INFLUENCES OF FOREIGN BRAND NAMES AND PRODUCT TYPES ON CONSUMER BEHAVIOR

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Abstract

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

Keywords: Foreign brand names, Product types, Consumer behavior, Experimental research

บทคัดย่อ

การวิจัยครั้งนี้เป็นการวิจัยเชิงทดลองแบบ 2 x 2 แฟค
ทอเรียล โดยมีวัตถุประสงค์เพื่อศึกษาผลกระทบหลักและ
ผลกระทบร่วมกันของชื่อตราสินค้าที่เป็นภาษาต่างประเทศ
2 ชื่อ (ชื่อตราสินค้าอเมริกัน และชื่อตราสินค้าญี่ปุ่น) กับ
ประเภทสินค้า 2 ประเภท (สินค้าที่เน้นความเพลิดเพลิน
ทางอารมณ์ และสินค้าที่เน้นประโยชน์ใช้สอย) ที่ส่งผล
ต่อพฤติกรรมของผู้บริโภค ซึ่งได้แก่ การรับรู้ถึงคุณภาพ
ทัศนคติต่อโฆษณา ทัศนคติต่อตราสินค้า ทัศนคติต่อ
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สินค้า ทัศนคติต่อโฆษณาและความตั้งใจซื้อ อย่างไรก็ตาม
ชื่อตราสินค้าที่เป็นภาษาต่างประเทศและประเภทสินค้าไม่
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Introduction

A large number of new products are launched everyday and they are easily imitated. However, one of basic elements which is very important when launching a new product in market is brand naming. Not only to identify the product and its positioning, a brand name also impacts on consumers' purchase decisions and could lead to the success or failure when launching new products or services (Kotler & Armstrong, 2013). Some companies might use foreign brand naming in the purpose of increasing the perceived quality by linking the products with a country's existing equity. Previous research studies demonstrated that foreign brand names have impacts on consumer behavior. However, different foreign brand names are suitable for different product types.

In the past, there are many studies focusing on impacts of foreign brand names on consumer behavior. According to the previous research studies, it might be seen that most research has been conducted on consumer behavior of products based on foreign brand names by comparing foreign brand names with local brand names. There are a few studies on the effects of foreign brand names in developing countries which comparing both brand names from developed countries.

This research will be conducted to find out the answer of the above mentioned by comparing between the impacts of American brand name and Japanese brand name on consumer behavior in Thailand. Products with American and Japanese brand name are popular and acceptable, especially among Thai teenagers. However, it is still not clear in terms of the difference between the impacts of American brand name and Japanese brand name on consumer behavior in different product types. To use foreign brand name strategy effectively, marketers have to understand which foreign brand names suitable for each product. For this reason, this research is conducted to find out the answer and hopefully it will be beneficial for researchers and marketers in the future.

Branding

A brand was defined as a name, symbol, design, or all of them that use to identify the goods and services and make it different from other competitors (Kotler & Armstrong, 1996). When mentioning about branding strategies, one of the essential components is a brand name.

Brand names make one company's product unlike other companies' products in the same categories. For

example, consumers buy Adidas, not sport shoes. In this situation, it might be said that brand names impact consumers' choice (Chiranjeev, 1997) Moreover, brand name is a main factor that impact consumers' purchase decisions and can lead to the success or failure when launching new products or services (Kotler & Armstrong, 2013). A correct one gets high on consumer awareness and preference (Chan & Huang, 1997). Charmasson (1988) also said that brand name play a significant role in consumer's acceptance of products and services.

There are many brands in the marketplace using foreign brand names as the country of origin cue for influence on consumer perception in terms of quality of products (Bilkey & Nes, 1982) or lead to brand identity and brand image (Thakor & Lavack, 2003). For example, Haagen-Dazs ice cream is American brand that use Danish brand name to increase the perceived quality of the product and it is successful (Leclerc, Schmitt, & Dub, 1994; Villar, Ai, & Segev, 2012).

Sometimes, a foreign brand name is hard to pronounce and remember comparing with English or local language but it may associate with positive thing that affect consumers' evaluations of a product (Leclerc et al., 1994). Although foreign names can create brand image on consumer perception and affect consumer behavior, different languages affect brand image differently. In addition, each foreign brand name influences brand image on product categories differently.

Many research found that foreign brand names have an impact on perceive hedonic-utilitarian image of the product. Soto, Mobarec, and Friedmann (2009) studied about the effect of English, French and Spanish brand names on consumer perception and found that French and English pronunciation related to hedonic products, but English-sounding names were prefer to French and Spanish across hedonic, hybrid and utilitarian product.

In contrast, German brand name effected utilitarian perceptions of products more than French and English (Heslop & Papadopoulos, 1993). From these results, it indicated that choosing the right foreign brand name on the right product types is very impoetant.

Country of Origin

Country of origin (COO) is the country where headquarters of the firm marketing the product or brand is established (Johansson, Douglas, & Nonaka, 1985). Nagashima (1970) defined country of origin effect as the image, the reputation, and the stereotype that consumers add to products or brands of one country specifically. This image and stereotype are created by many variables such as representative products, national characteristics, economic and political background, history, and traditions. However, in today marketplace, a lot of multinational companies and the hybrid products with components sourced from vary countries have made the accuracy or validity of "made in" labels unclear. For this reason, sometimes it is hard to define "country of origin" (Zafar et al., 2004).

Even though the definition of country of origin is blurred, it still influences consumer purchase decision. Many studies in the past showed that COO has impacts on consumers in many ways, such as social status, consumers' product evaluation, quality perception, product attitude and purchase intention (Han & Terpstra, 1988; Wong, Garma, & Polonsky, 2007).

Nonetheless, some studies indicated that the importance of country of origin on consumer product evaluation depends on product types. The research pointed out that luxury or high complexity product are more likely to be influenced by country of manufacture (Ahmed & d'Astous, 1993; Liefeld, Papadopoulos, & Heslop, 1993). While Laosuwanwat (2002) found that country of origin

has an impact on purchase decision of a high involvement product but there are no difference between the impacts of different country of origins on purchase decision of a low involvement product.

Products with foreign brand names always relate to the perceived country of origin of the brand. Leclerc et al. (1994) pointed out that a brand name not only impacts consumers' beliefs about product attributes, it also relates to the country of origin image. Thus, many companies use foreign brand names that associate with countries that have positive or expertise country of origin image for specific product category in order to make consumers perceive a positive image towards the brand.

Consumer Behavior

Consumer behavior is ongoing processes that individual or group choose, buy, consume, or dispose of products to satisfy needs and wants (Solomon, 2015). Consumer behavior consists of three stages, including pre-purchase decision, purchase decision, and post-purchase decision.

While marketers try to shape consumers' perception towards the brand, the ad, or company's product, it is importation to know about the basic idea of perception. Perception was defined as the process an individual selects, organizes and clarifies stimuli in a meaningful and consistent way (Moutinho, 1987). An individual tends to form his/her perceptions and knowledge for creatingsignificant relationships between different elements. Things that each consumer perceives in many situations are not only decided by the pure nature of the stimulus or senses, but also by his/her values and needs. There are three stages of perception, which are exposure, attention, and interpretation.

Another thing that marketers pay attention to when thinking about consumer behavior or planning marketing's strategies is attitude. Solomon (2015) defined attitude as a lasting, common evaluation of people, objects, advisements, or issues. He also stated that consumers have attitudes toward a wide scope of objects since very specific to general behavior.As mentioned by Solomon (2015), attitude is a lasting, common evaluation of people, objects, advisements, or issues. He also stated that consumers have attitudes toward a wide scope of objects since very specific to general behavior.

According to Moutinho (1987), attitudes have three components. These are cognitive, affective and conative. Similarly, Solomon (2015) mentioned about the ABC Model of attitudes. This model describes attitudes structure in terms of three components, which are affect, behavior, and cognition. Affective is a person's feelings or emotions about the attitude object. Behavior is the way the attitude we have influences how we take action to objects. Cognition refers to a belief to be true about an attitude object.According to the hierarchy of effects model, cognition, affect, and behavior are related to each other(Solomon, 2015).

Apart from consumer perception and attitude, consumer decision making is also important to marketers. Knowing how consumers select products and what make them purchase is a key to make the successful marketing strategies. Decision making is defined as steps of human information processing from collecting, organizing, and collaborating information from different sources to make decisions (Lehto, Nah, & Yi, 2012). The nature of decision making can differ depending on decision context. Some purchase decisions are more significant than others. Some decisions we make is very thoughtful, but some decision we use emotion to decide what we choose (Lehto et al., 2012; Solomon, 2015).There are five steps of consumer decision making, including problem recognition, information search, evaluation of alternative, product choice, and outcome.

Method

In order to assess the effects of foreign brand names and product types on consumer behavior, the researchers conducted a study by using an experimental research. Specifically, a 2 x 2 between-subjects, factorial design was employed. The study consisted of the independent variables, which are foreign brand names and product types, and dependent variables, consists of perceived quality, attitude towards the ad, attitude towards the brand, attitude towards country of origin, and purchase intention.

TREATMENTS

In this study, there were 4 treatments. The researcher divided the participants into 4 separate groups. Each group got different treatment.The participants in group A1 viewed the print advertisement of American brand name and hedonic product, while, group A2 received the print advertisement of American brand name and utilitarian product. Group A3 viewed the print advertisement of Japanese brand name and hedonic product. Lastly, the participants in group A4 got the print advertisement of Japanese brand name and utilitarian product.

PRODUCT TYPE AND BRAND NAME SELECTIONS

A pretest was conducted to select two products (one utilitarian and one hedonic) to be used in the advertisements for the experiment. The identification of hedonic product and utilitarian product was selected by asking a 15-student sample to identify 5 product categories that they thought to be hedonic and utilitarian according to the definition of each product type (Batra, Ramaswamy, Alden, Jan-Benedict, & Ramachander, 2000; Hirschman & Holbrook, 1982; Strahilevitz, 1999). After getting all answers from the sample, the researcher selected one product category that was mentioned most for each product type. According to the result, food was mentioned most for hedonic product, the second was fashion clothes and a cosmetic was rated at third rank. However, it was hard to specify food product that was suitable for all participants. Thus, fashion clothes were selected to represent hedonic product. For utilitarian product, a notebook computer was mentioned most and selected to represent utilitarian product.Next, the researcher did the second pre-test to check whether fashion clothes were perceived as hedonic product and a notebook computer was perceived as utilitarian product by using five-point semantic differential scales adapted from Voss, Spangenberg, and Grohmann (2003). According to the results, the mean score for fashion clothes was 4.36, and the mean score for a notebook computer was 4.70, which was statistically significantly different from the test value of 3.00. It can be concluded that fashion clothes are hedonic product and a notebook computer is utilitarian product and both of them can be used in the research.

For brand name selection, a pre-test was conducted to gather ideas about American brand name that was suitable for fashion clothes and a notebook computer by asking master students to rate five names that they thought suitable for both products. The name that was chosen by most people was selected. The result showed that "DIXON" was chose most and was selected to represent American brand name in the research. To select Japanese brand name, the researcher searching for five popular Japanese brand names on the Internet that have two syllables equal to DIXON, American brand name. After that the researcher asked master students who have knowledge about Japanese language to rate the name that they thought suitable for both products. The result showed that "だいし" (Daishi) got the highest score and was a representative of Japanese brand name.

RESEARCH INSTRUMENTS

The research instruments included print advertisement and questionnaire. For print advertisements, four A4 size full pages, color print advertisements were created to correspond with each of the four between-subjects conditions (2[brand names] x 2 [product types]). Each advertisement was designed to be similar in terms of layout, graphics, and length.

A questionnaire was designed with two parts. The first part was questions relating to consumer behavior consisting of perceived quality, attitude towards the ad, attitude towards the brand, attitude towards country of origin, and purchase intention and questions for manipulation check. The second part was the demographic questions.

In terms of the questions relating to consumer behavior, perceived quality was measured with two items using five-point semantic differential scales adapted from Boulding and Kirmani (1993) while five-point semantic differential scales developed by Holbrook and Batra (1987) were selected for measure the attitude towards the ad. For attitude towards the brand, a five-point semantic differential scales developed by Spears and Singh (2004) were used. The questions about attitude towards country of origin adapted from Pisharodi and Parameswaran (1992) Likert scale and five-pointed sematic differential scales adapted by Spears and Singh (2004) with five items were used for measure purchase intention.

MANIPULATION CHECK

Two manipulation check questions were created with regard to perceived brand name and perceived product type to ensure that participants perceived those manipulated independent variables correctly. For brand name, participants were asked to answer the question "according to the print advertisement, which country the brand was most likely to come from?" with multiple choices. For product type, five-point semantic differential scales adapted from Voss et al. (2003)used in pre-test were re-tested in this part. Participants in treatment group A1 and A3 evaluated four hedonic dimensions for fashion clothes and participants in treatment group A2 and A4 evaluated four utilitarian dimensions for a notebook computer.

RESEARCH PARTICIPANTS

The participants were 119 undergraduate students from Chulalongkorn University, registering in *Man and Geography* class. Participants were divided into four separate groups equally. Each group got different treatment. The data was collected during the second semester of 2015 academic year.

RESEARCH PROCEDURE

To avoid the bias in the research, the researcher disguised the true research objective by explaining participants that the research was conducted by a company with the aim to survey the market before launching a new product that was imported from a foreign country. Next, participants were randomly assigned to one of four experimental treatments by receiving different questionnaire sets. Research assistants started giving questionnaire set A1 to A4 to participants in the front rolls. After finished giving questionnaire set A4, research assistants started giving questionnaire set A1 to A4 to next participants again and did the same until all participants received questionnaire sets. After that the researcher explained the structure of questionnaire sets and asked participants to check the correctness before start doing the questionnaire. The researcher gave 20 minutes for participants to answer all questions. After all participants completed the questionnaire, the researcher and research assistants got questionnaire sets back and debriefed participants. Lastly,

the researcher and research assistants gave participants rewards and thank you for participation.

DATA ANALYSIS

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

Findings

According to 119 participants in this research study, ninety-three participants were female (79.5 %) and 24 participants were male (20.5 %). They were in the age range of 19-23 years old, and majority of the participants were in the age of 19 to 20 years old with the number of 96 participants (82%). Only 18% of participants were in the age of 21-23 years old.

MAIN EFFECTS OF FOREIGN BRAND NAMES ON CONSUMER BEHAVIOR

In this study, independent samples *t*-test was employed to test whether foreign brand names (American brand name and Japanese brand name) have main effects on consumer behavior. As shown in Table 1, the study found that there was significant difference between American brand name ($M = 3.33$, $SD = 0.59$) and Japanese brand name ($M = 3.85$, $SD = 0.74$) ($t[117] = -2.93$, $p<.05$) on perceived quality. That is, the product with Japanese brand name received higher quality score than product with American brand name. In addition, the result showed that there was significant difference between American brand name ($M = 3.48$, $SD = 0.65$) and Japanese brand name ($M = 3.53$, $SD = 0.46$) ($t[117] = -2.93$, $p<.05$) on attitude towards country of origin. It could be concluded that consumer had positive attitude towards country of origin of the product with Japanese brand name more than country of origin of the product with American brand name.

However, the result showed that there was no significant difference between American brand name and Japanese brand name on attitude towards the ad, attitude towards the brand, and purchase intention (see Table 1).

Table 1 Main effects of foreign brand names on consumer behavior

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

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

MAIN EFFECTS OF PRODUCT TYPES ON CONSUMER BEHAVIOR

Aside from main effects of foreign brand names on consumer behavior, independent samples t-test was also used to find out whether product types have main effects on consumer behavior. According to Table 2, a main effect of product types on perceived quality was statistically significant such that utilitarian product ($M = 3.64$, $SD = 0.48$) get higher score than hedonic product ($M = 3.22$, $SD = 0.50$) ($t[117] = -4.70$, $p<.05$.). Similarly, there was a significant difference in the mean scores of attitude towards the ad for hedonic product ($M = 3.16$, $SD = 0.25$) and utilitarian product ($M = 3.41$, $SD = 0.48$) ($t[117] = -3.63$, $p<.05$).

However, there was no statistically significant difference between hedonic product ($M = 3.17$, $SD = 0.28$) and utilitarian product ($M = 3.28$, $SD = 0.48$) ($t[117] = -1.51$, $p>.05$) on attitude towards the brand. Furthermore, a main effect of product types on attitude towards country of origin was not significant such that utilitarian product ($M = 3.77$, $SD = 0.74$) get slightly higher score than hedonic product ($M = 3.56$, $SD = 0.68$) ($t[117] = -1.63$, $p>.05$). Lastly, in terms of the result of purchase intention, there was a significant difference in the mean scores for hedonic product ($M = 2.86$, $SD = 0.41$) and utilitarian product ($M = 3.02$, $SD = 0.42$) ($t[117] = -2.00$, $p<.05$) (see Table 2).

Table 2 Main effects of product types on consumer behavior

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

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

INTERACTION EFFECTS OF FOREIGN BRAND NAMES AND PRODUCT TYPES ON CONSUMER BEHAVIOR

In this part, Univariate Analysis of Variance was used to find out if foreign brand names and product types have interaction effects on consumer behavior.To begin with perceived quality, Univariate ANOVA revealed that the interaction between foreign brand names and product types was insignificant ($F[1,115] = .02$, $p>.05$) (see Table 3).

Table 3 Interaction effect of foreign brand names and product types on perceived quality

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

Next, for attitude towards the ad (see Table 4), the results from Univariate ANOVA showed insignificant interaction effects between foreign brand names and product types ($F[1,115] = .11$, $p>.05$).

Table 4 Interaction effect of foreign brand names and product types on attitude towards the ad

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

Based on Table 5, all main effects of foreign brand names and product types were insignificant, and interaction effects of both dependent variables were insignificant on attitude towards brand as well (F[1,115] = .93, p >.05).

Table 5 Interaction effect of foreign brand names and product types on attitude towards the brand

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

Table 6 showed the statistics of interaction effects of foreign brand names and product types on attitude towards country of origin. Univariate ANOVA revealed that foreign brand names and product types interaction was not statistically significant (F[1,115] = .26, p >.05).

Table 6 Interaction effect of foreign brand names and product types on attitude towards country of origin

Source	Sum of Squares	df	Mean Square	F	p
Foreign brand names	4.19	1	4.19	8.74	.00
Product types	1.38	1	1.38	2.88	.09
Foreign brand namesand product types	0.12	1	0.12	0.26	.61
Error	55.21	115			
Total	1659.80	119			

Lastly, the result of interaction effects of foreign brand names and product types on purchase intention was similar to the results of the effects on other independent variables, which was no significant interaction between foreign brand names and product types on purchase intention ($F[1,115] = .03$, $p > .05$) (see Table 7).

Table 7 Interaction effect of foreign brand names and product types on purchase intention

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

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

Discussion

In this section, the discussion of results was divided into three parts, consisting of main effects of foreign brand names on consumer behavior, main effects of product types on consumer behavior, and interaction effects of foreign brand names and product types on consumer behavior. The details of all part are explained as followed.

MAIN EFFECTS OF FOREIGN BRAND NAMES ON CONSUMER BEHAVIOR

To begin with a main effect of foreign brand names on consumer behavior, the result showed that foreign brand names had a main effect on perceived quality. Consumers perceived that the quality of a product with Japanese name was higher than a product with American name. It might

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

In addition, when mentioning about the effect of foreign brand names on attitude towards country of origin, the research showed that participants had positive feeling towards Japan, which is country of origin of Japanese brand name more than the U.S., which is country of origin of American brand name. The reason why participants prefer Japan to the U.S. might be because of geographic proximity. Both Thailand and Japan are Asian countries that have similar cultures, and Thailand is located closer

to Japan more than the U.S, thus, Thais might feel familiar with Japan more than the U.S. According to the mere exposure effect (Zajonc, 1968), people tend to prefer one thing to the other just because they are familiar with it. This might be assumed that Thais are familiar with Japan and Japanese products more than the U.S., so they tend to prefer Japanese brand name and its country of origin to the U.S.

In contrary, the research indicated that there was no significant difference between American brand name and Japanese brand name on attitudes towards the ad. Due to both product types used in the research were high-involvement products and consumers perceived high risks for both products (Solomon, 2015), consumers were motivated to find the information about the products (Mitchell, 1999). Under this condition, consumers took the central route to persuasion and focused on the messages or facts about product more than other salience like color, or brand name and evaluated the advertisements based on information, more than focused on a brand name (Petty, Cacioppo, & Schumann, 1983). In addition, attitude towards the ad is an overall evaluation of the entire advertisement (Miniard, Bhatla, & Rose, 1990). Since the advertisements of both brand names have the same pattern, layout, and information about product, there was no difference between attitude towards the advertisements of Japanese brand name and American brand name.

Next, the research demonstrated that there was no significant difference between American brand name and Japanese brand name on attitude towards the brand. Similar to attitude towards the ad, brand attitude is the persistent preference of consumers towards a certain brand and the overall evaluation towards the brand. Consumers do not only evaluate brand based on brand name, but they also consider the brand attribute or benefit. Moreover, according to the concept of the transformational effects of advertising created by Edell and Burke (1987), when a feeling-based advertisement brings about a positive attitude towards the ad, this feeling generated by advertisement affect attitudes towards the brand positively. According to the research result, there was no difference between American and Japanese brand name on attitude towards the ad, there should be no significant difference between American brand name and Japanese brand name on attitude towards the brand as well.

In the last section about the main effect of foreign brand names, the research did not find the difference between American brand names and Japanese brand name on purchase intention. It might be because both products were high involvement products, the consumers might focus on other components more than brand names. Another reason that foreign brand name did not have a different impact on purchase likelihood of both brand names is brand loyalty. As Rahman and Rahaman (2008) demonstrated that for high involvement product, consumers have high awareness concerning the brands that they familiar with as compared to unknown brands. For this reason, they did not intent to buy the new brand shown on advertisements.

MAIN EFFECTS OF FOREIGN BRAND NAMES ON CONSUMER BEHAVIOR

Regarding to the main effect of product types on consumer behavior, to begin with perceived quality, the research found that consumers rated higher quality for utilitarian product than for hedonic product. As Hoffman and Novak (1996) stated that consumers always focus on product, price, and functional features before they purchase a utilitarian product. On the contrary, when they make a purchase on a hedonic product, they consider experiential benefits and pleasure feeling they will get from it (Morris Holbrook & Hirschman, 1982). Previous studies stated

functional dimensions as a major influence on quality evaluation (Chumpitaz & Paparoidamis, 2007; Hamzaoui & Merunka, 2006). It means that utilitarian function may influence consumers' perceived product quality more than hedonic benefits.

According to the effect of product types on attitude towards the ad, the studies found that consumers had more positive feeling on the advertisement of utilitarian product than the advertisement of hedonic product. Schiffman and Kanuk (2004) mentioned that the amount of information that consumers would search for depending on perceived risks. If consumers believe that there may be negative effect when they make a wrong decision, they prefer searching a lot of information about that product. According to the research, a notebook computer that is a high involvement product with a high risk, participants searched for the information from the ad and focused on it. In contrast, the participants did not pay much attention to the ad of fashion clothes, which are hedonic product since fashion clothes related to self-esteem. Fashion clothes might be rated as a product that they did not involve with. With this reason, consumers might find that the advertisement is not attractive to them and ignored it.

In addition, the research found that product types have a main effect on purchase intention. Consumers were willing to buy utilitarian more than hedonic product. According to the Elaboration Likelihood Model (ELM), consumer's purchase intention depends on a consumer's level of interest in a particular product (Petty & Cacioppo, 1986). Regarding to the study, a notebook computer might involve with participants at a high level because they are undergraduate students, a notebook computer is necessary for them to search information and do a report. In contrast, participants might feel that they involve with

the fashion clothes in low level and no need and want to buy it at that time, so they tend to make a purchase of a notebook computer more than fashion clothes.

In terms of the main effect of product types on attitude towards the brand, the research showed that different product types did not have a different impact on attitude towards the brand. Since both hedonic and utilitarian products used in this research are high involvement products and having highly perceived risk, consumers have to find the way to reduce the risk. One way to reduce risk for both products is to exhibit brand loyalty and repurchase the brand that they are familiar with. In addition, they might search for more information of a new brand before evaluating that product (Hirunyawipada & Paswan, 2006).

Next, the research also found that there was no significant impact of product types on attitude towards country of origin. It might be assumed that product types do not lead to attitude towards country of origin directly because country of origin is the secondary brand association. As Keller (2003) mentioned that, in general, when consumers evaluate the products, they consider primary brand associations first. The secondary brand associations likely to affect evaluations in case that existing brand associations or responses are lacked (Keller, 2003). According to the research, since the primary associations were not missing, consumers do not focus on or think about country of origin in the first place.

INTERACTION EFFECTS OF FOREIGN BRAND NAMES AND PRODUCT TYPES ON CONSUMER BEHAVIOR

According to the research, there were no significant interaction effects of foreign brand names and product types on all dependent variables, including perceived quality,

attitude towards the ad, attitude towards the brand, attitude towards country of origin, and purchase intention. Similar to the study of Valentyna, Kristina, and Franziska (2012), it was found that the brand name on its own did not have a significant impact on purchase intention, and foreign brand name can affect purchase likelihood only when it is well matched with particular product category. There are one possible explanation for the results that is products in this research might be unmatched with both brand names particularly, thus there are no interaction effects between foreign brand names and product types on consumer behavior.In addition, personal factor have an influence on consumer behavior ("The 4 factors influencing consumer behavior," 2016). Consumers who have different ages, lifestyles, and personality and self-concept have different behaviors and purchase decisions (Solomon, 2015). For this reason, American and Japanese brand names were not different in terms of consumer perception for both hedonic and utilitarian products.

Limitations of the Study and Directions for Future Research

For limitations of the study, to make the experimental study having a high level of internal validity, the study might have low external validity. In addition, a majority of research participants were female. The different proportion of gender might partially affect the research results and age of participants might partially have an impact on the result as well.

For future research, researchers might focus on only Asian brand names. Moreover, future studies might use products in different dimensions. In addition, researchers should control the proportion of participants' gender. Both male and female should be equal. Lastly, researchers might use mixed methods between an experimental research and an in-depth interview or focus group to understand a research problem more completely.

Practical Implications

The results can be applied to the real market in terms of developing more effective brand naming strategies before launching a brand new product that does not have a strong association with any brand name to the market. However, these strategies might not be applied to every target market, the success of these strategies also depend on consumers' generation, age group, and other personal factors.

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

However, companies and marketers always have to be reminded that a foreign brand name has an impact on consumer perception and purchase intention only when it fits to a particular product category. Hence, before launching a new product, marketers have to make sure that selected foreign brand name is well matched with company's product by doing a pre-test to find the best brand name that gets along with the product well.

At last, foreign brand names and product types do not have interaction effects on consumer behavior when the product is high involvement. Hence, when promoting a new product, marketers might not focus all attention on a brand name but should also focus on other cues to persuade consumer.

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