

Perception of Brand Image Regarding to Brand Shopping Bags of Designers Brand Products



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ABSTRACT: This study aimed to study the perception of brand image by consumers through shopping bags of world-class fashion brands such as Chanel, Gucci, Christian Dior, Celine, Furla. The data was collected using questionnaires from respondents who Aged between 25-45 years in Bangkok A total of 400 respondents were divided equally into males and females. The sample was selected using convenience random sampling from respondents who came to purchase products in department stores in Bangkok. The results of the study found that Respondents had a high level of awareness of brand value in terms of utility. As for the emotional and expressive aspects of brand value, It was found that respondents had a moderate level of perception of brand value. As for the results of the study of perceptions of the brand identity image displayed on shopping bags, it was found that the brand identity image has three components: functional benefits, symbolic benefits. and the benefits of the experience of using the product Its distinctiveness is at a moderate level.

KEYWORDS: Shopping Bag, Brand Image, Perception

I. INTRODUCTION

The changing marketing environment, various types of products, and many emerging brands were results of consumers have more choices in choosing to consume each type of product and a variety of brands. Important factors in choosing to consume consumer products. Consumerism is the combination of reason and emotion that is the reason for deciding to purchase one brand over another (Schmidt and Ludlow, 2002). Branding were increasingly important in Global marketing circle because a good and valuable brand can create enormous added value to that shop or service and business. Brand is not just a logo or a brand name, but a brand is the feeling or overall impression that is created in the minds of consumers (Wittawat Chaipani, 2005: 39). A successful brand must be a brand that can reflect the identity or uniqueness (Brand Identity) of that brand. to create a specific meaning for that product let consumers know that the product has a standpoint. And how was it different from competitors' products? Creating brand difference is creating brand value. Brand Value refers to the value that consumers receive if they purchase a product or product. Use the services of that brand (Srikanya Mongkolsiri, 2004: 255) which were the intangible value but the consumers have some specific feeling that concerned a brand may be a value that cannot be captured have to obtained directly, but consumers can have a special feeling about that brand, such as a feeling of being trustworthy. Familiar with it because it has been around for a long time, etc. Brand value has become an important business driving strategy. Since, consumers will always think about the leading reasons before deciding to buy by considering that product. Is it worth the money you have to pay or not? (Ten marketing trends in 2010, ways to create a brand in the era of reason leading, 2009: online).

Brand value arises only when consumers have knowledge. Regarding brands, especially in the matter of brand image which was the consumer's perception of a particular brand. They were the image of the brand in the minds of consumers. In addition, the brand must be different and be able to reflect the brand identity clearly and vividly in order for the brand to be valuable. Therefore, marketing communications to convey brand identity and create a brand image in the minds of consumers is important in building brand value. However, traditional advertising and public relations cannot adequately communicate brand identity like in the past when there was not much competition. Hence, marketers have to find new methods. In communicating brand identity through new tools, more product bags or shopping bags. So, they have been become another option for marketers to communicate the uniqueness of the brand to consumers. In the past, shopping bags (Shopping Bags) were just packaging. There was only one person whose job is to protect the product. But nowadays, shopping bags are considered part of marketing communication tools and advertising strategies, like walking billboards; graphics, text, and brand information printed on shopping bags are carried around by consumers. It acts in place of general advertising media. which marketers call advertising in this type "Bag-vertising". Consumers carried shopping bags for everyday used as public relations advertising for products and businesses very well, especially bags with a beautiful design. They're already striking. The more it will get the attention of people around you more. In addition, some consumers

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use shopping bags as bags for carrying things, such as using them to carry books to study, using them to carry gifts for friends, etc. When shopping bags are reused many times, they become familiar. of new consumer groups that are seen and may lead to persuasive communication (Phattharin Limprungpattanakit, 2008: online). In addition, to showing the product or service image and brand image of products and businesses, shopping bags also play a role in building brand value by reflecting personality. (Personality) and social status (Social Status) of the holder as well (Hage-Ali and others, 2008).

For these reasons, the study interested in study the perception of brand value among consumers through the brand identity on shopping bags among consumers in Bangkok because it is a large province It is the capital and economic center. investment trade and tourism of Thailand. There was a continuous rate of economic expansion. The population sampling studied in this study were consumers aged 25-45 years because they were a group with high purchasing power. It was easy to make a decision to purchase a product if satisfied (เฉลิมพล ไชยรัตน์ชัชวาลย์, 2008: online) and tends to be a consumer of fashion products, with the majority purchasing fashion products. To enhance social status (Social Status) and reflect one's personality (สุกรีแมนชัยนิมิต, 2552: ออนไลน์). This study was conducted in the fashion, clothing and accessories industry. This is an industry where there is intense competition in brand identity creation. The total value of exports of Thai fashion products in 2023 were 18,526 million US dollars. From the export value, it can be seen tha.t The fashion industry was one of the main export products that brings in a huge amount of money into the country. and has sustainable growth with full support from the government under the vision to push Thailand to be a center and leader of fashion products, textiles, clothing gems and accessories, leather goods in the ASEAN region in concrete terms (The public and private sectors join forces to push the export of Thai fashion products in 2022, 2022: online). (The public and private sectors join forces to push the export of Thai fashion products in 2022, 2022: online). In this study, we focused on shopping bags from world-class fashion brands, including: Chanel, Gucci, Christian Dior, Celine, Furla, a brand that is strong and a leader in the global fashion market that focuses on high-end distribution There were distribution channels in leading department stores and famous tourist attractions. Lead to consumers know and are very familiar with the brand, focusing on studying consumer perceptions of brand value through image Benefit brand identity that appears on shopping bags so that businesses can apply them in designing marketing communication strategies to build their brand in the future.

II. PURPOSE OF THE STUDY

To study consumers' perception of brand image through branded shopping bags.

III. RESEARCH CONCE PTUAL FRAMEWORK

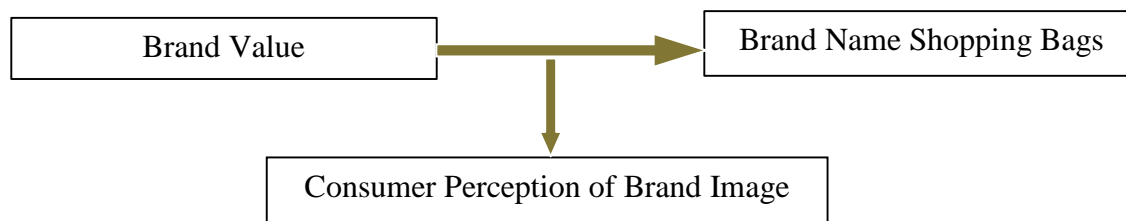


Figure 1: Research Conceptual Framework

IV. DEFINITION OF TERMS

A. Shopping Bag;

A type of packaging that looks like a paper or plastic bag. Consisting of brand names, logos, colors, images, etc. These were bags that entrepreneurs have used to package products in the clothing and accessories industry for consumers who come to buy those products.

B. Perceptionof Brand Value;

A person's facility to express the value received from purchasing products or using the services of a particular brand in the form of opinions. This occurs when the person has knowledge about the brand as a result of being familiar with the brand and seeing the differences in the brand positively. Brand value has 3 components: functional values, emotional values, and self-expression values.

C. Brand Image;

The image of a shopping bag in the minds of consumers or in the feelings and thoughts of consumers It is divided into three components according to benefits: functional benefits, symbolic benefits, and product experiential benefits.

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V. CONCEPTS AND THEORIES

A. Brand Value:

The value that consumers have received if they purchase products or use the services of that brand (Srikanya Mongkolsiri, 2004: 255). This may be a value that may not be directly tangible. However, consumers can have feelings about that brand, such as feelings of trustworthiness to be confident that you will be familiar with it because you have been here for a long time. or modernity, etc.

David.A.Aaker (1996) have divided the value of a brand to consumers into 3 important characteristics: functional values, emotional values and values in self-expression.

1. Functional values refers to the brand value that was most prominent and clear and was the value that arises from various product features. For example, the functional value of a TV is the picture system, sound system and energy saving. The functional value of shopping bags was product protection and ease of holding or using, etc. Utility value was what directly connects the relationship between the product and the consumer. If any brand can dominate. The main functional value of a type of product has been achieved, that brand will be the market leader. Limitations of utility value that was, there was a high possibility that competitors will copy and have the same products. Consequently, the only way to make a brand stand out from the competition is to differentiate itself from competitors. is to create a brand that has other values. In addition, to having utility value alone. This may mean providing emotional value and the value of expressing yourself to consumers.

2. Emotional values refers to the positive feelings of consumers that occur when they purchase or use that brand. In order to discover the emotional value of the brand, It was necessary to conduct research that focuses on the importance of feeling of consumers, how consumers feel when buying and using products of that brand. As Aaker (2009) said, "When I buy or use this brand, I feel ___." For example, the feeling of purchasing products for safe travel when owning a Volvo, the feeling of freshness and energy when drinking Coca Cola, and the feeling of being tasteful when drinking Starbucks coffee, etc., which the perceived emotional value of a brand depends on the brand's ability to create experiences when consumers own and use the product that are filled with positive emotions and feelings.

3. Self-expressive values concerned a making brands and products become It is a symbol that reflects the identity of the consumer. Both the current identity and the identity which consumers want to be, as David. A. Aaker (2009) explain, "Brands and products, as symbols of a person's self-concept, can provide a self-expressive benefit by providing a vehicle by which a person can express himself or herself. "When I buy or use this brand, I am ___." e.g. being a modern person Be tasteful when buying clothes at ZARA, be successful. When driving a Lexus, be creative. When using Apple, etc. The value of self-expression is the pinnacle of branding. Creating value in expressing oneself must begin by creating such value for the brand first. When the time comes, consumers will recognize those values through owning or using the brand.

Therefore, creating brand value requires seeking out the views and feelings of consumers. To know that brand; What is its value in the minds of consumers? Where do consumers trust and believe in the brand? And how do consumers relate and relate to that brand? In addition, in-depth research should be done to find out why consumers choose to use that brand and not other brands. And what distinctive values does the brand have? and is not available in other brands as well.

B. Brand identity

David. A. Aaker (1996) express that Brand identity is specific characteristic of various elements as it is related to the brand that was created. This brand identity will tell you what this product is. And you can tell what the brand promises to its consumers. Brand identity also helps build brand relationships with target consumers by offering brand values to consumers in various ways. such as the benefits of the product's function Emotional benefits, etc. Brand Identity Structure could be divided into 2 parts: Core Identity and extended Identity.

Core Identity refers to the centre or core of the brand that is firmly attached to the brand forever. Wherever a brand goes, its essence will follow. Other things may change. both product positioning and brand communication. Hower, the core of its identity will not change. The essence of identity consists of the parts that make a brand unique and valuable. It has two components: Brand Positioning and brand personality.

Extended Identity was a component that helps enhance the brand's unique style. and has greater strength It creates the spirit of the brand. Indicates brand identity which was a reflection of the image of the brand position and brand personality. The brand identity extension can be divided into 3 categories: (Wittawat Chaipani, 2005).

1. Visual identity including things that can be seen as appearance, shape, things that can be seen with the eyes, such as logos, labels, packaging, colors, product bags, wrapping paper, etc.

2. Verbal identity including things that can be felt by listening and can be communicated as messages. or make sounds that can be heard, such as slogans, visions, employee mottos, motivating songs, and telephone answering sounds. The melody of the song that goes with the logo, etc.

3. Behavioral Identity consisting things that can be felt from meeting people in the organization or things that will affect the behavior of people in the organization, such as employee training Salesperson's welcome Executive interviews Manners of delivery staff, etc.

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Keven Lane Keller (1998) express that brand elements identity were the various parts that make up a brand which could help increase memory and help connect the news with that brand more possible It has important components as follows:

1. **Brand Name** coexist the brand name of the product. A letter set up for a product especially for commercial purposes. Choosing a brand name was an important basis for brand recognition among consumers. As long as the brand name connected the essence of the product and binds the product in the minds of consumers.

2. **Symbols and Logos**, symbols have been represented the image that appears in an image that was easily remembered. Accordingly, a symbol is an image that represents the organization, institution, or company itself. The symbols are divided into two types: The visual part and the text part. Logo was 2 important characteristics: Word Marks such as Coca – Cola, Dunhill, Kit - Kat, etc. 2) Emblems that cannot be pronounced, such as the star symbol of a Mercedes Benz, the NIKE check mark, the crown symbol of a Rolex watch, etc.3. Characters have been a special symbol that bring increase brand recognition or brand Awareness which increase links to the brand associations. Often designed in the form of people and creatures found in everyday life, such as Mr. Bibendum of Michelin rubber, Hush Puppies puppy of Hush Puppies shoes.

4. **Slogan** is a short phrase that needs to explain or persuade the target audience. Get to know the brand and have a good image or try using brands such as Just Do It of Nike, Coke is it! Of Coca Cola, Yaris, Be Groovy Of Toyota Yaris, etc. Slogan is one of the elements that plays a very important role in creating brand identity. The key task of the slogan is to connect deeply with the subconscious of the consumer. So that consumers can remember the slogan and remember the brand very well. Slogans are the easiest brand element to change. When times change but some parts need to be preserved.

5. **Jingles** are the music that communicates the brand. In some cases, a slogan may be turned into a song, to create colourful memories or add fun.

6. **Packaging** relate to the part of the product in the form of designing and manufacturing the product packaging or covering. For safety and usability of the product. The design of the packaging should consider its utility while being used. Moreover, the beautiful shape of the packaging will attract buyers very well. and also contributes to increasing product prices It may be in the form of bags, boxes, cans, bottles, or it may be made of plastic, paper glass, steel, wood, etc.

C. Brand Image

Brand image is the image of the brand in the minds of consumers or in the feelings of consumers. Brand image is related to the emotions and feelings of consumers while purchasing or using the product, such as likes and dislikes. Feeling happy, etc. Feelings and emotions add value to the brand in addition to the utility of the product. Moreover, it is also an expression of one's individuality. It is the use of products to indicate the identity of the user. Regardless of what you really are. Or how you want others to view you. (Aaker, 1996: 74-75)

Keven Lane Keller (1998) have defined brand image as the result of connection with the feelings and thoughts of consumers. The principle of brand image association arises from functional association from experiencing product properties. Symbolic association that can indicate one's own identity. Including social acceptance and connection of experiences which were various feelings after using and testing products and services

Creating a connection with a brand based on product benefits (Benefit) creates value and personal meaning that consumers expect to receive from various qualities of that brand or service. By being able to respond to the needs of consumers By dividing the brand benefits into 3 elements:

1. Functional benefit was a benefit that comes directly from the properties of the product, such as a mobile phone. Could be used to contact, talk about personal business matters. Conveniently wherever there is a signal.

2. Symbolic benefit most of the time, it was consistent with the image of the consumer. This was a benefit received from areas not related to the product, especially from the image qualities of the product user. In terms of acceptance from society It creates a feeling of social prestige (Social Status), such as those who use a Benz car, those who use Louis Vuitton bags, wear Armani clothes, etc. or it indicates the image of the consumer in the eyes of others, such as those who used a mobile phone. Nokia stands for individuality. I'm a modern person was accepted by society, etc.

3. Experiential Benefit was a benefit that consumers feel after trying the product. or that service This can occur from properties that were directly related to the product and not directly related to the product. Samsung mobile phones were simple to use. Shape design, suitable size for the hand, light weight, etc.

VI. SCOPE OF STUDY

Content scope

In this study, consumers' perception of brand value through brand identity on shopping bags was studied by studying consumer perception of brand value by measuring it through 3 elements: Functional Values, Emotional Values, and Self-Expressive Values.

Sampling Group

The population studied this time was consumers aged 25-45 years because they are a group with high purchasing power. It was easy to decide to buy a product if you were satisfied and tend to be fashionable consumers, with the majority purchasing

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fashionable products. To enhance social status (Social Status) and reflect one's personality. Sample selection method Use non-probability Non-Probability Sampling, which was Convenience Sampling with target consumers who come to buy shopping) in famous department stores in Bangkok.

VII. RESEARCH METHODOLOGIES

A. Research Design:

The tools have been used in this study was a questionnaire to collect information from a sample group regarding their perception of brand value measured through 3 components: Functional Values, Emotional Values and Self-Expressive Values which the researcher used this questionnaire to test with a sample of 30 people to find out the reliability of the questionnaire. (Reliability) by calculating Internal Consistency by considering the Cronbach's alpha coefficient of correlation for each component as followed.

Component 1: Utility value Reliability was obtained in the form of Cronbach's Alpha coefficient (Cronbach's Alpha) equal to 0.827.

Component 2: Emotional Value Reliability was obtained in the form of Cronbach's Alpha coefficient (Cronbach's Alpha) equal to 0.862.

Component 3: The value of self-expression. Reliability was obtained in the form of Cronbach's Alpha coefficient of 0.791.

B. Data analysis

The data obtained from the questionnaire were analyzed using descriptive statistics by presenting frequencies, percentages, and averages in tables with a rating scale based on the Likert concept of 5 levels.

VIII. RESULTS OF THE STUDY

Results of the study regarding consumers' perception of brand value, which has 3 components: Functional Values, Emotional Values, and Self-Expression Values (Self-Expressive Values) has the following details:

1. Functional Values

Consumers' opinions on perceived brand value in terms of overall usability were at the agree level. The average opinion was 3.67, which means that consumers have a high level of awareness of brand value in terms of utility. And when considering the sub-components, it was found that Consumers have the highest level of perception of brand value in the factors of products having neat tailoring (3.79), followed by products made from high quality materials (3.66), quality brands (3.54), and products being durable could an be used for a long time (3.49) respectively. As for the factors in the product having a beautiful and attractive design (3.40), the product was unique (3.39) and the product was diverse and could be used in many occasions (3.35). Consumers have a moderate level of perception of brand value in terms of utility.

2. Emotional Values

Consumers' overall emotional perception of brand value was at a neutral level. The average opinion was 3.22, which means that consumers have a moderate level of emotional perception of brand value. And when considering the sub-components It was found that consumers had a moderate level of perception of brand value in all factors. The factor that consumers have the highest level of awareness of is the feeling of global appeal when using products under the brand (3.55), followed by: Feel modern and tasteful when using products under the brand (3.49). Feel luxurious and classy when using products under the brand (3.33). Feel your own identity when using products under the brand (3.25), feeling fun and lively when using products under the brand (3.19), and feeling sexy and seductive when using products under the brand (2.77), respectively.

3. Self-Expressive Values

Consumers' opinions on the perception of brand value in expressing themselves as a whole are at a neutral level. The average opinion was 3.22, which means that consumers have a moderate level of perception of the brand's self-expression value. And when considering the sub-components, it was found that Consumers have a moderate level of awareness of brand value in all factors. The factor that consumers have the highest level of awareness of was that products under the brand enhance my image (3.45), followed by consumers using Branded products to express one's taste (3.36) Feel proud when using branded products (3.29). Use branded products to express personality (3.18). Use branded products to indicate status social (3.18) Brands help reflect the identity I want or the person I want to be. The brand is clearly visible to society (3.16) and the brand clearly represents who I am (3.08), respectively.

IX. DISCUSSION

For the study of consumers' perception of brand value through brand identity on shopping bags. The results of the study can be discussed according to the study objectives as followed.

Consumer perception of brand value

Functional Values was the brand value that was most prominent and clear and was the value that arises from various product characteristics. The results of the study found that consumers were aware of the functional value of the brands Chanel, Gucci, Christian Dior, Celine, Furla were at a high level. The factor that consumers have the highest average opinion about is that the

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product has neat tailoring, followed by that the product is made from high quality materials. Therefore, it could be explained that consumers have a high level of knowledge about the functional value of the brand as a result of being familiar with the brand. Have positive brand feelings. And brands are different and could reflect brand value, especially the value that arises from various characteristics of the product clearly and prominently. This may be as a result of brand marketing communications, consumers are familiar with and have positive feelings about the brand. This is consistent with the concept of brand value of Bovee and others (1995, cited in Seriwongmontha, 1999) who said that brand value occurs when consumers are familiar with the brand or have some satisfaction. It arises from the distinctive characteristics of the brand that are unique in the memory of consumers. Therefore, the fact that consumers have a high perception of brand value indicates that the brand has positive meaning in the eyes of consumers. The marketer must try to create as much value as possible for the brand by providing knowledge about the products of that brand to consumers as much as possible. Because when consumers have knowledge about a brand, it will have an effect in creating brand differentiation. Praputhson Piakson (2022). A study of "Experimental Marketing Strategies that Affect Tourist Destination Selection Decisions in Chonburi Province" shown that consumers were encouraged by experimental marketing led to decision-making in the selection of tourist destinations in because the tourists have got a good or wonderful experience in travel which bring their memorize and perception of the brand image of the place.

In addition, Seriwongmontha (1999) explained that a brand has value only when consumers perceive the brand's distinctiveness positively. Hence, if consumers did not see any difference in any brand, it was considered that the brand has no value. This is because emotional brand value was the value that occurs after using the product. Therefore, it have been played an important role in creating differentiation and bonding power with consumers. Therefore, official brand communications should focus on consumer feelings as much as possible. Because feelings affect consumers' purchasing decisions. Makes you feel that the brand is different from other brands.

Self-Expressive Values brought brands and products have been become symbols that reflect the identity of consumers. Study results It was found that consumers perceived the value of self-expression of the brands Chanel, Gucci, Christian Dior, Celine, Furla at a moderate level. The factor that consumers have the highest average opinion on perceiving the value of self-expression was that products under the brand enhance the image. Followed by: consumers use branded products to express their tastes. This could be explained that consumers have a moderate level of knowledge about the expressive value of brands, which was a result of consumers having little familiarity with the brand. Makes consumers feel indifferent. There may not be enough differences between the brand and the brand to cause consumers to have positive feelings about the brand. This may be because the communication of such Thai brands may still not be able to convey or reflect the brand image clearly and prominently. Meanwhile, brands that were leaders in the global fashion industry have been successful in communicating their image and reflecting their brand identity throughout society. They have become part of the daily lives of consumers, as Dolchai Bunyaratwet (2009) expressed about the French Connection United Kingdom (FCUK) brand, which in the past was just a brand that sold clothing and lacked distinctiveness. But later changed the strategy to become a brand of sex and style, including two-pronged marketing communications. (Controversial) in line with the spirit of the target group, while also helping to liberate the freedom to assert one's identity and dare to reveal one's personal attitude, especially in the area of sex (Sex). It was considered a self-identification and expression. Consumer identity In addition, the results of the study by Hage-Ali and others (2008) found that the participants liked the H&M brand the most. They viewed the brand as having personality and characteristics similar to a person. They feel that the H&M brand has the personality of the famous singer Lilly Allen, which is new and fun. There are many colors. Look young and young, etc. The reason that the conversationalist likes the H&M brand is that the H&M brand is consistent with his image and personality. This may be because most consumers tend to choose brands that have an image and personality similar

CONCLUSIONS

From the study of "Perception of Brand Image regarding to brand Shopping Bags of Designers Brand Products." The study found that In the study of consumer perceptions of Thai brands, namely Chanel, Gucci, Christian Dior, Celine, Furla, measured through 3 elements: Functional Values, Emotional Values. and Self-Expressive Values found that respondents had a high level of awareness of brand value in terms of utility. While the perception of emotional and self-expressive brand values. It was found that the respondents had a moderate level of awareness. This was a result of consumers having little knowledge about the brand, causing them to be less familiar with the brand. This results in a feeling of indifference towards the brand. And these brands may still not be able to deliver a good experience to consumers while they were owner or use of the product. There was also an inability to communicate marketing communications to convey the brand image and reflect the identity of the brand in a distinctive and clear manner, causing there not to be enough difference to make consumers have positive feelings about the brand. thus, in Increasing the level of consumer awareness of brand values, especially emotional and expressive brand values. This may be done by emphasizing marketing communications through shopping bags Emphasizing the brand identity and the benefits of the experience of using the product more.

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