



AEC AND THAILAND BRAND

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ABSTRACT

Situation: Thailand will become part of AEC in the next 1-2 years. By becoming part of AEC there will be no trade barrier. Hence, as a result, Thai Brand or Thai Manufacturers will be facing with fiercer competition from the influx of foreign products.

Motivation: This paper is aiming at finding the way to support Thai products/manufacturers when it is not ready to compete with other products from AEC countries by utilizing the concept of ethnocentrism and animosity as well as cultural collectivism as a protection against the influx of other countries. Previous study has shown that people with higher ethnocentrism will have less favorability towards foreign product when the product is unnecessary. While, country of origin may have influence towards necessary product, nevertheless, animosity can reduce the preference towards that necessary product that is highly value in terms of country of origin in other country.

Study Design: Two experimental study will be conducted with the convenient samples, students subjects.

- Study 1: Between Subject Design: 2(Ethnocentrism: National Anthem vs. Control) X 3(Animosity: Animosity vs. Domestic Animosity vs. Anti-Domestic Animosity or Unity (Olympic))
- Study 2: Between Subject Design: 2(Ethnocentrism: National Anthem vs. Control) X 3(Animosity: Animosity vs. Domestic Animosity vs. Anti-Domestic Animosity or Unity (Olympic)) X 2(Culture: Independence Self vs. Interdependence Self)

Product

- The product that consumer will be evaluated will be composes of 2 categories which are necessary and non-necessary category
- The price would be manipulated such that local product is higher than international product

Measurements:

- Preference toward Thai Brand in Non-Necessary Category (Julie Cracker vs. Farmhouse Cracker)
- Preference toward Thai Brand in Necessary Category (Thai Rice vs. Cambodian Rice)
- WTP for Thai Brand vs. International Brand
- Manipulation on Price make International brand more expensive than local brand



**Proceedings of 2013 International Conference on
Technology Innovation and Industrial Management
29-31 May 2013, Phuket, Thailand**

Manipulation Check

- *CETS (Shimp)*
- *Animosity (Kline & Ettenson)*
- *Inter/Independent Self*