

**THE CONSTRUCTION OF A NATION BRAND IMAGE  
OF THAILAND OTOP**

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THE CONSTRUCTION OF A NATION BRAND IMAGE OF THAILAND OTOP

By

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## ABSTRACT

This research aimed to study the factors influencing Thailand's brand image that included brand associations, country of origin image, and brand attitude. Thailand OTOP which reflects culture and local intelligence and is the sources of the local income for rural people was chosen as the product under the study. The population of the study comprised two groups of Thai tourists and foreign visitors. The method of mall-intercept approach was employed in data collection with a total sample group of 324 Thai tourists and 157 foreign visitors. The statistics used in data analysis is the Structure Equation Model (SEM). The study showed that brand attitude was the most influential factor, followed by the country of origin image and brand associations, respectively, both for Thai tourists and foreign visitors. Similarly, these three influential factors can determine the nation brand image by 83 percent in the model for Thai tourists and 92 percent in the model for foreign visitors. The study also found that for the foreign consumers, the brand attitude acted as a mediator between brand associations and the nation brand image, while the country of origin image had a direct effect on the nation brand image, not being mediated by brand attitude. A detailed discussion of each variable including its roles and importance is provided. Recommendations for the government sectors and OTOP producers are also presented.

**Keywords:** nation brand image, brand personality, brand associations, country of origin image, brand attitude

## ABSTRAK

Kajian ini bertujuan untuk mengkaji faktor yang mempengaruhi imej jenama negara Thailand yang melibatkan persatuan jenama, imej negara asal dan sikap terhadap jenama. Produk OTOP merupakan produk keluaran negara Thai yang mencerminkan budaya tempatan dan kecerdasan sertasebagai sumber pendapatan tempatan bagi penduduk luar bandar. Produk OTOPdipilih sebagai produk di bawah kajian ini. Populasi kajian terdiri daripada dua kumpulan pelancong, iaitu pelancong dari negara Thai dan pelawat asing. Kaedah ‘mall-intercept’ telah digunapakai dalam pengumpulan data dengan jumlah sampel sebanyak 324 pelancong Thai dan 157 pelawat asing. Kaedah statistik yang digunakan dalam menganalisis data yang dikenali sebagai Pemodelan Persamaan Struktur(SEM). Kajian telah memperlihatkan bahawa sikap terhadap jenama adalah faktor yang paling kuat, diikuti oleh imej negara asal dan persatuan jenama untuk kedua-dua pelancong Thai dan pelawat asing. Begitu juga, ketiga-tiga faktor yang berpengaruh ini boleh menentukan imej jenama negara sebanyak 83 peratus untuk pelancong Thai dan 92 peratus bagi pelawat asing. Kajian ini juga mendapati bahawa bagi pengguna asing, sikap terhadap jenama bertindak sebagai perantara di antara persatuanjenama dan imej jenama negara, manakala imej negara asal mempunyai kesan langsung terhadap imej jenama negara yang tidak diantaraioleh sikap terhadap jenama. Perbincangan terperinci setiap pembolehubah termasuk peranan dan kepentingannyaturut disediakan. Cadangan bagi sektor kerajaan dan pengeluar OTOP juga turut disertakan.

**Kata kunci:** imej jenama negara, personaliti jenama, persatuan jenama, imej negara asal, sikap terhadap jenama

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## **List of abbreviations**

AFFECT	Social achievement dimension
ASEAN	Association of Southeast Asian Nations
ASSOC	Brand associations
ATTUDE	Brand attitude
AVE	Average Variance Extracted
BENEFIT	Functional dimension
BRDASS	Brand as person
CBBE	The Customer-Based Brand Equity
CFA	Confirmatory factor analysis
CFI	Comparative Fit Index
COMPET	Competence
COOI	Country of origin image
COOIcul	Country of origin; Culture- image
COOI <sub>mac</sub>	Country of origin; Macro-image
COOI <sub>mic</sub>	Country of origin; Micro-image
CR	Construct Reliability
DDII	Dynamic Destination Image Index
EXCITE	Excitement
GFI	Goodness-of-fit index
GOF	Goodness-of-fit
NBI	Nation brand image
NBT	Nation brand image (Thai customers)
NBF	Nation brand image (Overseas customers)

ODOP	One District One Product
ORGASS	Brand as organisation
OTOP	One Tambon One Product
OVOP	One Village One Product
PNFI	Parsimony Normed Fit Index
PROASS	Brand as product
RUGGED	Ruggedness
RMSEA	Root Mean Square error of Approximation
RMR	Root Mean Square Residual
SEM	Structural Equation Modelling
SINCERE	Sincerity
SOPHIS	Sophistication
SRMR	Standardised Root Mean Square Residual
THIMGE	Thailand's image

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# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

Since the 1980s, several countries have had an interest in the development of their Nation Brand to create a dominant position of the country on the world stage. Each country has been trying to create events to promote their Nation Brand. For example, they present their exports and promote their tourism industry through the country image. Also, the governmental activities are done in consistent with the values in the image of the country. The culture, as well as, the people of the country is used to create such a program that will make a greater value to the Nation Brand and to repeat the image of the brand in the eyes of customers (Sinclair, 2004). A good example of a well-known nation brand is Swiss watches (Fosher, 2003).

The nation brand image of a country has been presented through its product, tourism, culture and people of the country. And this image is aimed to influence purchases and decisions in investment or tourism in the country (Kotler and Gertner, 2002; Sinclair, 2004). This nation image will, in turn, facilitate the economy growth of the country. Nation image also affects the 'halo effect' or country-of-origin effect. The halo effect considers the nation a value-added factor for products produced within that nation (Stock, 2009). The intended use of this effect can also be seen in commercials; for example, German products have an image of engineering quality and durable in use. Management of the nation brand image; thereby, expands not only the growth of trade and investment

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only

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