

A COMPARISON OF WOMEN' S BEHAVIOR TOWARDS THAI AND
FOREIGN CLOTHES BRANDNAMES: A CASE STUDY OF CHAPS AND
BOSSINI BRANDNAMES

A MASTER'S PROJECT
BY
JONGSIRI SIRIPATTANAWATE

Presented in Partial Fulfillment of the Requirement for the
Master of Arts Degree in Business English for International Communication
At Srinakharinwirot University
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ABSTRACT

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Project Advisor: Assist. Prof. Dr. Amporn Srisermbhok.

This study aimed to find out the perceptions and attitudes of women in Bangkok toward Thai clothes brandname "Chaps" and foreign clothes brandname "Bossini". Both brandnames were selected from exploring 10 women to recall 5 woman clothes brandnames. The objectives of this research were (1) to compare women's perceptions and attitudes toward Thai and foreign women's clothes brands in English and (2) to investigate the effect of branding on women's clothes in English towards the image of clothes. The instruments were employed in gathering data questionnaires distributed randomly to 40 women aged from 18 to 35 in 4 departments store areas: Silom, Sukhumvit, Siam, and Ladpao. The result indicated that most women perceived the Bossini brandname more than the Chaps brandname because of the English language and an image of the products. However, they had more mildly positive attitudes towards Chaps brandname than toward the Bossini brandname. In addition, branding women clothes in English had created positive attitudes towards clothes.

การเปรียบเทียบพฤติกรรมสตรีที่มีต่อตรายี่ห้อเสื้อของไทยและของต่างชาติ:
กรณีศึกษา ตรายี่ห้อ แชลป์ และบอสชินี

บทคัดย่อ
ของ
จงสิริ ศิริพัฒน์เวทย์

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา
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สารนิพนธ์ฉบับนี้มีจุดมุ่งหมายเพื่อศึกษาความเข้าใจและทัศนคติของสตรีในกรุงเทพฯ ต่อ
ตรายี่ห้อเสื้อผ้าไทย “แชลส์” และตรายี่ห้อเสื้อผ้าต่างชาติ “บอสชินี” ทั้งสองตรายี่ห้อได้คัดเลือก
จากการสำรวจผู้หญิง 10 คน ให้ระลึกถึง 5 ตรายี่ห้อเสื้อผ้าสตรี ซึ่งโครงการนี้มีจุดมุ่งหมายเพื่อ
(1) เปรียบเทียบความเข้าใจและทัศนคติต่อตรายี่ห้อที่เป็นของไทยและต่างชาติ และเพื่อ (2)
ศึกษาผลกระทบของการตั้งชื่อตรายี่ห้อเสื้อผ้าเป็นภาษาอังกฤษต่อภาพลักษณ์ของเสื้อผ้า
เครื่องมือที่ใช้ในการศึกษาคือ แบบสอบถามโดยใช้วิธีในการสุ่มแจกแก่ผู้หญิง 40 คน ที่มีอายุ
ระหว่าง 18 ปี ถึง 35 ปี ย่านห้างสรรพสินค้า 4 แห่ง ได้แก่ สีลม สุขุมวิท สยาม และลาดพร้าว ซึ่ง
ผลการศึกษาพบว่า ผู้หญิงส่วนใหญ่รู้จักเสื้อยี่ห้อแชลส์ มากกว่า เสื้อยี่ห้อบอสชินี เพราะ
สังเกตจากภาษาอังกฤษของตราเสื้อผ้า และภาพลักษณ์ของเสื้อผ้า นอกจากนี้ การตั้งชื่อเสื้อ
สตรีเป็นภาษาอังกฤษมีผลต่อการมีทัศนคติที่ดีต่อเสื้อผ้า

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TABLE OF CONTENTS

Chapter	Page
1 INTRODUCTION.....	1
Background.....	1
Objectives of the Study.....	5
Research Questions.....	5
Scope of the Study.....	5
Significance of the Study.....	6
Expected Outcomes.....	6
Definition of Terms.....	7
2. RELATED LITERATURE REVIEW.....	8
3. METHODOLOGY.....	21
4. FINDING.....	24
5. CONCLUSIONS AND DISCUSSION.....	45
BIBLIOGRAPHY.....	52
APPENDIX.....	57
English Questionnaire.....	58
Thai Questionnaire	63
CHAPS Information.....	68
BOSSINI Information.....	70
VITAE.....	72

LIST OF TABLES

Table	Page
1. Brand is More Than a Product.....	9
2. Perceptual Process.....	14
3. Three Components of Attitudes.....	17
4. Education.....	24
5. Monthly Income.....	25
6. Frequency of Purchasing Clothes	25
7. Amount of Purchasing Clothes.....	26
8. Media of Chaps.....	26
9. Media of Bossini.....	27
10. What country is the Chaps brand made in?	28
11. What factors make consumers think like that?	28
12. What country is the Bossini brand made in?	29
13. What factors make consumers think like that?	29
14. The Chaps brand has modern designs.....	31
15. The Chaps brand has a reasonable price.....	31
16. The Chaps brand is made from good material	32
17. The Chaps brand has various styles.....	32
18. The Chaps brand has a good promotion.....	33
19. The Chaps brand can make wearers feel confident.....	34
20. The Bossini brand has modern designs.....	34

LIST OF TABLES (Continued)

Table	Page
21. The Bossini brand has a reasonable price.....	35
22. The Bossini brand is made from good material.....	36
23. The Bossini brand has various styles.....	36
24. The Bossini brand has a good promotion.....	37
25. The Bossini brand can make wearers feel confident.....	37
26. Branding in English makes the respondents buy a product more.....	38
27. If the respondents know that a product is from a foreign country, you would buy more.....	38
28. Branding in English makes a good image for a product.....	39
29. The respondents feel that branding products in English is more expensive than branding products in Thai.....	40
30. Branding in English makes wearers proud.....	41
31. Branding in English makes a product modern.....	41
32. Branding in English makes wearers have a good image.....	42
33. If you don't know that the product is made in Thailand, you tend to buy more.....	42
34. Women clothes should be named in English.....	43
35. Branding in Thai makes a product less appealing.....	43

CHAPTER 1

INTRODUCTION

Background

An increasing number of most companies in the world have come to recognize that their brands have enormous value. Brands are not just names, terms, symbols, designs or combinations of these, but also can differentiate certain products and companies from others. Psychologically, brands become the means through which people can express their personalities, aspirations, and achievements. Obviously, some consumers pay a lot of money for products under powerful brands because they don't buy only the products, but also an image of the products. When brands of products have high value and good images, they link purchasers to feel good about themselves. Moreover, consumers view a brand as an important part of a product. Thus, many companies invest millions of dollars to develop consumers' perception toward their products and companies by improving their brand image. Brand image is how the brand is seen by consumers. In the new century branding is increasingly important to enhance business. The objective of branding is to produce a unique and attractive offering that satisfies both the rational and emotional needs of customers in a better way than the competitors (Temporal. 2000). In other words, branding can add value to a product.

Language is a significant factor that is related to brand image. Apparently innumerable products brands are in English. The English language has been spread around the world and has been used as an international language. From a social and

political point of view, the spread of English around the world was largely the result of exploitation and colonization, and in many multilingual countries, English is still the language of an exclusive social élite (Cheshire. 1994). Therefore people in many countries, especially in Thailand recognized the importance of English. Moreover, products branded in English have made the brand image superior.

In the post global era, not only business people, but also people in all occupations pay attention to their image. According to an old saying, “Fine feathers make fine birds”. Therefore, people care for their appearances for their social status, occupation. Clothes are not things that people wear, but they also communicate the wearers’ image – wealth, taste, and value. Dress is one form of nonverbal communication that serves as background for other forms of communication (Solomon and Rabolt. 2004). Well dressed people can impress others who they deal with. People often choose products to represent their taste and personality.

While clothing fashion changes very fast in each epoch, clothes businesses kept on developing and creating new fashions to satisfy consumers’ needs. At present, many Thai brand names produced ready-made clothes such as Fly Now, X-act, AllZ, Pena House, Senada, Trend, Hewgo, Ten & Co, Blue Corner, Greyhound, and FQ & L. Most of these brands are named in English so that Thai consumers took for granted that these clothes were imported. Consumers usually believe that foreign products have higher quality than Thai products, and foreign brands make them feel more outstanding.

In fact, based on the statistics of luxurious imported products, Thai people have consumed many expensive imported products such as accessories, cosmetics, and

clothes to show their status in a society. Imported products are so expensive that Thai consumers could not purchase them. Consequently the Thai government has a policy to enhance Thai consumers to buy Thai products to stimulate and generate Thai economy. Thai fashions and designs have become trendy and got more popular in terms of quality and styles and have been exported worldwide, and most Thai clothes brand names are in English. However, in 2005 the Thai government made many Free Trade Area agreements (FTA) with many countries. Mr. Sumate Laomoraporn, Committee of CP Intertrade Company Ltd, revealed that the FTA agreement affected many Thai entrepreneurs (Big Consumer. 2006). While the Thai Government desires to expand the Thai brand to many foreign markets, foreign products are imported to Thailand freely.

Clothes are parts of women's lives. They are what women like to purchase the most. In a survey of women around the world, more than 60 percent of women in every country said they enjoyed shopping for clothes ("A Global Perspective...on Women & Women's Wear".1999, 2000). The "Born to shop" prize goes to Latin American; more than 80 percent of women in countries such as Brazil and Colombia agree that clothes' shopping is a favorite activity. Almost women in the world including Thai women agreed that store displays are the most important source of information about clothing and women clothes markets make a high profit in Thailand.

Clothes firms explored factors related to women's purchasing clothes: quality, price, style and brand names. In case, two T-shirts have the same good quality, reasonable price and modern style, but their brand name makes the difference. Women consumers would choose the more famous clothes brand because that brand made them stand out from the crowd. A product brand is also related to the country that

produces it. Accordingly to the study on students' performances for domestic made or imported clothes are influenced by shopping habits (Bergeron and Carver. 1988), it was discovered that the quality of imported apparel from eighteen countries only France, Italy, and the United States received favorable ratings, while the third-world (for example, India, China, Thailand) and newly industrialized countries (for example, Hong Kong, Taiwan, South Korea) received mostly neutral ratings. Thai women also thought that Thai clothes had low quality. If those clothes were branded in English, those brands would become more popular.

Consequently, the purpose of this research is to determine whether consumers' perception and attitudes towards foreign and Thai women clothes brands are different. Additionally the research will also investigate what reactions consumers have toward the Thai brand and foreign brand. The results of this study will be useful to create Thai brand's image to be accepted by Thai consumers and to market it in other countries. Moreover this study will be beneficial for interested consumers to realize the effectiveness of the brand idea in marketing communication.

Objectives of the Study

The objectives of this study are:

1. To compare women's perceptions and attitudes towards Thai and foreign women's clothes brands in English.
2. To investigate the effect of branding on women's clothes in English towards the clothes image.

Research Questions

This study aims to answer the following questions:

1. How do Thai women perceive and react to foreign and Thai women's clothes brands?
2. In what way do Thai clothes under a English brandname add value to Thai women?

Significance of the Study

A brand is a key role to deliver messages about characteristics or quality of products to consumers. The understanding of the women's perceptions and attitudes toward branding new woman's clothes will lead to a good impression of products.

Comprehension of how women think about an English brand and how they assess Thai and foreign clothes could be advantageous for Thai clothes producers and designers.

Besides, many clothes companies have branded their clothes in English; little has been done to compare their brands to foreign brands. Consequently, the

comparison on women's perceptions and attitudes between Thai and foreign brands could be beneficial to measure brand image of Thai and foreign clothes.

Scope of the Study

The concept of consumers' behavior is quite extensive. It is related to: consumers' perceptions, attitudes, purchasing. This research will focus on two major aspects of consumers' behavior: consumers' perceptions and attitudes based on consumers' purchasing decisions. The researcher will select 40 women aged from 18 to 35 in Bangkok. These samples are university students and working women who are a target market of women's clothes. This study concentrates on trendy line wear-casual clothes which are modern style clothes. That is suitable for adolescents and working women.

Expected Outcomes

It is expected that the results of this research would have some benefits as follows:

1. Clothes owners realize the impact of branding their products' names.
2. Women consumers appreciate Thai women's clothes quality rather than the brand names.

Definition of Terms

1. Women's clothes are the clothes for particularly women. The clothes in the study involve shirts, T-shirts, blouses, skirts, shorts, trousers, and jeans.
2. Foreign clothes brand refers to the brand of clothes that wasn't produced in Thailand, but in other countries.
3. Thai clothes brand in English refers to women's clothes that were produced in Thailand.

CHAPTER 2

RELATED LITURATURE REVIEW

This review of the related literature covers four major concepts: brand, brand equity, consumers' perceptions, and consumers' attitudes.

1. Concept of a Brand

1.1. Definition of a Brand

According to the American Marketing Association (AMA), a brand is a "name, term, sign, symbol, or design, or a combination of them, intended to identity the goods and services of one seller or group of sellers and to differentiate them from those of competition". (Keller. 1998)

Brands allow consumers to shop with confidence in what is an increasingly complex world. The brand offers the consumers a guarantee of quality, value and product satisfaction. (Stobart. 1995)

A set of brand assets and liabilities linked to a brand, its name and symbol added to or subtracted from the value provided by a product or service to a firm and/or to that firm's customers. (Aaker. 1991)

The brand embodied a set of values and attributes which was appropriate, which stimulated consumer interest, which distinguished the brand form others and created a unique piece of property for its owners (Murphy. 1987).

1.2. Elements of a Product and a Brand

Figure1 illustrated the distinction between a product and a brand. The product includes characteristics such as scope, attributes, quality/value, and users. A brand consists of brand users, country of origin, organizational associations, brand personality, symbols, brand-customer relationships, emotional benefits, and self-expressive benefits.

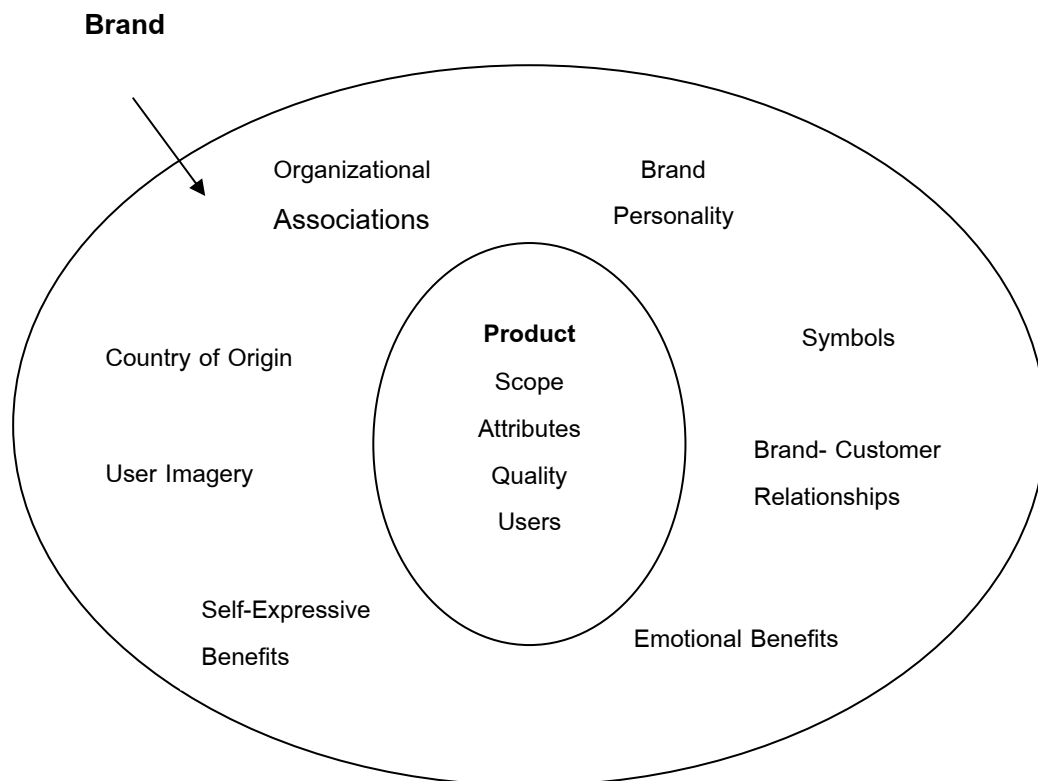


Figure 1: A Brand Is More Than a Product

Source: Aaker, D.A. (1996). Building Strong Brands. New York: Free Press,
p 74.

1.3. Importance of Brands

Temporal (2000) notes that there are several reasons to support that brands are important.

1. Brands generate choice

Customers have better knowledge of branded products and services than they do of commodity-types. Customers are able to choose easily from among branded products and services than unbranded, unfamiliar, and similar offerings.

2. Brands simplify decision

Brands make shopping easier because branded packaging facilitates quick recognition of a product. Living in a fast-paced world, people are constantly looking for ways to make their lives less frustrating. Being able to home in on a favorite brand saves time and effort.

3. Brands offer quality assurance and reduce risk

Most customers are risk-averse and avoid the unknown, but brands offer them security and reduce worry and fear. In addition, if brand fails to live up to its acceptable level of quality, customers have recourse to the manufacturer. As a result, companies try harder to maintain quality standards and their reputations.

4. Brands help self-expression

A psychological need is often at the heart of a purchase decision because brands become the means through which people can express their personalities, aspirations, and achievements. By using or wearing a

particular brand, customers can express something about themselves that they might normally not be able to or willing to do.

5. Brands offer friendship and pleasure

The value of logos and names increase as brand association becomes more indelible in the psyche of consumers. Logos and names become triggers that, upon recognition, evoke memories and feeling associated with the brand. Therefore, brand can generate intense emotion and pleasure.

2. Concept of Brand Equity

2.1. Definition of Brand Equity

Brand equity is a set of assets (and liabilities) linked to a brand's name and symbol that adds to (or subtracts from) the value provided by a product or service to a firm and/or that firm's customers. (Aaker. 1996)

According to marketing concept, brand equity is the willingness for someone to continue to purchase your brand or not. Thus, the measure of brand equity is strongly related to loyalty and measures segments on a continuum from entrenched users of the brand to convertible users. (Keller. 1998)

Moreover, Armstrong and Kotler (2003) claim that brand equity is the value of a brand, based on the extent to which it has high brand loyalty, name awareness, perceived quality, strong brand associations, and others assets such as patents, trademarks, and channel relationships.

However, Sirvastava and Shocker (1991) remark that Brand Equity subsumes brand strength and brand value. Brand strength is the set of associations and behaviors on the part of a brand's customer, channel members, and parent corporation that permits the brand to enjoy sustainable and differentiated competitive advantages. Brand value is the financial outcome of management's ability to leverage brand strength via tactical and strategic actions in providing superior current and future profits and lowered risks.

Therefore, Keller (2003) concludes that there are three key ingredients to definition of brand equity: (1) "differential effect," (2) "brand knowledge," and (3) "consumer response to marketing." First, brand equity arises from differences in consumer response. If no differences occur, then the brand name product can essentially be classified as a commodity or generic version of the product. Competition, most likely, would then just be based on price. Second, these differences in response are a result of consumers' knowledge about the brand. That is what customers have learned, felt, seen, and heard about the brand as a result of their experiences over time. Thus, although strongly influenced by the marketing activity of the firm, brand equity ultimately depends on what resides in the minds of consumers. Third, the differential response by consumers that makes up the brand equity is reflected in perceptions, preferences, and behavior related to all aspects of the marketing of a brand (e.g. choice of a brand, recall of copy points from and ad, actions in response to a sales promotion, or evaluations of a proposed brand extension).

2.2. Elements of Brand Equity

Aaker (1996) categories brand equity into 4 major elements:

1. Brand name awareness. Awareness refers to the strength of a brand's presence in the consumer's mind. It is measured according to the different ways in which consumers remember a brand to recall to "top of mind" to dominant.
2. Brand loyalty. Brand loyalty is a key consideration when placing a value on a brand that is to be bought or sold, because a highly loyal customer based can be expected to generate very predictable sales and profit stream.
3. Perceived quality. Perceived quality is a brand association that is elevated to the status of a brand asset for drive financial performance. It is linked to drive other aspects of how a brand is perceived.
4. Brand associations. These Associations might include product attributes, a celebrity spokesperson, or a particular symbol. They are driven by the brand identity – what the organization wants the brand to stand for in the customer's mind

3. Consumers' Perception

One of the key elements of a successful marketing strategy is the development of product and promotional stimuli that consumers will perceive as relevant to their needs (Assael. 1994).

3.1. Definition of Perception

Assael (1994) defines consumer perceptions as the selection, organization and interpretation of marketing and environmental stimuli into a coherent picture. Moreover, Kotler (2003) claims that perception depends not only on the physical stimuli, but also on the stimuli's relation to the surrounding field and on conditions within the individual. The key point is that perceptions can vary widely among individuals exposed to the same reality.

3.2. Process of Perception

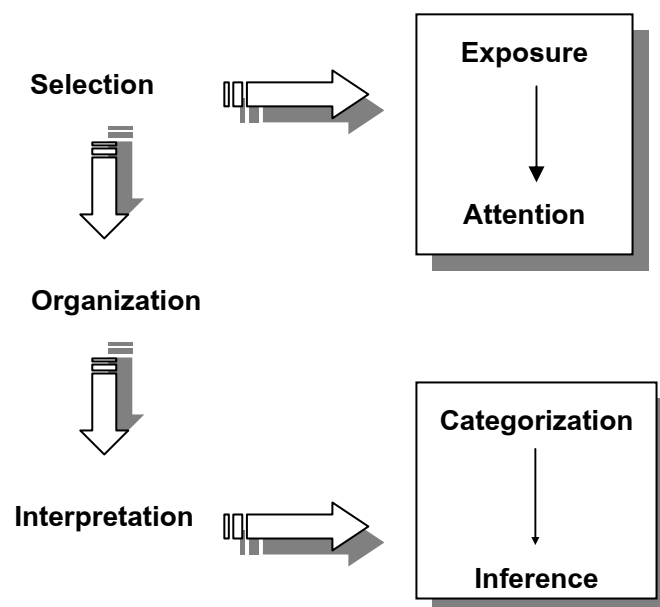


Figure 2: The perceptual process

Source: Assael, Henry. (1994). Consumer Behavior and Marketing Action.

(5th Ed.). United States: South-College Western Publishing. P.197

Assael (1994) notes that the steps in the perceptual process, selection, organization, and interpretation, are shown in Figure 1

1. Selection requires consumers to be exposed to marketing stimuli and to attend these stimuli. Consumers will pick and choose marketing stimuli based on their needs and attitudes. The fashion-conscious consumer will be more attentive to ads for clothing. In this case the consumer is processing stimuli selectively by picking and choosing them based on his or her psychological set. Therefore, three processes define selection, exposure, attention, and selective perception.
 - Exposure occurs when consumers' senses (sight, hearing, touch, smell) are activated by a stimulus. Exposure to a stimulus either occurs or it does not. Consumers' interest in and involvement with the stimulus is reflected in the level of attention they devote to it.
 - Attention is the momentary focusing of a consumer's cognitive capacity on a specific stimulus. When consumers notice a TV ad, a new product on a shelf or a car in a showroom, attention has taken place.
 - Selective Perception
Consumers perceive marketing stimuli selectively because each individual is unique in the combination of his or her needs, attitudes, experiences and personal characteristics. Selective perception means that two consumers may perceive the identical advertisement, package, or product very differently.

2. Perceptual Organization means that consumers group information from various sources into a meaningful whole to comprehend it better and to act on it. The basic principle of organization is integration, which means that consumers perceive various stimuli as an organized whole. Such an organization simplifies information processing and provides an integrated meaning for the stimuli.
3. Perceptual interpretation occurs when consumers select and organize stimuli. Two basic principles help consumers interpret marketing information as follows:
 - Categorization helps consumers process known information quickly and efficiently. It also helps consumers classify new information.
 - Inference involves development of an association between two stimuli. For example, consumers might associate a high price with quality or blue suds in a detergent with cleansing power.

4. Concept of Consumers' Attitude

4.1. Definition of Attitude.

An attitude is an overall evaluation that expresses how much we like or dislike an object, issue, person, or action (Hoyer and Macinis. 2004). Besides, Assael (1998) views that attitudes toward brands are consumers' learned tendencies to evaluate brands in a consistently favorable way, that is, consumers' evaluation of a particular brand on an overall basis from poor to excellent.

4.2. Components of Attitudes

Assael (1998) regards an attitude as consisting of three components:

brand beliefs, evaluations, and intended behavior.

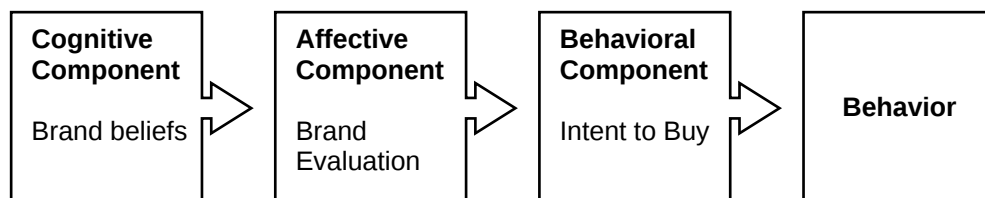


Figure3: Three components of attitudes

Source: Assael Henry. (1998). "Consumer Behavior and Marketing Action".

(6th ed). United States of America: South-Western College Publishing.

1. Brand beliefs: The cognitive component

Consumer's beliefs about a brand are the characteristics they ascribe to it.

2. Overall brand evaluation: The affective component

The affective or feeling component represents consumer's overall evaluation of brand. Consumer's overall evaluation of a brand can be measured by rating the brand from "poor" to "excellent" or from "prefer least" to "prefer most".

3. Intention to buy: The behavioral component

The behavior component is consumers' tendency to act toward an object, and this is generally measured in terms of intention to buy.

Previous Research

To acquire more comprehension in conducting this research, the researcher has investigated several previous studies regarding influences of Brandname on consumers' behaviors. These studies are profitable sources for this research as follows:

France Leclerc, Bernd H. Schmitt and Laurette Dubé (1994) conducted a research "Foreign Branding and its Effects on Product Perceptions and Attitudes". The study discovered that a language of a brandname affected the products and attitudes toward the brand. One of three experiments revealed that a foreign brandname (French brandname) was preferred over English names for hedonic products (products are judged in terms of how much pleasure consumers provide e.g. fragrance and nail polish). Also, hedonic products were more positively evaluated when they had French names as opposed to English names. Thus, foreign brandnames seem to contribute more positively to brand equity for hedonic products, but not significantly diminish equity for utilitarian products.

Larry and Carter (2003) studied "Consumer Attitudes toward Cross-Border Brand Alliances: Adding a Consideration of Origin Fit". The research explored the influence of country of origin (a second brand association) upon consumers' attitudes toward cross-border alliances. According to the study, Sky Team, a world travel network consisting of Delta Airlines, Korean Air, Aero Mexico, Air France and CSA Czech Airlines, was chosen as an example. The results revealed that the country influences consumers' attitudes toward cross-border brand alliances under various conditions of brand familiarity. Under high levels of consumer brand familiarity, the effect of country of origin is mediated through brand upon customer attitudes toward brand alliance.

Moreover the study discovered that the primary brand associations (e.g. brand image) take priority over secondary brand associations (e.g. country of origin information) under conditions where the consumer has concluded a high level of familiarity of partner brands. In sum, the result showed that the country-of-origin information had influence on consumers' attitudes toward cross-border alliances.

Another study by Pornpit Leudjeen (2001) entitled "Consumer Personality, Brand Personality and Purchase Intent" examined: (1) the relationship between consumer personality and brand personality and the relation of consumer personality, (2) the relationship of consumer personality and brand personality to purchase intent, and (3) the difference of brand personality between thought and feeling. According to the research, passenger cars and soft drinks were chosen as an example. The result discovered the consumer personality was significantly and positively correlated with brand personality in both product categories. The consumer personality and brand personality were also jointly related to positively purchase intent. Therefore purchasing brandname products reflects consumer personality.

Developing and managing clothes brand name is an important part of clothing makers. However, little research has been done on the effect of Thai and foreign clothes brands toward consumers' behavior. Wiriya Saroj (2000) conducted "Consumers' Perception, Attitudes and Purchasing Behavior of Thai Brand Women's Wear with Foreign Name". Three Thai brand names in English: Pena House, AllZ and X-ACT were chosen in this study. Wiriya indicated that consumers with lower levels of perception had more negative attitudes towards the product than consumers with high levels of perception. The consumers who did not know that these three brands were

made in Thailand had significantly positive attitudes, and positively purchasing decision. Additionally, most of the consumers agreed that brand in English could create a good image of clothes and increase their demands.

Moreover, Pornthep Pongchaisawin (2003) undertook her research named “Factors Affecting Local Brand T-shirt Buying Behavior of Teenagers in Bangkok Metropolitan Area”. The purposes of this research are to study demographic, media factors and marketing mix-factor affecting teenagers’ purchasing behavior. The finding revealed that most teenagers purchased AIIZ, CHAPS, and TEN & CO T-shirt, respectively. These brands all were made in Thailand while the brands were all named in English. Therefore, a brandname in English is one of the influential factors to motivate the teenagers to buy T-shirts.

Thus, the aim of this research is to compare consumers’ perception and attitudes towards Thai women clothes with English brandnames.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter covers four sections: subjects, instruments, procedures and data analysis. The detail will be clarified below:

1. Subjects

The primary data of this study were divided into two sections. The first was a pilot study to explore 10 women to recall 5 women clothes brands. The researcher selected one Thai brandname in English –entitled, “Chaps” which those representatives recall most and selected one foreign brandname “Bossini”. Then the researcher designed the questionnaire. The target samples of the survey were the women consumers who knew 2 brands “Chaps and “Bossini”. The sample group consisted of 40 women aged from 18 to 35 who were university students and working women who were a target market of women's clothes in Bangkok.

2. Instrument

The instrument used in this research is a set of questionnaire for the selected women consumers. The researcher designed part 1 and part 2 of the questionnaire, but part 3 and part 4 were adapted from Wiriya Saroj's thesis (2000). The questionnaire was designed to survey women consumers' perception and attitudes toward Bossini and

Chaps brand name. It covered the objectives of the research and was divided into four parts:

Part 1: General information about respondents

This part contains questions related to the personal information of the respondents such as educational level, monthly incomes, frequency of purchasing clothes and amount of purchasing clothes, etc.

Part 2: Consumer's perception towards women clothes brands

In this part, the respondents were questioned about their perceptions towards each brand such as the origin of country, advertising media.

Part 3: Consumers' attitudes towards women clothes brands

This part contains consumers' attitudes towards brands such as price, quality of material, style, promotion, pride, etc.

Part 4: Consumers' attitudes towards a brand of general woman clothes.

This part contains statements about branding clothes. For example, Branding in English makes you buy a product more, or branding in English makes wearers have a good image, and branding in English makes a product look modern etc.

3. Procedures

The questionnaire was conducted during March to April, 2006 in 4 department store areas: Silom, Sukhumvit, Siam, and Ladpao. The consumer group was from Silom and Sukhumvit road, which were business areas, consisted of businesswomen or office woman workers. The consumer groups selected from Siam, and Ladpao road, shopping areas were youngsters or women consumers spending leisure time shopping. The

women consumers were induced to complete the questionnaire after shopping.

Afterward the questionnaires were verified and then analyzed.

4. Data Analysis

After receiving all completed questionnaires, the researcher classified the information in categories and made a comparison between Chaps and Bossini brand names. Percentage was used for calculating and analyzing the data. Moreover, table charts illustrated the scores and rating of respondents' answers. All results were analyzed in accordance with the objectives and theories. The last part of this research concluded the findings and the discussion of the results and the recommendations.

CHAPTER 4

FINDINGS

The findings of the study are the summaries of data presented in percentage with a descriptive analysis.

According to the questionnaires, the findings were divided in to four parts: 4.1) Personal information of the respondents, 4.2) Consumers' perception toward women clothes brands, 4.3) Consumers' attitudes towards woman clothes brands and 4.4) Consumers' attitudes towards general woman clothes. The results are presented below:

4.1 Personal Information

Table 4 Educational Level

Item	Percentage (%) N = 40
Elementary School	0
High School	7.5
Vocational School	10
Bachelor's Degree	77.5
More than Bachelor's Degree	5
Others	0

Table 4 shows that 77.5% of the respondents had bachelor degree, vocational school (10%), high school (7.5%), and master's degree (5%).

Table 5 Monthly incomes

Item	Percentage (%) N = 40
Below 5,000 baht	17.5
5,001 – 10,000 baht	10
10,001 – 20,000 baht	47.5
20,001 – 30,000 baht	12.5
30,001 – 40,000 baht	10
Above 40,0001 baht	2.5

Table 5 demonstrates that 47.5% of the respondents had 10,001 - 20,000 baht monthly income, while below 5,000 baht (17.5%), 20,001 - 30,000 baht (12.5%), 5,000 - 10,000 baht (10%), 30,001 – 40,000 baht (10%), and above 40,001 baht (2.5%).

Table 6 Frequency of purchasing clothes

Item	Percentage (%) N = 40
1-3 times a month	62.5
4-6 times a month	20
7-12 times a month	5
1-6 times a year	7.5
7-11 times a year	2.5
Others	2.5

From Table 6, it displays that 62% of the respondent women purchased clothes 1 to 3 times a month last year, 4 to 6 times a month (20%), 1 to 6 times a year (7.5%), 7 to 12 times a month (5%), 7 to 11 times a year (2.5%), and others (2.5%). Others meant no purchasing a year ago.

Table 7 Amount of purchasing clothes

Item	Percentage (%) N = 40
1 piece	32.5
2-4 pieces	42.5
5-6 pieces	15
7-12 pieces	5
More than 12 pieces	2.5
Others	2.5

Table 17 illustrates that 42.5% of the women respondents purchased 2 to 4 pieces of clothes each time last year, a piece of clothes (15%), 5 to 6 pieces of clothes (15%), 7 to 12 pieces of clothes (5%), more than 12 pieces of clothes, and others (2.5%). Others referred to no purchasing a year ago.

4.2 Consumers' perception toward the Bossini and the Chaps brands

Table 8 Media of Chaps

Item	Percentage (%) N = 40
Magazine	36.7
Newspaper	6.3
Leaflet	3.7
Display	18.9
Friends	10.1
Billboard	18.9
Never seen	2.5
Others	1.2

Note: Percentages are not equal to 100 because respondents were giving multiple choices.

As shown in Table 8, 36.7% of the respondents obtained information on Chaps advertisement from a magazine, 18.9% was from a display or a billboard, 10.1% was from friends, 6.3% was from a newspaper, 3.7% was from a leaflet, and 12% was from an internet, while 2.5% has never seen any Chaps advertisements.

Table 9 Media of Bossini

Item	Percentage (%) N = 40
Magazine	32.8
Newspaper	1.6
Leaflet	4.6
Display	37.5
Friends	7.8
Billboard	6.2
Never seen	6.2
Others	1.6

Note: Percentages are not equal to 100 because respondents were giving multiple choices.

As seen in Table 9, 37.5% of the respondents obtained information on Bossini advertisement from a display, 32.8% was from a magazine, 7.8% was from friends, 6.2% was from a billboard or has never seen any Bossini advertisement, 4.6% was from a leaflet, and 1.6% was from a newspaper, an internet and a department store.

Table 10 What country is the Chaps brand made in?

Item	Percentage (%) N = 40
Thailand	25
America	35
Europe	22.5
Hong Kong	15
Others	2.5

Referring to Table 10, it reveals that 35% of the respondents identified that the Chaps clothes were made in America, while 25% made in Thailand, 22.5% made in Europe, 15% made in Hong Kong and 2.5% made in another country such as Malaysia. In fact the Chaps clothes are made in Thailand.

Table 11 What factors make consumers think like that?

Item	Percentage (%) N = 40
Language of brand	25.8
Presenter	11.2
Decorated display	3.2
Advertisement	14.5
Image of product	27.4
Price tag	6.4
Others	11.2

Note: Percentages are not equal to 100 because respondents were giving multiple choices.

Table 11 demonstrates that 27.4% of the respondents stated the country of origin of Chaps from the image of a product, 25.8% was from a language of a brand,

14.5% was from an advertisement, 11.2% was from a presenter or others, 6.4% was from price tag and 3.2% was from decorated display. Others referred to friends (8%), an internet (1.6%), and a magazine (1.6%).

Table 12 What country is the Bossini brand made in?

Item	Percentage (%) N = 40
Thailand	2.5
America	27.5
Europe	32.5
Hong Kong	37.5
Others	0

With reference to Table 12, it shows that 37.5% of the respondents thought the Bossini clothes were made in Hong Kong, 32.5% made in Europe, 27.5% made in America, and 2.5% made in Thailand.

Table 13 What factors make consumers think like that?

Item	Percentage (%) N = 40
Language of brand	28.3
Presenter	8.3
Decorated display	5
Advertisement	13.3
Image of product	26.6
Price tag	7
Others	6.6

Note: Percentages are not equal to 100 because respondents were giving multiple choices.

According to Table 13, it is apparent that 28.3% of the respondents stated that the country of origin of Bossini from the language of a brand. 26.6% was from the image of a product, 13.3% was from advertisement, 11.6% was from a price tag, 8.3% was from a presenter and 6.6% was from others and 5% was from decorated display. Others referred to friend (5%) and a price of a product (1.6%).

In conclusion, 97.5% of the respondents have seen the Chaps advertisement, while 2.5% of them have never seen it. The result came out that a magazine was the source of media that most of the women respondents obtained the Chaps information. On the other hand, 94.8% have noticed the Chaps advertisement, while 6.2% of them have never seen it. The outcome appeared that the display was the source of media that most of the woman respondents gained the Bossini information. In addition, most of them perceived that the Chaps clothes were made in America. The result was apparent that the image of the product (27.4%) and the language of the brand (25.8%) were the main important factors that most women understood the country of origin of Chaps. In fact, the Chaps clothes were made in Thailand. In other words, most respondents could perceive that the Bossini clothes were made in Hong Kong. The result was also obvious that the language of the brand (28.3%) and the image of the product (26.6%) were the main important factors so as to comprehend the country of origin of Bossini.

4.3 Consumers' attitudes towards a brand of general woman clothes

Table 14 The Chaps brand has modern design.

Scale	Number of respondents (N = 40)	Percentage
Strongly Agree	6	15
Agree	23	57.5
Neutral	6	15
Disagree	0	0
Strongly Disagree	0	0

From Table 14, it was found that the highest percentage of the respondents agreed with the statement at 57.5%, the “strongly agree” and “neutral” at 15% each.

The result reveals that most of the respondents believed that the Chaps brand designed modern clothes.

Table 15 The Chaps brand has a reasonable price.

Scale	Number of respondents (N = 40)	Percentage
Strongly Agree	1	2.5
Agree	15	37.5
Neutral	10	25
Disagree	10	25
Strongly Disagree	4	10

According to Table 15, the highest percentage of the respondents agreed with the statement at 37.5%, “neutral” and “disagree” at 25%, “strongly disagree” at 10% and

“strongly agree” at 2.5%. The result revealed that the majority of the respondents agree that the Chaps brand prices reasonably.

Table 16 The Chaps brand is made from good material.

Scale	Number of respondents (N = 40)	Percentage
Strongly Agree	3	7.5
Agree	23	57.5
Neutral	13	32.5
Disagree	1	2.5
Strongly Disagree	0	0

Table 16 illustrates that the percentage of the respondents ranked “agree” at 57.5%, “neutral” at 32.5%, “strongly agree” at 7.5%, and “disagree” at 2.5%. This can be concluded that the majority of the respondents agreed that the Chaps brand produced clothes with a good material.

Table 17 The Chaps brand has various styles.

Scale	Number of respondents (N = 40)	Percentage
Strongly Agree	6	15
Agree	20	50
Neutral	12	30
Disagree	3	7.5
Strongly Disagree	0	0

According to Table 17, it was found that the highest percentage of the respondents agreed with the statement at 50% while “neutral” at 30%, “strongly agree” at 15% and “disagree” at 7.5%. This shows that the majority of the respondents agreed that the Chaps clothes had various styles.

Table 18 The Chaps brand has a good promotion.

Scale	Number of respondents (N = 40)	Percentage
Strongly Agree	3	7.5
Agree	21	52.5
Neutral	9	22.5
Disagree	7	17.5
Strongly Disagree	0	0

As shown in Table 18, the highest percentage of the respondents agreed with the statement at 52.5%, “neutral” at 22.5%, “disagree” at 17.5% and “strongly agree” at 7.5%. This can be concluded that the majority of the respondents believed that Chaps clothes had a good promotion.

Table 19 The Chaps brand can make wearers feel confident.

Scale	Number of respondents (N = 40)	Percentage
Strongly Agree	6	15
Agree	18	45
Neutral	12	30
Disagree	4	10
Strongly Disagree	0	0

Table 19 displays that the highest percentage of the respondents agreed with the statement at 45%, “neutral” at 30%, “strongly agree” at 15%, and “disagree” at 10%. Referring to Table 10, it is apparent that the majority of the respondents perceived that Chaps was made in America, so they had self-confidence when wearing the Chaps clothes.

Table 20 The Bossini brand has modern designs.

Scale	Number of respondents (N = 40)	Percentage
Strongly Agree	5	12.5
Agree	22	55
Neutral	8	20
Disagree	6	15
Strongly Disagree	1	2.5

As shown in Table 20, the highest percentage of the respondents agreed with the statement at 55% while “neutral” at 20%, “disagree” at 15%, “strongly agree” at

12.5%, and “strongly disagree” at 2.5%. The result reveals that the majority of the respondents believed that the Bossini clothes have modern designs.

Table 21 The Bossini brand has a reasonable price.

Scale	Number of respondents (N = 40)	Percentage
Strongly Agree	1	2.5
Agree	13	32.5
Neutral	18	45
Disagree	10	25
Strongly Disagree	2	5

Table 21 demonstrates that the highest percentage of the respondents agreed with the statement “neutral” at 45%, “ agree” at 32.5%, “disagree” at 25%, “strongly disagree” at 5%, and “strongly disagree” at 2.5%. This shows that the majority of the respondents agreed moderately that the price of Chaps is reasonable. However, the result indicates that the respondents felt positive toward the reasonable price of Chaps.

Table 22 The Bossini brand made from good material.

Scale	Number of respondents (N = 40)	Percentage
Strongly Agree	17	17.5
Agree	20	50
Neutral	9	22.5
Disagree	3	7.5
Strongly Disagree	1	2.5

As seen in Table 22, it was discovered that the highest percentage of the respondents agreed with the statement at 50% while “neutral” at 22.5%, “strongly agree” at 17.5%, “disagree” at 7.5% and “strongly disagree” at 2.5%. The result shows that the majority of the respondents believed that the Chaps clothes were made from good material.

Table 23 The Bossini brand has various styles.

Scale	Number of respondents (N = 40)	Percentage
Strongly Agree	5	12.5
Agree	17	42.5
Neutral	12	30
Disagree	7	17.5
Strongly Disagree	0	0

From Table 23, it was apparent that the highest percentage of the respondents agreed with the statement at 42.5%, “neutral” at 30%, “disagree” at 17.5%, and

“strongly agree” at 12.5%. Therefore, it could be concluded that the majority of the respondents comprehended that Chaps clothes had various styles.

Table 24 The Bossini brand has a good promotion.

Scale	Number of respondents (N = 40)	Percentage
Strongly Agree	3	7.5
Agree	11	27.5
Neutral	16	40
Disagree	9	22.5
Strongly Disagree	1	2.5

Table 24 points out that the highest percentage of respondents agreed with the statement “neutral” at 40% while “agree” at 27.5%, “disagree” at 22.5%, “strongly agree” at 7.5%, and “disagree” at 2.5%. This shows that the majority of the respondents were uncertain that the promotion of Bossini could attract more consumers to buy its clothes.

Table 25 The Bossini brand can make wearers feel confident.

Scale	Number of respondents (N = 40)	Percentage
Strongly Agree	3	7.5
Agree	20	50
Neutral	12	30
Disagree	5	12.5
Strongly Disagree	0	0

According to Table 25, it was found that the highest percentage of the respondents agreed with the statement at 50%, “neutral” at 30%, “disagree” at 12.5%, and “strongly agree” at 7.5%. Referring to Table 12, it is clear that majority of respondents perceived that the Bossini clothes were made in Hong Kong, thus they feel self-confident while wearing the Bossini clothes.

In conclusion, the majority of the respondents felt positive with both Chaps and Bossini brands, except only the price. They agreed that the price of the clothes was quite expensive.

4.4 Consumers’ attitudes towards general woman clothes

Table 26 Branding in English makes the respondents buy a product more.

Scale	Number of respondents (N = 40)	Percentage
Strongly Agree	7	17.5
Agree	23	57.5
Neutral	6	15
Disagree	4	10
Strongly Disagree	0	0

As seen in Table 26, the highest percentage of the respondents agreed with the statement at 57.5%, “strongly” at 17.5%, “neutral” at 15%, and “disagree” at 10%.

Therefore, it can be concluded that the majority of the respondents agreed that branding clothes in English made consumers buy more clothes.

Table 27 If the respondents know that clothes are from a foreign country, they would buy more.

Scale	Number of respondents (N = 40)	Percentage
Strongly Agree	7	17.5
Agree	26	65
Neutral	4	10
Disagree	3	7.5
Strongly Disagree	0	0

Table 27 demonstrates that the highest percentage of the majority of respondents agreed with the statement at 65%, “strongly agree” at 17.5%, “neutral” at 10% and “disagree” at 7.5%. The result reveals that the majority of the respondents thought the clothes came from a foreign country and would purchase more.

Table 28 Branding in English makes a good image for clothes.

Scale	Number of respondents (N = 40)	Percentage
Strongly Agree	13	32.5
Agree	20	50
Neutral	7	17.5
Disagree	2	5
Strongly Disagree	0	0

From Table 28, it was apparent that the highest percentage of the respondents agreed with the statement at 50%, “strongly agree” at 32.5%, “neutral” at 17.5%, and

“disagree” at 5%. This shows that the majority of the respondents believed that

branding in English could create a good image for the clothes.

Table 29 the respondents feel that clothes branded in English are more expensive than the clothes branded in Thai.

Scale	Number of respondents (N = 40)	Percentage
Strongly Agree	13	32.5
Agree	21	52.5
Neutral	2	5
Disagree	3	7.5
Strongly Disagree	1	2.5

According to Table 29, it was found that the highest percentage of majority of the respondents agreed with the statement at 52%, “strongly agree” at 32.5%, “disagree” at 7.5%, “neutral” at 5%, and “strongly disagree” at 2.5%. The result indicates that the majority of the respondents felt the branded clothes in English were more expensive than when branded in Thai.

Table 30 Branding in English makes wearers proud.

Scale	Number of respondents (N = 40)	Percentage
Strongly Agree	4	10
Agree	13	32.5
Neutral	14	35
Disagree	10	25
Strongly Disagree	0	0

As shown in Table 30, the highest percentage of the respondents agreed with the statement “neutral” at 35%, “agree” at 32.5% while “disagree” at 25%, and “strongly agree” at 10%. However, the result reveals that the majority of the respondents agreed that branding clothes in English made wearers proud.

Table 31 Branding in English makes a product modern.

Scale	Number of respondents (N = 40)	Percentage
Strongly Agree	4	10
Agree	24	24
Neutral	6	6
Disagree	6	6
Strongly Disagree	0	0

Table 31 illustrates that the highest percentage of the respondents agreed with the statement at 60%, both “neutral” and “disagree” at 15% and “strongly agree” at 10%. Therefore, it can be concluded that the majority of the respondents agreed that branding clothes in English made clothes modern.

Table 32 Branding in English makes wearers feel they have a good image.

Scale	Number of respondents (N = 40)	Percentage
Strongly Agree	5	12.5
Agree	17	60
Neutral	12	30
Disagree	5	12.5
Strongly Disagree	1	2.5

As seen in Table 32, it was discovered that the highest percentage of the respondents agreed with the statement at 42.5%, “neutral” at 30%, “strongly agree” and “disagree” at 12.5% each and “strongly disagree” at 2.5%. The outcome indicates that the majority of the respondents believed branding clothes in English made wearers feel that they had a good image.

Table 33 if you don't know that the product was made in Thailand, you tend to buy more.

Scale	Number of respondents (N = 40)	Percentage
Strongly Agree	2	5
Agree	12	30
Neutral	16	40
Disagree	10	10
Strongly Disagree	0	0

From Table 33, it was apparent that the highest percentage of the respondents agreed with the statement “neutral” at 40%, “agree” at 30% while “disagree” at 25% and “strongly agree” at 5%. The result reveals that the majority of the respondents were uncertain to buy more clothes in case they did not know if these clothes were made in Thailand.

Table 34 Woman clothes should be named in English.

Scale	Number of respondents (N = 40)	Percentage
Strongly Agree	5	12.5
Agree	14	35
Neutral	7	17.5
Disagree	13	32.5
Strongly Disagree	1	2.5

Table 34 demonstrates that the highest percentage of the respondents agreed with the statement at 35% while “disagree” at 32.5%, followed by “neutral at 17.5%, “strongly agree” at 12.5%, and “strongly disagree” at 2.5%. This shows that the majority of the respondents consented that woman clothes should be named in English.

Table 35 Branding in Thai makes the clothes out-dated.

Scale	Number of respondents (N = 40)	Percentage
Strongly Agree	3	7.5
Agree	5	12.5
Neutral	6	15
Disagree	18	45
Strongly Disagree	8	20

According to Table 35, it was found that the highest percentage of the respondents disagreed with the statement at 45%, followed by “strongly disagree” at 20%, “neutral” at 15%, “agree” at 12.5%, and “strongly agree” at 7.5%. The result discloses that the majority of the respondents disagreed that branding clothes in Thai made them feel out-dated.

In conclusion, the majority of the respondents considered branding clothes in English had more positive impacts than branding them in Thai. Moreover, they thought that branding clothes in English could create a good image to wearers and their clothes.

CHAPTER 5

CONCLUSION AND DISCUSSION

In this Chapter, conclusions are obtained from the findings described in Chapter

4. The data of the study were interpreted according to the objectives of the study presented in Chapter 1. Discussions and recommendations for further studies are presented.

Conclusion

The conclusions of the study are described according to the objectives of the study below.

The first objective is to compare women's perceptions and attitudes towards Thai and foreign women clothes brands in English. This study selected the Chaps brandname represented Thai women's clothes brands and the Bossini brandname represented foreign women clothes brands. According to the perceptions of women, it was found that they knew Bossini better than Chaps. 37.5% of the women perceived that the Bossini clothes were produced in Hong Kong because of the language of the brand (28.3%) and an image of a product (26.6%). However, only 25% of women comprehended that the Chaps clothes were produced in Thailand while the majority of the women misunderstood that the country of origin of Chaps was America on account of an image of the product (25.8%) and a language of the brand (17.4%). Furthermore

most of the women got perceptions of the Chaps advertisement from a magazine and the perception of the Bossini advertisement from a display.

According to the women's attitudes, it was revealed that they had more mildly positive attitude toward the Chaps brandname than toward the Bossini brandname. The majority of the women had tendency to evaluate both brandnames in a favorable way because they considered that the Chaps and the Bossini brandnames produced modern clothes with good material, various styles, and a good promotion. Also, they could create self-confidence to the wearers. Besides, it is related to the country of origin. Most of the women believed that both brandnames were made from foreign countries. However, most of the women tended to disagree that both brandnames had a reasonable price

The second objective is to investigate the effect of branding on general women clothes in English toward the image of clothes. The result demonstrated that branding women clothes in English had influenced their positive attitudes toward the clothes. Most of the women respondents would purchase the clothes more because they were named in English and they felt that the clothes came from a foreign country. Also, most of the women agreed that branding clothes in English could create a positive image of clothes and they felt that branding clothes in English made them look more expensive than branding clothes in Thai. In contrast, the result showed that the women were not certain if English branding could make wearers feel proud. Furthermore, they agreed that clothes branded in English looked modern and created a good image to wearers. According to the findings, most of the women were uncertain that they would purchase more clothes if they didn't know that the clothes were from Thailand. On the other hand,

45% of the women disagreed that branding clothes in Thai made the clothes look outdated. Referred to the result, it could be interpreted that the majority of the women believed that clothes branded in English were produced in a foreign country and they positively thought that clothes from another country made of a good quality material, and were modern. They could spend money on these expensive clothes. Although they did not have negative attitudes toward Thai clothes, they preferred clothes branded in English to clothes branded in Thai. Therefore, most of the women agreed that women clothes should have English names.

Discussion

A few notable issues emerged from the study. This study aimed to compare the perceptions and attitudes of women in Bangkok toward Thai and foreign women clothes, “Chaps” and “Bossini”. Firstly, the result indicates that the majority of the women perceived incorrectly that the Chaps clothes were produced in America because of the language of the brand and the image of the clothes. In fact, the Chaps clothes were made in Thailand. Normally, the first thing that consumers look is a brand in order to consider the clothes. Also, an image of clothes either in high or low level effects the perception toward clothes. According to Kotler (2003), perception depends not only on the physical stimuli, but also on the stimuli’s relation to the surrounding field and on condition within the individual. Perceiving the country of origin of the Chaps clothes does not depend only on clothes, but also on other components such as a language of a brand, an image of clothes, a presenter, an advertisement, and a decorated store.

Moreover, the researcher observed the Chaps retail stores during June, and analyzed the result according to integrated marketing mixed: price, place, product and promotion. Firstly the price of the Chaps clothes which was high considerably. The price tag consisted of the place of the producer, the description of clothes, and the size of clothes, but all information was in English. Secondly the Chaps brandname could be bought only the retail stores in the big department stores such as Emporium, Siam Center, and Seacon Square. Its stores were decorated luxuriously in tones of brown with a flat television and chandeliers similar to other American brandname stores such as Morgan, DKNY, and Calvin Klein. The third component is a product. The Chaps clothes were fashionable and elegant with various styles. It was advertised on billboards on main streets. The presenters were young American women and men. Besides, its websites were in English. The above information supported that the expensive and elegant image of the Chaps clothes and the language of the brand made most women feel the Chaps clothes were produced in America. On the other hand, the majority of the women perceived correctly that the Bossini clothes were made in Hong Kong on account of the language of the brand and the price tag especially the presenters. The Bossini presenters are Chinese in Hong Kong.

Surprisingly, the women looked at the price tag in order to know only the price of the clothes but they did not pay attention to where they were produced while the price tag informed them that the clothes were imported or exported with the address of the factory. This could possibly be interpreted that women firstly and strongly believed that the Chaps clothes were made in America. Thus, they did not want to find information to know about the country of origin any more. In addition, Assael Henry

(1994) noted that there were 3 steps in the perceptual process: selection, organization, and interpretation. Most of the women respondents selected the English brand and assumed that Chaps was made in America. As a result, branding clothes in English was also considered one of the influential factors to determine perceptions toward the clothes.

Secondly, the outcome revealed that most of the women respondents were a little more favoured on the Chaps brandname than the Bossini brandname, even though they have more positive attitudes toward foreign clothes than Thai clothes. The result showed that most women comprehended that Chaps was from America while Bossini was from Hong Kong. This finding was related to Bergeron and Carver (1988) who discovered that the quality of imported apparel from eighteen countries only France, Italy, and the United States received favorable ratings while the third-world (for example, India, China, Thailand) and newly industrialized country (for example, Hong Kong, Taiwan, South Korea) received mostly neutral ratings. As well as Larry and Carter' research (2003) which revealed that the country-of-origin information had some influences on consumers' attitudes toward cross-border alliances. Besides, Assael (1998) views that attitudes toward brands were consumers' learned tendencies to evaluate brands in a consistently favorable way, that is, consumer's evaluation of a particular brand on an overall basis from poor to excellent. Not only had a product influence on women's attitudes toward clothes, but also the brand of a product. Consequently, the majority of the women accepted the Chaps brand as one of the strong brands.

In addition, the majority of women purchased 2 to 4 pieces of clothes at one to three times a month. This result was related to the nature of women. Women love beautiful things and make themselves beautiful with clothes. Also, the result demonstrated they had power to purchase their clothes because most women in this study earned 10,000 to 20,000 baht a month. On the other hand, it could be interpreted that they were extravagant with clothes. They willingly spent a lot of money to be in trend on fashion. Those opinions are from most women who graduated with a Bachelor degree. Additionally, purchasing clothes once to three times a months showed that shopping was one of women's favorite activities not only for Thai women, but also for women around the world. In a survey of women around the world, more than 60 percent of women in every country said they enjoyed shopping for clothes ("A Global Perspective...on women & women's wear. 1990, 2000).

A notable finding of this study revealed that most of the women accepted that clothes branded in English could increase value to Thai women's clothes. Most Thai people are influenced by Western values. Thus, they like to confirm themselves according to Western standards even in famed clothes. They interpreted that the clothes branded in English were imported from other countries. According to Aaker (1996), a brand is not just the name of a product, but it consists of brand users, country of origin, organizational associations, brand personality, symbols, brand customer relationships, emotional benefit, and self-expressive benefits. So, these clothes could increase a good image on the wearers. Psychologically the brand becomes the means through which people can express their personality, aspirations, and achievements. Pornthep's research (2003) revealed that most of the teenagers purchased AIZ, Chaps,

Ten & Co T-shirt respectively. These brands all were produced in Thailand but were named in English. The brand was a key role to deliver messages about characteristics or quality of the products to consumers. Wiliya's study (2000) indicated that most of the consumers agreed that clothes branded in foreign languages could create a good image and increase their demands. Consequently, a brand is an important factor to affect women's attitudes toward clothes.

For this reason, a few Thai clothes are named in the Thai language. On the other hand, it can be seen that branding clothes in English is one marketing strategy to increase consumer's demand. It is not only to mislead consumers to understand that the clothes are produced in foreign countries, but also to encourage Thai consumers to purchase foreign products. The researcher suggested that creating Thai clothes with the Thai language that has a high quality with various styles is a long-term investment on clothes business.

Recommendations for Further Studies

As this study is limited only Thai and foreign clothes under English brand names, the further studies should analyze Thai accessories which were made in Thailand but named in English such as handbags, watches, and shoes, even cosmetics to explore the influence of Western values on Thai consumers.

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บรรณานุกรม

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Questionnaire

This questionnaire is designed to explore ideas concerning consumers' perception, attitudes and purchasing behavior towards foreign and Thai women's clothes brands in English. The researcher feels very much obliged for your cooperation in answering the following questions.

Part1: Personal Information

Please answer these questions tick $\surd$ in the block ☐

1. Education

☐ Elementary school	☐ High school
☐ Vocational school	☐ Bachelor's Degree
☐ More than Bachelor's Degree	☐ Others.....

2. Income per month

☐ Below 5,000 baht	☐ 5,000-10,000 baht
☐ 10,001-20,000 baht	☐ 20,001-30,000 baht
☐ 30,001-40,000 baht	☐ Above 40,001 baht

3. Frequency of your purchase clothes in one year ago

☐ 1-3 times/ months	☐ 4-6 times/ months
☐ 7-12 times/ months	☐ 1-6 times/ year
☐ 7-11 times/ year	☐ Others.....

4. Pieces of clothes you purchase last year

☐ 1 piece	☐ 2-4 pieces
☐ 5-6 pieces	☐ 7-12 pieces
☐ More than 12 pieces	☐ Others.....

Part 2: Consumers' perceptions toward women clothes brands.

1. In which media have you ever seen Chaps advertising? (answer more than 1 choice)

- | | | |
|-------------------------------------|--------------------------------------|------------------------------------|
| ☐ Magazine | ☐ Newspaper | ☐ Leaflet |
| ☐ Display | ☐ Friends | ☐ Billboard |
| ☐ Never seen | ☐ Others..... | |

2. In which media have you ever seen Bossini advertising?(answer more than 1 choice)

- | | | |
|-------------------------------------|--------------------------------------|------------------------------------|
| ☐ Magazine | ☐ Newspaper | ☐ Leaflet |
| ☐ Display | ☐ Friends | ☐ Billboard |
| ☐ Never seen | ☐ Others..... | |

3. What country is the brand "Chaps" made in?

- | | | |
|------------------------------------|--------------------------------------|---------------------------------|
| ☐ Thailand | ☐ America | ☐ Europe |
| ☐ Hong Kong | ☐ Others..... | |

4. What factors make you think like that (answer more than 1)

- | | | |
|--|---|--|
| ☐ Language of brand | ☐ Presenter | ☐ Decorated display |
| ☐ Advertisement | ☐ Image of product | ☐ Price tag |

5. What country is the brand "Bossini" made in?

- | | | |
|------------------------------------|--------------------------------------|---------------------------------|
| ☐ Thailand | ☐ America | ☐ Europe |
| ☐ Hong Kong | ☐ Others..... | |

6. What factors make you think like that (answer more than 1)

- | | | |
|--|---|--|
| ☐ Language of brand | ☐ Presenter | ☐ Decorated display |
| ☐ Advertisement | ☐ Image of product | ☐ Price tag |

Part 3: Consumers' attitudes towards women clothes brands

Please answer these questions tick $\sqrt{\quad}$ in the block

11. Consumers' attitudes toward Chaps

<i>Chaps</i>	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
1. Modern designs					
2. Reasonable price					
3. Good material					
4. Various styles					
5. Good promotion					
6. self-confident wearers					

12. Consumers' attitudes toward Bossini

<i>Chaps</i>	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
1. Modern designs					
2. Reasonable price					
3. Good material					
4. Various styles					
5. Good promotion					
6. self-confident wearers					

Part 4: Consumers' attitudes towards a brand of general woman clothes.

Please answer these questions tick ✓ in the block

Do you agree with the statements below?

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. Branding in English makes you buy a product more.					
2. If you know that a product is from a foreign country, you would buy more.					
3. Branding in English makes a good image for a product.					
4. You feel that branding products in English is more expensive than branding products in Thai.					
5. Branding in English makes wearers proud.					
6. Branding in English makes a product modern.					
7. Branding in English makes wearers have a good image.					
8. If you don't know that a product is made in Thai, you tend to buy more.					
9. Women clothes should be named in English					
10. Branding in Thai makes a product out-dated.					

แบบสอบถาม

แบบสอบถามชุดนี้เป็นส่วนหนึ่งของการทำสารนิพนธ์ของนิสิตปริญญาโท เอกภาษาอังกฤษธุรกิจ เพื่อการสื่อสารนานาชาติ คณะศิลปศาสตร์ มหาวิทยาลัยศรีนครินทรวิโรฒ เรื่อง “การเปรียบเทียบการรับรู้ทัศนคติ และพฤติกรรมการซื้อเสื้อผ้าสตรี ตราสีน้าไทยและต่างประเทศ” จึงขอความร่วมมือจากทุกท่าน โปรดตอบคำถามตามความเป็นจริง เพื่อจะนำผลที่ได้ไปใช้ประโยชน์ทางการศึกษาต่อไป โดยข้อมูลที่ท่านตอบในแบบสอบถามทั้งหมดจะถือเป็นความลับ ซึ่งผู้วิจัยจะนำเสนอผลการวิจัยในลักษณะรวมเท่านั้น

ส่วนที่ 1 ข้อมูลส่วนบุคคล

คำชี้แจง กรุณาตอบคำถามโดยใส่เครื่องหมายถูก ✓ ในช่องว่าง ☐ ที่ตรงกับคุณเพียงข้อเดียว และกรุณาตอบให้ครบทุกข้อ

1. ระดับการศึกษา

☐ ประถม	☐ มัธยมต้น
☐ มัธยมปลาย	☐ ปริญญาตรี
☐ สูงกว่าปริญญาตรี	☐ อื่นๆ โปรดระบุ.....
2. รายได้ของท่านต่อเดือน

☐ ต่ำกว่า 5,000 บาท	☐ 5,000-10,000 บาท
☐ 10,001-20,000 บาท	☐ 20,001-30,000 บาท
☐ 30,001-40,000 บาท	☐ 40,001 บาท ขึ้นไป
3. ความถี่ในการซื้อเสื้อผ้าสตรีสำหรับตัวคุณเองในช่วง 1 ปีที่ผ่านมา

☐ 1-3 ครั้ง/ เดือน	☐ 4-6 ครั้ง/เดือน
☐ 7-12 ครั้ง/เดือน	☐ 1-6 ครั้ง/ปี
☐ 7-11 ครั้ง /ปี	☐ อื่นๆ.....
4. ปริมาณในการซื้อเสื้อผ้าสตรีสำหรับตัวคุณเองโดยเฉลี่ยแต่ละครั้งในช่วงปีที่ผ่านมา

☐ 1 ตัว	☐ 2-4 ตัว
☐ 5-6 ตัว	☐ 7-12 ตัว
☐ มากกว่า 12 ตัว	☐ อื่นๆ.....

ส่วนที่ 2 การรับรู้ของผู้บริโภคต่อเสื้อผ้าสตรี

หมายเหตุ Chaps = แชนป์ส Bossini = บอสสินี่

5. คุณเคยเห็นโฆษณาของ Chaps จากสื่อใดบ้าง (ตอบได้มากกว่า 1 ข้อ)

- | | | |
|--|--|--|
| ☐ นิตยสาร | ☐ หนังสือพิมพ์ | ☐ ไปปลิวแผ่นพับ |
| ☐ ในร้านที่แสดงสินค้า | ☐ เพื่อนๆ | ☐ ป้ายโฆษณากลางแจ้ง |
| ☐ ไม่เคยเห็น | ☐ อื่นๆ โปรดระบุ..... | |

6. คุณเคยเห็นโฆษณาของ Bossini จากสื่อใดบ้าง (ตอบได้มากกว่า 1 ข้อ)

- | | | |
|--|--|--|
| ☐ นิตยสาร | ☐ หนังสือพิมพ์ | ☐ ไปปลิวแผ่นพับ |
| ☐ ในร้านที่แสดงสินค้า | ☐ เพื่อนๆ | ☐ ป้ายโฆษณากลางแจ้ง |
| ☐ ไม่เคยเห็น | ☐ อื่นๆ โปรดระบุ..... | |

7. คุณคิดว่าเสื้อผ้าสตรียี่ห้อ Chaps เป็นของประเทศใด

- | | | |
|--------------------------------|--|--------------------------------|
| ☐ ไทย | ☐ อเมริกา | ☐ ยุโรป |
| ☐ ฮองกง | ☐ อื่นๆ โปรดระบุ..... | |

8. คุณคิดว่าปัจจัยใดทำให้คุณคิดเช่นนั้น(เลือกได้มากกว่า 1 ข้อ)

- | | | |
|---|-------------------------------------|--|
| ☐ ภาษาที่ต้งชื่อยี่ห้อ | ☐ ฟรีเซเตอร์ | ☐ การตกแต่งร้าน |
| ☐ โฆษณา | ☐ ฉลากยี่ห้อ | ☐ ภาพพจน์ของตัวสินค้า |
| ☐ อื่นๆ โปรดระบุ..... | | |

9. คุณคิดว่าเสื้อผ้าสตรียี่ห้อ Bossini เป็นของประเทศใด

- | | | |
|--------------------------------|--|--------------------------------|
| ☐ ไทย | ☐ อเมริกา | ☐ ยุโรป |
| ☐ ฮองกง | ☐ อื่นๆ โปรดระบุ..... | |

10. คุณคิดว่าปัจจัยใดทำให้คุณคิดเช่นนั้น(เลือกได้มากกว่า 1 ข้อ)

- | | | |
|---|-------------------------------------|--|
| ☐ ภาษาที่ต้งชื่อยี่ห้อ | ☐ ฟรีเซเตอร์ | ☐ การตกแต่งร้าน |
| ☐ โฆษณา | ☐ ฉลากยี่ห้อ | ☐ ภาพพจน์ของตัวสินค้า |
| ☐ อื่นๆ โปรดระบุ..... | | |

ส่วนที่ 3 ทศนคติของผู้บริโภคต่อสินค้าเสื้อผ้าสตรี

คำชี้แจง กรุณาตอบคำถามโดยใส่เครื่องหมายถูก ✓ ในช่องที่ต้องการเลือกเพียงช่องเดียวในแต่ละ

คำถาม และตอบให้ครบทุกข้อ

11. ทศนคติต่อยี่ห้อเสื้อผ้าสตรี Chaps

<i>Chaps</i>	เห็นด้วย อย่างยิ่ง	เห็นด้วย	ไม่แน่ใจ	ไม่เห็น ด้วย	ไม่เห็นด้วย อย่างยิ่ง
1. มีการออกแบบที่ทันสมัย					
2. มีราคาที่เหมาะสม					
3. ใช้วัสดุที่มีคุณภาพดี					
4. มีแบบให้เลือกมากมาย					
5. มีการส่งเสริมการขายดี					
6. ช่วยสร้างความภูมิใจและเพิ่มความมั่นใจแก่ผู้สวมใส่					

12. ทศนคติต่อยี่ห้อเสื้อผ้าสตรี Bossini

<i>Bossini</i>	เห็นด้วย อย่างยิ่ง	เห็นด้วย	ไม่แน่ใจ	ไม่เห็น ด้วย	ไม่เห็นด้วย อย่างยิ่ง
1. มีการออกแบบที่ทันสมัย					
2. มีราคาที่เหมาะสม					
3. ใช้วัสดุที่มีคุณภาพดี					
4. มีแบบให้เลือกมากมาย					
5. มีการส่งเสริมการขายดี					
6. ช่วยสร้างความภูมิใจและเพิ่มความมั่นใจแก่ผู้สวมใส่					

ส่วนที่ 4 ความคิดเห็นอื่น ๆ ของผู้บริโภคต่อยี่ห้อเสื้อผ้าสตรี

คุณเห็นด้วยกับข้อความต่อไปนี้หรือไม่

ข้อความ	เห็นด้วย อย่างยิ่ง	เห็น ด้วย	ไม่แน่ใจ	ไม่เห็น ด้วย	ไม่เห็นด้วย อย่างยิ่ง
1. การตั้งชื่อสินค้าเป็นภาษาอังกฤษมีผล ต่อพฤติกรรมการซื้อมากขึ้น					
2. การที่รู้สึกเหมือนเป็นสินค้ามาจาก ต่างประเทศมีผลต่อพฤติกรรมการซื้อ					
3. การตั้งชื่อสินค้าเป็นภาษาอังกฤษ ทำให้ ภาพพจน์ของสินค้าดีขึ้น					
4. ยี่ห้อที่ตั้งชื่อเป็นภาษาอังกฤษทำให้รู้สึก ว่ามีราคาแพงกว่ายี่ห้อที่ตั้งชื่อเป็น ภาษาไทย					
5. ยี่ห้อที่ตั้งชื่อเป็นภาษาอังกฤษทำให้ผู้ใช้ เกิดความภาคภูมิใจ					
6. ยี่ห้อที่ตั้งชื่อเป็นภาษาอังกฤษทำให้ สินค้าดูทันสมัย					
7. ชื่อสินค้าที่เป็นภาษาอังกฤษบ่งบอกถึง ความมีรสนิยม					
8. การที่ไม่ทราบว่าเป็นสินค้าไทยทำให้มี แนวโน้มในการซื้อมากขึ้น					
9. สินค้าเสื้อผ้าสตรีควรตั้งชื่อเป็น ภาษาอังกฤษ					
10. ชื่อยี่ห้อที่เป็นภาษาไทยนั้นล้าสมัย					

Chaps Information

Chaps started in 1980's in Thailand. It was created by Jaspal Group aiming to cater to younger and trendier crowd. With dedication and commitment in producing high quality and modern products, Chaps evolved to become one of the leading men's stores, building a strong brand in Thailand. By 1990, Chaps incorporated women's collection to establish a full fledged collection to cater to the masses. Today, Chaps operates 16 retail stores throughout Thailand. Distinctively fashionable and elegant, the brand is recognized locally and has a strong influence in the fashion industry, catering to the hip and sophisticated clientele.

Chaps is a brand that is built up by a group of the talents, from designing, manufacturing to marketing and service. Dedicated to the consumers, these talents are in continuous motion to source and expand new ideas and products to give Chaps customers' real value for money. Chaps Philosophy is to create and to market apparel and accessories for customers. Chaps creates a lifestyle brand that incorporates the following: fashion, style, sophistication, quality. Therefore Chaps products must have good fitting, excellent fabrics and stitching details.

Source: <http://www.chapsclothing.com/>

Bossini Information

Over the past two decades, Bossini has become one of the most popular brands of high quality casual fashion wear and accessories in the region. At the same time, fulfilling the Group's motto, "For a better world...we care", Bossini has also achieved recognition for its social commitment and successful charitable campaigns.

First launched in the early 1980s, Bossini opened its first exclusive store in Hong Kong in 1987; Bossini International Holdings Limited was listed on the Stock Exchange of Hong Kong in 1993, and now operates one of the largest retail fashion chains in Hong Kong and Macau. In recent years the Bossini brand has steadily expanded internationally, opening outlets in Singapore, Taiwan and Mainland China.

Bossini's designs are noted for their fresh, contemporary and easy-to-wear style, characterized by good quality at affordable prices. Bossini's stores offer excellent customer service, and are regularly renovated to provide a welcoming shopping environment. The Group deploys innovative marketing promotions and as a responsible corporate citizen, Bossini also arranges occasional fundraising campaigns through its stores for leading charities.

All this is supported behind the scenes by efficient management, strong investment in human resources, effective cost control and strict quality management. This combination of quality products, attractive stores and strong management will ensure the Bossini remains the brand of choice for fashionable high quality casual wear.

Source: <http://www.bossini.com/bossini/html/eng/common/index.jsp>

VITAE

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