THE CONSTRUCTION OF A NATION BRAND IMAGE
OF THAILAND OTOP

SASIWEMON SUKHABOT

DOCTOR OF PHILOSOPHY
UNIVERSITI UTARA MALAYSIA
July 2015
THE CONSTRUCTION OF A NATION BRAND IMAGE OF THAILAND OTOP

By

SASIWEMON SUKHABOT

Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business,
Universiti Utara Malaysia,
in Fulfillment of the Requirement for the Degree of Doctor of Philosophy
PERMISSION TO USE

In presenting this thesis in fulfillment of the requirements for a Post Graduate degree from the Universiti Utara Malaysia (UUM), I agree that the Library of this university may make it freely available for inspection. I further agree that permission for copying this thesis in any manner, in whole or in part, for scholarly purposes may be granted by my supervisor(s) or in their absence, by the Dean of Othman Yeop Abdullah Graduate School of Business where I did my thesis. It is understood that any copying or publication or use of this thesis or parts of it for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to the UUM in any scholarly use which may be made of any material in my thesis.

Request for permission to copy or to make other use of materials in this thesis in whole or in part should be addressed to:

Dean of Othman Yeop Abdullah Graduate School of Business
Universiti Utara Malaysia
06010 UUM Sintok
Kedah Darul Aman
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


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

I am grateful to Associate Professor Dr. Salniza Md. Salleh, and Assistant Professor Dr. Abdul Rahim Abu Bakar for their supervision and continual advice that give me an insight into the research leading to the degree of philosophy.

I would like to thanks to friends who provide useful suggestions on structure equation model analysis; Dr. Issarath RinThisong, Dr. Kawkeaw Jankingthong, Assistant Professor Dr. Wiwat Jankingthong, and Associate Professor Dr. Sanguan Lerkiatbundit. I also thanks Assistant Professor Dr.Waraporn Sripetpun for her assistance in the English usage.

I appreciate the supporting time and fund grounded by Prince of Songkla University, Hatyai Campus, Thailand.

Lastly, the study would not have been possible without the encouragement and warm support from my parents, husband and all three children.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Titles</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>CERTIFICATION OF THESIS</td>
<td>i</td>
</tr>
<tr>
<td>PERMISSION TO USE</td>
<td>iii</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>iv</td>
</tr>
<tr>
<td>ABSTRAK</td>
<td>v</td>
</tr>
<tr>
<td>ACKNOWLEDGMENTS</td>
<td>vi</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>vii</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>xi</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>xiii</td>
</tr>
<tr>
<td>LIST OF APPENDIXS</td>
<td>xiv</td>
</tr>
<tr>
<td>LIST OF ABBREVIATIONS</td>
<td>xvi</td>
</tr>
</tbody>
</table>

## CHAPTER ONE: INTRODUCTION

1.1 Background of the study
1.2 Problem Statement
1.3 Research Questions
1.4 Research Objectives
1.5 Research Contribution
  1.5.1 Theoretical contribution
  1.5.2 Practical contribution
1.6 Scope and Limitations of the Study
1.7 Operational Definition
1.8 Organization of the thesis

## CHAPTER TWO: LITERATURE REVIEW

2.1 Overview
2.2 Nation brand image
2.3 Nation brand
2.4 Brand Attitude
2.5 Brand associations
2.6 Country of Origin Image
2.7 The brand image as brand personality and self-image of customers image, brand attitude and brand image
2.8 The relationship between brand associations, country of origin attitude
2.8.1 The relationship between brand associations and brand attitude 98
2.8.2 The relationship between country of origin image and brand attitude 102
2.8.3 The relationship between country of origin image and brand image 105
2.8.4 The relationship between brand associations and brand image 110
2.8.5 The relationship between brand attitude and brand image 112
2.8.6 The mediator effect of brand attitude 114
2.9 The customer-based brand equity (CBBE) theory: the underlying theory for branding nation brand image 115

CHAPTER THREE: RESEARCH METHODOLOGY 127

3.1 Overview 127
3.2 Research framework 128
3.3 The research process 129
3.4 The hypotheses 130
3.5 The Hypothesized Model 135
3.6 Research design 139
3.7 Measurement of variables/ instrumentation 152
  3.7.1 Brand associations measures 154
  3.7.2 The brand attitude measures 157
  3.7.3 Country of origin image measures 158
  3.7.4 The image of user and brand personality measures 164
  3.7.5 Demographic data 165
3.8 The instruments and pilot study 166

CHAPTER FOUR: RESULTS AND ANALYSIS 172

4.1 Overview 172
4.2 Personal background of the sample 173
  4.2.1 Personal background of Thai consumers 173
  4.2.2 Personal background of overseas consumers 175
4.3 Brand image of OTOP 177
  4.3.1 OTOP brand personality as visualised by Thai consumers 177
  4.3.2 OTOP brand personality as visualised by overseas consumer 179
4.4 Brand image of OTOP consumers 180
  4.4.1 Personality of Thai consumers 180
  4.4.2 Personality of overseas consumers 181
4.5 Image of brand and consumer 182
  4.5.1 Brand image and consumer image in terms of brand personality as visualised by Thai consumers 182
4.5.2 Brand image and consumer image in terms of personality as visualised by overseas consumers 183

4.6 Nation brand image model 184
4.6.1 The descriptive statistics of the main variables 184
4.6.2 The Nation brand image model 187
   4.6.2.1 Data screening 187
   4.6.2.2 Statistical assumptions 188
4.6.3 Descriptive statistics of latent construct 195
4.6.4 Multicollinearity test 197
4.6.5 Measurement variable test 201
   4.6.5.1 Measurement of variable test for Thai consumers 201
   4.6.5.2 Measurement of variable test for overseas consumers 214
4.6.6 Goodness of fit of Structural Model 221
4.6.7 Hypothesis testing 230
   4.6.7.1 Nation Brand Image Model for Thai Observations 231
   4.6.7.2 Nation Brand Image Model for Foreign Observations 233
4.6.8 Summary of research finding 235

CHAPTER FIVE: DICUSSION AND CONCLUSION 239

5.1 Overview
5.2 First objective: To explore the brand image of OTOP and the image of the user in terms of the characteristics of brand personality 239
5.3 Second objective: To investigate whether brand associations influence a nation brand image 239
5.4 Third objective: To investigate whether the country of origin image influence a nation brand image 250
5.5 Forth objective: To investigate whether brand associations influence brand attitude 253
5.6 Fifth objective: To investigate whether the country of origin image influence brand attitude 256
5.7 Sixth objective: To investigate whether brand attitude influence a nation brand image 258
5.8 Seventh objective: To examine whether brand attitude to be a mediator effect between brand associations and a nation brand image 259
5.9 Eighth objective: To examine whether brand attitude to be a mediator effect between country of origin image and a nation brand image 262
5.10 Conclusion 262
5.11 Contribution 265
   5.11.1 Academic Contribution 265
   5.11.2 Business Contribution 268
## List of tables

<table>
<thead>
<tr>
<th>Table</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1</td>
<td>The definition of place brand, nation brand and country brand</td>
</tr>
<tr>
<td>2.2</td>
<td>The past Studies of place brand, nation brand, and country brand</td>
</tr>
<tr>
<td>2.3</td>
<td>Three Categories of Brand association components</td>
</tr>
<tr>
<td>3.1</td>
<td>Results of ANOVA testing of attitude toward the brand association construct for Thai and overseas respondents</td>
</tr>
<tr>
<td>3.2</td>
<td>Results of ANOVA testing of attitude toward the brand attitude construct for Thai and overseas respondents</td>
</tr>
<tr>
<td>3.3</td>
<td>Results of ANOVA testing of attitude toward country of image origin construct for Thai and overseas respondents</td>
</tr>
<tr>
<td>3.4</td>
<td>Results of ANOVA testing of attitude toward OTOP brand image construct for Thai and overseas respondents</td>
</tr>
<tr>
<td>3.5</td>
<td>Brand association dimensions, measures and indicators</td>
</tr>
<tr>
<td>3.6</td>
<td>Classification of brand attitude dimensions, measures and indicators</td>
</tr>
<tr>
<td>3.7</td>
<td>Country of origin image measurement; macro-image level</td>
</tr>
<tr>
<td>3.8</td>
<td>Country of origin image measurement; culture image level</td>
</tr>
<tr>
<td>3.9</td>
<td>Country of origin image measurement; micro-image level</td>
</tr>
<tr>
<td>3.10</td>
<td>Brand personality scale (BPS); brand facet and indicators</td>
</tr>
<tr>
<td>3.11</td>
<td>The demographic data of a pilot test</td>
</tr>
<tr>
<td>4.1</td>
<td>The personal background Thai respondents</td>
</tr>
<tr>
<td>4.2</td>
<td>Personal background of overseas respondents</td>
</tr>
<tr>
<td>4.3</td>
<td>Brand image of OTOP in terms of brand personality as visualised by Thai consumers</td>
</tr>
<tr>
<td>4.4</td>
<td>Brand image of OTOP in terms of brand personality as visualized by overseas consumers</td>
</tr>
<tr>
<td>4.5</td>
<td>Personality as estimated by Thai consumers</td>
</tr>
<tr>
<td>4.6</td>
<td>Overseas consumers s’ personality</td>
</tr>
<tr>
<td>4.7</td>
<td>Personalities of OTOP and Thai consumers</td>
</tr>
<tr>
<td>4.8</td>
<td>The personalities of OTOP and overseas consumers</td>
</tr>
<tr>
<td>4.9</td>
<td>Mean and Standard deviation of brand association; Thai and overseas consumers</td>
</tr>
<tr>
<td>4.10</td>
<td>Mean and Standard deviation of Country of origin image; Thai and overseas consumers</td>
</tr>
<tr>
<td>4.11</td>
<td>Mean and Standard deviation of brand attitude; Thai and overseas consumers</td>
</tr>
<tr>
<td>4.12</td>
<td>Summary of univariate statistics for the studied variables</td>
</tr>
<tr>
<td>4.13</td>
<td>Test of univariate normality for the studied variables</td>
</tr>
<tr>
<td>4.14</td>
<td>Univariate normality normalised using LISREL method</td>
</tr>
<tr>
<td>4.15</td>
<td>Summary of univariate statistics for the observed variables</td>
</tr>
<tr>
<td>4.16</td>
<td>Test of univariate normality for the observed variables</td>
</tr>
<tr>
<td>4.17</td>
<td>Test of univariate normality for continuous variables</td>
</tr>
<tr>
<td>4.18</td>
<td>Descriptive statistics variable for Thai respondents</td>
</tr>
<tr>
<td>4.19</td>
<td>Descriptive statistics variable with data for overseas respondents</td>
</tr>
<tr>
<td>Section</td>
<td>Title</td>
</tr>
<tr>
<td>---------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>4.20</td>
<td>The multicollinearity test among observed variables (Thai Respondents)</td>
</tr>
<tr>
<td>4.21</td>
<td>The multicollinearity test among observed variables using data for overseas respondents</td>
</tr>
<tr>
<td>4.22</td>
<td>Variables under consideration in this study</td>
</tr>
<tr>
<td>4.23</td>
<td>Factor loading and measurement error for each construct</td>
</tr>
<tr>
<td>4.24</td>
<td>Reliability of research instruments- Cronbach Alpha and Construct Reliability</td>
</tr>
<tr>
<td>4.25</td>
<td>Test of Convergent validity of the hypothesised model</td>
</tr>
<tr>
<td>4.26</td>
<td>Correlation and correlation square matrix between exogenous and endogenous variables</td>
</tr>
<tr>
<td>4.27</td>
<td>Discriminant Validity Test</td>
</tr>
<tr>
<td>4.28</td>
<td>Demonstrates the factor loading and measurement error of each construct</td>
</tr>
<tr>
<td>4.29</td>
<td>Reliability of research instruments - Cronbach’s Alpha and Construct Reliability</td>
</tr>
<tr>
<td>4.30</td>
<td>Test of convergent validity of the hypothesised model</td>
</tr>
<tr>
<td>4.31</td>
<td>Correlation and correlation square matrix among exogenous and endogenous variables</td>
</tr>
<tr>
<td>4.32</td>
<td>Discriminant validity test</td>
</tr>
<tr>
<td>4.33</td>
<td>Goodness of fit of structural model: Thai overseas sample group (The original model)</td>
</tr>
<tr>
<td>4.34</td>
<td>The Threshold of Goodness-of-fit (GOF) accepted in academic circles</td>
</tr>
<tr>
<td>4.35</td>
<td>Structure parameter estimates; total effect for nation brand image model: Thai respondents (NBT)</td>
</tr>
<tr>
<td>4.36</td>
<td>Direct and indirect impact (mediating effect) of hypothesis model</td>
</tr>
<tr>
<td>4.38</td>
<td>Direct and indirect impact (mediating effect) of hypothesis model</td>
</tr>
<tr>
<td>4.39</td>
<td>Summarised hypothesis test for both Thai and overseas respondents</td>
</tr>
</tbody>
</table>
## List of figures

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Twofold dimensions in brand image building</td>
<td>10</td>
</tr>
<tr>
<td>2.1</td>
<td>Formation of a brand's image and the effects the resulting image has on indicators of brand equity</td>
<td>44</td>
</tr>
<tr>
<td>2.2</td>
<td>The sequence of processes from consumer mindset to the development of brand attitude</td>
<td>46</td>
</tr>
<tr>
<td>2.3</td>
<td>The relationship between marketing programmes and the hierarchy about formulating the brand in consumer mindset</td>
<td>46</td>
</tr>
<tr>
<td>2.4</td>
<td>The Relationships of brand associations, brand attitude and brand image</td>
<td>47</td>
</tr>
<tr>
<td>2.5</td>
<td>Factors contributing to the brand image of Thailand’s OTOP</td>
<td>48</td>
</tr>
<tr>
<td>2.6</td>
<td>Brand Personality framework (Aaker, 1997)</td>
<td>97</td>
</tr>
<tr>
<td>2.7</td>
<td>Aaker's Brand Equity Model</td>
<td>119</td>
</tr>
<tr>
<td>2.8</td>
<td>Consumer-based Brand Equity Pyramid (Keller, 2003)</td>
<td>121</td>
</tr>
<tr>
<td>2.9</td>
<td>Application of Consumer-based Brand Equity Pyramid (Keller, 2003 combination with Aaker, 1991; and Keller, 1993) on the factors that influence the creation of nation brand image</td>
<td>122</td>
</tr>
<tr>
<td>2.10</td>
<td>Brand and brand attitude impacts on brand equity adapted from Aaker (1991) and Keller (1993)</td>
<td>125</td>
</tr>
<tr>
<td>3.1</td>
<td>The model illustrates nation brand image build-up</td>
<td>128</td>
</tr>
<tr>
<td>3.2</td>
<td>The research hypotheses showing the relationship among various variables</td>
<td>131</td>
</tr>
<tr>
<td>3.3</td>
<td>The hypothesized model</td>
<td>137</td>
</tr>
<tr>
<td>3.4</td>
<td>The relationships between exogenous latent variables and endogenous latent variables</td>
<td>138</td>
</tr>
<tr>
<td>4.1</td>
<td>Nation brand image model and hypotheses</td>
<td>222</td>
</tr>
<tr>
<td>4.2</td>
<td>Correlation among latent variables for each construct and the latent variable in Thai sample group (standardised coefficients of the SEM Model); the original model</td>
<td>228</td>
</tr>
<tr>
<td>4.3</td>
<td>Correlation among latent variables for each construct and the latent variable in overseas sample group (standardised coefficients of the SEM Model); the original model</td>
<td>229</td>
</tr>
<tr>
<td>4.4</td>
<td>Model for Thai respondents</td>
<td>237</td>
</tr>
<tr>
<td>4.5</td>
<td>Model of overseas respondents</td>
<td>238</td>
</tr>
</tbody>
</table>
### List of abbreviations

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>AFFECT</td>
<td>Social achievement dimension</td>
</tr>
<tr>
<td>ASEAN</td>
<td>Association of Southeast Asian Nations</td>
</tr>
<tr>
<td>ASSOC</td>
<td>Brand associations</td>
</tr>
<tr>
<td>ATTITUDE</td>
<td>Brand attitude</td>
</tr>
<tr>
<td>AVE</td>
<td>Average Variance Extracted</td>
</tr>
<tr>
<td>BENEFIT</td>
<td>Functional dimension</td>
</tr>
<tr>
<td>BRDASS</td>
<td>Brand as person</td>
</tr>
<tr>
<td>CBBE</td>
<td>The Customer-Based Brand Equity</td>
</tr>
<tr>
<td>CFA</td>
<td>Confirmatory factor analysis</td>
</tr>
<tr>
<td>CFI</td>
<td>Comparative Fit Index</td>
</tr>
<tr>
<td>COMPET</td>
<td>Competence</td>
</tr>
<tr>
<td>COOI</td>
<td>Country of origin image</td>
</tr>
<tr>
<td>COOIcul</td>
<td>Country of origin; Culture- image</td>
</tr>
<tr>
<td>COOImac</td>
<td>Country of origin; Macro-image</td>
</tr>
<tr>
<td>COOImic</td>
<td>Country of origin; Micro-image</td>
</tr>
<tr>
<td>CR</td>
<td>Construct Reliability</td>
</tr>
<tr>
<td>DDII</td>
<td>Dynamic Destination Image Index</td>
</tr>
<tr>
<td>EXCITE</td>
<td>Excitement</td>
</tr>
<tr>
<td>GFI</td>
<td>Goodness-of-fit index</td>
</tr>
<tr>
<td>GOF</td>
<td>Goodness-of-fit</td>
</tr>
<tr>
<td>NBI</td>
<td>Nation brand image</td>
</tr>
<tr>
<td>NBT</td>
<td>Nation brand image (Thai customers)</td>
</tr>
<tr>
<td>NBF</td>
<td>Nation brand image (Overseas customers)</td>
</tr>
<tr>
<td>Acronym</td>
<td>Description</td>
</tr>
<tr>
<td>----------</td>
<td>------------------------------------------------</td>
</tr>
<tr>
<td>ODOP</td>
<td>One District One Product</td>
</tr>
<tr>
<td>ORGASS</td>
<td>Brand as organisation</td>
</tr>
<tr>
<td>OTOP</td>
<td>One Tambon One Product</td>
</tr>
<tr>
<td>OVOP</td>
<td>One Village One Product</td>
</tr>
<tr>
<td>PNFI</td>
<td>Parsimony Normed Fit Index</td>
</tr>
<tr>
<td>PROASS</td>
<td>Brand as product</td>
</tr>
<tr>
<td>RUGGED</td>
<td>Ruggedness</td>
</tr>
<tr>
<td>RMSEA</td>
<td>Root Mean Square error of Approximation</td>
</tr>
<tr>
<td>RMR</td>
<td>Root Mean Square Residual</td>
</tr>
<tr>
<td>SEM</td>
<td>Structural Equation Modelling</td>
</tr>
<tr>
<td>SINCERE</td>
<td>Sincerity</td>
</tr>
<tr>
<td>SOPHIS</td>
<td>Sophistication</td>
</tr>
<tr>
<td>SRMR</td>
<td>Standardised Root Mean Square Residual</td>
</tr>
<tr>
<td>THIMGE</td>
<td>Thailand’s image</td>
</tr>
</tbody>
</table>
# List of appendices

<table>
<thead>
<tr>
<th>Appendix</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appendix A</td>
<td>Questionnaire: Thai version</td>
<td>297</td>
</tr>
<tr>
<td>Appendix B</td>
<td>Questionnaire: Foreigner version</td>
<td>304</td>
</tr>
<tr>
<td>Appendix C</td>
<td>Normality, linearity and homoscedasticity</td>
<td>312</td>
</tr>
<tr>
<td>Appendix D</td>
<td>Output: Thai model (The original model)</td>
<td>324</td>
</tr>
<tr>
<td>Appendix E</td>
<td>Output: overseas model (The original model)</td>
<td>345</td>
</tr>
</tbody>
</table>
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 Band. 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...
The contents of the thesis is for internal user only
REFERENCES


279


South Korea. Purdue University, West Lafayette, Indiana.


292


Usanit, Y. (2011 ). *Factors Affecting The Decision to Purchase Herbal Facial Skin One Tambol One Product of Consumer in Bangkok Province.* Rajamangala University of Technology Thanyaburi, pathumthani.


Department of Export Promotion  
(http://www.ditp.go.th/index.php/contact?catid=239&id=134)

Tourism Authority of Thailand (http://www.tourism.go.th/index.php)

http://thaitambon.com/tambon/tcatlist.asp