

**The Utilization of English in the Franchise and SMEs
Business Names in Thailand**
การใช้ภาษาอังกฤษในชื่อธุรกิจเฟรนไชส์และเอสเอ็มอีในประเทศไทย

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Abstract

This study aimed at investigating naming patterns of organizations in Thailand with an emphasis on franchise and SME business names. In so doing, the researcher first identified and analyzed English usage as well as ascertained the extent to which consumers understood and interpreted various product names. Consequently, data of product names were collected resulting in 658 franchise and SME business names from six product categories: food (171 items), bakery and beverages (236 items), education (112 items), services (44 items), beauty and herbs (46 items), and retail shops (49 items). In addition, a questionnaire was conducted with Thai respondents ($n= 104$), selected by means of convenience sampling through such social media as Line, Facebook pages and Facebook Messenger. Together, they represented Thai office workers and university students. Major findings are as follows: (1) The entrepreneurs created their product names in three features as follows: English names (51%), code-mixed names (31%) and Thai names (18%), respectively. (2) The patterns of English usage for franchise and SME business names had many features. These were common noun, compound noun, noun phrase, initial, a mixture of Thai and English words, and a name that was modified by Thai or English words. And (3) most respondents selected the correct answers (77.8%), followed by unclear answer (16.7%) and wrong answer (5.5%) respectively. Apart from this, several external factors appeared to influence consumer understanding, such as advertising, multimodality, and creativity.

Keywords: utilization, franchise and SMEs, code-mixing

บทคัดย่อ

การวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาโครงสร้างของชื่อธุรกิจเฟรนไชส์และธุรกิจกลุ่มธุรกิจขนาดกลางและขนาดย่อมในประเทศไทย เริ่มจากผู้จัดจำแนกและวิเคราะห์การใช้ภาษาอังกฤษ โดยวิธีการศึกษาชื่อธุรกิจเฟรนไชส์และกลุ่มธุรกิจขนาดกลางและขนาดย่อม สืบค้นข้อมูลจากศูนย์รวมธุรกิจเฟรนไชส์เพื่อให้เกิดความรู้ความเข้าใจและตีความหมาย

ชื่อธุรกิจที่มีความหลากหลายได้ ผู้วิจัยจึงรวบรวมชื่อธุรกิจใน 6 ประเภทจำนวน 658 ชื่อ ได้แก่ ธุรกิจประภากาหาร 171 ชื่อ ร้านเบเกอรี่และเครื่องดื่ม 236 ชื่อ สถาบันศึกษา 112 ชื่อ การบริการ 44 ชื่อ ธุรกิจความสุขยามและสมุนไพร 46 ชื่อ และร้านค้าปลีก 49 ชื่อ นอกจากนี้ ผู้วิจัยได้เก็บรวบรวมแบบสอบถามออนไลน์จำนวน 104 ชุด จากผู้ตอบแบบสอบถามจำนวน 150 คน โดยส่งแบบสอบถามผ่านสื่ออินเทอร์เน็ต ได้แก่ เอพพลิเคชั่นไลน์ เพชบุ๊ค และโปรแกรมการแข่งขันออฟพลิเคชั่นเพชบุ๊ค ไปยังกลุ่มคนทำงานและนักศึกษาชาวไทย ผลการศึกษาแสดงให้เห็นว่า (1) ผู้ประกอบธุรกิจสร้างสรรค์ชื่อธุรกิจใน 3 รูปแบบ คือ ชื่อภาษาอังกฤษ (51%) ชื่อภาษาอังกฤษบนภาษาไทย (31%) และชื่อภาษาไทย (18%) ตามลำดับ (2) โครงสร้างการใช้ภาษาอังกฤษในกลุ่มธุรกิจเฟรนไชส์และกลุ่มธุรกิจขนาดกลางและขนาดย่อมมีหลายลักษณะ ได้แก่ การใช้คำนำมหัวไว้ใน คำนำมประสม นามวត្ថិ คำย่อ คำขึ้นต้นชื่อ และการปนคำภาษาไทยและภาษาอังกฤษ (3) ผู้ตอบแบบสอบถามสามารถตอบชื่อและประเภทของธุรกิจได้ถูกต้องกว่า 77.8% คำตอบไม่ชัดเจน 16.7% และตอบไม่ถูกต้อง 5.5% นอกจากนี้ ปัจจัยภายนอกก็มีผลต่อการตั้งชื่อธุรกิจเพื่อดึงดูดความเข้าใจของผู้บริโภคอีกด้วย เช่น การโฆษณา การออกแบบและสร้างสรรค์ผลิตภัณฑ์

คำสำคัญ: การใช้ประโยชน์, ธุรกิจเฟรนไชส์และกลุ่มธุรกิจขนาดกลางและขนาดย่อม, การปนคำภาษาอังกฤษและภาษาไทย



Introduction

In Thailand, although the English language has never been considered as an official language, it is needed for general usage among the Thais in several professions; such as, education, economics, medical, business, foreign affairs, and trade. Therefore, it can be seen that English has become an important language among the Thais, and people utilize English as the lingua franca when communicating with foreigners for various purposes. It should be noted that a lingua franca is a language or dialect systematically used to make communication possible among people who do not share a native language or dialect, particularly when it is a third language that is distinct from both native languages.

Thai government has initiated various procedures to develop trade and investment in the country, as Thailand needs to increase the amount of revenue from the arrival of foreigners. One of the processes is creating SME's business projects and increasing the number of branches into franchises, so that both Thais and foreigners

will know and use Thai products and services more resulting in those products and services becoming more widely known. Furthermore, brand naming should use both Thai and English languages, especially for a company that aims to sell in the international market. This is because code-mixing and code-switching are often used because foreigners can speak easily, understand the meaning, and make the language sound more interesting.

Several studies were also focused on English names in pop songs, One Tambon One Product names (Snodin, Higgins & Yoovathaworn, 2016), Facebook conversations (Kongkerd, 2015) while no study has ever been undertaken focusing on franchise and SME business names in Thailand where English has become an important language among the Thais. Therefore, with this research, the author intends to investigate and analyze the language used for all the franchise and SME business names in Thailand including the source of the names in their linguistic forms.

This study aimed at investigating naming patterns of organizations in Thailand with an emphasis on franchise and SME business names. In addition, the author also studied how do the consumers understand and interpret various product names. However, the author hopes that it would help to complete the gap by exploring the usage of English in product and service names of franchise and SME businesses in Thailand.

Objectives

1. To identify and analyze the English and Thai languages as used by franchise and SME business names in Thailand.
2. To assess the extent to which consumers understand and interpret various product names.

Literature Review

In Thailand, SMEs are so important for the Thai economy; as such, it is important to increase their resilience. This project would continuously grow in the world market because the government had played an important role in supporting the development of SMEs as a means of achieving sustainable and healthy economic growth. Nowadays, SMEs are extensively known inside and outside the country, and some businesspeople have planned to expand their products and services by offering franchises. In addition, some goods have already been exported to neighboring countries. As such, franchisers have opened more branches quickly until franchisees become interested in wanting to buy these franchises from the businesspeople, so they can have their own business. Furthermore, after the franchises open everywhere including the

countryside, tourists will come to visit those areas, too. Finally, some Thai franchises have become famous brand names; for instance, 7-11, Coffee Today, Signature Steak, and Wall's Ice Cream. However, for the products to become known in the market, an important aspect that entrepreneurs should not overlook to establish is the name in which they must think of how to make the business name capture the interest of potential customers. This is because most customers would have to read the product name beforehand and understand what kind of product the name is referring.

The researcher was interested in studying and analyzing how SMEs and franchise names became well-known and what were the prominent factors in generating the product names in order for the business and trade professions to progress from the utilization of English.

An effective brand name should be easy to remember and be retained in the customers' mindset. It is not simple to create product and service names, so most entrepreneurs have to study how to generate them by using various principles before introducing them to society. Carter (2014) described several brand name creation categories that could serve as a starting point for the brand naming process for example descriptive names, geographic names, personification, alliteration or rhyming names, acronyms and initials, and so on. At the same time, Wyro (2017) divided this process into steps, which are have an open mind when creating a brand name, specify the purpose, start with a competitive evaluation, select a strategic position, set the name, make it clear, and wait for getting feedback, respectively.

Conceptual Framework

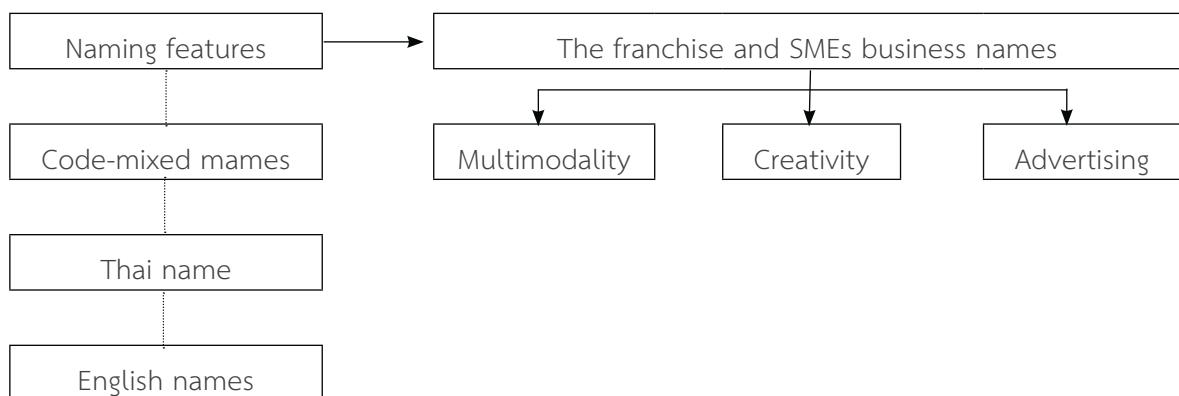


Figure1 Conceptual diagram of the franchise and SME business names

Methodology

This study is a quantitative research. For the research design, the researcher chose a survey research because it best served to answer the research questions and the purposes of the study. Nworgu (1991) explained that the survey research realizes the group of people who is surveyed by collecting and analyzing data. Only a part of the population is studied, and findings from this are expected to be generalized for the entire population. This research design was used for the first research question for exploring the difference in percentage between Thai names, English names, and code-mixing English and Thai names. In addition, the second research question was disclosed by the questionnaire.

Population and Sample

The data consisted of 658 franchise and SME business names including six product categories: food (171 items), bakery and beverages (236 items), education (112 items), services (44 items), beauty and herbs (46 items), and retail shops (49 items). The data were taken from the Thai Franchise and SME Expo 2018 and the Thai Franchise Center website

(www.Thaifranchisecenter.com). All data were selected the franchise and SME business names for the period 2002-2018 for the analysis of the product names. For the questionnaire, they were distributed to all participants for collecting the data. A total of 104 completed questionnaires were returned from all 150 questionnaires. However, the questionnaires were distributed by convenience sampling in the group of working people and students through an online application; for example, Line, Facebook pages, and Facebook Messenger.

Research Tools

The researcher chose a survey research because it best served to answer the research questions and the purposes of the study. Nworgu (1991) explained that the survey research realizes the group of people who is surveyed by collecting and analyzing data. Only a part of the population is studied, and findings from this are expected to be generalized for the entire population. Similarly, McBurney (1994) defined a survey as assessing public opinion or individual characteristics by the use of a questionnaire

and sampling methods. Thus, collecting and analyzing data some part of the population was used for the first research question for exploring the difference in percentage between Thai names, English names, and code-mixing English and Thai names. In addition, creating the questionnaire was much easier because the Google website helped the researcher to do the questionnaire online by utilizing a Google Forms application. Thus, the second research question was disclosed by the percentage of online questionnaires, which were distributed among the participants.

Data Collection

In order to answer the first research question, all data consisted of 658 franchise and SME business names in Thailand comprising six product categories from the Thai Franchise and SME Expo 2018 and the Thai Franchise Centre website during 2002-2018. The researcher spent two weeks collecting the 658 franchise and SME business names. The second research question was found by the questionnaire survey research. A total of 150 questionnaires were therefore distributed and 105 questionnaires were returned. The questionnaires were distributed by convenience sampling in the group of working people and students through an online application; for example, Line, Facebook pages, and Facebook Messenger. The researcher found that there was one uncompleted questionnaire, so only 104 completed questionnaires were used within a month.

Data Analysis

The author classified all data for the analysis process into two parts: Part 1 for answer-

ing the first research question, and Part 2 for answering the second research question.

Part 1: The researcher needed to identify and analyze the patterns of English usage for franchise and SME business names. The author continued the process into three steps as follows: (1) selecting the data item by item from name No. 1 to name No. 658 into six categories, (2) classifying names into three types: Thai names, English names, and code-mixing names and calculating the percentage by using Microsoft Excel 2013, and (3) choosing only English and code-mixing names in order to identify the patterns of English used for franchise and SME business names.

Part 2: After 105 online questionnaires were returned by Google Forms, the application calculated the percentages of the findings from eighteen names as well as the pie charts. The author continuously analyzed the data which Google showed. The results of the Google Forms only described the percentage of each question, but it could not know what was the correct answer in each. The researcher printed and considered the most percentage of the eighteen questions. The most percentage of each question judged whether the participants could understand and interpret the meaning of the product names or not.

Results

Patterns of Franchise and SME business names using English language

Food

The data included 171 Thai food names. More than half (80%) of Thai food is named with English and code-mixed names although

the content is written in Thai and the target readership is Thais. A Thai name is only used for 20% of all food names.

With respect to the usage of the English language in the naming patterns, the findings are as follows:

1. The names used English common nouns to represent the goods; such as, Signature (steak house) and Subway (fast-food restaurant). These names are sometimes not associated with the products; moreover, it may lead to confusion for consumers if they do not have the knowledge about the products beforehand and the entrepreneurs do not show the package clearly.

2. The names used English compound nouns; for instance, Chill Steak, Long Potato, Noodle Box, and Mobile Steak. These names are clear because there are keywords or word choices in each name.

3. The names used initials; such as, ST Happy Chicken (restaurant), PJ Pizza (fast-food restaurant), and EZ's Kitchen (restaurant). The abbreviations sometimes stand for the product's ownership; for example, the product name 'KFC' (Kentucky Fried Chicken) originates from the owner's state of Kentucky in the United States.

4. The names included a code-mixing of English; such as, Zaap Classic, Steak Dek Neaw, Rosded Noodle, Iyara Premium Fruits, and Rama Meatballs. The Thai words may be the proper name of a person, a place, or kind of product.

5. The names included a word, which was modified by an English word; for example, Nong Fah (fried banana with honey milk choco dip), Lab-loy (traditional Thai Isan food), and Porterhouse by LE MATIN. An explanation of the name in English would probably be an advan-

tage for foreigners who might want to buy Thai products. Furthermore, customers may easily recognize the product by only hearing the name without seeing the actual product.

Bakery and beverages

The data comprised 236 business names of franchise and SME bakery and drinks category. Most of the products (47.46%) were named in English followed by 64 products having a code-mixing of English and Thai (27.12%) while only 60 products (25.42%) were named in Thai, respectively.

The findings showed that franchise and SME bakery and beverages names using English had the following patterns:

1. The names used basic common nouns, which consumers could understand worldwide; for example, The Waffle (waffle house) and Bud's (ice cream). From the name 'The Waffle', consumers could easily realize what type of product they are buying. In contrast, some product names do not present to customers what type of product they are purchasing; such as, Bud's. Thus, this shows that English names of some products are sometimes not related to the products themselves.

2. The names used English compound nouns in the product. The name frequently contained at least one English word associated with the product; such as, Coffee World (coffee), Sweet Milk (milk), Fruit Pops (ice cream made with fruits), and Rainbow Crepe (crepe). Not only would Thai consumers recognize the product name with the English terms, but also this would be a good technique to attract foreign consumers.

3. The names began with initials; such as, N&B Pancake, SP Donut Jew, Dr. Cool (bakery), and Mr. Shake (milk tea). The abbreviations sometimes stand for the product's ownership; for instance,

‘N&B Pancake’ is the brand which uses the owners’ personal names ‘Som and Pong’.

4. The names contained code-mixing and Thai words usually combining Thai with at least one English word in the product’s name. Some examples are Pern Coffee, Tee Dok Sadao Fried Ice-cream, and Pheungnoi Bakery. Most product names are combined with the product owner’s personal name or the origin of the product; such, as Southern Coffee. In addition, some names use a toponym with the English word, ‘coffee’, that would be simply understood by customers around the world.

5. The names included a word, which was modified by an English word; for example, Montonjaras (natural fresh coconut sugar for health) and Nai Cha (The original Chinese-style tea). Therefore, this is an appropriate strategy to make consumers become interested in the product.

6. The name used English initials followed by Thai script. ‘DD Coffee Cup โภนาย’, which is the only Thai franchise product name that mixes Thai script with English to represent ownership. The word ‘ໂພ’ means ‘uncle’ in the South of Thailand, so the product name translates to ‘DD Coffee Cup by Uncle Nai’ in English.

Education

The data included 112 franchise and SME business names of education in Thailand. Most of the products (64.29%) were named in English followed by 35 products with code-mixing of English (31.25%) while only five products (4.46%) were named in Thai, respectively.

The naming patterns found the following:

1. Among education business names, only two product names used a common noun or

single English word; for example, Future (English tutor) and Sense (art teaching). These names are sometimes not associated with the products, so this may cause confusion for the consumer about the product.

2. Most products employed compound nouns in their business names; such as, Inter Math, Insight English, Brain Scan (for kids), Smart Kids, and Four Skills (for all students). The researcher found that entrepreneurs might create their name containing words, which have at least one implicit meaning; for example, ‘Math’ in Happy Math, ‘Science’ in Top Science, or ‘kid’ in Kids Able. These may help for understanding when customers search for information about education institutions.

3. The names started with initials; such as, BE-Knowledge and MU Tutor. The abbreviation normally expresses the origin of the product names. Mu Tutor is the best example to describe this strategy because MU stands for Mahidol University.

4. The names included code-mixing of English and Thai words; for example, Morsornluk School (for children), I-fourry House Academy, and Pravinia Academy of Beauty and Spa.

5. The utilization of several nouns in a name like a noun phrase; such as, Modern Academic Center, SE-ED Learning Center, The English Clinic, and Siam Computer and Language School. This type of name was found to have the highest number in this category because the owners want the customers to know what they will buy.

Services

The data included 44 franchise and SME business names relating to services of which 30

products (68.18%) used entirely English names and 14 products (31.82%) were a hybrid of English and Thai. A Thai name was not generated in this category.

The observed patterns for franchise and SME services using English can be summarized as follows:

1. The names used at least two English words. Some examples are Kerry Express (transportation), Smart Post, and Quick Service. It appears that these English product names ought to have at least one word, which is associated with the product in order to make understanding easier among both Thais and foreigners.

2. Initials could be seen in the names of products; such as, ETC Mail Boxes, Mr. Bag-fix, and PWT Express. These initials normally stand for product ownership; for instance, ‘J Wash System’ is derived from the product owner’s name ‘Jaroen’.

3. Some services are named using code-mixing of English and Thai words; for example, Nong Fah Service and Maannam Design. It shows that Thai proper names appear in this type; such as, ‘Nong Fah’.

4. A noun phrase could be adapted in order to create the product names; for example, Buttercup Visa and Translation Service, Pay Point Service, Laundry Care and Dry Cleaning, and Thai Security Center.

Beauty and herbs

The data comprised of 46 franchise and SME beauty and herbs product names. A code-mixing name was the most frequently employed (41.3%) followed by names that used English words (36.96%) while 10 products (21.74%) were

named in Thai, respectively.

The findings showed that franchise and SME beauty and herbs used English language in product names are as follows:

1. The names used English compound nouns. Some examples are Golden Cosmetic, Hot Spa, Body Care, and Aura White. The consumers realize what kind of the product they are purchasing because of the keywords about beauty and herbs in the product names.

2. SWL Skincare is only a name, which uses an initial in beauty and herbs product names.

3. The names contain a code-mixing of English and Thai words, which normally uses a Thai owner’s personal name or anthroponym. Examples include Pijitra Cream, Kanlaya Perfume, and Pinyada Herb.

4. A noun phrase could be adapted in order to create the product names; for example, Bangkok Clinic Revolution, Impel Fresh Water Spray, Beauty Max Store, and Wuttisak Clinic Beauty Express.

Retail shops

The data included 49 franchise and SME retail shops. Only 10 names (20%) carried Thai names whereas nearly 80% of the data used English names and code-mixed names. Most of the English words are widely used because of the growing influence of the English language and globalization.

The naming patterns found using English are as follows:

1. The names used basic common nouns; for example, Singer and Jiffy. Sometimes the names may not explain the product clearly because this name type is quite obvious. Moreover, consumers

might have earlier knowledge about the product.

2. The names used English compound nouns in the product. The name type frequently contained at least one English word associated with the product; such as, Concept Furniture (furniture), Sun Store (glasses), City Phone (electronic tools), and Sixty-nine Minimart (minimart).

3. The names started with an initial. CJ Express is the only name, which can be seen in the retail shops category.

4. The names contained code-mixing and Thai words usually combining Thai and English words in the product name. Some examples are Top Charoen and Yoji Hardware. The product names are combined with the product owner's personal names; such as, Aeko Shop.

5. The use of more than two words; for instance, Expand Unique Lifestyle, Pink Powder Detergent, and Thai Flower Mate. This name type

is quite longer than other types, so it will explain the products quite well and consumers would be satisfied.

The results of the six categories about franchise and SME business names in Thailand showed that the entrepreneurs created their product names in three features as follows: English names (51%), code-mixed names (31%) and Thai names (18%), respectively.

Consumers' understanding of Franchise and SME product names through online questionnaires

The answers from all questionnaires found that most participants selected the correct answers. The researcher calculated the results and reported the data from the highest percentage of each question that the participants had chosen. The results were presented by eighteen names. Most consumers chose 14 questions, which were the correct answers (77.8%), followed by the three unclear questions (16.7%) while only one question (5.5%) was answered wrong.

	Frequency(n)	Percentage (%)
Correct	14	77.8
Unclear	3	16.7
Wrong	1	5.5
Total	18	100.0

Discussion

This study indicated that franchise and SME business names obviously demonstrate the relevance of the Thai and English languages as found by the author when researching about English and code-mixing names. The entrepreneurs create an English name the most followed by Thai and English mixed names, and Thai names respectively. In addition, questionnaires illustrated that more than half of the participants

answered the brand name products correctly. Some people said that they knew the product names because they had heard and used them before, or they had seen them in an advertisement presence on television, and the Internet, as technology and media are also sources of knowledge. Furthermore, Crystal (2006) stated that people could never stop learning English because the higher they go

to a more advanced level, then they speak with more complexity that would help in opening up the meaning and understanding of the language. Normally, most customers have more capacity to learn English; moreover, the participants also commented on the strategies of which the product names they knew by the word; such as, “The restaurant indicates the food category.” and “The mart refers to a retail shop. Thus, Thais or foreigners who live together in Thai society can access the franchise and SME business even if the names are used in English or Thai language.

The entrepreneurs ought to create English words in various features because English has variety. Furthermore, various English dialects are spoken in different parts of the world including not only American and British English, but such varieties as Indian, Australian, and New Zealand English, as well as the English spoken in various African and Asian countries. These are called ‘World Englishes’. As such, there is no correct or perfect English in World Englishes, but everyone can use English. This means they can communicate with others even if applying incorrect English. Franchise and SME businesses Thailand not always use English correctly, as the entrepreneurs sometimes generate the names from their own thinking. As a consequence, franchise and SME business names still have many patterns; for example, common noun, noun phrase, and initial. Therefore, the creation of English, Thai, and code-mixed names is a concept that has been introduced whereby the product would be well known and initiate the global market for exports and imports. Luckily, most business names are created for the consumers’ understanding. Even though it may not be a correct name grammatically,

the wording can actually still be communicated in World Englishes.

Additionally, from the patent and naming factors associated with the consumers’ interpretation, there are also external factors that influence the consumers’ understanding; such as, advertising, multimodality, and creativity.

Some people learn the names of the businesses of both English and Thai languages from advertising on television, the Internet and city signs. Participants argue that they observe and remember the interest of the business through advertising. They often read billboards on the BTS and bus stops while traveling to work every day. It makes them unavoidably absorb and have access to technology.

Likewise, there are a lot of names in the food and bakery and beverages businesses, which have the symbol representing the type of business; for instance, ‘Signature’ has a picture of a fork and spoon in the logo, which indicates the food, and ‘Sweet Garden’ has designed a pink logo expressing the bakery and beverages business. At the same time, most consumers might remember and interpret the business categories by observing the symbol on logos or the multimodality. Multimodality focuses on analyzing and describing the full repertoire of meaning-making resources that people use; for example, visual, spoken, gestural, written, three-dimensional, and others depending on the domain of representation in different contexts. These are aspects that business owners should take into consideration, as it is these factors that help to promote the business as well as the products offered in the market.

In addition, creativity is often presented

in various forms of naming creation: Thai, English, and code-mixing in order to present goods and services. Obviously, name creation might include the lexical form and keyword to present the product, as it has both a literal and connotative meaning; for example ‘Fogus Go Inter’. ‘Go’ or ‘ໂກ’ means a Thai dessert made with flour and sugar, so it can be said that language creativity can be seen in the product names in Thailand.

In conclusion, for Thailand, although the English language has never been considered as an official language, it is needed for general uses among Thais in several professions; such as, education, economics, medical, business, foreign affairs, and trade. Therefore, the Thai people have the necessity to give importance to English even though the Thais have learned English, both in the classroom and in their daily life. As English is used in trade and commerce, entrepreneurs have set up their businesses for manufacturing products and exporting them in international markets. For communication, the business owners have to speak and present the products by using English language. Thus, English has spread worldwide rapidly.

Recommendations

The result of this study found that there were several English words in various features which were used to create the business names. The entrepreneurs create an English name the most followed by Thai and English mixed names, and Thai names respectively. English names were used the most because it is easy to read and remember. Some franchise businesses come from abroad that respondents are well-known in their products. However, there still have recommendations that an effective name should be easy to remember and be retained in the customers' mindset. In addition, promoting the products by using techniques such as broadcast an interesting advertisement on media and develop creative label of goods are the ways to improve the business popularity in people from every society at all ages.

Future research might investigate a wider selection of product names in order to determine whether naming patterns would differ from the ones reported in this study. Also, analyzing a broader range of products might contribute to a more accurate realization of naming patterns in English, Thai and the mixture of both.



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