into social learning and educational system through political power from the elite groups. Prince Damrong Rajanubhab, as the Father of Thai history, wrote countless books and articles of Thai history in both Thai and English language. His works have influenced to Thai's historical education from 18th century until today (Seksun Prasertkun, 2014). Following Barthes, national myth of Thailand is encoded by the elite's power with the three words: nation, religion and monarchy. However, the word nation and monarchy are firmly attached together by mythification. Royalty to the monarchy is often claimed as a criterion to distinguish between Thais and Non Thais. Nidhi Eoseewong (2002) indicates that Thai historiography mostly illustrates the hero and the supernatural power of the kings. Thongchai (1994) comments this myth as "royalist-nationalist history" (*prawatisat baep rachachatniyom*). The success of royalist-nationalist historiography has extended the king's power to the king's soldiers. Such a representation has become a central myth of Thai nation. The king's soldier is another rightful power in country narration. It is generally said that Thai person means whoever by birth or by application must respect the nation, religion and the monarchy and thus whoever does not follow this myth is not Thai. The word 'Thailand' tends to connote the meaning of a nation as ruling power rather than a nation as people. However, the critical success factor in nation branding is people participation and thus the word 'nation' should focus on connotation of nation as people rather than other meanings. Like many countries such as South Africa, it would be more useful for Thailand brand on mythification to add story of common people as one of importance of building a nation. Doing this would motivate

Thai citizen to be more proud of their self-worth to the country and they would more easily and widely join in project of Thailand brand.

According to Nidhi Eosewong (2002), Thai national identity has faced big four challenges. First is in the fall of the kingdom of Ayuthaya to the Burmese in 1767. Second is in the period of western colonization between 1865 and 1897, Third is in the period of national identity reform from 1938 until 1963 and Forth is in the period of Thai communist from 1965 until 1983. It would be good fortunate that Thailand can escape the loss of the country. King Chulalongkorn Rama V had implemented massive cultural revolutions in order to avoid the western's condemning the Siam as the barbarian state.

Prince Damrong wrote Siam's history dated back to the Sukhothai era to announce civilization. Field Marshal Plaek Phibunsongkhram and Field Marshal Sarit Thanarat (1938-1963) had continued to construct Thainess by issuing many rules and laws such as respecting Thai flag and royal anthem, singing Thai national song, using one official Thai language (central alphabet and pronunciation), and conserving Thai Buddhist culture. Thai national identity has been officially and strongly encoded since then until now and some of Thai behavior are admired by foreign visitors; for example, behavior of respecting Thai flag in the morning and evening.



**Figure 8.34** Thai Cultural Mandates (Rathniyom) in between 1939 and 1942

**Source:** Wikipedia, n.d.

Thongchai Winichakul (1994) indicates that monopolizing the story of the nation is damaging ideology of Thainess because it misguides everyone, especially Thais, into believing there is only one version of history. Nation history should open to be criticized, challenged, ignored, redefined, or deconstructed out of existence, with factual controversy. The word nation of Thailand should be reconstructed for all Thais, not for some elite groups. In this sense, the reconstruction of the word nation of Thailand would provide more space for all Thais to participate in the country development. Country for the common people should be central episode of the national narration. Myths of the king's country and the king's soldier are challenged by the anti-royalist group. They will no longer believe in these myths. Thananithichot (2011) finds that the myth of Thailand formation is not strongly grounded by innate construction (by the people) but by the elite construction.

In Thai modern society, Katewadee Kulardkaew (interviewee) says that there are ideological conflicts about the word nation of Thailand which might affect to the nation branding process. The question of "What is the future of Thailand?" voices louder and louder amidst political polarization. Sturm, A (2006) argues that Thai nationalism in the twentieth century is characterized by various interpretations of the nations by different ruling elite groups. The negotiation of Thai national identity (between the old elites and the new elites, including between the elites and the mass) makes Thai people insecure about their future. Sangkhae, Kata. (2016) also finds that Thai people have been in anxiety about their national identity due to a pressure of globalization and political confrontation between the royalist group (the yellow shirts) and the state-capitalism group (the red shirts). Dhiyathad Prateppornarong (interviewee) foresees that this confrontation will likely last long until Thai society finds its point of balance. He further argues that although the objective of nation branding should look forward to future of the country, the past problem should not be ignored. The root cause of this ideological conflict can trace back to the problem of inequality in Thai society. The political discourse is encoded in mythification, for instance the double standard, the invisible hand, the restricted freedom, and the endless poverty. All of these myths reduce national pride of Thai citizen and they are dangerous to social harmony.

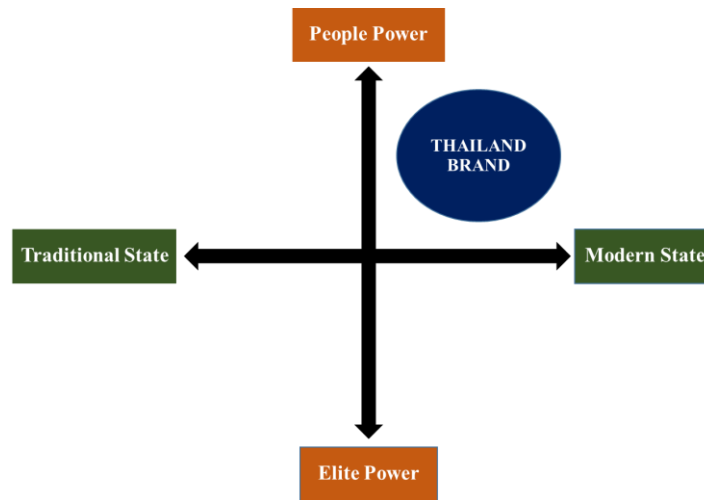


**Figure 8.35** Thai Political Confrontation between Different Ideologies of Nation

**Source:** Pinterest, n.d.

Joel Tan (interviewee) indicates that globalization and social media have significantly influenced towards mentality and ideology of the new generations. Globalization motivates a demand of social equality, human right, full freedom, and economic growth, while social media overspreads these demands throughout the country. Thai people who are dissatisfied with their life and social status want to reform their country. Discourse of the political guilt is brought up to blame the opposite groups. Katewadee Kularbkaew (interviewee) points out that the mass just believes in the superficial text that their leaders encode in narrating the myths. She suggests that Thailand branding should avoid a civic nationalism because it may be risky and open for various interpretations. Dhiyathad Prateppornarong (interviewee) also suggests that the meaning construction of Thailand branding from a point of the word ‘nation’ should encode power of people much more than the past country narration in order to motivate Thai citizen to a sense of self-esteem and their contribution to the country. In sum, Thailand brand should use semiotic communication to promote citizen participation as power of people for interest of people.





**Figure 8.36** Thailand Brand in New Country Mythification

According to majority of key informant's opinions following the global trend of people participation, above picture shows that Thailand brand should be encoded through new mythification as modern nation from a power of people for country development.

### 8.7 Thailand Brand and Nation Pride

Referring to Meuders, Boeck, Realo (2009), it has been proved that national pride has positive correlation with country development which is further related to nation brand. In this research, the result also confirms such a statement. Thai respondents who have pride in the country have positive perception toward Thailand branding project, in particular of culture and tourism. Following Smith and Kim (2003), semiotic resources for national pride include quality and security of life, historical success, current achievement, and international relationship. The word 'Thailand' has been more or less related to those semiotic resources of national pride. As a result, in chapter 5, although most of Thai respondent have their pride in historical success in terms of traditional culture and local wisdom, they mostly feel dissatisfied with their quality and security of life, including stress from current political situation affecting to economic development. It would be noted that there are ideological conflicts about

future of Thailand which may be related to national pride and national brand. Many key informants argue that political discourse of using inequality of income and justice in Thai society is destroying Thai national pride.

In this research, the study of good citizen factor involves with Thai nation pride as the fundamental of nation branding. However, the result shows that Thai respondents perceive themselves as good citizen with high score of Thai national pride (average 5.45) but they conversely perceive their countrymen with a low score of the same identity (average 3.17). Dhiyathad Prateppornarong (interviewee) explains this phenomenon with three possible reasons: individualistic political culture, political mythification, and hate speech construction. His reasoning is similar to the study of Hongthong, W. (2017) in a case of Thailand political conflict.

Previously, Thai citizens perceived polity as a distant subject and they only followed the principle of the loyalty to the nation, the religion, and the monarchy. Thai citizen behave accordingly until the globalization transforms Thai society to individualistic political culture. Thai people recognize the polity as the relevant subject to their living. Hence, whatever obstructs their better life, it must be changed. Hate speech has been reproduced through political discourses and social media propaganda. There are several Thai words blaming whoever think differently from their groups. Thai people are more careful to express their straight opinions towards political ideology in public areas; however, they would more aggressively express it through social media because most of Thai think social media space is privacy for their groups. Both groups may feel that the opposite side has lower pride of nation than they do for the country. This result connotes lack of social trust in Thai society. Hongthong, Wanpadej. (2017) argues that it is urgently necessary to reduce the hate speech, to find a common purpose of country development, and to recover the trust of each other.

Smith and Jarkko (1988) indicate that national pride is also a sense of self-esteem that a person derives from being part of the society. Chaipranin Visudhipol (interviewee) reminds that hate speech destroys the self-esteem between Thai people. Therefore, nation pride should be brought back for recovering Thai self-esteem. There are two layers of nation pride: the general and the specific. General national pride is more closely tied to being part of the majority of the country. Specific national pride might be linked to some special groups in the country. In Italy, Italians are proud of

their arts and literature. Germans have high pride in its economy. Bassey, Cocomma. (2012) studies new nationalism in Germany and he finds that majority of German people take pride in their current leader – Prime Minister Chancellor Angela Merkel who proposed correctional policies to create a new view of Germany's role in Europe and the world. Kassara Sukpatch (interviewee) says that it is unfortunate for Thailand that the country has no good and capable governmental leaders as same as many countries has.

In the study of Korean's pride, Ha, Shang and Jang, Seung, Jin. (2014) also find that national pride has correlated with people's happiness in their quality of life. Lee Hoon (interviewee) refers to Korean branding that the Korean government also employs the dimension of cultural, ethnic and racial in nature to promote Global-Korean identity, rather than civic nationalism. In branding Finland, the government seeks to assert the self-esteem to the Finnish by reducing a sense of separateness because otherness creates a sense of insecurity and unacceptance among groups and this feeling would obstruct cooperation in nation branding. Finland branding strategy aims to create a patriotic virtue between majority and minority to live in difference. Pornthip Rojanasunand (interviewee) expresses her concern of political polarization and divided society to be a dark hole of Thailand development. Separateness and otherness look severely intense more and more in Thai society.

De Kock, Petrus. (2016) indicates that South Africa once faced a severe problem of the divided society between the black and the white citizen. The government conducted the National Perceptions Audit (NPA) in 2011 and found out that 57 percent of all South Africans have enthusiastic identity that would actively contribute to achieving a better life. The enthusiastic identity was employed to upwardly mobilize South African in the working class. Most citizens committed themselves to actively make South Africa a better place for all classes. The project was very successful to harmonize all classes in the country. H.E. Geoff Doidge (interviewee) indicates that nation pride is important to South African branding and the government promotes nation pride through sports nationalism of rugby and soccer. In addition, the government promotes new ideology of non-racialism and motivates cultural nationalism through commercial nation branding. He suggests that there might be some

obstacles and it takes certain times through the process of nation branding but it is really worth to invest and wait for successful result.

Takashi Nakamura (interviewee) argues that using cultural nationalism as Japan does would be more useful and compatible to the current situation in Thailand. Japanese nationalism employs a strong culture to lead a sense of a nation belonging. The cultural nationalism also constructs a positive meaning for Japanese's nation pride. This suggestion is consistent to Simon Anholt (2005) to use the word nation pride instead of nationalism because the word nation pride contains less negative meaning than nationalism. Nation pride provokes imagination of the country in positive direction. The question of "what is nation?" will be answered in closer-friendly relationship between the homeland and the inhabitants. Nation pride will lessen the tension between the word "state" and the word "citizen".

In chapter 5 of this research, the result shows that about 90 percent of Thai respondent are proud of being Thai citizens and they are more delighted whenever any Thai person wins an international award or gains good reputation in global media. However, they slightly recognize their roles of building a country's good image by themselves. Dolchai Boonyaratavej (interviewee) indicates that Thailand branding may encourage Thai citizen to be more proud of themselves as being Thai and the duty of a nation brand builder is to find the subject of Thai prides such as generosity, diversity and cultural uniqueness for the self-esteem motivation.

Chaipranin Visudhipol (interviewee) believes that the majority of Thai people are willing to push the promotion of Thailand brand but the government still have no the clear direction. The finding in this research tends to confirm his statement in that about 85 percent of Thai respondent very agree to support Thailand brand if the government set up Thailand branding policy. Hosting the world events such as the Olympic, the World Expos and the World Summit is an example of semiotic nation branding that they highly agree to proceed. Waraporn Kulsawatpakdee (interviewee) further supports the idea of finding the common interest of Thai unity through the cultural or sport events in order for Thais to fade away their memory of political conflicts. She believes that most Thai people love their homeland and they are ready to join hands if such a big national event comes.

For foreigner's attitude, this research finds out that 75 percent of foreigners perceive Thai people with an image of high nationalism. The average score of a foreigner in this respect is much higher than the average score of Thai respondents (foreigner 4.58, Thai 3.17). It implies that foreigners perceive Thais with a positive image of nationalism more than Thais perceive themselves. Bing Han (interviewee) admires the signs of Thai behavior in respecting the Thai national flag and the royal anthem. He feels impressed with this loving-country expression. H.E. Geoff Doidge (interviewee) observes Thai nationalism through the royal cremation ceremony for the late King Bhumibol Adulyadej (Rama IX) in 2017. He feels sad for the loss of The Great King meanwhile he is impressed when the world sees 70 million Thai people in black clothing lining up to pay their last respects to the beloved king in their traditional culture. He says this harmonious moment is rarely seen in other countries and Thais should use the King's philosophy and his self-dedication as a guideline for Thailand branding.

Adam McQuire (interviewee) raises up the topic of the deconstruction of negative meaning about Thailand from the inner myth (the etic view). He mentions that most of foreigners slightly know the word "Thailand Only" until they have learnt from Thai people that this word is often used as criticizing the craziest ideas found only in Thailand, or the most uncivilized behavior of Thai people. He notes that this word tends to connote the national self-condemnation. He suggests that the myth of "Thailand Only" should be reconstructed for good meaning rather than using the name of country in negativity. Thai public figures, or Thai media should avoid using such term. Although that insulting word looks funny and crazy, he suggests to use other words instead of naming the country for condemnation.



**Figure 8.37** Myth about Thailand Only

**Source:** Cookiecoffee, n.d.

Siwat Chawareewong (interviewee) agrees to use semiotic resources to promote the positive sides of Thailand on social media. He argues that it seems normal for every nation to be criticized by its own citizen but there should be a central agency to study the sentiment of Thais and foreigners on social media, to correct the misunderstanding by the fact and evidence, to coordinate all related organizations to solve the problems, and to maintain a good image of Thailand as same as many nations have done in their nation branding projects. In his view, social media networks are powerful mediums to construct, maintain, and correct myth about Thailand. Local people and foreigners have perceived image of Thailand from these platforms and it is a nature of social media to spread the bad news much more than the good news. Hence, establishing an agency to monitor image of Thailand is important to Thailand branding project. All of key informants agree to have some agencies be responsible for managing the image and reputation of Thailand. Countering some negative myths should be done to correct misunderstanding about the country. Kowit Phadungrangkit (interviewee) exemplifies the book of “Thailand Only” written by Wathin Chatikul and Phakin Likitthanakul (2015) to counter the negative myth of “Thailand Only” by explaining the untold good stories in Thailand, which the myths are incidentally constructed by Thai creative skills of mixing and matching several things to solve some problems



**Figure 8.38** The Counter Myth of Thailand Only in Positive Meaning

**Source:** Storylog, n.d.

Dolchai Boonyaratavej (interviewee) emphasizes that it is not necessary to attach the word Thai nationalism with Thailand brand amidst current political conflicts due to possible wrong interpretation. There are many ways of promoting Thailand brand from nation pride in common myths of Thais and foreigners. Thai people's generosity (Khon Thai Jai Dee) and tasty Thai foods (Aroy) are examples of positive myths that should be commercially strengthened. A nation brand builder should focus on cultural approach because it is easier to open mind of people. The result in the quantitative method is consistent with majority of key informants to bring up semiotic cultural approach to start the project of Thailand brand because both of Thais and foreigners agree with many positive identities and it goes without saying that those cultural identities have linked to other factors of Thai competitive identities.

## 8.8 Semiotic Communication of Thailand Brand

As mentioned in previous chapter, semiotic nation branding for Thailand brand is concluded with the importantly-sequential order as follows: 1) generosity for people identity, 2) diversity for tourism identity, 3) opportunity for investment identity, 4) trustworthiness for product identity, 5) peacefulness for governance identity, and 6) uniqueness for cultural identity.

According to Anholt (2005) and Oswald (2010), a brand should be communicated with simple and competitive message. This principle is also consistent

with Y&R agency in that there will be a confusion if there are many messages about the brand and nobody could recall what the brand are communicating. Thus, the top three identities (generosity, diversity and opportunity) should be firstly strengthened due to its importance and impact to Thailand brand as a whole. The other rest could also be promoted up to appropriateness of individual mission. Needless to say that nation branding requires many stakeholders to participate and support the brand. It thus goes without saying that nation branding is a process of ritualistic communication. Following theory of Anholt, it can be summarised that there are six channels of communication in branding Thailand.

1) Innate channel includes nature, culture and history. For example, diversity of natural beauty and cultural heritages in Thailand originates from this channel. Thailand is a country with very warm weather, rich in culture, and a long legend. Signification through organic branding process may be least controllable due to long establishments together with the country but the brand manager must be well aware of that this channel could be altered.

2) Government channel includes policy, laws and regulations. For example, opportunity of Thai investment is compatible with this channel. Thai governmental policy of Thailand 4.0 aims to motivate Thai citizen and business firms to adjust themselves to new digital technology.

3) People channel includes Thai citizens or residents who have their roles as both medium, and mediator of Thailand brand (brand ambassador). On the other hand, Thai citizen is also brand consumers who decode the message from social context, governmental policy, and international diplomacy that more or less affect to Thailand brand. Generosity is key message suitable in this channel because Thais carries this meaning whenever they live in or out Thailand. People is the most difficult and complex channel of nation branding communication due to subjectivity in nature but on the other hand it is the most useful and impactful channel if people join in.

4) Foreigner channel includes tourists, visitors, and investors who decode the message of Thailand brand from all national identities. Foreigners are also encoded by their governments, historical background, and globalization. They may have some stereotypes about Thailand before they visit. The most importance is their direct

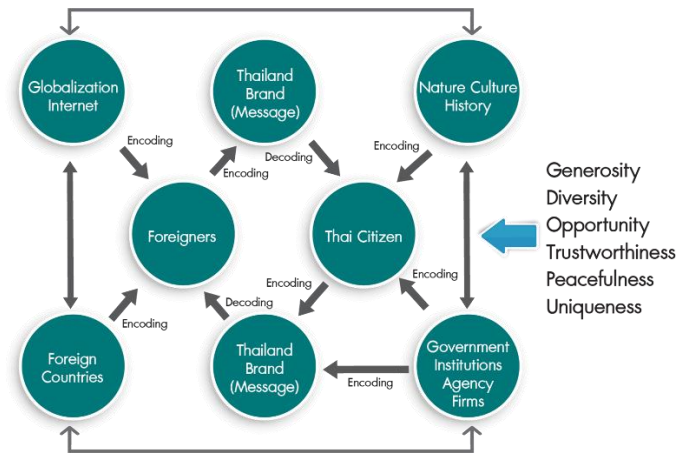


experiences when they meet representation of Thai identities. For example, cultural uniqueness is the word that foreigner perception is more vital than local people.

5) Foreign governments channel means any authority of other countries, especially neighbouring country that has a policy about Thailand. International relation and public diplomacy are the key in this channel. For example, foreign governments have their rights to issue warning their citizens who would travel in dangerous country. Peaceful identity is not the self-determination if other foreign governments think differently.

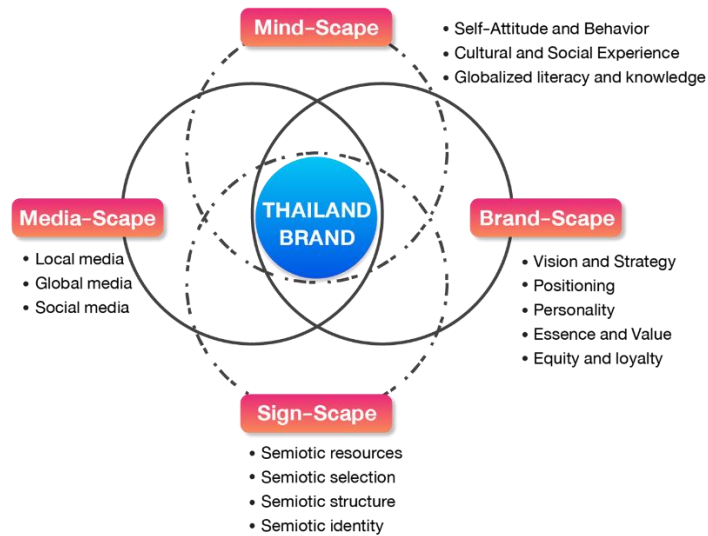
6) Media channel includes global media, social media, and world organizations. This channel may come up with various kinds of medias and it influences towards people's perception by framing or faking contents of nation. In amidst of social media, both local people and foreigners can be medium of their user-generated contents. This may destroy the image and reputation of Thailand by posting negative contents and foreigners also use this channel to attack the country with some specific reasons. For example, a foreign women visitor creates situation by pretending herself to be victim of rape and robbery. This news spreads rapidly and widely and it takes long time to prove the fact that that news is fake. That is a reason that Siwat Chawareewong (interviewee) proposes a specific agency to monitor news and comments towards Thailand in order for the government to catch up feedback and status of Thailand image and reputation.

Referring to Anholt (2005), communication of Thailand brand is not linear but it is in the cycle process of encoding and decoding message from several factors. Hence, the communication model would look similar to the ritualistic model (Carey, 2009). The figure 8.39 would present the cycle process of Thailand brand.



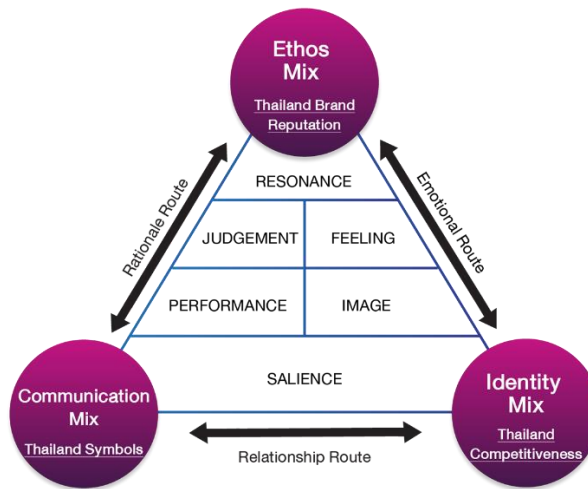
**Figure 8.39** Thailand Brand Communication in Ritualistic Model

Above picture shows the cycles of Thailand brand communication which considers Thai citizen acting as sender-receiver-medium to communicate message of Thailand brand. Organic factors such as history already encodes “Thainess” into Thai people through cultural and social learning. For organised factors, Thai government including Thai firms and agencies also encodes message of Thailand brand through national policy, product advertisement and social news. Local culture and globalization have exchanged their message and transferred them into both receivers. Foreign countries also encode message about Thailand into their citizen. Two countries are exchanging messages about Thailand. Both foreigners and Thai citizens are simultaneously acting as senders and receivers about Thailand. This circle will cycle itself as dynamic process. However, the cycle process would circle around mind-scape, media scape, sign scape and brand scape. Figure 8.40 will illustrate those scapes cycling around Thailand brand.



**Figure 8.40** Circular Scope of Thailand Brand

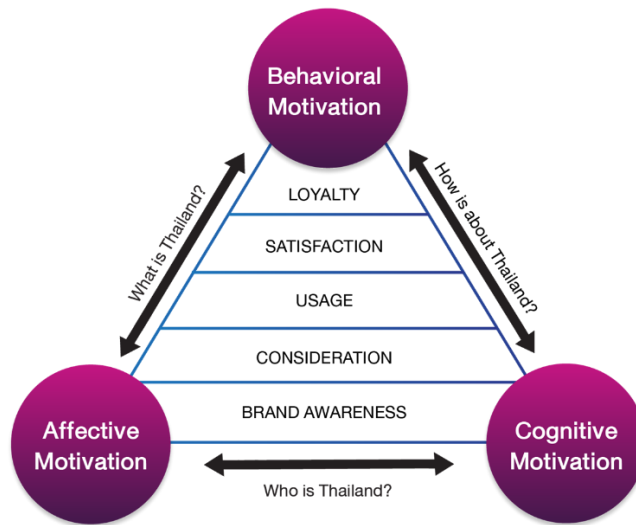
Above figure shows circular scopes around Thailand brand. Mind scope includes attitude and experience that interpreter uses to encode and decode meaning of Thailand brand. Media scope consists of various media platforms that deliver meaning of Thailand. Sign scope is semiotic resources that are intended or unintended to be appear in Thailand brand. Brand scope is the most controllable space for the brand manager to construct and deliver meanings and images of Thailand brand in this ritualistic model. In meaning construction, Thailand brand may be encoded through rationale route, emotional route, and relationship route as following figure.



**Figure 8.41** Customer-Based Brand Pyramid Adapted from Keller

Above figure shows a relation between customer perspective and mixture of semiotic inventory through communication, identity, and reputation (ethos). For example, Thai tourism in salience stage may share the same selling points as other countries. On the rationale route, Thailand may have stronger performance than other countries due to geographical, physical, or numerical advantages.

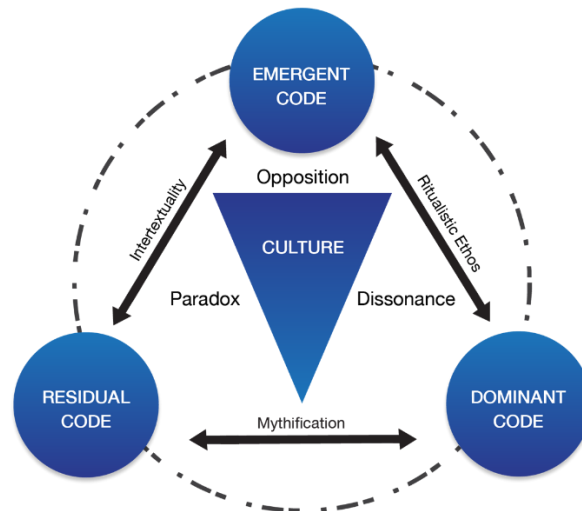
Despite this points of parity, visitors may judge quality of Thai services better than other countries. In emotional route, Thailand is obviously associated with amazing destination wait for discovery. This image motivates passion of explorer. Visitors have feeling of real excitement. At resonance stage: visitors have kind of sense of belonging with the destination and community, implying a behavioural loyalty, and leading to an active engagement through social media. Visitors would choose semiotic resources from Thailand identity to express image of their impression in Thailand. Ethos mix would consist of happiness with amazing destination. On the top of pyramid, the resonant stage would turn to be brand equity once positive ethos is stable and sustainable.



**Figure 8.42** Pyramid of Brand Management

In pyramid of brand management, there are three motivation parallel with the ladder of brand management from awareness, consideration, usage, satisfaction, and loyalty. Cognitive motivation drives the message recover to think of Thailand, affective motivation to like the identity, and behavioural motivation to support Thailand brand by loyalty. On the top, customer's loyalty could be measured as brand equity in terms of economic and financial calculation.

From the research's result, foreigners have slightly high range of cognitive and affective level toward Thailand based on their direct experience; however, they have slightly low range of behaviour level due to some dissatisfaction in Thailand such as pollution, traffic jam, and business ethics. They tend not to continue their repeating visits, importing Thai products, and investing business in Thailand with some reasons. The brand manage would have to find solutions in this stage; otherwise, Thailand brand would not grow strong and sustainable. There are some cultural approaches that many key brand experts (interviewee) recommend and their opinions accordance with Krzysztof Polak (2018) in using semiotic innovation.



**Figure 8.43** Semiotic Innovation with Cultural Branding for Thailand Brand

Above picture is modified according to article of Krzysztof Polak (2018) about cultural branding techniques such as using cultural dissonance, reference to myths, cultural paradox, a connection with a ritual, reference to a cultural opposition, transferring an attribute to a cultural level, equation with the character of a nation, and intertextuality. Cultural codes consist of residual code (the past in the present), dominant code (the norm and mood of today phenomenon), and emergent code (tomorrow's expectation). This semiotic innovation can be applied with semiotic square structure for Thailand brand, especially to correct negative images) Oswald (2015) proposes her modified semiotic square for branding products and services to find new meanings for brand positioning and advertising.

Thailand is also encoded with negative myths such as myth of Thai's negligence (Khon Thai Muk Ngai-คนไทยมักง่าย), myth of Thai's Messiness (Mung Thai Rai Ra Beab-เมืองไทยไร้ระเบียบ), and myth of Thai laziness (คนไทยขี้เกียจ). These myths obstruct development of Thailand brand. The correction of negative images needs strategy and execution to tackle the ground-level problems and this might be over the scope of this research. However, in this research, it would be beneficial to apply semiotic innovation to some cases of the most negative identities in Thailand.

In the myth of Thai's people, the most negative image of Thai people is an identity of law compliance. This might be a big problem of Thailand brand building

because identity of law compliance is the most impactful and sensitive factor in both internal and external branding process. Myth of Thai's negligence (Khon Thai Muk Ngai-คนไทยมักง่าย) is associated with the behavior of violating the rules and laws. Waraporn Kulsawatpakdee (interviewee) argues that Thai mentality is mostly based on easiness and indulgence. This kind of thinking brings to negligence and ignorance against the rules and laws.

Thais always behave themselves as indulgent with a value of "do whatever is true Thai" and this value continue to be a second stage of myth or ideology that whoever break the laws is hero. Thus, a for Thai might be whoever achieve the goal without considering a way of reaching it. Most of Thais do not follow the laws and regulation, in particular of driving behavior. Drive through the red light and driving against the road signs can be seen everywhere. Motorcycle bikes on the pedestrian while people are walking on it. Cutting in line or jumping the queue appears whenever there is either a race or crisis condition. Many cases of breaking the laws and regulations can be easily seen in Thai daily life and whoever wins in this violating law situation is admired as a hero or a smart person.

Katewadee Kularbkaew (interviewee) further explains that Thai's violating the rules and laws is an expression of personal power over another imitating the elite class. This behaviour will disappear if Thai justice system is based on equality. Whoever breaks the law should be punished. Thai society also promotes the value of social justice. Rina Matsuoka (interviewee), an expert of Asia sociology, also adds that Thai's negligence and indulgence are the wrong myths but both last long in Thai society. One of reasons towards this wrong value might come from Thai's lack of social responsibility while Japanese count this social responsibility as their expression of cultural manner and national pride.

The identity of law violation is very important to the brand due to its high score of correlation and estimation. As explained above, the easy and comfort mentality is a source of Thai indulgence. Small violation in Thai daily life is becoming a big social problem. In this research, Thais vote Japan as a country model for Thailand with a reason of cleanliness, orderliness and discipline. The result is reflecting serious need of Thai people for their society.

Dhiyathad Prateppornarong ( interviewee) indicates Thai people are encountering a conflict of personal right and public mind but they need ideal society of social responsibility by blaming others instead of by starting good deed from themselves. There is a Thai proverb of “not paddling, even hang feet in the water”. It mirrors the fact that Thais perceive other Thais as people who do not help but only hinder progress.

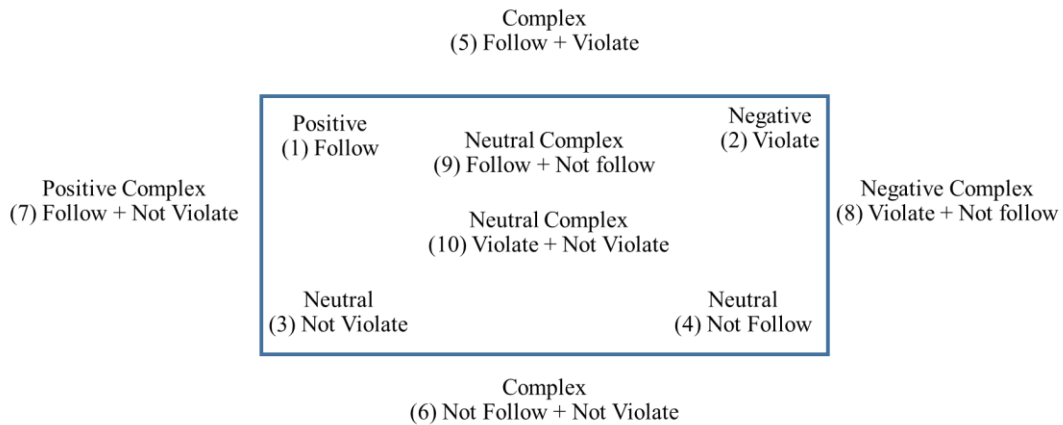


**Figure 8.44** Illustration of Law Violation of Thai People

**Source:** Khaosod, n.d.

According to the School of Greimasian structuralism, the semiotic square is a tool to enable new meaning construction from the rhetoric stereotype (Greimas and Rastier (1968), Courtes (1991), Rossolatos (2015), Oswald (2015)). The semiotic square is used to refine an oppositional analysis by increasing the number of analytical classes stemming from a given opposition from two (e.g. good/bad) to four – (1) good (2) bad (3) good and bad (4) neither good nor bad to eight or even ten. For Thai identity of law and norm violation, below is a semiotic square of new meaning construction.





**Figure 8.45** Semiotic Square Structure for Thai Good Citizen

**Source:** Adapted from Oswald, 2015.

Above figure is an extension of binary opposition from two meanings to ten meaning of Thai people regarding the law compliance characteristic.

**Table 8.8** Semiotic Square Structure to Construct New Meaning for Identity Selection

<b>Identity of Thai People – A Global-Thai Citizen in respect of Law Compliance</b>		
<b>Term</b>	<b>Choices of Identity</b>	<b>New Meaning Construction</b>
1	Follow	Peacemaker — A person who always follows the rules and laws to build a good society and keeps the peace in the country.
2	Violate	Corrupter — A person who always violates the rules and laws for his / her own benefit and brings out the worst in everyone
3	Not Violate	Imposter — A person who often takes advantage of a legal gap or unclear situations
4	Not follow	Bad Boy — A person who does not care that he might be bad by not following the rules and laws. He is actually proud of it and will do to attract others.

**Table 8.8** (Continued)

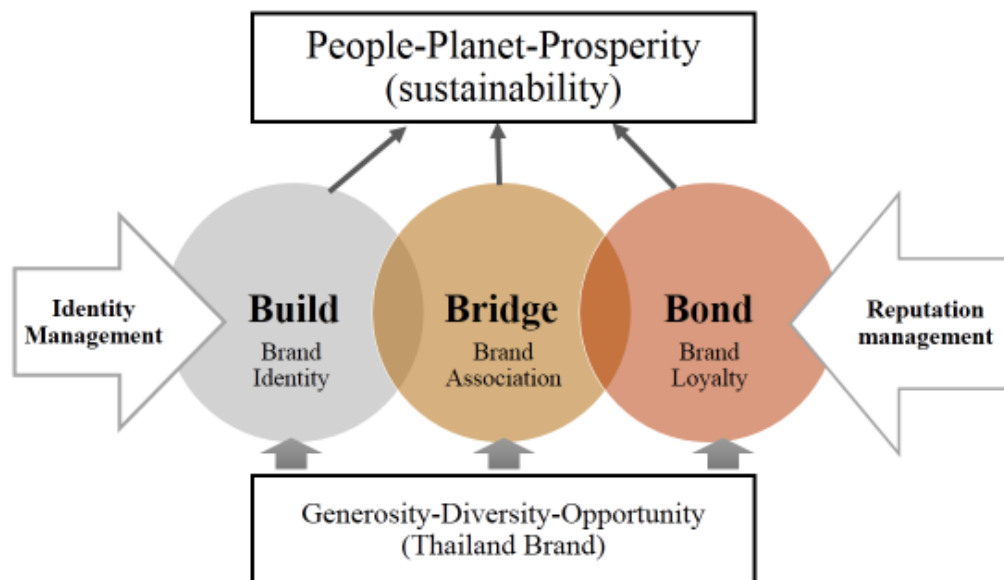
<b>Identity of Thai People – A Global-Thai Citizen in respect of Law Compliance</b>		
<b>Term</b>	<b>Choices of Identity</b>	<b>New Meaning Construction</b>
5	Follow + Violate	Black Knight — A person who usually follow the rules and laws but in some situations he thinks that violating some rules to save the country is appropriate.
6	Not violate + Not follow	Troubled Teen — A person who does not understand the rules and laws, but he also does not want to violate the laws, usually because of low education and social differences. Despite the hard attitude they portray, they are often the most vulnerable.
7	Follow + Not violate	Great Champion – a person who follow the rules and avoided using violence in solving problems. Meanwhile, the great champion would convince other persons to follow this champion approach.
8	Violate + Not follow	Trickster — A person who is often the trouble maker, liaison self-absorbed. He deceives others to violate the rules and laws by bringing up the public interest which is actually for his own interest. He makes more of an impact on the social norms in some way.
9	Follow + Not follow	Hotshot — A person who usually follow the rules and laws but he might be reckless to not follow some rules.
10	Violate + Not violate	Anti-Gods – A person is always selfish, materialistic and deterministic to violate the rules and laws by setting his own rules and laws and meanwhile brainwashes other people to believe in his own ideology.

Table 8.8 consists of new meaning choices for Thai people's identity construction in nation branding communication. Semiotic square structure will offer alternatives of brand meanings and archetypes for a policy maker or an advertising agency to select the most appropriate character of Thai people. The previous data set reflects a stereotype or perception of majority respondent in single image of Thai's violating the rules and laws.

Semiotic square structure aims to extend the single meaning to other shades of meanings at least 10 terms for selection. If the policy maker or the authority who is responsible for Thailand brand choose anyone of them in the table, the new meaning will be constructed in semiotic brand communication. For example, “Thailand Only” might be replaced with new meaning of Thai people as a champion who follow the rules and laws as Japanese do for their country. Thai people will respect other personal rights and public interest. They will not violate the rules and laws for their own interest and will amend some rules and laws in the right manner if majority consider such rules and laws outdated or inappropriate to ever-changing social situation.

While Thais do not follow to the laws and regulation, they require it from other Thai people.

Above is sample of using semiotic innovation and semiotic square to change image of Thailand in respect of Thai violating behaviour which obstructs the meaning construction of Thai generosity. The following is the way for sustainable branding communication recommended for Thailand brand.



**Figure 8.46** Thailand Brand Communication for Sustainability

Figure 8.46 depicts a framework for the Thailand brand communication for sustainable growth by building strong identities of generosity, diversity and opportunity (as top priority), bridging these values with brand association and bonding these identities with loyalty programs. Sustainable communication is concerned with three factors: People, Planet and Prosperity. Thailand brand should focus on national competitive identities that offer values to people (local and global), planet (country and world), and prosperity (spirit and wealth). Many key informants agree with sustainable branding concept with expectation of branding return from investment. It might be easier to ask for cooperation and participation if all stakeholders are informed of the end result of benefit in doing Thailand brand. The project would achieve its goals of happy people, eco-friendly planet and prosperous country. These goals are the same as Thailand's strategic framework for security, prosperity, and sustainability.

## **CHAPTER 9**

### **SUMMARY OF RESULTS AND RECOMMENDATIONS**

The ultimate goal of this research is to derive a model of the Thailand brand through semiotic analysis from qualitative and quantitative methods. This paper would refer to Anholt's theory of nation branding as the main guideline to describe the results. However, other marketing approaches such as the identity approach, the cultural approach, and the technical-economic approach are also applied to portray the Thailand branding process. With scientific research methodology, the purpose of this study has been accomplished and it will be summarized with the following seven key areas:

- 9.1 Summary of key data integration
- 9.2 Summary of Thailand brand model
- 9.3 Thailand brand communication
- 9.4 Thailand brand with internal branding approach
- 9.5 Thailand brand with external branding approach
- 9.6 Research contribution
- 9.7 Recommendation

#### **9.1 Summary of Key Data Integration**

This section would conclude key information from data integration of both qualitative and quantitative methods as follows;

1) Descriptive statistics of total of 1500 respondents: the following data in short demonstrates some key information. For nationality, data shows that 700 (47 percent) were Thai citizen and 800 (53 percent) were foreigners. For gender, 654 (43.60 percent) were male, 737 (49.10 percent) were female and 109 (7.20 percent) were alternative gender. For age, 713 (47.50 percent) were age below 30 years old, 721 (48.00 percent) were age between 31 and 60 years old, 66 (4.40 percent) were age over

61 years old. For marital status, 912 (60.80 percent) were single, 513 (34.20 percent) were marriage, 75 (5.0 percent) were widow, divorce and others. For education, 265 (17.67 percent) were primary and high school degree, 797 (53.10 percent) were bachelor degree, 438 (29.20 percent) were master and doctoral degree. For career, 238 (15.80 percent) were student, 591 (39.40 percent) were company employee, 191 (12.70 percent) were civil officer, and 480 (32 percent) were self-employed and business owner.

2) Ranking statistics: Japan (40.28 percent), Singapore (11.40 percent), U.S.A (7.10 percent), Switzerland (5.80 percent) and China (5.40 percent) were respectively the top five rank by Thai respondents to be a model of Thailand brand development. The top five reasons to select those countries as a model of Thailand include high cleanliness and orderliness (20.00 percent), high safety standard (12.00 percent), high discipline and social responsibility (11.00 percent), and strict law enforcement and punishment (10.00 percent). For the most memorable symbol of Thailand, both of Thais and foreigners ranked the top five symbols: Thai flag (21.60 percent), Thai Buddhism (20.10 percent), Thai King (16.80 percent), Thai foods (12.80 percent), and Thai elephant (8.00 percent) respectively. For the archetype of Thailand brand, both of Thais and foreigners ranked the top three archetypes representing Thailand brand: Friend (15.30 percent), Jester (12.20 percent) and Explorer (11.80 percent).

3) Semantic differential statistic: each factor is designed for binary opposite adjectives with the rating score from 1 to 7 which 1 means the most negative image and 7 means the most positive image. Majority of Thais and foreigners agree on the same perceptions towards each identity of Thailand competitiveness as follows;

(1) Identity of tourism: They tend to perceive Thai's tourism in the high positive image, in particular of diversity of tourist attractions, variety of foods, and value of travel experiences.

(2) Identity of people: They tend to perceive Thai's people in the high positive image, in particular of generosity, comfortable mentality and skills of technological application.

(3) Identity of culture: They tend to perceive Thai's culture in the extremely high positive image, in particular of uniqueness of Thai heritage, beautiful arts and performance.

(4) Identity of product: They tend to perceive Thai's products and services in the high positive image in particular of trustworthiness for product quality and hospitality services.

(5) Identity of investment: They tend to perceive Thai's investment in the high positive image in particular of opportunity in an ease of doing business.

(6) Identity of governance: They tend to perceive Thai's governance in the slightly positive image in particular of freedom and peaceful country.

4) Confirmatory factor analysis tests key variables according to nation brand theory. People factor is also composed of sub components such as living quality, good citizen, and productivity. Tourism factor is composed of sub component such as infrastructure, tourist attraction, environment and hospitality. Investment factor is composed of sub components such as ease of business process, financial and logistic system. Product factor is composed of sub components such as quality, brand reputation and innovation. Governance factor is composed of sub components such as regime, security, and law enforcement. Culture factor is composed of sub components such as heritage, arts, media and celebrity. After the test, the result reveals the following details;

(1) Identity of Thai people is the first and foremost impactful factor to Thailand brand due to the highest correlation at 0.87 and the highest estimation at 75 percent. For brand attribution, the identity of generosity in the group of personality is the most positive image

(2) Identity of Thai tourism is the second factor impactful to Thailand brand due to the correlation score at 0.84 and the estimation at 70 percent. For brand attribution, the identity of diversity in the group of tourist attractions is the most positive image.

(3) Identity of Thai investment is the third factor impactful to Thailand brand due to the correlation score at 0.82 and the estimation at 66 percent. For brand attribution, the identity of opportunity in the group of an ease in doing business is the most positive image.

(4) Thai product is the fourth factor impactful to Thailand brand due to the correlation score at 0.78 and the estimation at 60 percent. For brand attribution, the identity of trustworthiness in the group of product quality is the most positive image.

(5) Identity of Thai governance is the fifth factor impactful to Thailand brand due to the correlation score at 0.76 and the estimation at 58 percent. For brand attribution, the identity of peacefulness in the group of state security is the most positive image.

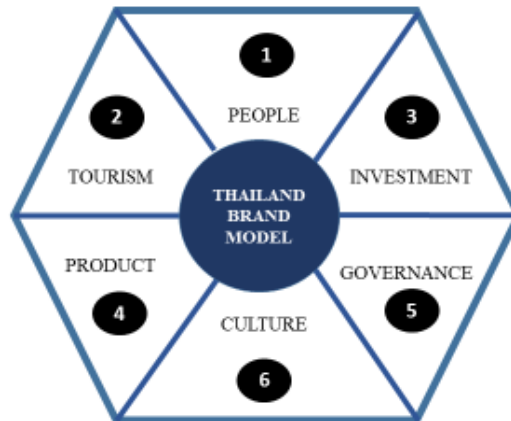
(6) Identity of Thai culture is the sixth and least impactful factor to Thailand brand due to the correlation score at 0.53 and the estimation at 28 percent. For brand attribution, the identity of uniqueness in the group of heritage is the most positive image.

## **9.2 Summary of Thailand Brand Model**

This section would discuss about the whole image of Thailand brand from previously integrated data. The result confirms the theoretical standpoint in that Thailand brand consists of six national identities, however, each identity has difference in the degree of importance towards the whole image of Thailand brand according to criteria of regression weight and forecasting efficiency. Thailand brand model can be concluded with the following factors: People identity with the characteristic of “Generosity”, Tourism identity with the characteristic of “Diversity”, Investment identity with the characteristic of “Opportunity”, Product with the characteristic of “Trustworthiness”, Governance with the characteristic of “Peaceful”, and Cultural identity with the characteristic of “Uniqueness”.

Following Anholt (2007), figure 9.1 illustrates Thailand brand within a hexagon nation brand model. Each identity is more or less connected one to another in cycle of the hexagon model but the number in front of each identity shows its importance from most to least toward the whole image of Thailand.





**Figure 9.1** Hexagon Model of Thailand Brand

It can be said that the weight of importance in Thailand brand model is different from that of other countries such as Scotland which starts from the most reputable factors from Tourism, Governance, and People respectively (Anholt-GfK Roper Nation Brands Index, 2018). From this result, the research may continue to developing Thailand brand in a model of a hybrid branded architecture like a house which defines structure between a primary brand (Thailand) and its sub-brands (six national identities). A house is herein signified as the whole image of Thailand, which consists of the ground (nation pride and chance), the pillars (national competitive identity), and the roof (national image and reputation).

These architectural components are related to each other. In all instances, the primary brand has to be spotlighted as the whole covering the separate units. Hence, the subset brands can also be highlighted but they would not overshadow the primary brand. In this principle, the country can use a mix of strategies with different roles for different customers. For example, Thailand brand can promote Bangkok or Phuket as dream destination but those cities would not decrease an importance of Thailand as the primary brand.



**Figure 9.2** The Branded House of Thailand Model

The above figure illustrates the housing architecture of Thailand brand that is composed of the following parts;

1) The Core Fundamental of Thailand Brand

This part is important to Thailand brand in the same way as the footing of the house is to the house. It comprises three elements: nation pride, globalization and chance. The research studies this part under the variable of Global-Thai Characteristic. The result finds that this variable has a positive and moderate correlation with Thailand brand (Spearman Rho at 0.622). This result confirms that the characteristic of Global-Thai citizen underpins Thailand brand. In survey, about 76 percent of Thai respondents agree to support the policy of Thailand brand. They highly agree with hosting global events such as Olympic Games to promote Thailand brand. This result is consistent to the opinion of many key informants (28 persons) in that among political polarization the mega events through cultural or sport diplomacy may be a central point of Thai's harmony and the country development. In addition, 62 percent of Thai respondents strongly agree to support the digital economy. It may say that the policy of Thailand 4.0 could be accomplished if the government continuously operates the campaign.

In exploring nation pride, Thais are highly proud of Thailand in respect to culture and tourism while they feel dissatisfied with economy, product, people, and in particular of governance. Legal injustice, social inequality, and corruption culture seem to be main reasons of their dissatisfaction. This result implies that Thai people have low pride in the quality and security of their life as well as the past and current achievement

of the country development. Comparison to South Korea, the finding of Ha and Jang (2014) reveals that Korean people have high pride in their country achievement and they also feel good about their countrymen. In this sense, Thais have their feelings to Thailand in contrast to the feelings of Korean towards South Korea. Many key informants (28 persons) express that Thai people tend to have their low-social trust due to the effect of political discourse and hate speech. This phenomenon may obstruct to a possible project of Thailand brand. Dhiyathad Prateepornarong (interviewee) mentions that the low pride in the country may turn some repressed people (leftist or rightist) to be the self-national hatred groups.

For studying civic responsibility, Thais feel unsure about themselves to represent the good image of Thailand. Besides, they perceive other Thais as prone to non-patriotism and law violation. These attitudes would not be good during branding process because Thai people do not recognise their own responsibility and meanwhile they may blame others for some adverse situation. Referring to study of Li and Marsh (2016), many countries have employed a trend of good global citizenship to motivate their citizens of civic responsibility in nation branding. Learning from overseas trip is an approach to change a mind-set of travellers when comparing nations. In this paper, Thais prefer overseas travel as learning experience, support social equality, and open minds to difference in multi-cultural environment. However, they slightly follow the political, economic and international news which is important to the skill of globalised literacy. It can be said that Thais have potential to follow the trend of good global citizenship but they have not yet known the full meaning of this word. Analysis in this part may conclude that although there are various points of concerns about Global-Thai characteristics, Thai people are still proud of Thailand and they can give their supports to the policy of Thailand brand if it really occurs.

In exploring chance of Thailand brand from foreigner's satisfaction, the result reveals that about 87 percent of foreign respondents are satisfied with image of Thailand from their direct experiences. Furthermore, their satisfaction is moderately and positively correlated to the whole image of Thailand (Spearman Rho at 0.575). However, their satisfaction has not yet resulted in highly behavioural level of importing Thai products, and doing business in Thailand. Analysis in this part may conclude that there is an opportunity to build Thailand brand in positive image due to the fundamental

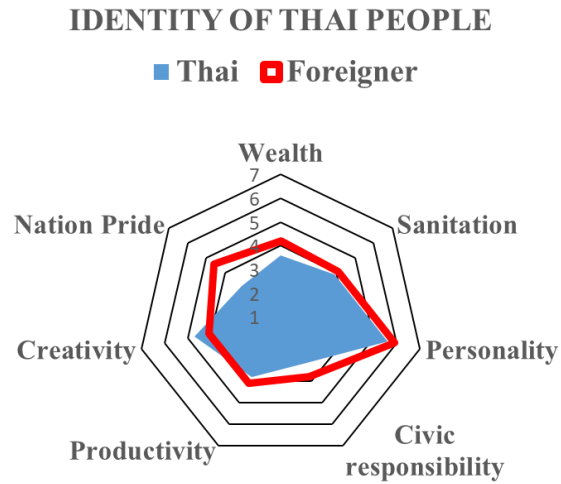
of customer's satisfaction. It would be much better if Thailand can increase positive identities such as creativity and decrease negative identities such as garbage, poor taxi service and traffic jam. By doing this would enhance their impression to the extent of higher behavioural level of Thailand brand loyalty.

In conclusion, the footing to the house of Thailand brand seems moderately strong by the characteristic of Global-Thai citizen and foreigner's satisfaction. However, there are potential signs of many problems in all six national identities which need serious attention from all stakeholders to study causes and effects towards Thailand brand. It is generally accepted that an increase of Thai's nation pride and visitor's satisfaction would be more fruitful to positive image of Thailand brand.

## 2) The Critical Components of Thailand Brand

This part is important to Thailand brand as same as the pillar supporting to the house structure. The six pillars supporting Thailand brand are composed of

(1) Thai people: Thai's generosity is the first pillar of Thailand brand. There are positive myths supporting Thai's generosity; for example, Khon Thai Jai Dee (Thai people have good hearts). Hence, it may be easier to promote Thai generosity rather than other people's identities. However, there are serious concerns that would decrease Thai's generosity; for example, the stress from the high cost of living, the single parent family, and political polarization. Moreover, it is necessary for Thai people to improve other competitive identities; otherwise, it would effect to the overall image of Thailand brand. Such identities include the working skills on proficiency of English and Math, productivity, creativity, and innovation. For simple understanding, the factors are regrouped for domain analysis and the result is as the following figure;



**Figure 9.3** The Competitive Identity of Thai People

Above figure shows that identity of Thai people has strength in a group of personality, in particular of generous characteristics but Thailand has weakness in the other groups of national identities in perception of both Thais and foreigners.

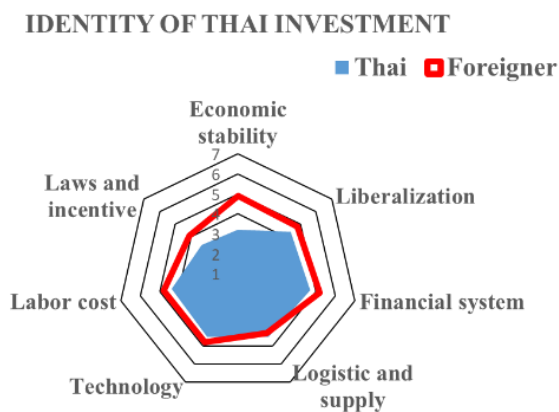
(2) Thai tourism: Thai's diversity is the second pillar with many positive myths supporting its meanings; for example, land of shopping paradise and land of amazing experience. However, there are serious concern of environmental management, traffic jams, and travelling safety standard. From regrouping factors for domain analysis, the result reveals data as following figure;



**Figure 9.4** The Competitive Identity of Thai Tourism

Above figure shows that Thai tourism has strength in tourist attractions, services, and value of experience; meanwhile, it has weakness in safety standard, landscape design and environmental management.

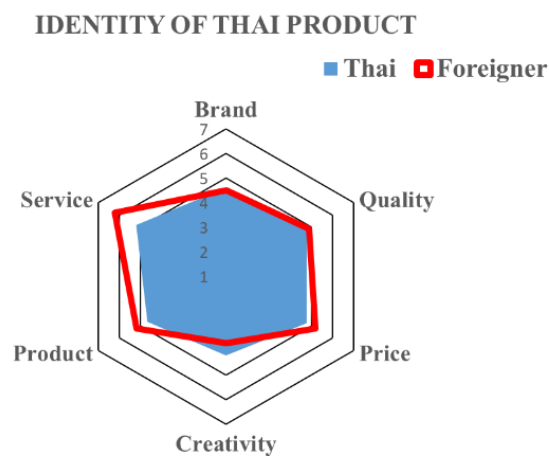
(3) Thai investment: Thai’s opportunity is the third pillar with many positive myths; for example, land of logistic hub and land of economic liberalization. However, there are serious concern of economic stability, business laws and incentives. From regrouping factors for domain analysis, the result reveals data as following figure;



**Figure 9.5** The Competitive Identity of Thai Investment

Above figure shows Thailand has strength in economic liberalization and financial system but it may be weak in economic stability, and labour cost.

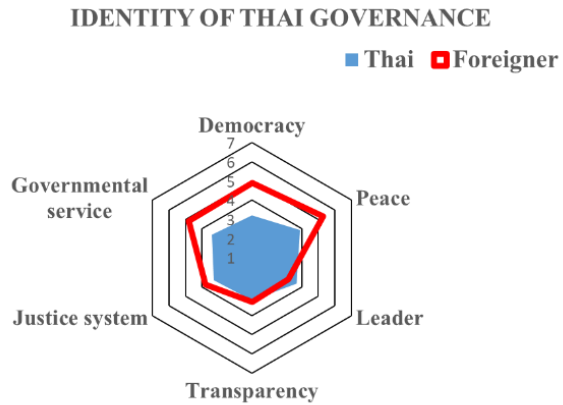
(4) Thai product: Thai's trustworthiness is the fourth pillar with positive myths; for example, the highly serviced-mindedness and the high quality of craftsmanship. However, there are serious concern of creativity and innovation. From regrouping factors for domain analysis, the result reveals data as following figure;



**Figure 9.6** The Competitive Identity of Thai Products and Services

Above figure shows Thailand has strength in service, quality and price. However, it looks weak in creativity and innovation. Creating the best-in-class for some product category may increase brand awareness of Thailand brand in global market.

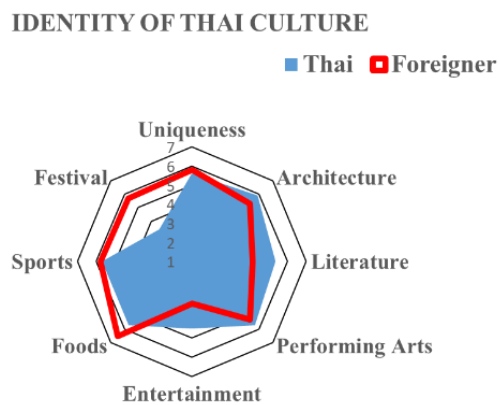
(5) Thai governance: Thai's peacefulness is the fifth pillar with positive myths; for example, land of freedom and land of Buddhism. However, there is serious concern of corruption, and law enforcement. From regrouping factors for domain analysis, the result reveals data as following figure;



**Figure 9.7** The Competitive Identity of Thai Governance

Above figure shows that although Thailand has weakness in several factors of Thai’s governance, the country still has positive image of peacefulness. The most negative images include corruption, justice system and reputation of governmental leaders.

(6) Thai culture: Thai’s uniqueness is the last pillar with positive myths supporting this meaning; for example, land of spiritual culture. However, there are some concerns of Thai pop culture that foreigners know little. From regrouping factors for domain analysis, the result reveals data as following figure;



**Figure 9.8** The Competitive Identity of Thai Culture



All of above pictures shows strength and weakness in perception of both Thais and foreigners after regrouping factors for easier understanding. Certainly, the most positive images remain similar to the results of semantic differential test and confirmatory factor analysis. Hence, it can conclude that the strong six pillars to the house of Thailand brand consist of generosity, diversity, opportunity, trustworthiness, peacefulness, and uniqueness.

## 2) The Attributes and Values of Thailand Brand

This part is important to Thailand brand in the same way that the roof top is for the house. The roof is easily seen from remote distance. Additionally, it covers the entire house structure in a single unit. Thus, the roof is the focal point of brand visibility for the most competitive identities. From the research methods, the Thailand brand has the top three attribution to promote on this focal point with three values over other rival countries; generosity, diversity and opportunity.

From the technical-economic approach, Thailand brand would be considered in terms of financial return on investment. Hence, income of Thai tourism or gross national product (GNP) are perhaps expected to be an end result of Thailand brand equity. However, there is an argument that Thailand brand should be considered with other dimension. Cultural approach focuses on relation, production, and consumption which seem much easier to draw attention and participation from common people as same as Japanese and Korean brand have done with their brands. A critical point of cultural promotion in nation branding process would be a balance between local culture and globalization for mass and niche market. It is generally accepted that Thai culture is very unique, positive and correlated to image of Thailand. Both Thais and foreigners give high scores to this factor in the same positive direction. Hence, it would be the best strategy for marketers to employ cultural approach to build Thailand brand and simultaneously study how the branding process do to culture.

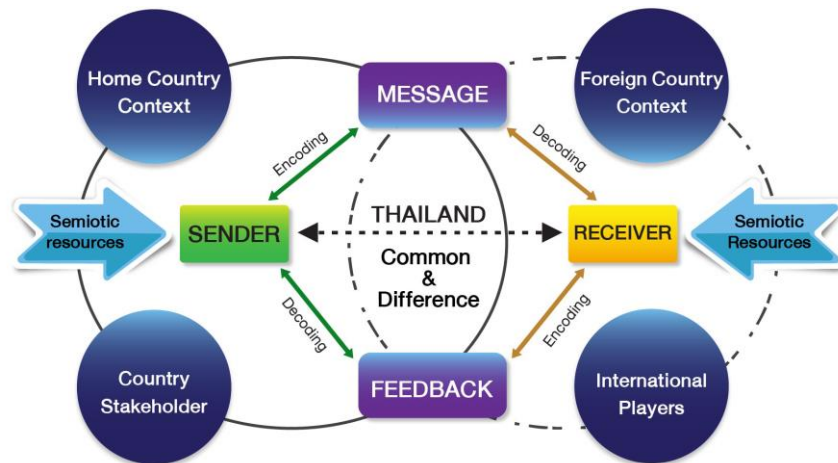
Semiotic branding practice also involves with culture in macro and micro levels. Macro level deals with relationship between global and local culture. Micro level is defined with specific culture in terms of cultural consumption. The most successful nation brands such as South Korea use cultural diplomacy to communicate their nation brands with their citizens and foreigners in several channels such as films, music, education, arts and exhibition. Many local legends are nowadays reframed in cultural

industry for instance Dracula, Vampire, and Godzilla. These examples lead to a solid suggestion from many key informants that using cultural approach would be suitable to current situation of Thailand and it can be an access point to other national identities.

In cultural approach, some key informants (6 persons) refer to re-mythification of Thai legends and folklore for more creative and universal contents as same as many countries could re-interpret their historical stories for modern cultural consumption. During interview, Euthana Mukdasanit exemplifies about the historical legend of Thai-Burmese Wars that Thai film industry has repeated this story many times with a one-sided traditional interpretation. This unattractive content would not match with modern cultural consumption. Thailand brand should rethink about cultural production to fit in with demand of new generation. The next section would propose the concept of the cultural-economic semiology for guiding Thailand brand communication.

### **9.3 Thailand Brand Communication**

It goes without saying that Thailand brand contains a large and complex space of signs and meanings and during interview all of brand experts (8 persons) agree that it is inevitable that Thailand brand should be communicated through a ritualistic model.



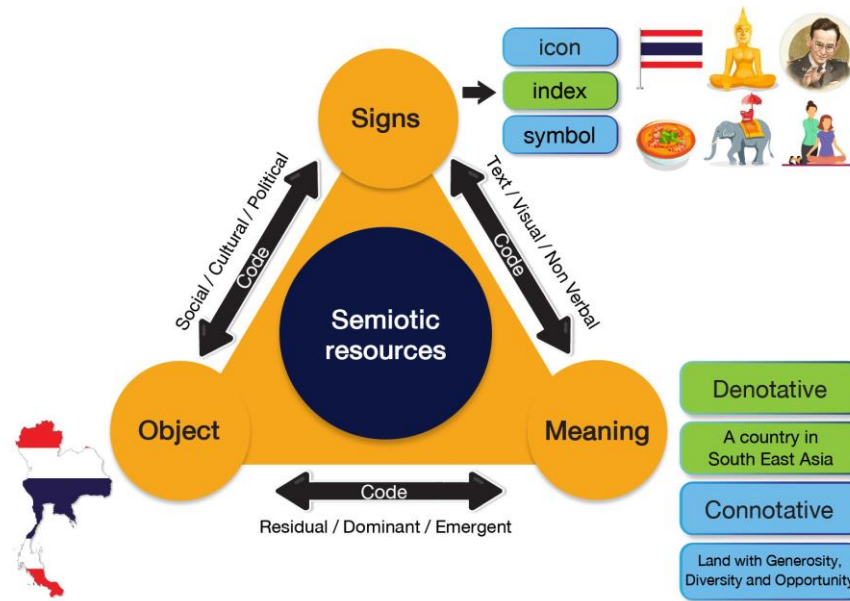
**Figure 9.9** Thailand Brand Communication in Ritualistic Model

Above figure summarizes the relation among the participants, mediums, and coding processes in ritualistic model. All of key informants have consensus that the government will be viewed as the main sender for the country message to the receiver. In nation branding context, Thai citizens are not only the receivers but also the senders and medium of the country messages, especially through social media channel. Both senders and receivers use their own fields of experiences and semiotic resources to encode and decode the messages. For foreign receivers, their foreign governments, international relation, historical and cultural background are more or less influential to their perception on coding process. Image of ally and enemy between nations is an example of myth. The overlapping space interplays by cross-cultural exchange of common and difference.

In message analysis, Thailand brand could use common and difference in rhetorical strategy to deliver meanings of each national identities to the receivers. Similar to Korean brand using the common philosophy of Confucius to promote their brand in East Asia market, Thailand brand can also employ the shared culture of South East Asia to promote Thai cultural commodity in the neighboring countries. Referring to quotes of key informants such as M. R. Chalermchatri Yukol, Thai celebrity and Thai entertaining programs are very popular in Indochina region but Thai cultural products are difficult to penetrate in western countries due to different tastes of cultural consumption. As shown in chapter 6, about 82 percent of foreign respondents know

little about Thai pop culture due to unattractiveness of Thai films, and few numbers of Thai celebrity on global stage. If Thailand brand wants to expand its market, it would be more useful to study Korean brand exporting its film and music in western market by mixing local and universal codes into Korean Pop culture.

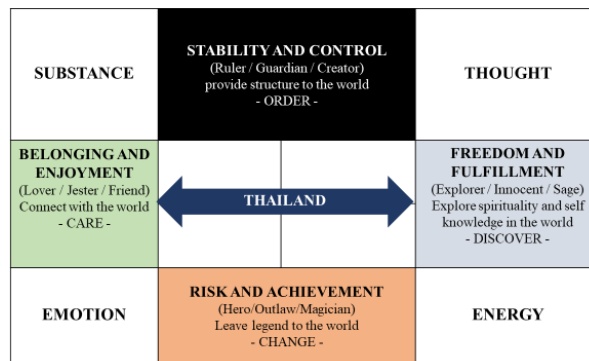
In nation brand consumption, Thailand brand could respond to customers' need of dream and passion (Utopia need) by signifying message of Land of Heaven on Earth or Land of Diversity, the need of entertainment (Ludic need) with Land of Smile or Land of All Year Round Festival, the need of functional benefit (Practical need) with Land of Medical Hub or A Center of South East Asia, and the need of ideology and wisdom (Critical need) with Land of Authenticity. Emotional and functional message should also be blended in such a communication. All of brand experts (8 interviewees) mention that Thais have creative skill in locally cultural production but it would be better for those people to have more training courses, international experiences, and freedom of re-interpretation. Some key informants say that Thai creative industry has been in slow progress due to many restrictions from Thai traditional institutions. It may be difficult for Thai creative talents to show their new ideas in Thai traditional context. It is contrast to many creative nations. For example, Saint Young Man is Japanese cartoon (Manga series) showing new religious interpretation about Jesus Christ and Gautama Buddha. If this creativity occurs in Thailand, there would be severe counteraction from many traditional institutions. Apart of religious matter, Thai creative talents also face with opposition when reinterpreting social problems and historical narration. From triadic model of Pierce, Thai marketers should study more about the relations of object-signs-meaning in cultural approach. Thailand brand has to focus on connotative meaning construction because this process may deviate good image of Thailand. For example, the word 'Thailand Only' or "Very True Thai" are connoted to be negative meanings while the word 'American' are connoted to be good meanings of freedom and modernization. Figure 9.10 illustrates the relations between the object-signs-meaning through various kinds of coding techniques.



**Figure 9.10** Triadic Model of Thailand Brand

Above figure shows the relationship between the object (Thailand), the meanings (denotative meanings of the country in South East Asia and connotative meaning of land with generosity, diversity, and opportunity), and the signs (the top five rank in survey are Thai flag, Thai king, Thai Buddhism, Thai foods and Thai elephant). Those relationships are connected with various kinds of codes and during interview many key informants exemplify those codes with some outstanding identities in Thailand; for instance, political code (patronage democracy), social code (agricultural society), cultural code (Buddhism), residual code (Sino-Portuguese houses at old Phuket town), dominant code (Siam Paragon), emergent code (Thailand 4.0), text code (Amazing experience), visual code (Similan island), and other non-verbal code (Thai manners). That semiotic inventory can be created in several methods of semiotic innovation such as cultural paradox (Miss Tiffany Universe to break the stereotype of ordinary beauty from women to transgender), cultural opposition (Western monks in Thai rural temple for slow and spiritual practice), and cultural intertextuality transforming one sign (through several stories and channels to show different angles of such a symbol; for instance, Thai foods, Thai gastronomy, Thai royal cuisine, and Thai rice).

During interview, many key informants (38 persons) mention that Thailand has a human characteristic of feminine rather than masculine archetype. For the ranking statistic from 1500 samples, the top three archetypes of Thailand brand are in forms of friend, jester, and explorer reflecting a combination of an energetic and emotional personality.

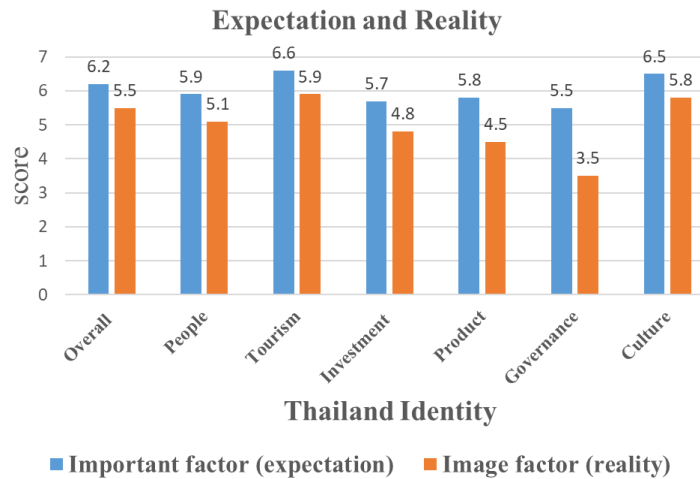


**Figure 9.11** Brand Archetype of Thailand

Above figure is modified from Mark and Pearson (2001) showing archetype of a country contributing value to the world. In this research, Thailand brand has horizontal connection between freedom and enjoyment reflecting values of Thainess in caring friends, enjoying fun and seeking new experience. This combination has the same meaning of generosity, diversity, and opportunity as found in Thai national competitive identity in semantic differential test.

Furthermore, the rhetoric theme (mood and tone) that 63 percent of all respondents prefer advertising themes of smile, happiness, craftsmanship, and local wisdom rather than other themes. It appears that Thais and foreigners hold perception towards Thailand within the same semiotic structure. This concordance would support promotion and communication of Thailand brand by aiming a single direction but using different shades and frames. Most importantly, from the test of the gap of perception, it may conclude that the gap is in positive range and moderate difference, except Thai governance due to attitude of Thai citizen. The identities of Thai tourism, Thai culture, and Thai people are in the small gap between expectation and reality. This result would guide the marketers to design a communication suitable for each target group and assist

the marketers to avoid an exaggerated advertising that brand consumers would be disappointed when they meet real situation.



**Figure 9.12** Graph Showing the Gap Between Expectation and Reality for Thailand

Regarding brand management, Thailand has not yet been fully aware of a nation brand because there is no official policy of country promotion as a brand. However, Thailand has been more than two decades recognised as tourist destination. From the test of Amazing Thailand Campaigns, about 72 percent of 1500 samples has seen advertising of Thai tourism. It may conclude that Thailand brand is beyond a stage of brand awareness; however, when testing a potential level of brand loyalty, the result reveals that behavioural level of foreign respondents are in low range. For instance, 52 percent of foreigners tend not to repeat their visits, import Thai products, and do business in Thailand. This result leads to serious concern on brand loyalty and needs further study on the root cause.

Regarding a national brand organization, Thailand has never set up any organization to be solely responsible for image and reputation of the country. The topic of official nation branding has never appeared in the NESD plans and the government policies. Moreover, Thai governments are mostly composed of many political parties and thus the ministerial management is shared by quotas, not by expertise. There are complex structures overlapping one task. This managerial structure leads to lacks of

total integration and efficient leadership. A frequent change of Thai cabinets also causes to negligence and discontinuity of the policies; for instance, Bangkok Fashion City, and Thailand Kitchen to the World. Most of key informants (46 persons) agree to support policy of Thailand branding under a single agency who solely takes care of Thailand brand. Most of key informants agree on the organizational structure like independent-public organization under constitution (as same as South Korea) that gains budget from the government but work as much flexibly and creatively as private company. Thailand brand organization should aim to create, promote, monitor and correct an image of Thailand brand for sustainability by collaboration with all stakeholders such as ministry, association and community. The next section would discuss on an approach of internal and external branding for Thailand brand.

#### **9.4 Thailand Brand with Internal Branding Approach**

This section would discuss about internal branding with summary of descriptive data about Thai's respondents and a guideline of internal branding approaches.

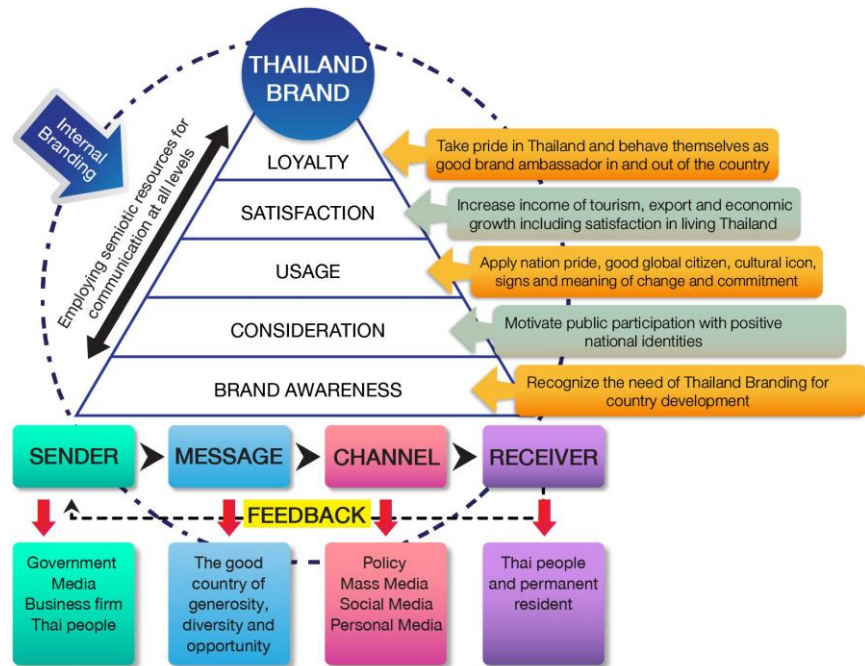
##### **9.4.1 Internal Brand Consumers**

In summary of the descriptive data, the research shows that about 50 percent of Thai respondents have the following characteristics: female, generation between X and Y (aged between 20-40), single, bachelor's degree education, company employee, income less than 30,000baht, living in key provinces of the governmental region, having once experienced overseas travel in Asia. The rest of the sample consisted of many types of profile and behaviour. 54 percent of Thai respondents perceive Thailand in slight positive image, 35 percent of them perceive Thailand in negative range, and the rest of 11 percent think neutrally. Thai culture and Thai tourism gain number of 5 and 6 score much more than other factors, and the lowest score belongs to Thai governance. This information provides a framework of research discussion as follows;



### 9.4.2 Internal Branding Approach in S-M-C-R Model

In sum, this part would portray a guideline of Thailand branding communication. Figure 9.13 illustrates the relation between internal branding management and SMCR communication model.



**Figure 9.13** The Relation between Internal Branding Management and SMCR Model

Above figure summarises an internal branding process of Thailand brand in SMCR model. During each stage of Thailand brand management, there is relation among sender, message, channel, and receiver throughout the process. From interview, it depicts that the sender consists of the first tier sender, the second tier sender, and the third tier sender. The first tier sender is expected to be Thai government (including all governmental sectors) who is absolutely responsible for the policy of Thailand brand due to having power of the authority and budget. The second tier is also indicated to be an institutional and organization group such as media associations, trade associations, and business firms. The third tier is finally said to be individual group such as Thai people and permanent residents in Thailand. All of these senders either intentionally or unintentionally send their messages through media channels to the receivers who are

considered as brand consumer. If Thailand brand possibly occurs, a message design should be framed and focused on the land of generosity, diversity and opportunity according to the result of this research. However, the meanings in those messages could be tailored to match the audiences. Thai government as the brand manager has to create, monitor, and maintain such meanings in positive direction. In a view of this functionalism, Thai government has not yet at the moment recognised this role in nation branding approach.

For channel analysis, Thai government could use various kinds of communication platforms to run the campaigns. Mass media such as broadcasting channel may be impactful to announce the policy of Thailand brand. Social media would be an interactive medium between the senders and the receivers from the feedback. The receivers are viewed as Thai people and permanent resident to perform participation. However, as mentioned earlier, Thailand brand is a large unit of communication and thus it can be analysed in many levels of stakeholders and activities. For instance, in the stage of policy setting, the receiver may be the civil officers who have to operate the campaign. The critical points in this model is analysis of relationship between sender and receiver, sender and channel, message and channel, and so on. This is because Thailand brand needs the concrete participation from all stakeholders to achieve the goals of good image and reputation. Any failure between each pair of relationship would destroy the project. As shown in this research, Thai people have prejudice towards Thai governance and thus this bias would obstruct the public participation since the beginning stage and this would waste money in this project execution. In analysis of the message and receiver relation, the word 'nation' and 'Thailand' is also important to the motive of the receiver to join in the project. If the word 'nation' is encoded with the meaning of people and participation, Thailand brand would be successful in faster pace. These examples are not trivial things in semiotic branding process because every step involves the sign and meaning system.

In brand management, Thai government has to announce the policy of Thailand brand for public awareness and encode meanings of what benefit this policy would contribute to public interest and country development for people's consideration and participation. Many countries such as Singapore uses semiotic branding technique to build new landmark signifying their goals of nation branding. This is because the

country landmark contains meanings of betterment and it can attract power of gazing from the country's citizens and mass media. Construction of iconic building, for instance Jin Mao and SWFC in Shanghai, is not only for physical utility but also emotional benefit. Those stunning buildings and landmarks construct meanings of hope and achievement (Anholt, 2007).

Some key informants (5 persons) discuss about building the iconic buildings or landmarks would be necessary in Thailand branding project in order to address strong commitment to change the country; however, it depends on the purpose and utility of such iconic architects. In this research, Thai respondents expressed their dissatisfaction towards their quality of life. Many key informant (23 persons) state that if Thailand brand is encoded with the codes of the country development and life improvement, Thai people would strongly support the project. If Thailand brand can solve some social problems with obvious evidence, Thai brand loyalty would easily come up and transform satisfaction to the brand equity. Next section would discuss internal branding approach that many nations have already employed in their brand development.

#### **9.4.3 Internal Branding Approach with Nation Pride**

As mentioned earlier, nation pride is the fundamental to support Thailand but Thai citizens may feel dissatisfied with their quality and security of life, the past and current achievement of the country. Internal branding needs people participation to construct positive identity for Thailand and thus marketer should firstly segments the groups of high, middle, and low national pride. It may be easier to start campaigning Thailand brand with any person or groups who have high nation pride. From the research, Thai respondents who rated themselves with high characteristics of good Global-Thai citizen would have the following profiles

- 1) Gender: a group of females rated themselves higher score than other genders.

- 2) Age: a group of those older in age rated themselves higher score than other ages while a group of teenage below 20 rated themselves at a lower score than other group of ages. In particular of nation pride, it is obviously seen a large difference between these two groups. The seniority takes pride in Thailand but the young generation is not as proud of being Thai.

3) Marital Status: a group of those who are married rated themselves higher score of good Global-Thai characteristics than other groups of other marital status indication.

4) Education: a group of those with primary school education and a group of doctoral degree holders rated themselves at a higher score of good Global-Thai characteristics while the group of bachelor's degree holders rated themselves at a lower score than other group of education.

5) Career: a group of self-employ and business owner rated themselves at a higher score of good Global-Thai characteristics than other groups of careers.

6) Income: a group of higher income range from 81,000 baht to more than 100,001 baht per month rated themselves at a higher score of good Global-Thai characteristics than other groups of income.

7) Home region: a group belonging to the Northern region rated themselves at a higher score of good Global-Thai characteristics than other groups of home regions.

8) Overseas trip experience: a group of having one overseas experience rated themselves at a higher score of good Global-Thai characteristics than a group of those who have-not.

Above result may point out that Thailand internal branding would easily start with a group of the seniority and the high-income earner who matures in viewing Thailand as it is in reality and they would like to support the country for better development. Conversely, it may take a complex process to increase nation pride with a group of the young generation who would have less national pride. Solution to this problem is to increase evident examples of social equality, good living quality, good leaders, and the success story of Thailand. In testing archetype, 40 percent of young generation needs a hero type to change many negative situations in Thailand.

Thai respondents show reluctance on the point whether or not they can be good brand presenters for their country. This result implies that Thais might not be confident in themselves about civic responsibility. Thai society may lack a good role model in this respect. Thailand brand should promote a sense of the country formation by people to increase a sense of belonging and self-esteem of Thai citizen toward their motherland. In the United States, Americans rate the highest on national pride based on

a set of shared ideals that country is formed by people and every one is a part of this contribution. In Japan, using cultural nationalism is very fruitful to increase the nation pride. As the result in this paper, the cultural factor seems to be positive and strong in all dimensions. Using pride of Thai cultural uniqueness such as dressing Thai traditional costumes, promoting Thai gastronomy contest, launching Thai cultural drama series on TV programs would be useful to encourage awareness of Thai cultural value and nation pride. It can be seen that many Thai retro drama such as *Buppaesaniwat* (Love destiny) are popular and this phenomenon enhances trend of nation pride in Thai history and traditional culture. Like South Korea, Thai government should sponsor a good story of Thainess through entertaining channel to increase a good value of nation pride.

#### **9.4.4 Internal Branding Approach with the World Event**

In this research, Thais are ready to lend their support if the government will have a policy of hosting the world events such as Olympic Games and World Expo. Thai respondents rated this issue with a very high level of agreement in order for Thailand to be highlighted in the global media. However, some key informants (6 persons) are concerned with this national strategy whether or not the host country would benefit from that mega event.

In the reviewed literature, there are pros and cons in this strategy. Lee, Annisa Lai (2010) confirmed that hosting the world events such as 2008 Beijing Olympics had improved the image of China in ‘sports spirit’, ‘celebration of community’, and ‘human values’. However, Roy Panagiotopoulou (2012) argues that this reputation remained within a short period. The success depended on the country’s strategy based on three critical components: the socio-political conditions, the vision of the local elite and the state of the economy. The Athens Olympic Games was an example of failure in using the world event to promote the image of Greece. Guillaume Bodet & Marie-Françoise Lacassagne (2012) commented that the host country should be aware of some limitations such as the transfer of negative elements and the lack of media control. For Thailand, some key informants refer to the diamond jubilee celebration of the late King Bhumibol in 2006 as the national pride event when kings and queens, monarchs and sultans, princes and princesses, and dignitaries from 25 countries around the world gathered in the Thai capital of Bangkok to mark King Bhumibol Adulyadej’s 60 years

on the throne and pay their respects. Internal branding approach with the world event may be necessary for Thailand brand to fine tune harmony and unity for Thai society.

#### **9.4.5 Internal Branding with Global Citizenship**

In analysis of global citizenship, Thais perceive oversea travelling as value of learning experience and a gateway to globalization. New generation has learnt this characteristic of good global citizenship from their travels. According to UNDP (2000), the good global citizenship has many dimensions such as a concern of social equality, awareness of the destructive and harmful factors for the environment, awareness of the globalization and interdependence, awareness of the different religious national and moral identities of different countries as well as awareness of the influencing factors in peace and sustainable development. This principle is good for local and global people to live in the different world. Hence, many countries use this trend in their nation branding to construct good citizenship. For example, Korean government has employed the word 'Global Korean' to encourage Korean citizens to mix and match the local and global culture from globalization. Singapore has announced its policy of 'The First World Nation' to motivate their citizen for globalised skills and literacy.

In this research, the result shows Thai respondents perceived themselves with high level of global citizenship but they have not yet applied this concept in their daily. The result looks similar to a study of Thanosawan (2012) in that many Thai students perceived global citizenship at a superficial level. Lee, Jungwoo and team (2015) also indicate that there is a difference between Korean and Thai students on the knowledge of globalization and global citizenships. Korean students can pin point the two side effects of globalization. Thai students had only a positive perception of globalization. About cultural identity, Korean need to distribute their culture to other countries but Thais emphasized the preservation of their traditional culture in the country. In case global participation, Korean students show their global citizenship through the internet and social movements while Thai students participate through making "donations". Solution to this problem is to increase knowledge of global citizenship to Thai young generation and to cultivate them with favourite characteristics, not superficial knowledge. Using global trend to increase local participation is another way that many nations have done to uplift their citizen's good attitude to the world as same as to their

own countries. Internal branding approach with global citizenship has been successful in many countries and this approach would be suitable with modern Thais to connect themselves with the country and the world in the right attitudes and good values.

#### **9.4.6 Internal Branding with the Country Model**

It is important to find the benchmark for Thailand brand in the minds of Thai people. Using the country model would be useful to motivate Thai citizen to have clear picture of what Thailand brand aims to be. In chapter 5, it is surprising that Thais selected the country model from Asia rather than Europe or America. This might be due to the familiarity of culture and closeness of relationship.

The majority of Thai respondents selected Japan as the first rank of model country for Thailand development for many reasons. The 5 top reasons consisted of discipline, social responsibility, environmental management, preserving cultural identity and human capital development. Those reasons reflect the critical requirements that Thais as internal brand consumers expected Thailand to be improved from within the people factors. Singapore is the second rank of the model country for Thailand development. The top two reasons consisted of law enforcement and the fast country development. Singapore is perceived as the most strictly law enforcing country in the world that preserves its traditional forms of punishment (Joel Tan, 2018). This results to Singapore to be one of the lowest incidences of violent crimes in the world.

Thais have seen their country's problems from poor governmental management, and social injustice. Double standards have become a political discourse in Thailand because many Thais felt it resonated with the truth and they foresee that poor law enforcement has led to many persistent problems in Thai society. Hence, using guideline from those countries may be a solution in Thailand branding for encouraging Thai people to participate social movement in terms of cleanliness and orderliness, high safety standards, discipline and social responsibility, equal law enforcement and serious punishment. Thai people admire Japan and Singapore as the model country because those two countries have been successful and earned a good reputation in these respects. It is obvious that Thai citizens wish to see a radical change and internal branding approach with the model country would make Thailand branding clear and simple for understanding of common citizens.

In conclusion, the suggestion for internal branding would be as follows;

- 1) Starting from SMCR analysis, in particular of national stakeholders and their roles in the communication.
- 2) Segmenting the target audiences from their attitudes, purpose, and readiness for participation.
- 3) Design messages to match each group and select media channels which are proper with text and context for message delivery.
- 4) Building nation pride by Thai culture (uniqueness) and Thai tourism (diversity).
- 5) Constructing the favorable characteristic of Thai people by promoting generosity, by cultivating global citizenship, and by campaigning social responsibility.
- 6) Avoiding communication of political ideology but focusing on cultural diplomacy to encourage people participation.
- 7) Holding public participation in each topic related to Thailand brand.
- 8) Demanding the Thai government to set up a policy of Thailand branding with the country stakeholder committee.
- 9) Allocating budget for implementation and monitoring the level of achievement by the cost-benefit analysis and the satisfaction analysis.
- 10) Setting up the special organization (in the same way as the Presidential Office for Korean Brand) to coordinate between all public and private sectors to support Thailand brand.

## **9.5 Thailand Brand with External Branding Approach**

This section would discuss about the descriptive data of foreign respondent and some external branding approaches for Thailand brand.

### **9.5.1 External Brand Consumer**

From a survey of foreign visitors, the majority of samples have the following characteristics: male, generation between X and Y (aged between 20-40), single, bachelor degree, company employee, income less than 3,000USD, first time visit with the purpose of holiday and leisure as general tourists in Thailand, travelling singly or



as a couple as free independent tourists by self-booking arrangement for length of stay within a month. Bangkok is the most visited province that foreigners have travelled and faced their first experience in Thailand. Phuket, Ayutthaya, Chiang Mai and Chonburi are also the tourist provinces that 3 out of 10 foreigners have already visited. It can be implied that most foreigner tourists rated score in each identity of Thailand brand from their perception towards major provinces in Thailand. Foreigner respondents expressed their satisfaction towards Thailand at a high level of 48 per cent and at a middle level of 40 per cent. The result shows a positive sign of Thai tourism and it could be extended for good opportunity for other national identities. However, when looking in detail of their satisfaction, most of foreigners have not been impressed to the extent that they would continue their satisfaction to the level of other behaviour such as importing Thai products, investing business and living in Thailand.

In hypothesis testing, the different backgrounds and behaviours of foreigners that are influential towards their perception towards image of Thailand differently include marital status, home region, the visited provinces and satisfaction on travel. On average, there are general profiles of foreigners who have a positive attitude to image of Thailand as follows;

- 1) Gender: a female group has a slightly higher positive attitude to the overall image of Thailand than other groups of genders.
- 2) Age: a group of age younger than 20 years old has a slightly higher positive attitude toward the overall image of Thailand than other age groups.
- 3) Marital Status: a group of the married status has a slightly higher positive attitude to overall image of Thailand than groups of other marital status.
- 4) Education: a group of high school education has a slightly higher positive attitude to the overall image of Thailand than other groups of education status.
- 5) Career: a group of self-employed, and specialists has a slightly higher positive attitude toward the overall image of Thailand than other career groups.
- 6) Income: a group of income less than 1,000USD per month shows a slightly higher positive attitude toward the overall image of Thailand than other income groups.

7) Home country region: groups of South America, Africa and South Asia show a slightly higher positive attitude toward the overall image of Thailand than other home region groups.

8) Frequency visit: a group of having 3-4 times visits a slightly higher positive attitude towards the overall image of Thailand than a group that has -not.

9) Purpose of visit: groups of wedding and honeymoon, and education show a slightly higher positive attitude to the overall image of Thailand than other home region groups.

10) Living status: groups of medical tourists, and long-term residents show a slightly higher positive attitude towards the overall image of Thailand than other living status groups.

11) Companions in travel: groups of solo travelers show a slightly higher positive attitude toward overall image of Thailand than other groups of companions in travel.

12) Length of stay: groups of more than a month's stay show a slightly higher positive attitude towards the overall image of Thailand than other length of stay groups.

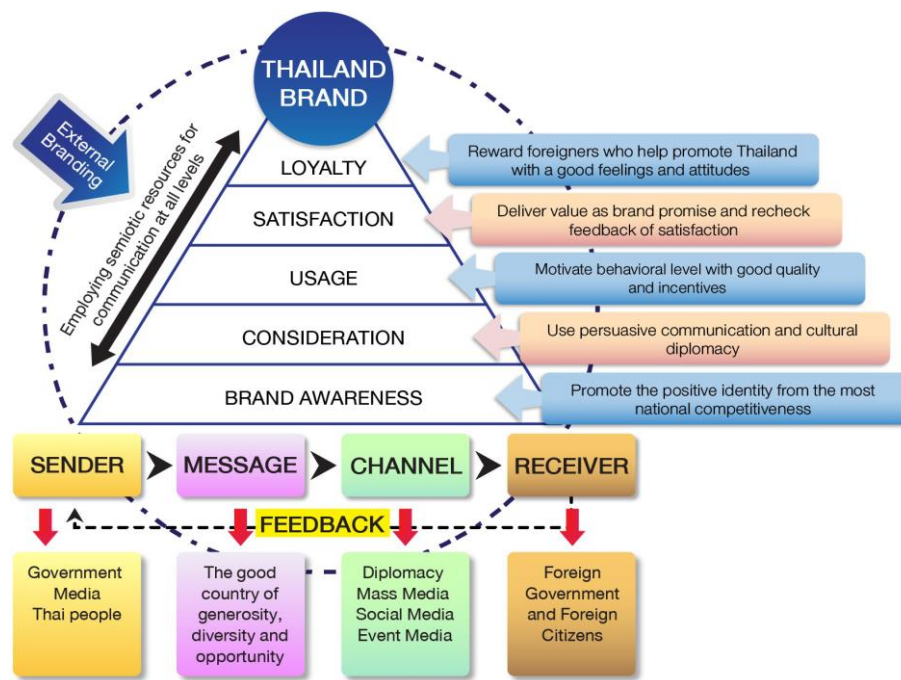
13) Region on travel: a group of travelling in western region of Thailand shows a slightly higher positive attitude towards the overall image of Thailand than other groups of regions on travel.

Regarding media exposure and information seeking process, almost 58 percent of foreign respondents have seen the Amazing Thailand Advertising Campaign and the most impactful media channels are, travel magazine, exhibition and social media such as You Tube and Facebook respectively. Young adults with single or in a relationship status tend to view the advertisement of Amazing Thailand campaign with impression of natural beauty, smile and happiness, local wisdom and rural areas in commercial advertising but they did not acknowledge key visuals of rich, prosperity and achievement in their minds. Most of foreigners prefer to view Thailand brand communication in the archetype of friend, explorer and innocence which are all consistent with personality of Thailand. The symbols that they remember about Thailand include Thai foods, Thai King, Thai Buddhism, Thai elephant and Thai massage in mood and tone of emotional refreshment.

In overview of testing foreigner’s respondent, this result leads to conclusion that Thailand would be a tourist destination of young solo traveler, a couple in a relationship, low income earners, honeymooner, and medical tourist. They have various kinds of motives to visit Thailand but the need of relaxation and new experience is the key reason in this research. Additionally, the result also reveals that South American, South Asian, and African think of Thailand in very positive image for all dimensions.

**9.5.2 External Branding Approach in SMCR Model**

Similarly, analysis of Thailand branding in SMCR model would be the good starting point; however, this section would start from the receivers because in marketing principle the receivers are considered as potential customers in the brand consumption.



**Figure 9.14** External Branding Approach in SMCR Model

In external branding process, the receivers are foreigners and foreign governments in both formal and informal process of communication. Formal communication includes foreign policy, international agreement, and all kinds of diplomacy. Informal communication involves with a chain of personal communication in public sphere towards

Thailand based on common interest, liking and disliking. The result of foreigner's perception from the previous chapters can be in short summarized as follows;

**Table 9.1** Summary of Foreigner's Perception towards Image of Thailand

Thailand Identity	Positive	Negative
1. People	Friendly personality, Comfortable mentality, Technological skills	Poor sanitation, Law violation, Low English proficiency, Unpunctual person
2. Tourism	Warm weather, Good basic infrastructure, High standard of international airports, High serviced-mindedness, Food variety, Low-budget travelling, Inspiring Thai temples, High variety of shopping places, Colorful night life , Value of experience.	Low safety standard, Inconvenient transportation, Poor taxi services, Poor waste management, Few directional signs, Few universal facilities for the disabled, Narrow pavements, Low quality of pedestrians, Traffic jams, Boring arts and museums, Sex tourism.
3. Investment	Economic stability, Economic liberalization, Reliable financial system, Stable currency exchange, Digital technology advancement, Ease of doing business	Uncertainty of business laws
4. Product	Slightly high trustworthiness, Slightly high quality. Reasonable price, Premium service	Unattractive design, Low rate of creativity, Infringement of copy right
5. Governance	High democratic state, peaceful and safe country, Slightly high in development	Unknown government leader to the world media, High corruption, Unreliable justice system
6. Culture	Cultural uniqueness, Delicious foods, Elegant performance of traditional dance and music, Religious ceremony, Fun festivals, Exciting kick-boxing, Good traditional massage	Unattractiveness of Thai popular culture (films and music)

Above table shows summary of foreigner's perception towards each identity of Thailand brand. Although those foreigners visit Thailand with different motives and

purposes, they feel indifferent in kinds of positive and negative images of Thailand. However, they feel different in degree of perception. African, South Asian, and South East Asian perceive the whole image of Thailand in positive direction much more than other groups, in particular of Western European and Middle Easterner. For Thai tourism, the foreigners as the receivers (either the mainstream type or the alternative type of traveler) decode Thai tourism from their direct experiences and they still hold the positive attitudes because of diversity of tourist places and activities. Unfortunately, the message from physical signs such as unattractive design of city landscape, poor maintenance of historical places, and poor environmental management have not yet been well managed by Thai government and local authority. This makes Thai tourist places unimpressive for their first-hand experiences. Some foreign interviewees say that perhaps Thais overlook value of sightseeing which is now the modern ritual of tourist photography. From the research, foreigners tend to be active information seeker through exhibition and social media. They have used their past experience to decode a chain of connotative meanings of Thailand in various perspectives. It means that although they come to visit Thailand with some specific purposes such as recreation, business, and education, they would decode Thailand not in a single meaning. They would simultaneously decode and recode the general meanings (for instance the warm weather country) and specific meanings (for instance a premium quality of Thai spa and massage) in their memory. It is possible that they have the pre-existing image of Thailand through the media world before they face the real world once visiting Thailand.

In this research, it is not surprisingly noted that 55 percent of foreigners come to Thailand for holiday and leisure and 16.50 percent for business and seminar. However, the result also reveals 5 percent of them visiting Thailand for self-esteem discovery in Buddhist mindfulness practice. According to Urry (1990), the rise of international middle class is increasing new patterns of global travel from general relaxation to self-esteem discovery. Sangpikul (2008) also finds the motive of foreigners visiting to Thailand are the needs of finding new different experience and spiritual confidence. Hence, the meanings of Thailand brand could be encoded with various kinds of codes from macro to micro levels, and from mass to niche market. In external branding, the customer segmentation should be addressed through macro and micro unit of analysis because there are various types of visitors and they can jump across segments. In this research, the result

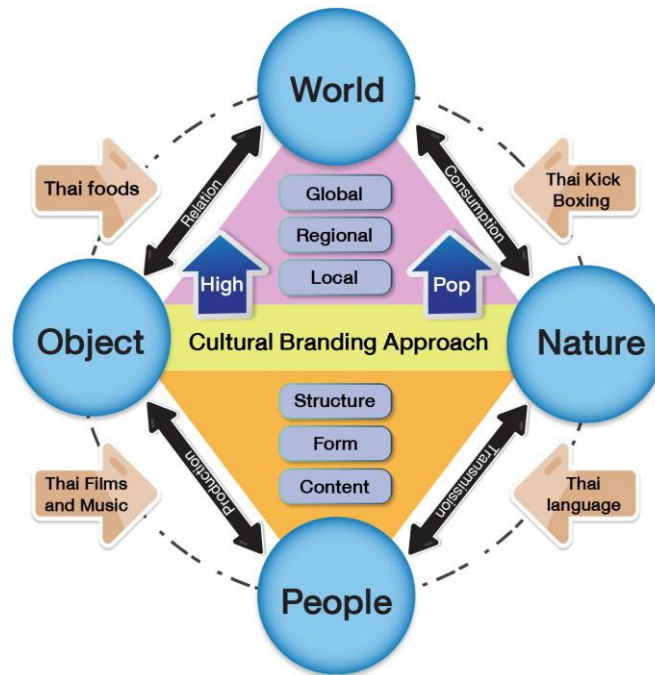
finds that 62 percent of South Asian and African prefers not only Thai tourism but also Thai products in very high level. This is a high potential of Thai product export to those countries. Conversely, 35 percent of Middle Easterners dislike Thai products due to anxiety of quality standard. Foreigners feel neutral to Thai political identity and 43 percent of them perceive Thai polity and Thai investment much better than Thais do. In sum, there are a lot of details in the analysis of the receivers that the marketers should bring to consider to segmentation, especially the pushing and pulling factors for Thailand brand communication.

Regarding the message strategy, this paper suggests the meaning construction of generosity, diversity, and opportunity as restricted code for general perception; however, other messages can be encoded with specific meanings to fit in with demand of the receivers and media channels. For media analysis, this paper also focuses on Thai people as personal media that carries the meaning and symbol of Thainess. Social media is also important to new brand consumption. However, for Thai tourism, the event media still remains a critical source of information seeking for foreigners. For sender analysis, it goes without saying that Thai government is the key sender in external branding process. Although a policy of Thailand has not yet been announced, Thai government remains the critical action to manage image and reputation of the country. In sum, other senders of Thailand brand are similar to those players of internal branding process. Both internal and external process are actually related to each other because there are lots of common parts and players to join in the two process.

### **9.5.3 External Branding Approach in Cultural Diplomacy**

In this research, the identity of Thai culture is positive and strong in perception of both Thais and foreigners. With quality of soft power, many countries have employed their cultures to connect their people to the countries and the world. Hence, this paper also suggests an implication of cultural diplomacy for Thailand brand in both internal and external process. For cultural diplomacy of Thailand brand, it would address to the concept of egalitarian in that culture is equal and it promotes unity among diversity. Culture is not only historical structure and value system but also structure of affection that the world society can share together. Culture is a collective experience with dynamic context and it can be adapted and transmitted from one network to other networks. This paper suggests

an application of Thai cultural diplomacy in terms of cultural industry and creative economy. Cultural industry is a production and reproduction of imagined reality in standardization and this concept is linked to the creative economy in forms of popularity and sustainable growth.



**Figure 9.15** The Components of Thai Cultural Diplomacy

Above figure show the cultural branding components of people, nature, object, and the world through contents, forms and structures in cultural production, transmission, consumption, and relation. Thai cultural diplomacy could use semiotic resources such as Thai foods in culinary diplomacy, Thai kick boxing in sport diplomacy, Thai films and music in entertaining diplomacy, and Thai language in academic diplomacy. All of these types of cultural diplomacy can be promoted from local, regional and global level for the objectives of cultural exchange, cultural learning, and cultural popularity. For instance, Thai foods can be designed to match the tastes, attitudes, values, and behavior of each foreign country due to the dynamic property in itself. Thai cultural festival and Thai cultural exhibition are herein considered to be open text for sharing and adjusting messages to respond various kinds of cultural consumption from common to exotic level.

With strength in uniqueness, it can lead to conclusion that using Thai cultural diplomacy is the most impactful tool in promoting Thailand brand in both local and global market.

In conclusion, the suggestion for external branding would be as follows;

1) Promoting the most positive identities of Thailand by prioritizing Thai generosity, Thai diversity, Thai opportunity, Thai trustworthiness, Thai peacefulness and Thai uniqueness.

2) Segmenting of global markets. South America, South Africa and South Asia are the regions that their people have perceived positive image of Thailand rather than other regions. The Thailand brand should promote Thai products and services in these markets with intensive campaign of Thai trustworthiness.

3) Building the tangible identities for a really meaningful experience. For instance, Thai generosity can be promoted by way of a civic virtue campaign, Thai diversity by increasing numbers of Thai events and festivals (in the same way as Uoon Ai Rak festival), Thai opportunity by completing business infrastructure (especially digital technology), Thai trustworthiness by promoting premium quality standard (especially Spa and Beauty products), Thai peacefulness by reducing crime and theft, and Thai uniqueness by communicating through multi-media technology for universal understanding.

4) Avoiding communication of nationalist ideology.

5) Employing public diplomacy for promoting Thailand through cultural and educational exchange.

6) Setting up a regional office to manage Thailand's reputation in every dimension.

## **9.6 Research Contribution**

This research provides four contributions that might be useful for scholar academic and practitioners as shown below

1) Providing insight of Thais and foreigners' perception toward the image of Thailand.

The result shows key insights of both Thais and foreigners towards the overall image of Thailand and towards detail of each nation's competitive identity. It



might be useful for nation branding strategy to fine tune appropriateness to work with each target group.

2) Expanding knowledge of national identity construction.

The result expands the scope of nation branding through semiotic analysis for national identity construction which can be managed through governmental policy and private participation.

3) Offering guidelines of nation branding strategy for the Thailand brand.

The result offers guidelines for academics and brand actioners through various methods through qualitative and quantitative research.

4) Enhancing collaboration between public and private sectors.

The result establishes guidelines for national policy for all stakeholder coloration. It may inspire all responsible persons to contribute their energy, assets and intentions to build the Thailand brand for sustainability.

All in all, the contribution of this research is also aimed to support policy of Thai government, in particular of 20 Years Strategic Country Development. Figure 9.16 illustrates the final result of this paper's contribution to Thailand.



**Figure 9.16** Thailand Brand Model for the Country Development

## 9.7 Recommendations

Based on the data in the analysis part, there are still lots of things that need to be done and suggestions are herein provided for further application;

### 1) Future Research

In this research, there are some limitations on how to cover large details of each factor and its contexts. There are a number of issues that are indicated herein but not extensively investigated within this paper. Thus certain factors, concepts and approaches can be further explored so as to understand nation branding from a holistic view. Recommendations for future research include:

(1) A study of Thai nation pride and nationalism should explore the insight of mindsets of Thai people. The process might cover the perception of Thainess compared to other countries and this could help construct some competitive identity from a bottom-up approach rather than a top-down approach as usually constructed. A

new process might encourage all stakeholders to participate in the project of Thailand branding.

(2) Behavioral analysis on certain political organizations including government and political parties towards attitudes and the capability to set up a policy of Thailand branding. As mentioned earlier, without government support, the nation branding project might fail at the beginning stage. Understanding behavioral patterns of policy makers would help reduce problems and obstacles for the Thailand branding project. This issue was not explored in this thesis and can thus be investigated in future research

(3) The comparison of nation brands in semiotic analysis would be worth investigating and creating new space for nation branding research. Seeking to understand and learn from countries similar to that of Thailand and whether they have failed or succeeded in molding a positive nation brand would add even further insight into the topic.

## 2) Future Applications to Nation Branding

Nation branding encompasses complexity and flexibility which requires a large amount of cooperation among the country's stakeholders. Future applications should start from motivating awareness of importance of nation brand in country development. It could entail the empirical testing of the model to ascertain its usefulness for strategic place branding in the Thai context

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## **APPENDICES**

**APPENDIX A**

**QUESTIONNAIRES**

## แบบสอบถาม

### เรื่อง การสร้างแบรนด์ประเทศไทยผ่านการวิเคราะห์ทางสัตยวิทยา

**วัตถุประสงค์การวิจัย:** แบบสอบถามฉบับนี้ มีวัตถุประสงค์เพื่อค้นหาภาพลักษณ์ของประเทศไทยในหมวดต่างๆเพื่อนำไปวิเคราะห์การสร้างแบรนด์ประเทศไทย โดยการวิจัยนี้เป็นส่วนหนึ่งของหลักสูตรปรัชญาดุษฎีบัณฑิต ซึ่งข้อมูลที่ได้รับนี้จะเป็นความลับและใช้เฉพาะงานทางวิชาการเท่านั้น

(โปรดทำเครื่องหมาย X ลงในช่องคำตอบที่ท่านคิดว่าตรงกับความคิดเห็นของท่านมากที่สุด)

#### หมวดที่ 1. ข้อมูลประวัติผู้ตอบแบบสอบถาม

##### Q1. ข้อมูลด้านเพศ

1	ชาย	2	หญิง	3	อื่นๆ...
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##### Q2. ข้อมูลด้านอายุ

1	น้อยกว่า 20 ปี	3	31-40 ปี	5	51-60 ปี
2	21-30 ปี	4	41-50 ปี	6	61 ปี ขึ้นไป

##### Q3. ข้อมูลด้านสถานภาพการสมรส

1	โสด	2	สมรส	3	หม้าย / หย่าร้าง	4	อื่นๆ...
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##### Q4. ข้อมูลด้านการศึกษา

1	ประถมศึกษา หรือ ต่ำกว่า	3	ปริญญาตรี	5	ปริญญาเอก
2	มัธยมศึกษา	4	ปริญญาโท	6	อื่นๆ

##### Q5. ข้อมูลด้านอาชีพ

1	นักเรียน นิสิต นักศึกษา	4	เจ้าของธุรกิจ ร้านค้า
2	พนักงานบริษัทเอกชน	5	ผู้เชี่ยวชาญเฉพาะด้าน และ อาชีพอิสระ ( แพทย์ดารา นักร้อง ช่างแต่งหน้า ดีไซน์เนอร์ )
3	รับราชการ / พนักงานรัฐ / รัฐวิสาหกิจ	6	อื่นๆ (โปรดระบุ) .....

## Q6. รายได้ต่อเดือนของท่าน

1	น้อยกว่า 20,000 บาท	6	60,001 ถึง 70,000 บาท	11	110,001 ถึง 120,000 บาท
2	20,001 ถึง 30,000 บาท	7	70,001 ถึง 80,000 บาท	12	มากกว่า 120,001 บาท ขึ้นไป
3	30,001 ถึง 40,000 บาท	8	80,001 ถึง 90,000 บาท		
4	40,001 ถึง 50,000 บาท	9	90,001 ถึง 100,000 บาท		
5	50,001 ถึง 60,000 บาท	10	100,001 ถึง 110,000 บาท		

## Q7. ข้อมูลเกี่ยวกับภูมิลำเนาบ้านเกิด

1	กรุงเทพ และ ปริมณฑล <i>ช่วยระบุ จังหวัด ....</i>	5	ภาคตะวันออกเฉียงเหนือ <i>ช่วยระบุ จังหวัด .....</i>
2	ภาคกลาง <i>ช่วยระบุ จังหวัด .....</i>	6	ภาคใต้ <i>ช่วยระบุ จังหวัด .....</i>
3	ภาคตะวันออก <i>ช่วยระบุ จังหวัด .....</i>	7	ภาคเหนือ <i>ช่วยระบุ จังหวัด .....</i>
4	ภาคตะวันตก <i>ช่วยระบุ จังหวัด .....</i>	8	ภูมิลำเนาออกนอกราชอาณาจักรไทย <i>ช่วยระบุ ประเทศ .....</i>

## หมวดที่ 2. การรับรู้ ความเข้าใจ ประสบการณ์ และ การมีส่วนร่วมในการสร้างแบรนด์ประเทศ

## Q8. ท่านเคยเดินทางต่างประเทศ

1	ไม่เคยเลย	2	เคย	3	หาก เคย ....ช่วยระบุจำนวนครั้ง ใน 5 ปีที่ผ่านมา _____
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## Q9. หากท่านเคยเดินทางไปต่างประเทศ ท่านเคยไป ประเทศใดบ้าง ช่วยระบุประเทศที่ท่านประทับใจ (ไม่จำกัดจำนวน)

1	อเมริกาเหนือ <i>ช่วยระบุชื่อประเทศ</i>	7	เอเชียตะวันออกเฉียงใต้ <i>ช่วยระบุชื่อประเทศ</i>
2	อเมริกาใต้ <i>ช่วยระบุชื่อประเทศ</i>	8	เอเชียใต้ <i>ช่วยระบุชื่อประเทศ</i>
3	ยุโรปตะวันตก <i>ช่วยระบุชื่อประเทศ</i>	8	เอเชียกลาง <i>ช่วยระบุชื่อประเทศ</i>
4	ยุโรปตะวันออก <i>ช่วยระบุชื่อประเทศ</i>	9	เอเชียตะวันออกเฉียงใต้ <i>ช่วยระบุชื่อประเทศ</i>
5	แอฟริกา <i>ช่วยระบุชื่อประเทศ</i>	10	ตะวันออกกลาง <i>ช่วยระบุชื่อประเทศ</i>
6	ออสเตรเลียและโอเชียเนีย <i>ช่วยระบุชื่อประเทศ</i>	11	อื่นๆ <i>ช่วยระบุชื่อประเทศ</i>

## Q10. ท่านเคยคิดถึง ประเทศในฝัน (Dream Country) ที่เหมาะเป็นต้นแบบในการพัฒนาประเทศไทย หากมีช่วยระบุมา 1-2 ประเทศ พร้อมบอกเหตุผลสั้นๆที่ท่านเลือกประเทศในฝันมาเป็นต้นแบบให้กับประเทศไทย

ชื่อประเทศ	1.	เหตุผล	
ชื่อประเทศ	2.	เหตุผล	

Q11. ทัศนคติ ความพึงพอใจ บทบาท และ หน้าที่พลเมือง ในการสร้างแบรนด์ประเทศ	น้อย ที่สุด	น้อย มาก	น้อย	ปาน กลาง	ค่อนข้าง มาก	มาก	มาก ที่สุด
ท่านคิดว่า ข้อความในตารางต่อไปนี้ ไกล่เคียงกับความคิดเห็นของท่าน (7 คะแนน หมายถึง ไกล่เคียงมากที่สุด และ 1 คะแนน หมายถึง ไกล่เคียงน้อยที่สุด)							
1	ท่านภูมิใจในความเป็นคนไทย และ รักประเทศไทย	1	2	3	4	5	6 7
2	ท่านภูมิใจที่ได้เห็น คนไทย สร้างชื่อเสียงบนเวทีโลก เช่น ดารา นักร้อง นักกีฬา นักเรียน	1	2	3	4	5	6 7
3	ท่านสามารถช่วยสร้างภาพลักษณ์ที่ดี และ ชื่อเสียงทางบวกให้กับประเทศไทยได้	1	2	3	4	5	6 7
4	ท่านชื่นชอบ สินค้าและบริการแบรนด์ไทย ผลิตภัณฑ์และดำเนินงานโดยคนไทย	1	2	3	4	5	6 7
5	ท่านยินดีต้อนรับ ชาวต่างชาติ ที่มาเที่ยวประเทศไทย และมาลงทุนทำธุรกิจในประเทศไทย	1	2	3	4	5	6 7
6	ท่านเคารพกฎหมาย จารีตประเพณี และ ปฏิบัติตนตาม หน้าที่พลเมืองที่ดี สม่าเสมอ	1	2	3	4	5	6 7
7	ท่านติดตามข่าวสาร เศรษฐกิจ การเมือง และ สังคมทั้ง ในประเทศและต่างประเทศ ตลอดเวลา	1	2	3	4	5	6 7
8	ท่านสนับสนุน หากรัฐบาลจะมึนโยบายสร้าง แบรนด์ ประเทศไทย ให้เข้มแข็ง	1	2	3	4	5	6 7
9	ท่านสนับสนุน หากประเทศไทยจะเป็นเจ้าภาพจัดงาน ระดับโลก เช่น Olympic, World Expo	1	2	3	4	5	6 7
10	ท่านสนับสนุน การพัฒนาประเทศด้วยความคิด สร้างสรรค์ นวัตกรรม และ เทคโนโลยีดิจิทัล	1	2	3	4	5	6 7
11	ท่านดำเนินชีวิตตามแนวทาง เศรษฐกิจพอเพียง พอประมาณ มีเหตุผล และ มีภูมิคุ้มกัน	1	2	3	4	5	6 7
12	ท่านชอบท่องเที่ยว เรียนรู้วัฒนธรรมที่แตกต่าง เพิ่ม ประสบการณ์ชีวิต	1	2	3	4	5	6 7
13	ท่านสนับสนุน ความเท่าเทียมกันทางสังคมในทุกมิติ เช่น ความเท่าเทียมกันทางเพศ	1	2	3	4	5	6 7
14	ท่านดำเนินชีวิต ด้วยความรับผิดชอบต่อ สิ่งแวดล้อม สังคม และ ชุมชน สม่าเสมอ	1	2	3	4	5	6 7
15	ท่านสนใจเรียนรู้ภาษาต่างประเทศ เพื่อสื่อสารกับ ชาวต่างชาติ และ เพื่อการพัฒนาตนเอง	1	2	3	4	5	6 7
16	ท่านคิดว่า ท่านเป็นพลเมืองที่ดีของประเทศไทย และ เป็นพลเมืองที่ดีของโลก ด้วย	1	2	3	4	5	6 7

## หมวดที่ 3. ปัจจัยที่มีอิทธิพลต่อแบรนด์ประเทศ

Q12. ปัจจัยที่มีความสำคัญต่อภาพลักษณ์ของประเทศ และ ภาพลักษณ์ประเทศไทย ในทัศนคติของท่าน		สำคัญ น้อย ที่สุด	ปานกลาง					สำคัญ มากที่สุด	แย่มาก ไม่โดดเด่น ภาพ บวก	ปานกลาง					ดีมาก โดดเด่น มาก ภาพลบ
ปัจจัยในตารางต่อไปนี้ เป็นปัจจัยพื้นฐานสำคัญในการรับรู้ภาพลักษณ์ประเทศใดประเทศหนึ่ง เมื่อท่านต้องเดินทาง ท่องเที่ยว หรือ ทำงานในต่างประเทศ และ ท่านคิดว่า ภาพลักษณ์ประเทศไทย มีภาพลักษณ์อย่างไรในแต่ละหัวข้อศึกษา (7 คะแนน หมายถึง สำคัญมาก-ดีมาก และ 1 คะแนน หมายถึง สำคัญน้อยมาก-แย่มาก)															
ปัจจัยสำคัญในการเดินทางท่องเที่ยว ทำงาน และ ลงทุน ระหว่างประเทศ		ความสำคัญในทัศนคติของท่าน							ภาพลักษณ์ประเทศไทย						
1	อิสระเสรีภาพในการเดินทางท่องเที่ยว การทำงาน และ การลงทุนธุรกิจ	1	2	3	4	5	6	7	1	2	3	4	5	6	7
2	กฎระเบียบการออก VISA และ การตรวจคนเข้าเมือง	1	2	3	4	5	6	7	1	2	3	4	5	6	7
3	ความสงบ และ ความปลอดภัยในชีวิตและทรัพย์สิน	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4	สิ่งแวดล้อมและสุขอนามัย เช่น อากาศบริสุทธิ์ ความสะอาดห้องน้ำ	1	2	3	4	5	6	7	1	2	3	4	5	6	7
5	มิตรไมตรี มารยาท และ การเอื้ออาทรช่วยเหลือผู้อื่น	1	2	3	4	5	6	7	1	2	3	4	5	6	7
6	ทักษะการสื่อสารภาษาต่างประเทศ เช่น ภาษาอังกฤษ ภาษาจีน	1	2	3	4	5	6	7	1	2	3	4	5	6	7
7	ความซื่อสัตย์ ความตรงไปตรงมา และ การรักความยุติธรรม	1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	คุณภาพชีวิต เช่น ค่าครองชีพ การศึกษา และ สุขภาพ	1	2	3	4	5	6	7	1	2	3	4	5	6	7
9	เอกลักษณ์ทางวัฒนธรรม เช่น ภาษา อาหาร และ การแต่งกาย	1	2	3	4	5	6	7	1	2	3	4	5	6	7
10	ความหลากหลายทางวัฒนธรรม เช่น วัฒนธรรมท้องถิ่นแต่ละภูมิภาค	1	2	3	4	5	6	7	1	2	3	4	5	6	7
11	ความสวยงามของสถานที่ประวัติศาสตร์ และ มรดกทางวัฒนธรรม	1	2	3	4	5	6	7	1	2	3	4	5	6	7
12	การเปิดรับวัฒนธรรมสมัยใหม่ เช่น เพลงสากล อาหารนานาชาติ	1	2	3	4	5	6	7	1	2	3	4	5	6	7

Q12. ปัจจัยที่มีความสำคัญต่อภาพลักษณ์ของประเทศ และ ภาพลักษณ์ประเทศไทย ในทัศนคติของท่าน	สำคัญ น้อย ที่สุด			ปานกลาง	สำคัญ มากที่สุด			แย่มาก ไม่โดดเด่น ภาพ บวก			ปานกลาง	ดีมาก โดดเด่น มาก ภาพลบ		
	1	2	3		4	5	6	7	1	2		3	4	5
13	ความหลากหลายของสถานที่ท่องเที่ยว เช่น แหล่ง ท่องเที่ยวธรรมชาติ													
14	ความพร้อมในการบริการนักท่องเที่ยว เช่น ศูนย์ ข้อมูลฯ ป้ายบอกทาง													
15	ความสะดวกในการเดินทาง เช่น สนามบิน รถ โดยสาร และ ถนนหนทาง													
16	มาตรฐานโรงแรมและที่พัก และ ร้านอาหาร													
17	คุณภาพสินค้าและบริการ													
18	ราคาสินค้าและการบริการ													
19	ชื่อเสียงแบรนด์สินค้าและการบริการ													
20	ความคุ้มค่าในการซื้อสินค้าและการบริการ													
21	โอกาสและความง่ายในการเริ่มต้นทำธุรกิจ เช่น สิทธิประโยชน์ส่งเสริม													
22	ความร่ำรวยและความเจริญก้าวหน้าทางเศรษฐกิจ													
23	ความเจริญก้าวหน้าทางเทคโนโลยี ดิจิตอล													
24	ระบบธนาคาร การแลกเปลี่ยนและโอนเงินตรา ต่างประเทศ													

## หมวดที่ 4 ปัจจัยการท่องเที่ยวที่มีอิทธิพลต่อการสร้างแบรนด์ประเทศ

Q13. คำ และ ความหมาย สะท้อนภาพลักษณ์ การท่องเที่ยวไทย										
คำคุณศัพท์ในตารางต่อไปนี้ มีคุณลักษณะและความหมายตรงข้ามกัน โดยความหมายเชิงบวกจะอยู่ด้านขวามือ และความหมายเชิงลบจะอยู่ด้านซ้ายมือ										
เมื่อท่านพิจารณาประเด็นต่างๆในแต่ละหัวข้อแล้ว ขอให้ท่านช่วยเลือก คำคุณศัพท์ ที่สะท้อนภาพลักษณ์ของไทยที่โดดเด่นในใจท่านมากที่สุด โดยทำเครื่องหมาย X ลงบนช่องคะแนนที่ตรงกับใจท่านมากที่สุด (7 คะแนน หมายถึง มีภาพลักษณ์ในเชิงบวกมากที่สุด และ 1 คะแนน หมายถึง มีภาพลักษณ์ในเชิงลบมากที่สุด )										
ประเด็นการพิจารณา	ภาพลักษณ์- ความหมายเชิง ลบ	คะแนนภาพลักษณ์ ความหมายตรงข้าม							ภาพลักษณ์- ความหมายเชิงบวก	
		1	2	3	4	5	6	7		
1	สภาพภูมิอากาศ	สภาพอากาศแย่	1	2	3	4	5	6	7	สภาพอากาศดี
2	สาธารณูปโภค (น้ำประปา ไฟฟ้า )	แย่มาก	1	2	3	4	5	6	7	ดี พร้อม
3	ความปลอดภัยในการเดินทาง ท่องเที่ยว	ปลอดภัยน้อย	1	2	3	4	5	6	7	ปลอดภัยมาก
4	ความสะดวกในการเข้าถึงแหล่ง ท่องเที่ยว	สะดวกน้อย	1	2	3	4	5	6	7	สะดวกมาก
5	มาตรฐานคุณภาพสนามบิน นานาชาติ	มาตรฐานต่ำ	1	2	3	4	5	6	7	มาตรฐานสูง
6	การบริการบริษัทท่องเที่ยว	เชื่อถือไม่ได้	1	2	3	4	5	6	7	เชื่อถือได้
7	การบริการรถรับจ้าง แท็กซี่ สาม ล้อ รถตุ๋	เชื่อถือไม่ได้	1	2	3	4	5	6	7	เชื่อถือได้
8	การบริการโรงแรมที่พัก และ ภัตตาคาร	ใส่ใจในการ บริการต่ำ	1	2	3	4	5	6	7	ใส่ใจในการบริการ สูง
9	ความหลากหลายเมนูอาหารและ ร้านอาหาร	น้อย	1	2	3	4	5	6	7	มาก
10	คุณภาพร้านอาหารตามท้องถนน	สกปรก	1	2	3	4	5	6	7	สะอาด
11	ศูนย์บริการและช่วยเหลือ นักท่องเที่ยว	น้อย	1	2	3	4	5	6	7	มาก
12	อุปสรรคด้านภาษาและการสื่อสาร	มาก	1	2	3	4	5	6	7	น้อย
13	ข้อมูลการเดินทาง (ป้ายบอกทาง เตือนภัย)	ไม่ชัดเจน	1	2	3	4	5	6	7	ชัดเจน
14	ความสะอาดบ้านเมือง การกำจัด ขยะ	แย่มาก	1	2	3	4	5	6	7	ดี สะอาด



Q13. คำ และ ความหมาย สะท้อนภาพลักษณ์ การท่องเที่ยวไทย										
คำคุณศัพท์ในตารางต่อไปนี้ มีคุณลักษณะและความหมายตรงข้ามกัน โดยความหมายเชิงบวกจะอยู่ด้านขวามือ และ ความหมายเชิงลบจะอยู่ด้านซ้ายมือ										
เมื่อท่านพิจารณาประเด็นต่างๆในแต่ละหัวข้อแล้ว ขอให้ท่านช่วยเลือก คำคุณศัพท์ ที่สะท้อนภาพลักษณ์ของไทยที่ โดดเด่นในใจท่านมากที่สุด โดยทำเครื่องหมาย X ลงบนช่องคะแนนที่ตรงกับใจท่านมากที่สุด (7 คะแนน หมายถึง มีภาพลักษณ์ในเชิงบวกมากที่สุด และ 1 คะแนน หมายถึง มีภาพลักษณ์ในเชิงลบมากที่สุด )										
	ประเด็นการพิจารณา	ภาพลักษณ์- ความหมายเชิง ลบ	คะแนนภาพลักษณ์ ความหมายตรงข้าม							ภาพลักษณ์- ความหมายเชิงบวก
			1	2	3	4	5	6	7	
15	การออกแบบภูมิทัศน์ ถนน และ อาคาร	ออกแบบไม่สวยงาม	1	2	3	4	5	6	7	ออกแบบสวยงาม
16	สิ่งอำนวยความสะดวกผู้พิการ ผู้สูงอายุ	น้อย	1	2	3	4	5	6	7	มาก
17	การรณรงค์ลดมลพิษ เช่น ปั่นจักรยาน	น้อย	1	2	3	4	5	6	7	มาก
18	ความร่มรื่นของต้นไม้ตามท้องถนน	แห้งแล้ง	1	2	3	4	5	6	7	ร่มรื่น เขียวขจี
19	การเดินทางในเมือง และ ทางเท้า	ทางเท้าแคบ ไม่ น่าเดิน	1	2	3	4	5	6	7	ทางเท้ากว้าง น่า เดิน
20	ภาพไม่พึงประสงค์ เช่น คนขอทาน เสียสติ	มาก	1	2	3	4	5	6	7	น้อย
21	สภาพการจราจรในการเดินทางท่องเที่ยว	จราจรติดมาก	1	2	3	4	5	6	7	จราจรคล่องตัว
22	ค่าใช้จ่ายในการท่องเที่ยว	แพง	1	2	3	4	5	6	7	ถูก
23	ความหลากหลายของกิจกรรมการท่องเที่ยว	น้อย	1	2	3	4	5	6	7	มาก
24	แหล่งท่องเที่ยวทางธรรมชาติ ทะเล ภูเขา	ไม่สวยงาม สกปรก	1	2	3	4	5	6	7	สวยงาม สะอาด
25	แหล่งท่องเที่ยวประวัติศาสตร์	ไม่น่าสนใจ ไม่น่า จดจำ	1	2	3	4	5	6	7	น่าสนใจ น่าศึกษา ค้นคว้า
26	แหล่งท่องเที่ยวทางศาสนา วัด ศาลเจ้า	ไม่น่าสนใจ ไม่ ศรัทธา	1	2	3	4	5	6	7	น่าสนใจ น่า ศรัทธา
27	แหล่งท่องเที่ยวศิลปะการแสดง	น่าเบื่อ	1	2	3	4	5	6	7	น่าสนใจ
28	แหล่งท่องเที่ยวชุมชน เช่น หมู่บ้าน ชนเผ่า	น่าเบื่อ	1	2	3	4	5	6	7	น่าสนใจ
29	แหล่งท่องเที่ยวช้อปปิ้ง	ไม่หลากหลาย	1	2	3	4	5	6	7	หลากหลาย

Q13. คำ และ ความหมาย สะท้อนภาพลักษณ์ การท่องเที่ยวไทย										
คำคุณศัพท์ในตารางต่อไปนี้ มีคุณลักษณะและความหมายตรงข้ามกัน โดยความหมายเชิงบวกจะอยู่ด้านขวามือ และความหมายเชิงลบจะอยู่ด้านซ้ายมือ										
เมื่อท่านพิจารณาประเด็นต่างๆในแต่ละหัวข้อแล้ว ขอให้ท่านช่วยเลือก คำคุณศัพท์ ที่สะท้อนภาพลักษณ์ของไทยที่โดดเด่นในใจท่านมากที่สุด โดยทำเครื่องหมาย X ลงบนช่องคะแนนที่ตรงกับใจท่านมากที่สุด (7 คะแนน หมายถึง มีภาพลักษณ์ในเชิงบวกมากที่สุด และ 1 คะแนน หมายถึง มีภาพลักษณ์ในเชิงลบมากที่สุด )										
	ประเด็นการพิจารณา	ภาพลักษณ์- ความหมายเชิง ลบ	คะแนนภาพลักษณ์ ความหมายตรงข้าม							ภาพลักษณ์- ความหมายเชิงบวก
			1	2	3	4	5	6	7	
30	แหล่งท่องเที่ยวการกีฬา เช่น กอล์ฟ	น่าเบื่อ	1	2	3	4	5	6	7	สนุก ตื่นเต้น
31	แหล่งท่องเที่ยวการผจญภัย เช่น แข่งรถ	น่าเบื่อ	1	2	3	4	5	6	7	สนุก ตื่นเต้น
32	บรรยากาศการท่องเที่ยวกลางคืน	ค่าคืน เจียบ จืด ซีด	1	2	3	4	5	6	7	ค่าคืน มีสีสัน
33	การค้าประเวณี	มาก	1	2	3	4	5	6	7	น้อย
34	สินค้าของฝากของที่ระลึก	คุณภาพแย่	1	2	3	4	5	6	7	คุณภาพดี
35	คุณค่าประสบการณ์การท่องเที่ยว ในไทย	ต่ำมาก	1	2	3	4	5	6	7	สูงมาก

## หมวดที่ 5. ปัจจัยพลเมืองที่มีอิทธิพลการสร้างแบรนด์ประเทศ

Q14. คำ และ ความหมาย สะท้อน ภาพลักษณ์ คนไทย										
คำคุณศัพท์ในตารางต่อไปนี้ มีคุณลักษณะและความหมายตรงข้ามกัน โดยความหมายเชิงบวกจะอยู่ด้านขวามือ และ ความหมายเชิงลบจะอยู่ด้านซ้ายมือ										
เมื่อท่านพิจารณาประเด็นต่างๆในแต่ละหัวข้อแล้ว ขอให้ท่านช่วยเลือก คำคุณศัพท์ ที่สะท้อนภาพลักษณ์ของไทยที่โดดเด่นในใจท่านมากที่สุด โดยทำเครื่องหมาย X ลงบนช่องคะแนนที่ตรงกับใจท่านมากที่สุด (7 คะแนน หมายถึง มีภาพลักษณ์ในเชิงบวกมากที่สุด และ 1 คะแนน หมายถึง มีภาพลักษณ์ในเชิงลบมากที่สุด )										
1	ประเด็นการพิจารณา	ภาพลักษณ์- ความหมายเชิง ลบ	คะแนนภาพลักษณ์ ความหมายตรงข้าม							ภาพลักษณ์- ความหมายเชิง บวก
			1	2	3	4	5	6	7	
1	ฐานะรายได้คนไทย	จน	1	2	3	4	5	6	7	รวย
2	สุขอนามัยคนไทย	สกปรก	1	2	3	4	5	6	7	สะอาด
3	รูปลักษณ์ภายนอกคนไทย (รูปร่างหน้าตา )	ไม่มีเสน่ห์ ไม่น่ามอง	1	2	3	4	5	6	7	มีเสน่ห์ น่ามอง
4	บุคลิกภาพคนไทย	ไม่เป็นมิตร	1	2	3	4	5	6	7	เป็นมิตร
5	วิถีแนวคิดคนไทย	เครียด เคร่งขรึม	1	2	3	4	5	6	7	ง่ายๆ สบายๆ
6	การแสดงออกทางอารมณ์	ใจร้อน เกรี้ยวกราด	1	2	3	4	5	6	7	ใจเย็น สุภาพ
7	การแสดงออกทางเพศ	ใจง่าย ส่ำส่อน	1	2	3	4	5	6	7	รักษานวล สงวนตัว
8	ความเอื้ออาทรต่อผู้อื่น และชาวต่างชาติ	แล้งน้ำใจไม่ช่วยเหลือ	1	2	3	4	5	6	7	มีน้ำใจช่วยเหลือ
9	ความคิดสร้างสรรค์ เช่น การแต่งกาย การแก้ปัญหา	ไม่ชัดเจน ไม่โดดเด่น	1	2	3	4	5	6	7	ชัดเจน โดดเด่น
10	การเคารพกฎหมาย เช่น เคารพกฎจราจร	ละเมิดกฎหมาย	1	2	3	4	5	6	7	ปฏิบัติตามกฎหมาย
11	จริยธรรมในการดำเนินชีวิต เช่น ค้าขาย	ไม่ซื่อสัตย์	1	2	3	4	5	6	7	ซื่อสัตย์ ตรงไปตรงมา
12	ทักษะการใช้ภาษาต่างประเทศ เช่น ภาษาอังกฤษ	แย่	1	2	3	4	5	6	7	ดี
13	ทักษะการใช้เทคโนโลยี เช่น คอมพิวเตอร์	แย่	1	2	3	4	5	6	7	ดี
14	อุปนิสัยการทำงาน	ขี้เกียจ	1	2	3	4	5	6	7	ขยัน
15	วินัยในการทำงาน	ไม่ตรงต่อเวลา	1	2	3	4	5	6	7	ตรงต่อเวลา

Q14. คำ และ ความหมาย สะท้อน ภาพลักษณ์ คนไทย										
<p>คำคุณศัพท์ในตารางต่อไปนี้ มีคุณลักษณะและความหมายตรงข้ามกัน โดยความหมายเชิงบวกจะอยู่ด้านขวามือ และ ความหมายเชิงลบจะอยู่ด้านซ้ายมือ</p> <p>เมื่อท่านพิจารณาประเด็นต่างๆในแต่ละหัวข้อแล้ว ขอให้ท่านช่วยเลือก คำคุณศัพท์ ที่สะท้อนภาพลักษณ์ของไทยที่โดดเด่นในใจท่านมากที่สุด โดยทำเครื่องหมาย X ลงบนช่องคะแนนที่ตรงกับใจท่านมากที่สุด (7 คะแนน หมายถึง มีภาพลักษณ์ในเชิงบวกมากที่สุด และ 1 คะแนน หมายถึง มีภาพลักษณ์ในเชิงลบมากที่สุด )</p>										
	ประเด็นการพิจารณา	ภาพลักษณ์- ความหมายเชิง ลบ	คะแนนภาพลักษณ์ ความหมายตรงกันข้าม							ภาพลักษณ์- ความหมายเชิง บวก
16	คนไทยที่มีชื่อเสียงในเวทีโลก	จำนวนน้อย	1	2	3	4	5	6	7	จำนวนมาก
17	คนไทยแสดงออกถึงความภูมิใจในชาติ และ ชาตินิยม	น้อย , ไม่ชัดเจน	1	2	3	4	5	6	7	มาก , ชัดเจน

#### หมวดที่ 6. ปัจจัยวัฒนธรรมที่มีอิทธิพลต่อการสร้างแบรนด์ประเทศ

Q15. คำ และ ความหมาย สะท้อน ภาพลักษณ์ วัฒนธรรมไทย										
<p>คำคุณศัพท์ในตารางต่อไปนี้ มีคุณลักษณะและความหมายตรงข้ามกัน โดยความหมายเชิงบวกจะอยู่ด้านขวามือ และ ความหมายเชิงลบจะอยู่ด้านซ้ายมือ</p> <p>เมื่อท่านพิจารณาประเด็นต่างๆในแต่ละหัวข้อแล้ว ขอให้ท่านช่วยเลือก คำคุณศัพท์ ที่สะท้อนภาพลักษณ์ของไทยที่โดดเด่นในใจท่านมากที่สุด โดยทำเครื่องหมาย X ลงบนช่องคะแนนที่ตรงกับใจท่านมากที่สุด (7 คะแนน หมายถึง มีภาพลักษณ์ในเชิงบวกมากที่สุด และ 1 คะแนน หมายถึง มีภาพลักษณ์ในเชิงลบมากที่สุด )</p>										
	ประเด็นการพิจารณา	ภาพลักษณ์- ความหมายเชิงลบ	คะแนนภาพลักษณ์ ความหมายตรงกันข้าม							ภาพลักษณ์- ความหมายเชิงบวก
1	เอกลักษณ์วัฒนธรรมไทย	เหมือนกับชาติ อื่นๆ	1	2	3	4	5	6	7	แตกต่างจากชาติ อื่นๆ
2	ความหลากหลายทางวัฒนธรรม	หลากหลายน้อย	1	2	3	4	5	6	7	หลากหลายมาก
3	พระราชพิธี เช่น ขบวนพยุหยาตราทางชลมารค	ธรรมดาทั่วไป	1	2	3	4	5	6	7	ยิ่งใหญ่ ตระการ ตรา
4	ภาษาไทย	ไม่น่าสนใจ	1	2	3	4	5	6	7	น่าสนใจ
5	อาหารไทย เช่น ต้มยำกุ้ง ผัดไท	ไม่อร่อย รสชาติ ไม่ดี	1	2	3	4	5	6	7	อร่อย รสชาติดี
6	นาฏศิลป์ไทย เช่น รำไทย โขน	แข็งกระด้าง	1	2	3	4	5	6	7	อ่อนช้อย
7	ดนตรีไทย เช่น วงปี่พาทย์ วงเครื่องสาย วงมโหรี	ไม่ไพเราะ	1	2	3	4	5	6	7	ไพเราะ

Q15. คำ และ ความหมาย สะท้อน ภาพลักษณ์ วัฒนธรรมไทย										
คำคุณศัพท์ในตารางต่อไปนี้ มีคุณลักษณะและความหมายตรงข้ามกัน โดยความหมายเชิงบวกจะอยู่ด้านขวามือ และความหมายเชิงลบจะอยู่ด้านซ้ายมือ										
เมื่อท่านพิจารณาประเด็นต่างๆในแต่ละหัวข้อแล้ว ขอให้ท่านช่วยเลือก คำคุณศัพท์ ที่สะท้อนภาพลักษณ์ของไทยที่โดดเด่นในใจท่านมากที่สุด โดยทำเครื่องหมาย X ลงบนช่องคะแนนที่ตรงกับใจท่านมากที่สุด (7 คะแนน หมายถึง มีภาพลักษณ์ในเชิงบวกมากที่สุด และ 1 คะแนน หมายถึง มีภาพลักษณ์ในเชิงลบมากที่สุด )										
	ประเด็นการพิจารณา	ภาพลักษณ์- ความหมายเชิงลบ	คะแนนภาพลักษณ์ ความหมายตรงกันข้าม							ภาพลักษณ์- ความหมายเชิงบวก
			1	2	3	4	5	6	7	
8	เครื่องแต่งกายชุดไทย เช่น ชุดไทยจักรี	ไม่สวยงาม	1	2	3	4	5	6	7	สวยงาม
9	สถาปัตยกรรมไทย เช่น อาคารบ้านเรือนทรงไทย	ไม่สวยงาม	1	2	3	4	5	6	7	สวยงาม
10	จิตรกรรมไทย เช่นภาพเขียนรูปเทวดา ลายกระจัง	ไม่สวยงาม	1	2	3	4	5	6	7	สวยงาม
11	วรรณกรรมไทย เช่น นิทานร้อยกรอง ร้อยแก้ว	ไม่น่าสนใจ	1	2	3	4	5	6	7	น่าสนใจ
12	พิธีกรรมทางศาสนา เช่น ทำบุญตักบาตร เวียนเทียน	งมงาย	1	2	3	4	5	6	7	น่าเลื่อมใสศรัทธา
13	เทศกาลประเพณีไทย เช่น สงกรานต์ ลอยกระทง	น่าเบื่อ	1	2	3	4	5	6	7	สนุกสนาน
14	กีฬามวยไทย	ไม่เป็นที่นิยม	1	2	3	4	5	6	7	เป็นที่นิยม
15	นวดแผนไทย	รุนแรง ไม่สบายตัว	1	2	3	4	5	6	7	สบาย ผ่อนคลาย
16	ภาพยนตร์ไทยสากลสมัยนิยม เช่น หนึ่งรักโรแมนติก	ไม่เป็นที่นิยม	1	2	3	4	5	6	7	เป็นที่นิยม
17	เพลงไทยสากลสมัยนิยม เช่น เพลงป๊อปแดนซ์	ไม่เป็นที่นิยม	1	2	3	4	5	6	7	เป็นที่นิยม

## หมวดที่ 7. ปัจจัยแบรนด์สินค้าบริการที่มีอิทธิพลต่อการสร้างแบรนด์ประเทศ

Q16. คำ และ ความหมาย สะท้อน ภาพลักษณ์ สินค้าแบรนด์ไทย										
คำคุณศัพท์ในตารางต่อไปนี้ มีคุณลักษณะและความหมายตรงข้ามกัน โดยความหมายเชิงบวกจะอยู่ด้านขวามือ และความหมายเชิงลบจะอยู่ด้านซ้ายมือ										
เมื่อท่านพิจารณาประเด็นต่างๆในแต่ละหัวข้อแล้ว ขอให้ท่านช่วยเลือก คำคุณศัพท์ ที่สะท้อนภาพลักษณ์ของไทยที่โดดเด่นในใจท่านมากที่สุด โดยทำเครื่องหมาย X ลงบนช่องคะแนนที่ตรงกับใจท่านมากที่สุด (7 คะแนน หมายถึง มีภาพลักษณ์ในเชิงบวกมากที่สุด และ 1 คะแนน หมายถึง มีภาพลักษณ์ในเชิงลบมากที่สุด )										
	ประเด็นการพิจารณา	ภาพลักษณ์- ความหมายเชิงลบ	คะแนนภาพลักษณ์ ความหมายตรงกันข้าม							ภาพลักษณ์- ความหมายเชิงบวก
			1	2	3	4	5	6	7	
1	ชื่อเสียงสินค้าแบรนด์ไทยในตลาดต่างประเทศ	ชื่อเสียงแย่	1	2	3	4	5	6	7	ชื่อเสียงดี
2	ความน่าเชื่อถือของแบรนด์สินค้าไทย	ไม่น่าเชื่อถือ	1	2	3	4	5	6	7	น่าเชื่อถือ
3	ภาพลักษณ์สินค้าไทย	เทคโนโลยีต่ำ	1	2	3	4	5	6	7	เทคโนโลยีสูง
4	คุณภาพสินค้าแบรนด์ไทยในภาพรวม	คุณภาพแย่	1	2	3	4	5	6	7	คุณภาพดี
5	คุณภาพการบริการแบรนด์ไทยในภาพรวม	คุณภาพแย่	1	2	3	4	5	6	7	คุณภาพดี
6	ราคาสินค้าแบรนด์ไทยในภาพรวม	ราคาไม่เหมาะสม	1	2	3	4	5	6	7	ราคาเหมาะสม
7	ราคาบริการแบรนด์ไทยในภาพรวม	ราคาไม่เหมาะสม	1	2	3	4	5	6	7	ราคาเหมาะสม
8	การออกแบบสินค้าและบรรจุภัณฑ์	ไม่สวยงาม	1	2	3	4	5	6	7	สวยงาม
9	ความคิดสร้างสรรค์ และ นวัตกรรม	น้อย	1	2	3	4	5	6	7	มาก
10	ลิขสิทธิ์ และ สิทธิบัตร	ลอกเลียนแบบ	1	2	3	4	5	6	7	ของแท้
11	กลุ่มสินค้าอาหารและเครื่องดื่ม	คุณภาพแย่	1	2	3	4	5	6	7	คุณภาพดี
12	กลุ่มสินค้าแฟชั่น เสื้อผ้า	คุณภาพแย่	1	2	3	4	5	6	7	คุณภาพดี
13	กลุ่มสินค้าอัญมณี	คุณภาพแย่	1	2	3	4	5	6	7	คุณภาพดี
14	กลุ่มสินค้าสุขภาพ และ ความงาม	คุณภาพแย่	1	2	3	4	5	6	7	คุณภาพดี
15	กลุ่มสินค้าในครัวเรือน	คุณภาพแย่	1	2	3	4	5	6	7	คุณภาพดี
16	กลุ่มสินค้าอิเล็กทรอนิกส์	คุณภาพแย่	1	2	3	4	5	6	7	คุณภาพดี
17	กลุ่มธุรกิจบริการสายการบินไทย เช่น การบินไทย	คุณภาพแย่	1	2	3	4	5	6	7	คุณภาพดี
18	กลุ่มธุรกิจบริการโรงแรมไทย เช่น ดุสิตธานี	คุณภาพแย่	1	2	3	4	5	6	7	คุณภาพดี

Q16. คำ และ ความหมาย สะท้อน ภาพลักษณ์ สินค้าแบรนด์ไทย										
<p>คำคุณศัพท์ในตารางต่อไปนี้ มีคุณลักษณะและความหมายตรงข้ามกัน โดยความหมายเชิงบวกจะอยู่ด้านขวามือ และความหมายเชิงลบจะอยู่ด้านซ้ายมือ</p> <p>เมื่อท่านพิจารณาประเด็นต่างๆในแต่ละหัวข้อแล้ว ขอให้ท่านช่วยเลือก คำคุณศัพท์ ที่สะท้อนภาพลักษณ์ของไทยที่โดดเด่นในใจท่านมากที่สุด โดยทำเครื่องหมาย X ลงบนช่องคะแนนที่ตรงกับใจท่านมากที่สุด (7 คะแนน หมายถึง มีภาพลักษณ์ในเชิงบวกมากที่สุด และ 1 คะแนน หมายถึง มีภาพลักษณ์ในเชิงลบมากที่สุด )</p>										
	ประเด็นการพิจารณา	ภาพลักษณ์- ความหมายเชิงลบ	คะแนนภาพลักษณ์ ความหมายตรงกันข้าม							ภาพลักษณ์- ความหมายเชิงบวก
19	กลุ่มธุรกิจบริการร้านอาหารไทย เช่น S&P	คุณภาพแย่	1	2	3	4	5	6	7	คุณภาพดี
20	กลุ่มธุรกิจบริการร้านนวดสปาไทย เช่น ชีวาศรม	คุณภาพแย่	1	2	3	4	5	6	7	คุณภาพดี

#### หมวดที่ 8. ปัจจัยเศรษฐกิจและการลงทุนที่มีอิทธิพลต่อการสร้างแบรนด์ประเทศ

Q17. คำ และ ความหมาย สะท้อน ภาพลักษณ์ เศรษฐกิจและการลงทุน ประเทศไทย										
<p>คำคุณศัพท์ในตารางต่อไปนี้ มีคุณลักษณะและความหมายตรงข้ามกัน โดยความหมายเชิงบวกจะอยู่ด้านขวามือ และความหมายเชิงลบจะอยู่ด้านซ้ายมือ</p> <p>เมื่อท่านพิจารณาประเด็นต่างๆในแต่ละหัวข้อแล้ว ขอให้ท่านช่วยเลือก คำคุณศัพท์ ที่สะท้อนภาพลักษณ์ของไทยที่โดดเด่นในใจท่านมากที่สุด โดยทำเครื่องหมาย X ลงบนช่องคะแนนที่ตรงกับใจท่านมากที่สุด (7 คะแนน หมายถึง มีภาพลักษณ์ในเชิงบวกมากที่สุด และ 1 คะแนน หมายถึง มีภาพลักษณ์ในเชิงลบมากที่สุด )</p>										
	ประเด็นการพิจารณา	ภาพลักษณ์- ความหมายเชิง ลบ	คะแนนภาพลักษณ์ ความหมายตรงกันข้าม							ภาพลักษณ์- ความหมายเชิง บวก
1	ความมั่นคงทางเศรษฐกิจ	ไม่มั่นคง	1	2	3	4	5	6	7	มั่นคง
2	เสรีภาพในการดำเนินธุรกิจและ การลงทุน	จำกัด	1	2	3	4	5	6	7	เสรีภาพ
3	ระบบการเงิน การธนาคาร	เชื่อถือไม่ได้	1	2	3	4	5	6	7	เชื่อถือได้
4	อัตราการแลกเปลี่ยนเงินตรา ต่างประเทศ	ผันผวน	1	2	3	4	5	6	7	แน่นอน
5	ระเบียบขั้นตอนการโอนเงิน ระหว่างประเทศ	ยุ่งยาก	1	2	3	4	5	6	7	ง่าย
6	ระบบขนส่งสินค้าและพัสดุภัณฑ์	ชักช้า ไม่ตรง เวลา	1	2	3	4	5	6	7	รวดเร็ว ตรงต่อ เวลา

Q17. คำ และ ความหมาย สะท้อน ภาพลักษณ์ เศรษฐกิจและการลงทุน ประเทศไทย										
คำคุณศัพท์ในตารางต่อไปนี้ มีคุณลักษณะและความหมายตรงข้ามกัน โดยความหมายเชิงบวกจะอยู่ด้านขวามือ และ ความหมายเชิงลบจะอยู่ด้านซ้ายมือ										
เมื่อท่านพิจารณาประเด็นต่างๆในแต่ละหัวข้อแล้ว ขอให้ท่านช่วยเลือก คำคุณศัพท์ ที่สะท้อนภาพลักษณ์ของไทย ที่โดดเด่นในใจท่านมากที่สุด โดยทำเครื่องหมาย X ลงบนช่องคะแนนที่ตรงกับใจท่านมากที่สุด (7 คะแนน หมายถึง มีภาพลักษณ์ในเชิงบวกมากที่สุด และ 1 คะแนน หมายถึง มีภาพลักษณ์ในเชิงลบมากที่สุด )										
	ประเด็นการพิจารณา	ภาพลักษณ์- ความหมายเชิง ลบ	คะแนนภาพลักษณ์ ความหมายตรงข้าม							ภาพลักษณ์- ความหมายเชิง บวก
7	ความสำเร็จทางด้านเทคโนโลยี ดิจิทัล	น้อย	1	2	3	4	5	6	7	มาก
8	มาตรการส่งเสริมการลงทุน เช่น สิทธิประโยชน์ภาษี	น้อย	1	2	3	4	5	6	7	มาก
9	ต้นทุนแรงงาน เช่น ค่าแรง	สูง	1	2	3	4	5	6	7	ต่ำ
10	ประสิทธิภาพแรงงาน เช่น ทักษะ และ ประสิทธิภาพ	ต่ำ	1	2	3	4	5	6	7	สูง
11	ความง่ายในการเริ่มต้นทำธุรกิจ	ยาก	1	2	3	4	5	6	7	ง่าย
12	กฎหมายคุ้มครองธุรกิจ และ สิ่งแวดล้อม	ไม่เข้มงวด	1	2	3	4	5	6	7	เข้มงวด



## หมวดที่ 9. ปัจจัยการเมืองการปกครองที่มีอิทธิพลต่อการสร้างแบรนด์ประเทศ

Q18. คำ และ ความหมาย สะท้อน ภาพลักษณ์ การเมืองการปกครองไทย										
คำคุณศัพท์ในตารางต่อไปนี้ มีคุณลักษณะและความหมายตรงข้ามกัน โดยความหมายเชิงบวกจะอยู่ด้านขวามือ และความหมายเชิงลบจะอยู่ด้านซ้ายมือ										
เมื่อท่านพิจารณาประเด็นต่างๆในแต่ละหัวข้อแล้ว ขอให้ท่านช่วยเลือก คำคุณศัพท์ ที่สะท้อนภาพลักษณ์ของไทยที่โดดเด่นในใจท่านมากที่สุด โดยทำเครื่องหมาย X ลงบนช่องคะแนนที่ตรงกับใจท่านมากที่สุด (7 คะแนน หมายถึง มีภาพลักษณ์ในเชิงบวกมากที่สุด และ 1 คะแนน หมายถึง มีภาพลักษณ์ในเชิงลบมากที่สุด )										
	ประเด็นการพิจารณา	ภาพลักษณ์- ความหมายเชิงลบ	คะแนนภาพลักษณ์ ความหมายตรงกันข้าม							ภาพลักษณ์- ความหมายเชิงบวก
			1	2	3	4	5	6	7	
1	ระบอบการปกครอง	เผด็จการ	1	2	3	4	5	6	7	ประชาธิปไตย
2	ความสงบ มั่นคง ปลอดภัย	วุ่นวาย ชัดแย้ง	1	2	3	4	5	6	7	สงบ เรียบร้อย
3	ภาพลักษณ์การพัฒนาประเทศ	ประเทศกำลังพัฒนา	1	2	3	4	5	6	7	ประเทศพัฒนาแล้ว
4	ชื่อเสียงผู้นำรัฐบาลไทยในเวทีโลก	ไม่เป็นที่รู้จัก	1	2	3	4	5	6	7	โดดเด่น
5	เสถียรภาพรัฐบาล	ไม่มั่นคง	1	2	3	4	5	6	7	มั่นคง
6	ธรรมาภิบาลในการปกครอง	ทุจริต คอร์รัปชั่น	1	2	3	4	5	6	7	บริสุทธิ์ โปร่งใส
7	สิทธิมนุษยชน	ต่ำ	1	2	3	4	5	6	7	สูง
8	การพึ่งพาระบบยุติธรรม เช่น ตำรวจ	เชื่อถือไม่ได้ พึ่งพาไม่ได้	1	2	3	4	5	6	7	เชื่อถือได้ พึ่งพาได้
9	การบริการหน่วยงานภาครัฐ	อืดอาด ชักช้า	1	2	3	4	5	6	7	รวดเร็ว ทันใจ
10	การบังคับใช้กฎหมาย	ไม่เท่าเทียม สองมาตรฐาน	1	2	3	4	5	6	7	เท่าเทียม มาตรฐานเดียว

### หมวดที่ 10. สัญลักษณ์และการสื่อสารแบรนด์ประเทศไทย

Q19. เวลา ท่านนึกถึง ประเทศไทย ท่านนึกถึง สัญลักษณ์ใด ที่เป็นตัวแทนประเทศไทยในความทรงจำของท่าน ช่วย เลือกมา 5 อันดับ คำอธิบายเพิ่มเติม ตารางด้านซ้ายมีระบุข้อความสัญลักษณ์ต่างๆไว้ ขอให้ท่านอ่าน แล้ว เลือก สัญลักษณ์ที่เป็นตัวแทนประเทศไทย ในใจของท่าน เสร็จแล้ว นำตัวเลขหน้าข้อความสัญลักษณ์ที่ท่านเลือก มาใส่ในช่องว่างด้านขวาตามลำดับ 1 - 2 - 3- 4 - 5

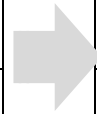
1	ธงชาติไทย เพลงชาติไทย
2	พระพุทธศาสนา เช่น วัดวาอาราม พระสงฆ์
3	พระมหากษัตริย์ไทย และ เพลงสรรณเสริญพระบารมี
4	ช้างไทย
5	ดอกราชพฤษ์ (ดอกคูน)
6	พระบรมมหาราชวัง และ ศาลาไทย
7	ลายไทย เช่น ลายกนก ลายกระจัง ลายเครือวัลย์
8	ภาพสัตว์หิมพานต์ เช่น พญาครุฑ พญานาค
9	สงกรานต์ไทย
10	อาหารไทย เช่น ผัดไท ต้มยำกุ้ง
11	ผลไม้ไทย เช่น ทุเรียน
12	นาฏศิลป์ รำไทย
13	ชุดไทย ผ้าไหมไทย
14	มวยไทย เช่น บัวขาว จาพนม
15	นวดแผนไทย
16	รอยยิ้มคนไทย
17	ทะเล ชายหาด ภูเขา น้ำตก
18	สามล้อไทย
19	การแสดงคาบาเร่ต์สาวประเภทสอง
20	อื่นๆ โปรดระบุ



	ตัวอย่า ง	2 (พระพุทธศาสนา)
	อันดับ 1	
	อันดับ 2	
	อันดับ 3	
	อันดับ 4	
	อันดับ 5	

Q20. ท่านคิดว่า ถ้า แบรรณต์ประเทศไทย คือ คนๆหนึ่ง ท่านคิดว่า ประเทศไทยเป็นคนมีอัตลักษณ์ หรือ บุคลิกภาพอย่างไร เลือกมา 3 อันดับ คำอธิบายเพิ่มเติม ตารางด้านซ้ายมีระบุข้อความบุคลิกภาพประเภทต่างๆไว้ ขอให้ท่านอ่าน แล้ว เลือก บุคลิกภาพที่เป็นตัวแทนประเทศไทย ในใจของท่าน เสร็จแล้ว นำตัวเลขหน้าข้อความบุคลิกภาพที่ท่านเลือก มาใส่ในช่องว่างด้านขวาตามลำดับ 1 – 2 – 3

1	วีรบุรุษ ผู้ประสพชัยชนะอย่างกล้าหาญ
2	นักวิชาการ นักปราชญ์
3	นักมายากล มีของวิเศษมากมาย
4	นักรบ ผู้มีวินัยและความอดทนทรหด
5	คนตลก สนุกสนาน เฮฮา
6	นักค้นคว้า นักเดินทาง
7	ผู้ดูแล ผู้ปกป้องคุ้มครองภัย
8	มารดา ผู้เป็นแม่ เอื้ออาทร ให้ความอบอุ่น
9	นักรัก ชาบซิ่ง เอาใจใส่
10	คนสติไส้ ไร่เตียงสา บริสุทธิ์
11	เพื่อนรัก ผู้รู้ใจ ความสบายใจ
12	นักปกครอง ผู้มีอำนาจ ผู้บงการ
13	คนธรรมดา สามัญ
14	คนเจ้าเสน่ห์ หล่อสวย น่าหลงใหล
15	คนนอกกรอบ ตื้อดั่ง ปฏิวัติ



	ตัวอย่า ง	10 (คนสติไส้)
	อันดับ 1	
	อันดับ 2	
	อันดับ 3	

### หมวดที่ 11. การสื่อสารภาพลักษณ์ประเทศไทย ผ่าน Amazing Thailand Campaign

Q21. ท่านเคย พบเห็น สื่อโฆษณาประชาสัมพันธ์การท่องเที่ยวไทย ภายใต้ มหัศจรรย์ประเทศไทย (Amazing Thailand) หรือไม่?

1	เคย	2	ไม่เคยเลย	3	ไม่แน่ใจ
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Q22. ท่านพบเห็น สื่อโฆษณาประชาสัมพันธ์การท่องเที่ยวไทย ภายใต้ Amazing Thailand Campaign จากที่ไหนบ้าง (ตอบได้หลายข้อ)

1	โทรทัศน์	7	ป้ายบิลบอร์ด	13	เว็บไซต์ (อื่นๆ)
2	วิทยุ	8	ป้ายโฆษณาในอาคาร ห้างสรรพสินค้า สนามบิน	14	ยูทูป (YouTube)
3	หนังสือพิมพ์	9	หนังสือโฆษณาในโรงภาพยนตร์	15	เฟสบุ๊ก (Facebook)
4	นิตยสารทั่วไป	10	หนังสือโฆษณาบนเครื่องบิน	16	อินสตราแกรม (Instagram)
5	นิตยสารการท่องเที่ยว	11	บริษัทการท่องเที่ยว นิทรรศการการท่องเที่ยว	17	ไลน์ (Line) / วีแชท (WeChat)
6	โบว์ชัวร์ แผ่นพับ ใบปลิว	12	เว็บไซต์การท่องเที่ยวแห่งประเทศไทย	18	สื่ออื่นๆ โปรดระบุ

หาก ท่านเคย พบเห็น หรือ ได้ชม ภาพยนตร์โฆษณาการท่องเที่ยวไทย ภายใต้ Amazing Thailand Campaign ขอให้ช่วยตอบคำถามตามตารางข้างล่างนี้

Q 23. การสื่อสารภาพยนตร์โฆษณา Amazing Thailand Campaign		น้อยที่สุด	น้อยมาก	น้อย	ปานกลาง	ค่อนข้างมาก	มาก	มากที่สุด
ข้อความในตารางต่อไปนี้ ใกล้เคียงกับความรู้สึกของท่านหลังจากได้ชมสื่อโฆษณา Amazing Thailand (7 คะแนน หมายถึง มากที่สุด และ 1 คะแนน หมายถึงน้อยที่สุด)								
1	ท่านชื่นชอบ สื่อโฆษณาประชาสัมพันธ์ Amazing Thailand (มหัศจรรย์ประเทศไทย)	1	2	3	4	5	6	7
2	ท่านชื่นชอบ ภาพต่างๆที่นำมาใช้ประกอบงานโฆษณาประชาสัมพันธ์	1	2	3	4	5	6	7
3	ท่านชื่นชอบ คนตรีต่างๆที่นำมาประกอบการใช้โฆษณาประชาสัมพันธ์	1	2	3	4	5	6	7
4	ท่านชื่นชอบ แนวคิด วิธีการเล่าเรื่องต่างๆที่นำมาประกอบงานใช้โฆษณาประชาสัมพันธ์	1	2	3	4	5	6	7
5	ท่านได้รับ แรงบันดาลใจจากงานโฆษณาประชาสัมพันธ์ ในการท่องเที่ยวประเทศไทย	1	2	3	4	5	6	7

Q 23. การสื่อสารภาพยนตร์โฆษณา Amazing Thailand Campaign		น้อยที่สุด	น้อยมาก	น้อย	ปานกลาง	ค่อนข้างมาก	มาก	มากที่สุด
6	ท่านแชร์ ส่งต่อ สื่อโฆษณาประชาสัมพันธ์ Amazing Thailand กับญาติมิตร และ คนรู้จัก	1	2	3	4	5	6	7
7	ท่านตัดสินใจ เดินทางท่องเที่ยวประเทศไทย ตามสถานที่ต่างๆในสื่อโฆษณาประชาสัมพันธ์	1	2	3	4	5	6	7
8	นอกจากการท่องเที่ยวแล้ว สโลแกน Amazing Thailand เหมาะสมเป็นแบรนด์ประเทศไทย	1	2	3	4	5	6	7

Q 24. ภาพ หรือความหมายในสื่อโฆษณา Amazing Thailand ที่ท่านจดจำได้มากที่สุด		น้อยที่สุด	น้อยมาก	น้อย	ปานกลาง	ค่อนข้างมาก	มาก	มากที่สุด
ภาพ หรือ ความหมาย ในสื่อโฆษณาตามตารางต่อไปนี้ ยังอยู่ในความทรงจำของท่านจนถึง ขณะนี้ (7 คะแนน หมายถึงมากที่สุด และ 1 คะแนน หมายถึงน้อยที่สุด)								
1	ธรรมชาติ บริสุทธิ์ สดใส สะอาด	1	2	3	4	5	6	7
2	ความเจริญ ทันสมัย เทคโนโลยี	1	2	3	4	5	6	7
3	ความประณีต ละเอียด อ่อนช้อย	1	2	3	4	5	6	7
4	ความหรูหรา อลังการ ความยิ่งใหญ่	1	2	3	4	5	6	7
5	วิถีชีวิตคนไทยธรรมดาทั่วไปในเมืองตามท้องถนน	1	2	3	4	5	6	7
6	ความคิดสร้างสรรค์ใหม่ๆ แปลกๆ	1	2	3	4	5	6	7
7	วิถีชีวิตคนพื้นเมือง คนชนบท	1	2	3	4	5	6	7
8	รอยยิ้ม ความสุข สนุกสนาน ความเป็นมิตร ความรัก	1	2	3	4	5	6	7
9	ความสำเร็จ ความมั่งคั่ง ความร่ำรวย	1	2	3	4	5	6	7

Q25. ความคิดเห็น หรือ ข้อเสนอแนะอื่นๆ (หากมี)

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ขอขอบพระคุณที่ร่วมตอบแบบสอบถาม

**QUESTIONNAIRE****SUBJECT: THAILAND BRAND BASED ON SEMIOTIC ANALYSIS**

**Research Objectives:** This questionnaire is designed for doctoral research and it aims to seek an image of Thailand in foreigner's mind and your answer is strictly kept confidential for only academic purpose. PLEASE allow 30 minutes in thinking of whatever comes to your mind in each topic. Should you wish to write more to the researcher, please send your feedback to [phsuccess@gmail.com](mailto:phsuccess@gmail.com). THANK YOU  
(PLEASE: Write X onto the choice that best fit with your level of agreement)

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**Part 1. Information of Respondent****Q1. Gender**

1	Male	2	Female	3	Other....
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**Q2. Age**

1	Below 20 years old	3	31-40 years old	5	51-60 years old
2	21-30 years old	4	41-50 years old	6	61 up years old

**Q3. Marital Status**

1	Single	2	Married	3	Widow / Divorce	4	Other....
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**Q4. Education**

1	Primary School / Elementary School.	3	Bachelor Degree	5	Doctoral / Ph.D. degree
2	Secondary School / High School	4	Master Degree	6	Other....

**Q5. Professional Career**

1	Student	4	Business Owner
2	Company employee	5	Self-employed / Specialist (Lawyer / Physician)
3	Civil officer / Public servant	6	Other, please specify.....

**Q6. Monthly Personal Income (US Dollar)**

1	Less than 1,000 USD	4	3,001 - 4,000 USD	7	6,001 - 7,000 USD	10	9,001 - 10,000 USD
2	1,001 - 2,000 USD	5	4,001 - 5,000 USD	8	7,001 - 8,000 USD	11	10,001 - 12,000 USD
3	2,001 - 3,000 USD	6	5,001 - 6,000 USD	9	8,001 - 9,000 USD	12	More than 12,001 USD

**Q7. Region and Country of Your Home Land**

1	North America <i>identify your country</i>	7	East Asia <i>identify your country</i>
2	South America <i>identify your country</i>	8	South Asia <i>identify your country</i>
3	West Europe <i>identify your country</i>	8	Central Asia <i>identify your country</i>
4	East Europe <i>identify your country</i>	9	South East Asia <i>identify your country</i>
5	Africa <i>please identify your country</i>	10	Middle East <i>identify your country</i>
6	Australian and Oceania <i>identify your country</i>	11	Other <i>identify your country</i>

**Part 2. Purpose and Experience in Thailand**

**Q8. Frequency of Visit**

1	First Time	2	Second Time	3	3 – 4 Times	4	Many Times, please specify ....
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**Q9. Primary Purpose of Visit**

1	Leisure and Sightseeing	3	Visit friends / Relatives	5	Seminar / Conference / Event	7	Education
2	Wedding and Honeymoon	4	Surgery or Medical treatment	6	Business / Exhibition / Investment	8	Other /specify

**Q10. Companion of Travel / Work / Study / Live in Thailand (Only this time)**

1	Only one (1 person)	3	Small size group (3-5 persons)	5	Large size group (more than 10 persons)
2	Couple (2 persons)	4	Middle size group (6-10 persons)	6	Other / specify .....

**Q11. Travel Management (Only this time)**

1	Self-Booking/Arrangement	2	Travel Agency / Package Tour Booking	3	Other / specify .....
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**Q12. Length of Stay (Only this time)**

1	1-7 days	2	1-30 days	3	More than a month	4	More than a year	5	Other
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**Q13. Regional and Province that you like most during your stay in Thailand ( You can select more than one choices)**

	Region	Major Tourist City	Minor Tourist City
1	Bangkok and Metropolitan	Bangkok Samut Songkhram (Floating Market)	Nakhon Pathom / Nonthaburi / Pathum Thani / Samut Prakan / Samut Sakhon / Samut Songkhram
2	Central Thailand	Ayutthaya Sukhothai (The most ancient capital)	Ang Thong / Chainat / Kamphaeng Phet / Lopburi / Nakhon Nayok / Nakhon Sawan / Phetchabun / Phichit / Phitsanulok / Saraburi / Singburi Suphanburi / Uthaithani
3	East Thailand	Chonburi (Pattaya) Rayong (Samet Island) Trat ( Chang Island)	Chachoengsao / Chanthaburi / Prachin Buri / Sa Kaeow
4	West Thailand	Kanchanaburi (River Kwai) Phetchaburi (Cha-am Beach) Prachuap Khiri Khan (Hua Hin Beach)	Tak / Ratchaburi
5	North Eastern Thailand	Buriram (Phanom Rung Historical Park) Khon Kaen (Cobra handlers) Kalasin (Dinosaur) Nakhon Ratchasim (Ko Rat) Surin (Elephant Village) Udon Thani (Ban Chiang)	Amnat Charoen / Bueng Kan // Chaiyaphum // Loei Maha Sarakham / Mukdahan / Nakhon Phanom / Nong Bua Lamphu / Nong Khai / Roi Et / Sakon Nakhon / Sisaket / Ubon Ratchathani / Yasothon
6	South Thailand	Krabi Phang Nga (Similan Islands) Phuket Surat Thani	Chumphon / Nakhon Si Thammarat / Narathiwat / Pattani // Phatthalung / Ranong / Satun / Songkhla / Trang / Yala
7	North Thailand	Chiang Mai Chiang Rai (Golden Triangle and Tham Luang Caves)	Lampang / Lamphun / Mae Hong Son / Nan / Phayao / Phrae / Uttaradit

**Part 3. Key factors influential to perception of a nation brand**

Q14. Key factors that most important when you think of visiting, working and living in a country and your perception towards an image of Thailand		Not at all	Average / Neutral	Very Important	Very Bad	Very Difficult	Very Negative	Average / Neutral	Very Good	Very Easy	Very Positive				
Please X only one response for each of the following factors that affect to your perception about an image of Thailand as a brand (7 score means you give a factor very important or very good image / 1 score means you give it unimportant at all or very bad image)															
Important factors and Your perception towards Thailand		IMPORATNT FACTOR							THAILAND IMAGE						
1	Freedom of Travelling , Working and Doing business	1	2	3	4	5	6	7	1	2	3	4	5	6	7
2	VISA approval, Length of Stay, Immigration process	1	2	3	4	5	6	7	1	2	3	4	5	6	7
3	Peace and Safety of Life and Property (i.e. Safety Standard)	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4	Environmental Management and Sanitation (i.e. public toilet)	1	2	3	4	5	6	7	1	2	3	4	5	6	7
5	Friendliness and Courtesy ( i.e.Reception to Foreigners )	1	2	3	4	5	6	7	1	2	3	4	5	6	7
6	Cross-Cultural Skills (i.e English skills)	1	2	3	4	5	6	7	1	2	3	4	5	6	7
7	Honesty , Straightforward and Fairness	1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	Quality of Life (i.e. Cost of Living, Health, Education)	1	2	3	4	5	6	7	1	2	3	4	5	6	7
9	Cultural Uniqueness (i.e. Language, Foods, Costume)	1	2	3	4	5	6	7	1	2	3	4	5	6	7
10	Diversity of Local Cultures (i.e. Festivals)	1	2	3	4	5	6	7	1	2	3	4	5	6	7
11	Beauty of Historical places or World Heritage	1	2	3	4	5	6	7	1	2	3	4	5	6	7
12	Open-Minded to Modern Cultures (i.e. Foreign Pop music)	1	2	3	4	5	6	7	1	2	3	4	5	6	7

Q14. Key factors that most important when you think of visiting, working and living in a country and your perception towards an image of Thailand		Not at all	Average / Neutral	Very Important	Very Bad Very Difficult Very Negative	Average / Neutral	Very Good Very Easy Very Positive								
Please X only one response for each of the following factors that affect to your perception about an image of Thailand as a brand (7 score means you give a factor very important or very good image / 1 score means you give it unimportant at all or very bad image)															
Important factors and Your perception towards Thailand		IMPORATNT FACTOR							THAILAND IMAGE						
13	Variety of Tourist Attraction (i.e. Natural places)	1	2	3	4	5	6	7	1	2	3	4	5	6	7
14	Readiness of Tourist Information (i.e. Signage)	1	2	3	4	5	6	7	1	2	3	4	5	6	7
15	Convenience of Travelling Transportation (i.e Subway)	1	2	3	4	5	6	7	1	2	3	4	5	6	7
16	Standard of Hotel, Accommodation and Restaurant	1	2	3	4	5	6	7	1	2	3	4	5	6	7
17	Quality of Products and Services	1	2	3	4	5	6	7	1	2	3	4	5	6	7
18	Price of Products and Services	1	2	3	4	5	6	7	1	2	3	4	5	6	7
19	Reputation of Local Product and Service Brand	1	2	3	4	5	6	7	1	2	3	4	5	6	7
20	Value of Money and Experience	1	2	3	4	5	6	7	1	2	3	4	5	6	7
21	Opportunity and Ease of Business Investment	1	2	3	4	5	6	7	1	2	3	4	5	6	7
22	Economic Development and Wealth of Nation	1	2	3	4	5	6	7	1	2	3	4	5	6	7
23	Technological Development (i.e. Digital science)	1	2	3	4	5	6	7	1	2	3	4	5	6	7
24	Banking system (Foreign Money Exchange and Transfer)	1	2	3	4	5	6	7	1	2	3	4	5	6	7

**Part 4. Image of Tourism towards a Nation Brand**

<b>Q15. Meaning or Image of Thai Tourism</b>										
<p><b>Below table is words that have opposite meanings. The right column contains positive meaning and the left column contains negative meaning. Please mark X only one response for each of the following image that match with your perception towards Thailand. (7 score means you most strongly agree with positive image / 1 score means you most strongly agree with negative meaning)</b></p>										
	Factors	Negative Image	Score							Positive Image
			1	2	3	4	5	6	7	
1	Weather Condition	<b>Bad weather</b>	1	2	3	4	5	6	7	<b>Good weather</b>
2	Basic Infrastructure (Water Electric)	<b>Not Ready / Shortage</b>	1	2	3	4	5	6	7	<b>Ready / Complete</b>
3	Safety Standard to Life and Property in Tourism	<b>Dangerous</b>	1	2	3	4	5	6	7	<b>Safe</b>
4	Convenience to Access Tourist Attractions	<b>Inconvenient</b>	1	2	3	4	5	6	7	<b>Convenient</b>
5	Standard of International Airports	<b>Low standard</b>	1	2	3	4	5	6	7	<b>High standard</b>
6	Service of Travel Agency	<b>Unreliable</b>	1	2	3	4	5	6	7	<b>Reliable</b>
7	Service of Taxi, Three-Motor Cycles (Tuk Tuk)	<b>Unreliable</b>	1	2	3	4	5	6	7	<b>Reliable</b>
8	Service of Hotels and Restaurants	<b>Low Service-minded</b>	1	2	3	4	5	6	7	<b>High Service-minded</b>
9	Food Choices and Restaurant Options	<b>Few</b>	1	2	3	4	5	6	7	<b>Many</b>
10	Quality of Street foods	<b>Dirty</b>	1	2	3	4	5	6	7	<b>Clean</b>
11	Information and Service Centre for Tourist	<b>Few</b>	1	2	3	4	5	6	7	<b>Many</b>
12	Language Barriers for Communication	<b>Many</b>	1	2	3	4	5	6	7	<b>Few</b>

<b>Q15. Meaning or Image of Thai Tourism</b>										
<b>Below table is words that have opposite meanings. The right column contains positive meaning and the left column contains negative meaning. Please mark X only one response for each of the following image that match with your perception towards Thailand. (7 score means you most strongly agree with positive image / 1 score means you most strongly agree with negative meaning)</b>										
	<b>Factors</b>	<b>Negative Image</b>	<b>Score</b>							<b>Positive Image</b>
13	Directional Signage / Warning Signage /	<b>Unobvious</b>	1	2	3	4	5	6	7	<b>Obvious</b>
14	Cleanliness and Waste Management	<b>Bad and Dirty</b>	1	2	3	4	5	6	7	<b>Good and Clean</b>
15	City Landscape Design (Buildings and Roads)	<b>Ugly landscape</b>	1	2	3	4	5	6	7	<b>Beautiful landscape</b>
16	Design and Facility for Handicap and Elderly	<b>Few</b>	1	2	3	4	5	6	7	<b>Many</b>
17	Global Warming Activity (Bike-Lane )	<b>Few</b>	1	2	3	4	5	6	7	<b>Many</b>
18	Trees and Shadiness Along the Roads	<b>Dry and Hot</b>	1	2	3	4	5	6	7	<b>Green and Shady</b>
19	City Walkability and Footpaths	<b>Narrow and Unwalkable</b>	1	2	3	4	5	6	7	<b>Wide and Walkable</b>
20	Nuisance of Beggar, Homeless Person	<b>Many</b>	1	2	3	4	5	6	7	<b>Few</b>
21	Traffic condition	<b>Jammed</b>	1	2	3	4	5	6	7	<b>Flow</b>
22	Travelling Expenditure	<b>Expensive</b>	1	2	3	4	5	6	7	<b>Cheap</b>
23	Variety of Events and Activities	<b>Dull</b>	1	2	3	4	5	6	7	<b>Eventful</b>
24	Natural Places (Beach, Sea)	<b>Unnatural and Dirty</b>	1	2	3	4	5	6	7	<b>Natural and Clean</b>
25	Historical Places (Museum, Monument)	<b>Boring, Unattractive</b>	1	2	3	4	5	6	7	<b>Interesting</b>
26	Religious Places (Thai Temple,)	<b>Faithless</b>	1	2	3	4	5	6	7	<b>Faithful</b>

<b>Q15. Meaning or Image of Thai Tourism</b>										
<b>Below table is words that have opposite meanings. The right column contains positive meaning and the left column contains negative meaning. Please mark X only one response for each of the following image that match with your perception towards Thailand. (7 score means you most strongly agree with positive image / 1 score means you most strongly agree with negative meaning)</b>										
	<b>Factors</b>	<b>Negative Image</b>	<b>Score</b>							<b>Positive Image</b>
27	Arts and Performance Places (Art Museum)	<b>Boring , Unattractive</b>	1	2	3	4	5	6	7	<b>Attractive</b>
28	Community-Based Places (Rural Villages)	<b>Boring , Unattractive</b>	1	2	3	4	5	6	7	<b>Attractive</b>
29	Shopping Places (Department Store )	<b>Low Variety, Samesness</b>	1	2	3	4	5	6	7	<b>High Variety</b>
30	Sport-Tourism Places ( Muay Thai)	<b>Boring, Unattractive</b>	1	2	3	4	5	6	7	<b>Attractive, Fun</b>
31	Adventurous Places (Car Racing,)	<b>Boring, Unattractive</b>	1	2	3	4	5	6	7	<b>Attractive, Exciting</b>
32	Night Life and Entertainment	<b>Plain and Bland</b>	1	2	3	4	5	6	7	<b>Colourful</b>
33	Sex Tourism and Prostitution	<b>Many</b>	1	2	3	4	5	6	7	<b>Few</b>
34	Souvenirs	<b>Bad Quality</b>	1	2	3	4	5	6	7	<b>Good Quality</b>
35	Value of Experience in Thailand	<b>Low</b>	1	2	3	4	5	6	7	<b>High</b>

**Part 5. Image of People towards a Nation Brand**

<b>Q16. Meaning or Image of Thai People</b>										
<p><b>Below table is words that have opposite meanings. The right column contains positive meaning and the left column contains negative meaning. Please mark X only one response for each of the following image that match with your perception towards Thailand. Please response to ALL of the characteristic of each factor.</b></p> <p><b>(7 score means you most strongly agree with positive image / 1 score means you most strongly agree with negative meaning)</b></p>										
	<b>Factors</b>	<b>Negative Meaning / Image</b>	<b>Score</b>							<b>Positive Meaning / Image</b>
1	Income and Wealth	<b>Poor</b>	1	2	3	4	5	6	7	<b>Rich</b>
2	Sanitation	<b>Dirty</b>	1	2	3	4	5	6	7	<b>Clean</b>
3	Physical Appearance (i.e face, body, gesture)	<b>Unattractive, Repulsive</b>	1	2	3	4	5	6	7	<b>Attractive and Charming</b>
4	Personality	<b>Unfriendly</b>	1	2	3	4	5	6	7	<b>Friendly</b>
5	Mentality (i.e ways of thinking)	<b>Serious and Stressful</b>	1	2	3	4	5	6	7	<b>Easy and Comfortable</b>
6	Emotional Expression	<b>Aggressive and Hot Temper</b>	1	2	3	4	5	6	7	<b>Polite and Cool Temper</b>
7	Sexual Expression	<b>Free and Promiscuous</b>	1	2	3	4	5	6	7	<b>Careful and Conservative</b>
8	Generosity towards others or foreigners	<b>Heartless</b>	1	2	3	4	5	6	7	<b>Generous</b>
9	Creativity (i.e. dressing or problem solution)	<b>Lowly creative</b>	1	2	3	4	5	6	7	<b>Highly creative</b>

<b>Q16. Meaning or Image of Thai People</b>										
<p>Below table is words that have opposite meanings. The right column contains positive meaning and the left column contains negative meaning. Please mark X only one response for each of the following image that match with your perception towards Thailand. Please response to ALL of the characteristic of each factor. (7 score means you most strongly agree with positive image / 1 score means you most strongly agree with negative meaning)</p>										
	Factors	Negative Meaning / Image	Score							Positive Meaning / Image
			1	2	3	4	5	6	7	
10	Compliance with Laws (i.e. driving practice)	<b>Violate the law</b>	1	2	3	4	5	6	7	<b>Strictly follow the law</b>
11	Ethical Practice (i.e. in business trading)	<b>Dishonest</b>	1	2	3	4	5	6	7	<b>Honest</b>
12	Foreign Language Skills (i.e. English, Chinese)	<b>Poor</b>	1	2	3	4	5	6	7	<b>Excellent</b>
13	Technological and Digital Skills (i.e. Computer)	<b>Poor</b>	1	2	3	4	5	6	7	<b>Excellent</b>
14	Working Habit	<b>Lazy</b>	1	2	3	4	5	6	7	<b>Diligent</b>
15	Time Discipline	<b>Late</b>	1	2	3	4	5	6	7	<b>Punctual</b>
16	World-Famous Celebrity from Thailand	<b>None</b>	1	2	3	4	5	6	7	<b>Many</b>
17	Expression of Thai National Pride and Nationalism	<b>Low</b>	1	2	3	4	5	6	7	<b>High</b>



**Part 6. Image of Culture towards a Nation Brand**

<b>Q17. Meaning or Image of Thai Culture</b>											
<p><b>Below table is words that have opposite meanings. The right column contains positive meaning and the left column contains negative meaning. Please mark X only one response for each of the following image that match with your perception towards Thailand. Please response to ALL of the characteristic of each factor.</b></p> <p><b>(7 score means you most strongly agree with positive image / 1 score means you most strongly agree with negative meaning)</b></p>											
	<b>Factors</b>	<b>Negative Meaning / Image</b>	<b>Score</b>							<b>Positive Meaning / Image</b>	
			1	2	3	4	5	6	7		
1	Uniqueness of Thai Culture and Heritage	<b>Similar to Other, Common</b>	1	2	3	4	5	6	7	<b>Different from Other</b>	
2	Diversity of Thai Culture and Heritage	<b>Few</b>	1	2	3	4	5	6	7	<b>Many</b>	
3	Thai Royal Ceremony (i.e. Royal Barge Procession)	<b>Common and Drab</b>	1	2	3	4	5	6	7	<b>Great and Gorgeous</b>	
4	Thai Language	<b>Boring</b>	1	2	3	4	5	6	7	<b>Interesting</b>	
5	Thai Foods (i.e. Pad Thai)	<b>Unpleasant and Bland</b>	1	2	3	4	5	6	7	<b>Delicious and Tasty</b>	
6	Thai Traditional Dance (i.e. The Khon-masked play)	<b>Hard and indelicately</b>	1	2	3	4	5	6	7	<b>Soft and Delicately</b>	
7	Thai Traditional Music (i.e. Thai grand orchestra)	<b>Discordant</b>	1	2	3	4	5	6	7	<b>Melodious</b>	
8	Thai National Costume (i.e. Chitlada dresses)	<b>Ugly</b>	1	2	3	4	5	6	7	<b>Beautiful</b>	
9	Thai Traditional Architect (i.e. Thai House)	<b>Ugly</b>	1	2	3	4	5	6	7	<b>Beautiful</b>	

**Q17. Meaning or Image of Thai Culture**

Below table is words that have opposite meanings. The right column contains positive meaning and the left column contains negative meaning. Please mark X only one response for each of the following image that match with your perception towards Thailand. Please response to ALL of the characteristic of each factor.  
(7 score means you most strongly agree with positive image / 1 score means you most strongly agree with negative meaning)

	Factors	Negative Meaning / Image	Score							Positive Meaning / Image
			1	2	3	4	5	6	7	
10	Thai Traditional Painting and Portrait	<b>Ugly</b>	1	2	3	4	5	6	7	<b>Beautiful</b>
11	Thai Traditional Literature and Folklore	<b>Boring</b>	1	2	3	4	5	6	7	<b>Interesting</b>
12	Religious Ceremony (i.e. Making Merit)	<b>Superstition , Faithless</b>	1	2	3	4	5	6	7	<b>Faithful</b>
13	Thai Festivals (i.e. Songkran Days)	<b>Boring</b>	1	2	3	4	5	6	7	<b>Fun</b>
14	Thai Kick Boxing (Muay Thai)	<b>Infamous and Unpopular</b>	1	2	3	4	5	6	7	<b>Famous and Popular</b>
15	Thai Traditional Massage	<b>Useless and Tighten</b>	1	2	3	4	5	6	7	<b>Useful and Relax</b>
16	Thai Modern Movies (Pop Culture)	<b>Infamous and Unpopular</b>	1	2	3	4	5	6	7	<b>Famous and Popular</b>
17	Thai Modern Music (Pop Culture)	<b>Infamous and Unpopular</b>	1	2	3	4	5	6	7	<b>Famous and Popular</b>

**Part 7. Image of Products and Services towards a Nation brand**

<b>Q18. Meaning or Image of Thai Products and Services</b>										
<p><b>Below table is words that have opposite meanings. The right column contains positive meaning and the left column contains negative meaning. Please mark X only one response for each of the following image that match with your perception towards Thailand. Please response to ALL of the characteristic of each factor.</b></p> <p><b>(7 score means you most strongly agree with positive image / 1 score means you most strongly agree with negative meaning)</b></p>										
	<b>Factors</b>	<b>Negative Meaning / Image</b>	<b>Score</b>							<b>Positive Meaning / Image</b>
1	Reputation of Thai Brand	<b>Bad Reputation</b>	1	2	3	4	5	6	7	<b>Good Reputation</b>
2	Reliability of Thai Brand	<b>Untrusted Brand</b>	1	2	3	4	5	6	7	<b>Trusted Brand</b>
3	Image of Thai Products	<b>Low-Technology</b>	1	2	3	4	5	6	7	<b>High-Technology</b>
4	Quality of Thai Products	<b>Poor</b>	1	2	3	4	5	6	7	<b>Premium</b>
5	Quality of Thai Services	<b>Poor</b>	1	2	3	4	5	6	7	<b>Premium</b>
6	Price of Thai Products	<b>Unreasonable</b>	1	2	3	4	5	6	7	<b>Reasonable</b>
7	Price of Thai Services	<b>Unreasonable</b>	1	2	3	4	5	6	7	<b>Reasonable</b>
8	Product and Package Design	<b>Ugly</b>	1	2	3	4	5	6	7	<b>Beautiful</b>
9	Creativity and Innovation	<b>Low</b>	1	2	3	4	5	6	7	<b>High</b>
10	Copy Right and Patent	<b>Copy and Imitate</b>	1	2	3	4	5	6	7	<b>Original and Authentic</b>
11	Foods and Drink Category	<b>Poor</b>	1	2	3	4	5	6	7	<b>Premium</b>
12	Fashion Apparels Category	<b>Poor</b>	1	2	3	4	5	6	7	<b>Premium</b>
13	Jewelry Category	<b>Poor</b>	1	2	3	4	5	6	7	<b>Premium</b>
14	Spa and Beauty Category	<b>Poor</b>	1	2	3	4	5	6	7	<b>Premium</b>
15	Household Category	<b>Poor</b>	1	2	3	4	5	6	7	<b>Premium</b>
16	Electronic Category	<b>Poor</b>	1	2	3	4	5	6	7	<b>Premium</b>

**Q18. Meaning or Image of Thai Products and Services**

**Below table is words that have opposite meanings. The right column contains positive meaning and the left column contains negative meaning. Please mark X only one response for each of the following image that match with your perception towards Thailand. Please response to ALL of the characteristic of each factor.**

**(7 score means you most strongly agree with positive image / 1 score means you most strongly agree with negative meaning)**

	Factors	Negative Meaning / Image	Score							Positive Meaning / Image
			1	2	3	4	5	6	7	
17	Airlines (Thai Airways, Bangkok Airways)	<b>Poor</b>	1	2	3	4	5	6	7	<b>Premium</b>
18	Hotels and Resorts (Dusit, Centara, Anantara)	<b>Poor</b>	1	2	3	4	5	6	7	<b>Premium</b>
19	Restaurants (Blue Elephant, S&P, Patra)	<b>Poor</b>	1	2	3	4	5	6	7	<b>Premium</b>
20	Spa and Massage (Chiva-Som, HARNN, PANPURI)	<b>Poor</b>	1	2	3	4	5	6	7	<b>Premium</b>

**Part 8. Image of Investment towards a Nation Brand**

<b>Q19. Meaning or Image of Thai Economic and Investment</b>										
<p><b>Below table is words that have opposite meanings. The right column contains positive meaning and the left column contains negative meaning. Please mark X only one response for each of the following image that match with your perception towards Thailand. Please response to ALL of the characteristic of each factor.</b></p> <p><b>(7 score means you most strongly agree with positive image / 1 score means you most strongly agree with negative meaning)</b></p>										
	<b>Factors</b>	<b>Negative Meaning / Image</b>	<b>Score</b>							<b>Positive Meaning / Image</b>
1	Economic stability	<b>Unstable</b>	1	2	3	4	5	6	7	<b>Stable</b>
2	Liberalization of Business and Investment	<b>Limited, Restricted</b>	1	2	3	4	5	6	7	<b>Liberal , Free</b>
3	Finance and Banking System	<b>Unreliable</b>	1	2	3	4	5	6	7	<b>Reliable</b>
4	Currency Exchange Rate	<b>Fluctuate, Unpredictable</b>	1	2	3	4	5	6	7	<b>Stable, Predictable</b>
5	Foreign Money Transfer	<b>Difficult</b>	1	2	3	4	5	6	7	<b>Easy</b>
6	Logistic and Supply	<b>Slow and Delay</b>	1	2	3	4	5	6	7	<b>Fast and Punctual</b>
7	Digital-Technology Advancement	<b>Low Tech</b>	1	2	3	4	5	6	7	<b>High Tech</b>
8	Investment Promotion and Privilege (i.e. Low Tax)	<b>Few</b>	1	2	3	4	5	6	7	<b>Many</b>
9	Labor Cost	<b>High</b>	1	2	3	4	5	6	7	<b>Low</b>
10	Labor Efficiency and Skills	<b>Low</b>	1	2	3	4	5	6	7	<b>High</b>
11	Ease of Doing Business	<b>Difficult</b>	1	2	3	4	5	6	7	<b>Easy</b>
12	Laws of Business and Environment Protection	<b>Moderate</b>	1	2	3	4	5	6	7	<b>Strict</b>

**Part 9. Image of Governance towards a Nation Brand**

<b>Q20. Meaning or Image of Thai Politic and Governance</b>											
<p><b>Below table is words that have opposite meanings. The right column contains positive meaning and the left column contains negative meaning. Please mark X only one response for each of the following image that match with your perception towards Thailand. Please response to ALL of the characteristic of each factor.</b></p> <p><b>(7 score means you most strongly agree with positive image / 1 score means you most strongly agree with negative meaning)</b></p>											
	Factors	Negative Meaning / Image	Score							Positive Meaning / Image	
			1	2	3	4	5	6	7		
1	Regime	<b>Dictatorship</b>	1	2	3	4	5	6	7	<b>Democracy</b>	
2	Peace and Security	<b>Violence</b>	1	2	3	4	5	6	7	<b>Peace</b>	
3	Image of Country Development	<b>Underdeveloped Country</b>	1	2	3	4	5	6	7	<b>Developed Country</b>	
4	Reputation of Thai Government Leader	<b>Unknown</b>	1	2	3	4	5	6	7	<b>Outstanding</b>	
5	Government stability	<b>Unstable</b>	1	2	3	4	5	6	7	<b>Stable</b>	
6	Good Governance	<b>Corruption</b>	1	2	3	4	5	6	7	<b>Transparent</b>	
7	Human Right (i.e. Freedom of Expression)	<b>Low</b>	1	2	3	4	5	6	7	<b>High</b>	
8	Reliance on justice (i.e. Policemen)	<b>Unreliable</b>	1	2	3	4	5	6	7	<b>Reliable</b>	
9	Governmental service (i.e. Visa & Immigration)	<b>Slow</b>	1	2	3	4	5	6	7	<b>Fast</b>	
10	Law Enforcement (i.e. Judge and Penalty)	<b>Unequal / Double Standard</b>	1	2	3	4	5	6	7	<b>Equal / One standard</b>	

**Part 10. Level of Satisfaction toward a Nation brand**

<b>Q21. Level of satisfaction toward Thailand</b>		<b>Very Strongly Disagree</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neither Agree nor Disagree</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Very Strongly Agree</b>
Please X only one response for each of the following statement that match with your satisfaction. (7 score means you strongly agree and see it most important / 1 score means you most strongly disagree and see it least important)								
1	I have a good feeling towards Thailand	1	2	3	4	5	6	7
2	I am satisfied with travelling (or working or living) in Thailand.	1	2	3	4	5	6	7
3	I would share my good experience to anyone I know and talk with	1	2	3	4	5	6	7
4	I would recommend my friends and relatives to visit Thailand.	1	2	3	4	5	6	7
5	I have a plan to revisit Thailand next time.	1	2	3	4	5	6	7
6	I would like to import and sell Thai products in my country	1	2	3	4	5	6	7
7	I have a plan to do business in Thailand if opportunity comes	1	2	3	4	5	6	7
8	I have a plan to settle down here in Thailand with my family.	1	2	3	4	5	6	7

### Part 11. Level of Satisfaction toward a Nation brand

Q22. What are symbols representing Thailand in your quick memory? Please select the symbols from the left column and rank for 5 first symbols.

(Please write down a number of the left column into the right column in rank)

1	<b>Thai Flag and Thai national anthem</b>	➔	<b>Example</b>	2 (Buddhism)
2	<b>Buddhism (Thai Temple, Monk, Merit Making)</b>		<b>Rank 1</b>	
3	<b>Thai King and Royal Family (Thai Royal Anthem)</b>		<b>Rank 2</b>	
4	<b>Thai Elephant</b>		<b>Rank 3</b>	
5	<b>Golden Shower Tree (Cassia fistula) Thai National Flower</b>		<b>Rank 4</b>	
6	<b>Thai Grand Palace and Sala Thai</b>		<b>Rank 5</b>	
7	<b>Thai Striped / Streaked Pattern and Art Painting</b>			
8	<b>Himmaphan Traditional Creature (i.e Garuda and Naka)</b>			
9	<b>Songkran Festival (Thai Water Festival)</b>			
10	<b>Thai Foods ( Tom Yum Kung , Pad Thai)</b>			
11	<b>Durian ( Thai Fruit)</b>			
12	<b>Thai Traditional Dance ( Rum Thai , Khon-The Mask Dance)</b>			
13	<b>Thai National Costume ( Thai Silk)</b>			
14	<b>Thai Kick Boxing (Muay Thai , Buoa Khoa, Ja Panom)</b>			
15	<b>Thai Traditional Massage</b>			
16	<b>Smiling Face of Thai People</b>			
17	<b>Sea Sun Sand Beach Mountain and Water Fall</b>			
18	<b>Tuk Tuk (Three Cycling Motor Car)</b>			
19	<b>Lady Boy Cabaret</b>			
20	<b>Other, please specify</b>			



Q23. When you think of Thailand as a Person, what characteristic are Thailand, please rank 3 top personality most match in your perception (Please write down a number of the left column into the right column in rank)

1	<b>Hero &amp; The Brave</b>	➔	<b>Example</b>	10 (Innocent)
2	<b>Philosopher &amp; Sage</b>		<b>Rank 1</b>	
3	<b>Magician &amp; Dreamer</b>		<b>Rank 2</b>	
4	<b>Warrior &amp; Soldier</b>		<b>Rank 3</b>	
5	<b>Jester &amp; Comedian</b>			
6	<b>Explorer &amp; Adventurer</b>			
7	<b>Guardian &amp; Caregiver</b>			
8	<b>Mother &amp; Nurturer</b>			
9	<b>Lover &amp; Romance</b>			
10	<b>Innocent &amp; Soft</b>			
11	<b>Friend &amp; Companion</b>			
12	<b>Ruler &amp; Emperor</b>			
13	<b>Everyman &amp; Commoner</b>			
14	<b>Enchantress &amp; Charmer</b>			
15	<b>The Rebel &amp; The Outlaw</b>			

### Part 12. Advertising of Amazing Thailand Campaign

Q24. Have you ever seen advertisement of Amazing Thailand Campaign?

1	YES	2	NO	3	NOT SURE
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Q25. Please write X on any box of communication channels you have seen advertisement of Amazing Thailand (more than one if possible)

1	<b>Television</b>	7	<b>Billboard</b>	13	<b>Search Engine ( i.e. google)</b>
2	<b>Radio</b>	8	<b>Instore Signage / Airport</b>	14	<b>YouTube</b>
3	<b>Newspaper</b>	9	<b>Advertising in Cinema</b>	15	<b>Facebook</b>
4	<b>Magazine</b>	10	<b>Advertising on Airplane</b>	16	<b>Instagram</b>
5	<b>Travel magazine</b>	11	<b>Travel Exhibition / Agency</b>	17	<b>Line / WeChat</b>
6	<b>Brochure / Direct Mail</b>	12	<b>Website of Tourism of Thailand</b>	18	<b>Other, please specify</b>

If you have seen a commercial television or VDO clip of Amazing Thailand Campaign please help answer below questions

Q 26. Communication of Amazing Thailand Campaign		Very Strongly Disagree	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Very Strongly Agree
Please X only one response for each of the following statement in advertisement of Amazing Thailand is consistent with your perception and experience. (7 score means you strongly agree and see it most important / 1 score means you most strongly disagree and see it least important)								
1	I like advertisement of Amazing Thailand	1	2	3	4	5	6	7
2	I like visuals and scenes in advertisement of Amazing Thailand	1	2	3	4	5	6	7
3	I like music and scenes in advertisement of Amazing Thailand	1	2	3	4	5	6	7
4	I like a story-telling in advertisement of Amazing Thailand	1	2	3	4	5	6	7
5	I have inspiration of travelling from advertisement of Amazing Thailand	1	2	3	4	5	6	7
6	I share advertisement of Amazing Thailand to my friends and relatives or any person I know	1	2	3	4	5	6	7
7	I made decision to travel in Thailand according to tourist attraction in advertisement	1	2	3	4	5	6	7
8	Apart of travelling slogan, Amazing Thailand can be a slogan of Thailand in all dimension	1	2	3	4	5	6	7

If you have ever seen commercial advertisement of Amazing Thailand Campaign, please help comment on the below table

Q 27. Mood and Tone That You like or remember in Amazing Thailand Advertisement		Very Strongly Disagree	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Very Strongly Agree
Please X only one response for each of the following mood and tone in advertisement of Amazing Thailand that you like most or remember it. (7 score means you strongly agree and see it most important / 1 score means you most strongly disagree and see it least important)								
1	Natural Beauty and Full Relaxation	1	2	3	4	5	6	7
2	Urbanisation, Convenience and Digital life	1	2	3	4	5	6	7
3	Traditional Delicacy and Craftmanship	1	2	3	4	5	6	7
4	Magnificent Decoration and Luxury Life	1	2	3	4	5	6	7
5	Regular way of Life & Street Life	1	2	3	4	5	6	7
6	Colourful Life and Art creativity	1	2	3	4	5	6	7
7	Local wisdom and Rural areas	1	2	3	4	5	6	7
8	Smile, Happiness and Romance	1	2	3	4	5	6	7
9	Rich, Prosperity and Achievement	1	2	3	4	5	6	7

**Q28. Further suggestion if any**

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**THANK YOU FOR YOUR KINDNESS AND COOPERATION**

### Structural Questions for Interview about Thailand Brand

- 1) Please introduce yourself in a short brief
- 2) Why do you come to Thailand? For what purpose? How often?
- 3) in general, what do you think about Thailand?
- 4) In tourism aspect, what do you think about travelling in Thailand? What is a brand image of Thailand Tourism? What is a symbol or word representing Thailand Tourism in your mind?

#### Table Guideline for Interview

##### Factor of Analysis

- Travel Infrastructure
- Natural resources
- Historical heritage
- Community resources
- Service Standard
- Safety and security

##### Group of Words signifying Thai Tourism

*Amazing, Mindful, Clean, Welcoming, Scenic, Exotic, Beautiful, Variety, Value, Green, Accessible, Safe, Sustainable, Authentic, Quality*

- 5) In citizen aspect, what do you about Thai people? What is a brand image of Thai people? What is a symbol or word representing Thai people?

##### Factor of Analysis

- Good citizen
- Education
- Well-being
- Productivity
- Creativity
- Global intelligence

##### Group of Words signifying Thai people

*Friendly, Loyal, Honest, Patient, Grateful, Caring, Ethical, Generous, Equal, Healthy, Gentleness, Smart, Creative, Reasonable, Trendy, Knowledgeable, Progressive, Skillful*

- 6) In culture aspect, what do you think about Thai Culture, what is a brand image of Thai culture? What is a symbol or word representing Thai culture?

Factor of Analysis

- Cuisine culture
- Entertainment culture
- Fashion culture
- Sport culture
- Festival culture
- Faith culture

Group of Words signifying Thai culture

*Friendly, Attractive, Fun, Amazing, Wisdom, Modern, Contemporary, Diversity, Delicate, Freedom, Dynamic, Accessible, Richful, Open, Spiritual*

- 7) In product aspect, what do you think about Thai product, what is a brand image of Thai product? What is a symbol or word representing Thai culture?

Factor of Analysis

- Quality
- Worthiness
- Authenticity
- Uniqueness
- Innovation
- Sustainability

Group of Words signifying Thai product

*High Value, High Quality, Creative, Wisdom, Original, Workmanship, Affordable*

- 8) In an economy and investment, what do you think about economy and investment in Thailand, what is a brand image of investment in Thailand? What is a symbol or word representing investment in Thailand?

Factor of Analysis

- Opportunity
- Prosperity
- Stability
- Collaboration
- Protection
- Sufficiency

Group of Words signifying Thai investment

*Creative, Productive, Easy, Stable, Quality, Incentive, Environmental-friendly*

- 9) In a politic and governance aspect, what do you think about Thai politics and governance in Thailand, what is a brand image of Thai politics and governance? What is a symbol or word representing Thai politics and governance?

Factor of Analysis

- Government leader
- Country development
- Liberation
- Peace and security
- Social equality
- Good governance

Group of Words signifying Thai politics and governance

*Transparent, Efficient, Freedom, Fair, Moral, Safe, Honest, Justice, Visionary, Accountable, Equal, Well-developed*

- 10) Have you ever heard of Thailand Campaigns such as Land of Smile, Amazing Thailand, Thailand Select, Thailand Trusted Mark, World Kitchen, Medical and Business Hub? Have you got familiar with any one of those campaign? What do you think about that campaign?
- 11) How do you think if Thailand uses a word of Amazing as an identity of Thailand brand?
- 12) After discussing about Thailand in each dimension, what is two or three words most appropriate representing Thailand in a whole picture? What is a symbol representing Thailand brand?

**APPENDIX B**  
**SPECIAL TABLES**

## Special Tables

**Table A: Public Diplomacy and Nation Branding**

	<b>Nation Branding</b>	<b>Public Diplomacy</b>
Period of origin	1996	1965
Source of origin	Europe	America
Field of study	Marketing communication	International relations
Unit of analysis	Nation	Government
Scope	Universal boundary	Geopolitical countries
Goals	Image and reputation management to promote economic interest	Identity and relationship management to promote political interest
Expected Result	Economic growth (GDP, GNP)	Political soft power
Target group	Global and domestic consumers	Well-defined foreign publics
Strategy	Image management through symbolic elements Focus exclusively on marketable and competitive elements Centralised approach	Relationship management through substance and content Focus on both positive and negative elements Decentralised approach
Message	Competitive and Unique message tailored toward global and homogenous audience	Attractive and friendly message tailored towards local audience
Tactics	Advertisement in leading international media, Press tours, Pseudo-events, brochures Web portals and social media	Exhibition, international film, festival, exchange programmes, language and cultural learning, networking and genuine events
Role of government	Initiator and coordinator	Initiator and controller
Actors	Public, Private, Media and Citizen	State and non-state actors
Budget	Public and Private Partnership	Sponsored by government
Time frame	Campaign-driven	Continuous
Evaluation	Long-Term	Short, Middle and Long-term

Source: Szondi, 2009, Public Diplomacy and Nation Branding: Conceptual Similarities and Differences



**Table B: Hybrid Techniques in Documentary Research**

<b>Source of Information</b>	<b>Hybrid Technique</b>	<b>Short Description</b>
Document and Interview	Constant Comparison	Systematically reducing sources to codes for keywords
	Word Count	Counting the total number of keywords used in the documents
	Keywords-in-Context	Identifying keywords with their surrounding words to understand the meaning in the context
	Domain analysis	Utilizing the relationships between symbols and referents to identify domains in a source
	Taxonomic analysis	Creating a system that categorizes the domains representation
	Componential analysis	Using matrices or tables to discover the difference among the subcomponents of domains
	Theme analysis	Involving a search for relationships among domains, in a particular of branding context
	Semantic network analysis	Consisting of binary relations that represent conceptual framework

Adapted from “Qualitative data analysis: A compendium of technique for school psychology research and beyond,” by N.L. Leech and A.J. Onwuegbuzie, 2008, *School Psychology Quarterly*, 23, p.590.

**Table C: Names and Organisation of World Ranking Reports in Global Media**

<b>International Ranking Report</b>	<b>Organisation</b>	<b>Methodology</b>
Aquaculture Index	FAO (the United Nations)	Fishery Statistical Collections
Human Development Index	UNDP (the United Nations)	A composite statistic
Satisfaction with Life Index	University of Leicester	Meta-analysis by multiple studies.
Global Age Watch Index	Help Age International	Meta-analysis by multiple studies
Where-to-be-born index	The Economist Intelligence Unit	A composite statistic and survey
World's Top Airports	Skytrax	Satisfaction survey
Overall Best Countries Index	U.S.News & World Report	Weighted attribute scoring survey
Global Black Market Index	Havocscope, LLC	Estimated market value
Carbon dioxide emissions	Earth System Science Partnership	Statistics from carbon emission
Global Climate Risk Index	Germanwatch	Meta-analysis by multiple studies
Climate Change Performance ND-GAIN Index	Germanwatch	A composite statistic
Save the Children	the University of Notre Dame	A composite statistic
Global Competitiveness Index	The Save the Children Fund	A composite statistic
World Competitiveness Index	the World Economic Forum.	Statistics and executive opinion
Global Cost of Living Index	IMD Institute & Business School	Statistics and executive opinion
Mercer Cost of Living Index	Numbeo	Price indices and website survey
Worldwide Cost of Living	Mercer	Price indices and expatriate survey
ECA Cost of Living Index	The Economist Intelligence Unit	Price indices and consumer survey
Expatistan Cost of Living	ECA international	Price indices and weighted statistics
Corruption Perceptions Index	Expatistan	Price indices and expatriate survey
	Transparency International	Statistics and perception survey

<b>International Ranking Report</b>	<b>Organisation</b>	<b>Methodology</b>
Global Creativity Index	the University of Toronto	Variables change and survey
Democracy Index	The Economist Intelligence Unit	Weighted average from answers
Ease of Doing Business	World Bank	Enterprise Surveys
Global Wealth Report	Credit Suisse's	Statistics and perception survey
Travel & Tourism Competitiveness	the World Economic Forum.	Statistics and executive opinion
Economic Misery Index	Bloomberg (Arthur Okun)	The seasonally adjusted statistics
Quality-of-life index	The Economist Intelligence Unit	Statistics and survey
Economic Freedom	Heritage Foundation	Statistics and survey
KOF Globalisation	The Swiss Economic Unit	Statistics and survey
World Talent Ranking	The International Institute for Management Development (IMD)	Statistics and executive opinion survey
Programme for International Student Assessment (PISA)	The Organization for Economic Co-operation and Development (OECD)	Statistics and Test
Dumping plastic waste	Yale Centre for Environment	Statistics
Environmental Performance Index	Yale Centre for Environment	Statistics
Fish species, threatened	The World Bank	Statistics
Mammal species, threatened	The World Bank	Statistics
Plant species threatened	The World Bank	Statistics
Deforestation Index	Global Forest	Statistics
Expat destinations Index	InterNations	Survey
Female imprisonment rate	Institute for Criminal Policy Research (ICPR)	Statistics
The world in "marine capture" of fish	Food and Agriculture Organization of the United Nations (FAO)	Statistics
FIFA/Coca-Cola World Rank	International Federation of Association Football	Statistics and competition
Freedom in the World Index	Freedom House	Statistics and survey
Gasoline price Index	Bloomberg	Statistics and survey

<b>International Ranking Report</b>	<b>Organisation</b>	<b>Methodology</b>
Global Gender Gap Index	the World Economic Forum	Statistics and survey
Girls' Opportunity Index	Save the Children	Statistics and survey
World Giving Index	Gallup,	Interview and survey
World Happiness Report	United Nations	Data analysis
Global Burden of Disease	The Lancet	Statistics
Homicides Index	Bloomberg	Statistics
Perils of Perception Survey	Ipsos MORI	Survey
Global Information Technology Report (GITR)	World Economic Forum (WEF)	Composite index and survey
Bloomberg Innovation Index	Bloomberg	Composite index and survey
The Global Innovation Index	INSEAD, the World Intellectual Property Organization,	Composite index and survey
Freedom on the Net	Freedom House	Composite index and survey
Telecommunications infrastructure	International Telecommunications Union (ITU)	Statistics
Cyber-attacks	Bitdefender	Statistics
Logistics Performance Index (LPI)	The World Bank	Composite index and survey
Military Strength Ranking	Global Firepower (GFP)	Composite index and survey
Mobile network speeds	OpenSignal, Inc.	Statistics and Mapping
Obesity Index	The British medical journal, Lancet,	Body Mass Index comparison
Ocean pollution	A Wall Street Journal report	Statistics
Passport Index	Arton Capital	Statistics on Visa Fee and Process
Global Peace Index	the Institute for Economics and Peace (IEP)	Composite index
World Press Freedom Index	Reporters without Borders	Statistics and Survey
Prison population rate	World Prison Brief (WPB)	Statistics per 100,000
Legatum Prosperity Index	The Legatum Institute's	Composite index and survey
Number of prostitutes Index	UNAIDS	Statistics per 10,000
Quality of living	Mercer's	Composite index
Railroad infrastructure	the World Economic Forum (WEF)	Composite index
Natural Disaster Risk Index	UNU-EHS	Composite index
Road traffic death rate	World Health Organization (WHO)	Statistics per 100,000
Rule of Law Index	World Justice Project (WJP)	Statistics and Expert Survey

<b>International Ranking Report</b>	<b>Organisation</b>	<b>Methodology</b>
Scientific journal ranking	Scimago Institution (SJR)	Statistics
Most adulterous countries	Durex	Statistics and Survey
The Global Slavery Index	the Walk Free Foundation	Composite Index and survey
Social Progress Index	Social Progress Imperative	Statistics and observation
Fragile States Index	The Fund for Peace	Composite index and survey
Sustainable Cities Index	Arcadis NV	Statistics and Survey
Global Talent	INSEAD	Statistics and Survey
Competitiveness Index (GTCI)		
Global Destinations Cities Index	MasterCard	Statistics and Survey
TomTom Traffic congestion index	TomTom International BV.	GPS measurements and Statistic
INRIX Global Traffic Scorecard	INRIX Research	Big data analysis

**Table D. Name List of Key Informants**

<b>No.</b>	<b>Informant Name</b>	<b>Position</b>	<b>Expert</b>
1	Mr. Abhisit Vejjajiva	27 <sup>th</sup> Prime Minister of Thailand	Politics and Economics
2	Mr. Korn Chatikavanij	Former Minister of Finance	Finance and Investment
3	Mr. Apirak Kosayodhin	14 <sup>th</sup> Governor of Bangkok and Chairman of V Foods (Thailand) Co.,Ltd.,	Politics and Marketing
4	Mr. Mingkwan Sangsuwan	Former Minister of Commerce	Economic and Marketing
5	M.L. Panadda Diskul	Former Minister Attached to the Prime Minister's Office	Public administration
6	Khun Ying Dr. Pornthip Rojanasunand	Director of the Central Institute of Forensic Science, Ministry of Justice,	Justice and Forensic Science
7	Asst.Prof.Dr Dhiyathad Prateepornarong (Ph.D.)	Associate Dean for Planning and Development, Graduate School of Public Administration, NIDA	Politics, Laws and Criminal justice
8	H.E. Geoff Doidge	South African Ambassador to Thailand	Politics and International relations
9	H.E. James Wise	Former Australian Ambassador to Thailand	Politics and International relations
10	Dr. Somkiat Tangkitvanich (Ph.D.)	President of Thailand Development Research Institute (TDRI)	Economics and Investment
11	Mr. Chokedee Kaewsang	Deputy Secretary General at The Board of Investment of Thailand (BOI)	Investment and Public Policy
12	Dr.Thitiporn Sanguanpiyapan (Ph.D.)	Executive Director of Luxellence Center	Competitiveness for Luxury industry
13	Mr.Takashi Nakamura	Executive Consultant of LiB Consulting (Thailand) Co.,Ltd.	International investment and management
14	Mr. Vern Unsworth	Financial consultant and Cave Explorer	Financial and insurance investment
15	Mr. Jean-Louis Graindorge	Managing Director, Gallothai Co Ltd	International investment and management

<b>No.</b>	<b>Informant Name</b>	<b>Position</b>	<b>Expert</b>
16	Assoc. Prof. Dr. Therdchai Choibamroong	Dean of Graduate School of Tourism Management, NIDA	Tourism research and management
17	Asst.Prof.Dr. Kassara Sukpatch	Director of Tourism Research Center, Graduate School of Tourism Management, NIDA	Tourism research and management
18	Ms. Supranee Pongpat	TAT Executive Director of Marketing Services Department	Tourism marketing and communication
19	Mr. Wirote Sitaprasertnand	President of Professional Tourist Guides Association Of Thailand	Tourism and communication
20	Mr. Nicolas Leloup	Assistant Director International Marketing Samitivej PCL	Medical Tourism and Hospital marketing
21	Mr. Michael Zhang	President of Tong Hua Travel Co.,Ltd.	Tourism marketing agency
22	M.L. Kathathong Thongyai	Director of Thailand Office of Innovation and Value Creation, Ministry of Commerce	Product Design, Innovation and value creation
23	Ms. Wanlada Ratanapanich	Head of Digital Commerce Market (Thaitrade.com), Ministry of Commerce	Product distribution and digital commerce
24	Mr. Rati Pantawee	Director of Associate Communication & Business Link at Boon Rawd Trading Co Ltd	Product and marketing communication
25	Mr. Anuvat Chalermchai	Brand Director at SCG Groups and former President of Marketing Association of Thailand	Product and marketing communication
26	Asst.Prof.Dr. Piya Ngamcharoenmongkol	Associate Dean for Planning and Development Affairs, NIDA Business School	Product, Brand and Business management
27	Assoc.Prof.Dr.Boonchai Hongcharu	Director, International Accreditation, NIDA Business School	Product, Brand and Business management
28	Mr. Leon Luo	Executive director, Danxin Import-Export Co.,Ltd.	Product and sourcing
29	Mr. Lee Hoon	Product Designer	Product and innovation

<b>No.</b>	<b>Informant Name</b>	<b>Position</b>	<b>Expert</b>
30	Dr. Katewadeek Kularbkaew	Freelance Researcher at The British Broadcasting Corporation (BBC)	Cultural and International relations Studies
31	Mr. Kowit Phadungruangkij	Editor-in-Chief, National Geographic Magazine	Cultures and Religious Studies
32	Mr. Euthana Mukdasanit	Film director and National Artist in Performing Arts	Cultures and entertainment
33	M. R. Chalermchatri Yukol	Film director	Cultures and entertainment
34	Ms. Rina Matsuoka	Lecturer at Thai – Nichi Institute of Technology	Language, Arts and Cultures
35	Mr. Hucky Eichelmann	German guitarist, composer, producer and Director of Asia Music International Ltd.	Music, Arts and Cultures
36	Mrs. Bing Han	Violinist and music instructor	Music, Arts and Cultures
37	Mr. Joel Tan	Editor at Infocus Asia	Social and International development
38	Ms. Sumonchaya Chuengcharoensil	A board member of The Thai Journalists Association (TJA)	Social and International relations
39	Ms. Deirdre Boyd	UNDP Resident Representative	People and Social Development
40	Ms. Ayuko Mori	Correspondent, Nippon TV	Social Development
41	Mr. Arnaud Dubus	Correspondent, Radio France Internationale	Social Development
42	Mr. Chie Tsunemi	Lecturer , Thai – Nichi Institute of Technology	Human and social development
43	Assoc. Prof. Dr. Wasita Boonsathorn	Associate Dean for Administrative Affairs, Graduate School of Human Resource Development (NIDA)	Human Resource Development
44	Assist. Prof. Dr. Oranuch Pruetipibultham	Associate Dean for Academic Affairs, Graduate School of Human Resource Development (NIDA)	Human Resource Development



No.	Informant Name	Position	Expert
45	Asst.Prof.Dr. Ari-shai Akraudom	Associate Dean for Academics Affairs and research , School of Communication Arts, Bangkok University	Brand and marketing communication
46	Mr. Dolchai Boonyaratavej	President of Brandscape Co.,Ltd. and Nadol Hotel and Resort	Brand strategy and communication
47	Mr. Chaipranin Visudhipol	Chairman at TBWA (Thailand)	Brand strategy and communication
48	Ms. Waraporn Kulsawatpakdee	Managing Director at Integrated Communication Co. Ltd.	Public relations and communication
49	Dr. Niwat Wongprompreeda (Ph.D.)	Chairman and Founder at The Searcher Co., Ltd.	Research and Communication
50	Mr. Siwat Chawareewong	Chief Executive Officer of Group M Thailand	Digital Media and communication
51	Mr. Mark McDowell	Managing Director at Primal	Digital Media and communication
52	Mr. Adam McQuire	Managing Director at Global Brandista	International marketing communication

**Table E. Node Analysis for Semantic Network Map**

<b>NVivo Revision 12</b>	
<b>Number of Nodes (code) : 229</b>	
1	Thailand Brand
2	(1)/Governance
3	(1 1)/Governance/Regime
4	(1 1 1)/Governance/Regime/ Democracy -Dictatorship
5	(1 2)/Goverance/Security
6	(1 2 1)/Governance/Security/Peace-Violence
7	(1 3)/ Governance/Country Development
8	(1 3 1)/ Governance/Country Development/Developed-Underdeveloped
9	(1 4)/ Governance / Reputation of government leader
10	(1 4 1)/ Governance / Reputation of government leader/Outstanding-Unknown
11	(1 5) / Governance/Government stability
12	(1 5 1) / Governance/Government stability/ Stable-Unstable
13	(1 6) / Governance/Good governance

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**Number of Nodes (code) : 229**


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- 14 (1 6 1) / Governance/Good governance/ Transparent-Corruption
- 15 (1 7) / Governance/Human right
- 16 (1 7 1) / Governance/Human right / High -Low
- 17 (1 8) / Governance/Reliance on justice system
- 18 (1 8 1) / Governance/Reliance on justice system/Reliable- Unreliable
- 19 (1 9) / Governance/Governmental service
- 20 (1 9) / Governance/Governmental service / Fast -Slow
- 21 (1 10) / Governance/Law enforcement
- 22 (1 10) / Governance/Law enforcement/One standard – Double standard
- 23 (2)/Investment
- 24 (2 1)/Investment/ Economic stability
- 25 (2 1 1)/Investment Economic stability/ Stable-Unstable
- 26 (2 2)/Investment/ Economic liberalization
- 27 (2 2 1)/Investment/ Economic liberalization/Liberal-Limited
- 28 (2 3)/Investment/ Finance and Banking System
- 29 (2 3 1)/Investment/ Finance and Banking System/Reliable-Unreliable
- 30 (2 4)/Investment/ Currency Exchange Rate
- 31 (2 4 1)/Investment/ Currency Exchange Rate / Stable-Fluctuate
- 32 (2 5)/Investment/Foreign Money Transfer
- 33 (2 5 1)/Investment/Foreign Money Transfer/ Easy-Difficult
- 34 (2 6)/Investment/Logistic and Supply
- 35 (2 6 1)/Investment/Logistic and Supply/Fast-Slow
- 36 (2 7)/Investment/Digital-Technology Advancement
- 37 (2 7 1)/Investment/Digital-Technology Advancement/High-Low
- 38 (2 8)/Investment/ Investment Promotion and Privilege
- 39 (2 8 1)/Investment/ Investment Promotion and Privilege/Attractive-Unattractive
- 40 (2 9)/Investment/ Labour Cost
- 41 (2 9 1)/Investment/ Labour Cost /Low-High
- 42 (2 10)/Investment/ Labour Efficiency and Skills
- 43 (2 10 1)/Investment/ Labour Efficiency and Skills/High-Low
- 44 (2 11)/Investment/ Ease of Doing Business
- 45 (2 11 1)/Investment/ Ease of Doing Business/Easy-Difficult
- 46 (2 12)/Investment/ Laws of Business Protection
- 47 (2 12 1)/Investment/ Laws of Business Protection/Protected-Unprotected
- 48 (3)/Product and Service
- 49 (3 1)/Product and Service/ Reputation of Thai Brand

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**Number of Nodes (code) : 229**


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50	(3 1 1)/Product and Service/ Reputation of Thai Brand/Good-Bad
51	(3 2)/Product and Service/ Reliability of Thai Brand
52	(3 2)/Product and Service/ Reliability of Thai Brand/Trusted – Untrusted
53	(3 3)/Product and Service/ Image of Thai Products
54	(3 3 1)/Product and Service/ Image of Thai Products/High-tech – Low-tech
55	(3 4)/Product and Service/ Quality of Thai Products
56	(3 4 1)/Product and Service/ Quality of Thai Products/Premium-Poor
57	(3 5)/Product and Service/ Quality of Thai Services
58	(3 5 1)/Product and Service/ Quality of Thai Services /Premium-Poor
59	(3 6)/Product and Service/ Price of Thai Products
60	(3 6)/Product and Service/ Price of Thai Products/Reasonable – Unreasonable
61	(3 7)/Product and Service/ Price of Thai Service
62	(3 7 1)/Product and Service/ Price of Thai Service/ Reasonable – Unreasonable
63	(3 8)/Product and Service/ Product and Package Design
64	(3 8 1)/Product and Service/ Product and Package Design/Beautiful – Ugly
65	(3 9)/Product and Service/ Creativity and Innovation
66	(3 9 1)/Product and Service/ Creativity and Innovation/High-Low
67	(3 10)/Product and Service/ Copy Right and Patent
68	(3 10 1)/Product and Service/ Copy Right and Patent / Original – Copy
69	(3 11)/Product and Service/ Foods and Drink Category
70	(3 11 1)/Product and Service/ Foods and Drink Category/Premium – Poor
71	(3 12)/Product and Service/ Fashion Apparels Category
72	(3 12 1)/Product and Service/ Fashion Apparels Category /Premium – Poor
73	(3 13)/Product and Service / Jewellery Category
74	(3 13 1)/Product and Service/ Jewellery Category /Premium – Poor
75	(3 14)/Product and Service /Spa and Beauty Category
76	(3 14 1)/Product and Service/Spa and Beauty Category/Premium – Poor
77	(3 15)/Product and Service /Household Category
78	(3 15 1)/Product and Service/Household Category /Premium – Poor
79	(3 16)/Product and Service / Electronic Category
80	(3 16 1)/Product and Service/ Electronic Category /Premium – Poor
81	(3 17)/Product and Service/ Thai Airlines
82	(3 17 1)/Product and Service/ Thai Airlines /Premium – Poor
83	(3 18)/Product and Service/ Thai Hotels and Resorts
84	(3 18 1)/Product and Service/ Thai Hotels and Resorts /Premium – Poor
85	(3 19)/Product and Service/ Thai Restaurants

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**Number of Nodes (code) : 229**


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86	(3 19 1)/Product and Service/ Thai Restaurants /Premium – Poor
87	(3 20)/Product and Service/ Thai Spa and Massage
88	(3 20 1)/Product and Service/ Thai Spa and Massage /Premium – Poor
89	(4)/Culture
90	(4 1)/Culture/ Uniqueness of Thai Culture and Heritage
91	(4 1 1)/Culture/ Uniqueness of Thai Culture and Heritage/Differentiation - Sameness
92	(4 2)/Culture/ Diversity of Thai Culture and Heritage
93	(4 2 1)/Culture/ Diversity of Thai Culture and Heritage/Many – Few
94	(4 3)/Culture/ Thai Royal Ceremony
95	(4 3 1)/Culture/ Thai Royal Ceremony/ Great - Common
96	(4 4)/Culture/ Thai Language
97	(4 4 1)/Culture/ Thai Language/ Interesting – Boring
98	(4 5)/Culture/ Thai Foods
99	(4 5 1)/Culture/ Thai Foods / Delicious - Unpleasant
100	(4 6)/Culture/ Thai Traditional Dance
101	(4 6 1)/Culture/ Thai Traditional Dance/ Delicately -Indelicately
102	(4 7)/Culture/ Thai Traditional Music
103	(4 7 1)/Culture/ Thai Traditional Music/ Melodious - Discordant
104	(4 8)/Culture/ Thai National Costume
105	(4 8 1)/Culture/ Thai National Costume / Beautiful - Ugly
106	(4 9)/Culture/ Thai Traditional Architect
107	(4 9 1)/Culture/ Thai Traditional Architect/ Beautiful - Ugly
108	(4 10)/Culture/ Thai Traditional Painting and Portrait
109	(4 10 1)/Culture/ Thai Traditional Painting and Portrait/Beautiful - Ugly
110	(4 11)/Culture/ Thai Traditional Literature and Folklore
111	(4 11 1)/Culture/ Thai Traditional Literature and Folklore/ Interesting – Boring
112	(4 12)/Culture/ Religious Ceremony
113	(4 12 1)/Culture/ Religious Ceremony / Faithful - Faithless
114	(4 13)/Culture/ Thai Festivals
115	(4 13 1)/Culture/ Thai Festivals / Fun – Boring
116	(4 14)/Culture/ Thai Kick Boxing
117	(4 14 1)/Culture/ Thai Kick Boxing / Popular – Unpopular
118	(4 15)/Culture/ Thai Traditional Massage
119	(4 15 1)/Culture/ Thai Traditional Massage/ Useful – Useless
120	(4 16)/Culture/ Thai Modern Movies (Pop Culture)
126	(5 1 1)/People/Income and Wealth/Rich-Poor

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**Number of Nodes (code) : 229**


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127	(5 2)/People/ Sanitation
128	(5 2 1)/People/ Sanitation/Clean-Dirty
129	(5 3)/People/ Physical Appearance
130	(5 3 1)/People/ Physical Appearance /Attractive - Unattractive
131	(5 4)/People/ Personality
132	(5 4 1)/People/Personality/Friendly-Unfriendly
133	(5 5)/People/ Mentality
134	(5 5 1)/People/ Mentality/Comfortable – Stressful
135	(5 6)/People/ Emotional Expression
136	(5 6 1)/People/ Emotional Expression / Polite- Aggressive
137	(5 7)/People/Sexual Expression
138	(5 7 1)/People/ Sexual Expression / Conservative - Free
139	(5 8)/People/ Generosity
140	(5 8 1)/People/ Generosity/Generous - Heartless
141	(5 9)/People/ Creativity
142	(5 9 1)/People/ Creativity /High -Low
143	(5 10)/People/ Law Compliance
144	(5 10 1)/People/ Law Compliance/ Follow – Violate
145	(5 11)/People / Ethical Practice
146	(5 11 1)/People/ Ethical Practice/ Honest – Dishonest
147	(5 12)/People / Foreign Language Skills /
148	(5 12 1)/People/ Foreign Language Skills / Excellent – Poor
149	(5 13)/People / Technological and Digital Skills /
150	(5 13 1)/People/ Technological and Digital Skills / Excellent – Poor
151	(5 14)/People/ Working Habit /
152	(5 14 1)/People/ Working Habit / Diligent
153	(5 15)/People/ Time Discipline /
154	(5 15 1)/People/ Time Discipline / Punctual – Late
155	(5 16)/People/ Thai Celebrity
156	(5 16 1)/People/ Thai Celebrity/ Many - Few
157	(5 17)/People/Nationalism
158	(5 17 1)/People/ Nationalism/Obvious – Unobvious
159	(6) Tourism
160	(6 1) Tourism/ Weather Condition
161	(6 1 1) Tourism/ Weather Condition/Good-Bad
162	(6 2) Tourism/ Basic Infrastructure

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**NVivo Revision 12**


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**Number of Nodes (code) : 229**


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- 163 (6 2 1) Tourism/ Basic Infrastructure/ Complete-Shortage
- 164 (6 3) Tourism/ Safety to Life and Property
- 165 (6 3 1) Tourism/ Safety to Life and Property/ Safe -Dangerous
- 166 (6 4) Tourism/ Convenience to Access Tourist Attractions
- 167 (6 4 1) Tourism/ Convenience to Access Tourist Attractions/Convenient-Difficult
- 168 (6 5) Tourism/ Standard of International Airports
- 169 (6 5 1) Tourism/ Standard of International Airports/High-Low
- 170 (6 6) Tourism/ Service of Travel Agency
- 171 (6 6 1) Tourism/ Service of Travel Agency/ Reliable –Unreliable
- 172 (6 7) Tourism/ Service of Taxi, Three-Motor Cycles (Tuk Tuk)
- 173 (6 7 1) Tourism/ Service of Taxi, Three-Motor Cycles (Tuk Tuk) / Reliable –Unreliable
- 174 (6 8) Tourism/ Service of Hotels and Restaurants
- 175 (6 8 1) Tourism/ Service of Hotels and Restaurants/ High-Low
- 176 (6 9) Tourism/ Food Choices and Restaurant Options
- 177 (6 9 1) Tourism/ Food Choices and Restaurant Options/Many-Few
- 178 (6 10) Tourism/ Quality of Street foods
- 179 (6 10 1) Tourism/ Quality of Street foods/Clean-Dirty
- 180 (6 11) Tourism/ Information and Service Centre for Tourist
- 181 (6 11 1) Tourism/ Information and Service Centre for Tourist/ Many-Few
- 182 (6 12) Tourism/ Language Barriers for Communication
- 183 (6 12 1) Tourism/ Language Barriers for Communication/ Few - Many
- 184 (6 13) Tourism/ Directional Signage
- 185 (6 13 1) Tourism/ Directional Signage/ Obvious-Unobvious
- 186 (6 14) Tourism/ Cleanliness and Waste Management
- 187 (6 14 1) Tourism/ Cleanliness and Waste Management/Clean-Dirty
- 188 (6 15) Tourism/ City Landscape Design
- 189 (6 15 1) Tourism/ City Landscape Design/ Beautiful-Ugly
- 190 (6 16) Tourism/Design and Facility for Handicap and Elderly
- 191 (6 16 1) Tourism/Design and Facility for Handicap and Elderly/ Many-Few
- 192 (6 17) Tourism/ Global Warming Activity
- 193 (6 17 1) Tourism/ Global Warming Activity/ Many-Few
- 194 (6 18) Tourism/ Trees and Shadiness Along the Roads
- 195 (6 18 1) Tourism/ Trees and Shadiness Along the Roads/ Green-Hot
- 196 (6 19) Tourism/ City Walkability and Footpaths
- 197 (6 19 1) Tourism/ City Walkability and Footpaths/ Wide-Narrow
- 198 (6 20) Tourism/ Nuisance of Beggar

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**NVivo Revision 12**


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**Number of Nodes (code) : 229**


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- 199 (6 20 1) Tourism/ Nuisance of Beggar/ Few - Many
- 200 (6 21) Tourism/ Traffic condition
- 201 (6 21 1) Tourism/ Traffic condition/Flow-Jammed
- 202 (6 22) Tourism/ Travelling Expenditure
- 203 (6 22 1) Tourism/ Travelling Expenditure/Cheap –Expensive
- 204 (6 23) Tourism/ Variety of Events and Activities
- 205 (6 23 1) Tourism/ Variety of Events and Activities/Eventful - Dull
- 206 (6 24) Tourism/ Natural Places
- 207 (6 24 1) Tourism/ Natural Places/Clean-Dirty
- 208 (6 25) Tourism/ Historical Places
- 209 (6 25 1) Tourism/ Historical Places/ Memorable- Boring
- 210 (6 26) Tourism/ Religious Places
- 211 (6 26 1) Tourism/ Religious Places/Faithful – Faithless
- 212 (6 27) Tourism/ Arts and Performance Places
- 213 (6 27 1) Tourism/ Arts and Performance Places/Attractive – Unattractive
- 214 (6 28) Tourism/ Community-Based Places
- 215 (6 28 1) Tourism/ Community-Based Places/Attractive – Unattractive
- 216 (6 29) Tourism/ Shopping Places
- 217 (6 29 1) Tourism/ Shopping Places/High variety - Low variety
- 218 (6 30) Tourism/ Sport-Tourism Places
- 219 (6 30 1) Tourism/ Sport-Tourism Places/ Attractive – Unattractive
- 220 (6 31) Tourism/ Adventurous Places
- 221 (6 31 1) Tourism/ Adventurous Places/ Attractive – Unattractive
- 222 (6 32) Tourism/ Night Life and Entertainment
- 223 (6 32 1) Tourism/ Night Life and Entertainment/Colourful – Bland
- 224 (6 33) Tourism/ Sex Tourism and Prostitution
- 225 (6 33 1) Tourism/ Sex Tourism and Prostitution/Few - Many
- 226 (6 34) Tourism/ Souvenirs
- 227 (6 34 1) Tourism/ Souvenirs/Good-Bad
- 228 (6 35) Tourism/ Value of Experience in Thailand
- 229 (6 35 1) Tourism/ Value of Experience in Thailand/High – Low

## **BIOGRAPHY**

### **NAME**

Krit Hongjanya

### **ACADEMIC BACKGROUND**

Bachelor's Degree, with major in Psychology from the Faculty of Humanity, Srinakharinwirot University, Bangkok, Thailand in 1994 and a Master's Degree in Business Administration (Marketing) from the Faculty of Graduate School, Srinakharinwirot University, Bangkok, Thailand in 2002 and a Master's degree in Business Administration (Manufacturing Management) from the Faculty of Graduate School, Mahanakorn University of Technology, Bangkok, Thailand in 2009, and a Master's Degree in Business Administration (Finance and Banking) from the Faculty of Graduate School, Ramkhamhaeng University, Bangkok, Thailand in 2015

### **EXPERIENCES**

Deputy Managing Director, At Success Co., Ltd. in 2018

Director of Sales and Marketing, Thanasiri Group Public Company Limited. in 2009-2017