

The Language and Thainess of Thai Food Products on an E-Commerce Platform

Piyada Low

Faculty of Management Sciences, Kasetsart University, Thailand

Abstract—The term ‘food products from Thailand’ was searched on the biggest e-commerce platform, Amazon. 140 Thai food products from Thailand were presented and fell into four categories: rice products (2), canned and instant food (19), snacks and candies (35), and food ingredients and seasonings (84); and 29 Thai food products from other countries were also found in three categories: rice products (6), canned and instant food (6), and food ingredients and seasonings (17). Thai brand names were the most found (53.52%) followed by English brand names (29.58%). In terms of language patterns, English dominance showed in the use of Thai-English (50.01%) together with the use of English only (23.26%) and English-Chinese (1.16%). Thainess was mostly presented with pictures of Thai food dish along with fresh vegetables, herbs, and spices (86.73%). Notably, certain food products with clear and transparent plastic packaging were presented without any pictures, but the products themselves. Although rice is one of the major food exports from Thailand, only 2 brand names of rice products from Thailand were found compared to 6 brands of rice products from other countries. Notably, a name of Thai place was found in a food product exported from other country.

Index Terms—brand naming labels, E-commerce, language patterns, Thainess, Thai food products

I. INTRODUCTION

The project of ‘Thai Kitchen to the World’ was started in year 2002 to affirm the positioning of Thailand as a major food export country with high quality standards. According to Trading Economics (n.d.), Minister of Commerce announced that in November 2022 Thailand exports mainly manufactured goods, and the important products are electronics, vehicles, machinery and equipment, and foodstuffs. Food products of Thailand are exported to the world in various kinds and forms.

From Thailand Country Profile (n.d.), Thailand is one of the world’s leading agricultural suppliers. 21% of Thailand’s Gross Domestic Product (GDP) is the food and beverage industry which is the country’s third largest industry. Rice is one of the major food exports, and the value of Thai food exports was US\$32.7 billion in 2020.

‘Discover Thainess’ campaign was first introduced by Tourism Authority of Thailand as the nation’s asset and a unique brand for Thailand (TAT, 2015). There are seven unique aspects of Thainess: (1) Thai Food, (2) Thai Arts, (3) The Thai way of life; (4) Thai Wellness; (5) Thai Festivals; (6) Thai Wisdom and (7) Thai Fun. For Jocuns (2020), Thainess was presented as a commodity and something that could be consumed by Thai tourism videos. Thai experience of food and places was displayed for authenticity of Thainess.

In terms of global market, Amazon.com, the international and biggest e-commerce website, is a platform to serve customers worldwide. Amazon company is considered as the leader of electronic commerce in the contemporary world (Alshmrani, 2021). Therefore, Thai food products available on Amazon.com have positive prospects in the global market. Moreover, consumers have changed their behaviors due to the COVID-19 pandemic. They are more cautious on necessities and have spent more at online through e-commerce platforms. Quick and convenient food consumption has been increased, so ready-to-eat products are in demand (Sirikeratikul, 2022).

Based on the two campaigns of the Thai government, ‘Thai Kitchen to the World’ and ‘Discover Thainess’; the research study focuses on how Thai food products present the food products and Thainess in global market on Amazon.com, and answer the three research questions:

1. What languages do Thai food products present their brand names?
2. Which language patterns are used in Thai food products?
3. How do exported Thai food products present Thainess?

II. LITERATURE REVIEW

Research studies related to the present study can be reviewed into two aspects: the language of food products labels and brand naming as well as Thainess.

A. *Languages of Food Product Labels and Brand Naming*

Research studies related to languages, brand naming, and label are explained here.

Boonpaisarnsatit (2011) explained that name was an identity label. Name also indicates ethnicity and self-representative. Naming is a kind of cultural process of labelling. In a naming process, good meaning of a name is the first priority.

In terms of translation, Mat (2014) examined brand and food label products on translation from English to Arabic. Findings showed that food brand names were not translated into Arabic at all. Translation method was parallel translation or word to word from English to Arabic. Transliteration was also found for certain food ingredients.

For Abdulrahman (2015), food product labels work as an advertising tool, and transliteration was the most used strategy to render brand names. Moreover, pictures are important and need to be presented with the food products.

Boonpaisarnsatit and Srioutai (2012) examined 175 exported food products that fell into five categories: rice products, frozen and chilled food, canned and instant food, snacks and candies, and food ingredients and seasonings. Findings on food product naming showed that names were presented by using translation, transliteration, English only, and hybrid method. Translation method was mostly used for rice products as well as food ingredients and seasoning. English only method was mostly used for frozen and chilled food, canned and instant food, and snacks and candies. Transliteration was found in every category but seems not to be significant.

Snodin et al. (2017) investigated names of Thai local community products namely One Tambon One Product (OTOP) in five product categories: food, drinks, clothing and accessories, handicrafts and ornaments, and inedible herbs. Only Thai names were mostly used in all five product categories. English names and the mix of Thai-English were also found.

Noosud (2019) collected 658 business names in Thailand and found that English name was used the most (51%) followed by code-mixed name (31%) and Thai name (18%). Patterns of English usage were the mix of English and Thai words, and a name modified by Thai or English words.

B. Thainess

Thainess could be perceived as authenticity for foreigners who lack or have limits of Thai experience. Watanasin (2012) found that Thai language as well as name and designs were recognized as authenticity and exotic for Americans. Thai food was perceived as healthier and lighter food with less fat and freshly-cooked with vegetables.

Nakasiri and Ratchatakorntakoon (2018) found that Thainess was communicated in six methods of Thai food product called Phad Thai Kit. The six methods were 1) the abundance of food and flavors by using colorful and tempting pictures of food; 2) the bond between the system of relatives by addressing the brand name as relatives i.e. aunt or mom ; 3) freedom and simplicity with the the image of on-the-go food ; 4) artistry and neatness with the pictures of fine Thai porcelains; 5) affinity with nature by using brown and green colors; and 6) Siam in the past with Thai costumes. The methods of freedom and simplicity as well as Siam in the past were mostly perceived as Thainess by foreign tourists.

For Najpinij (2012), there were three characteristics of Thainess in Thai restaurants in five-star hotels in Bangkok: Thai art and architecture, Thai service style, and culinary practices.

Thainess as investigated by Kongpolphrom (2018) presented in the use of anthroponymic generic terms of Thailand and Thai and the pronoun uses of 'we' and 'us' to create the solidarity of the Thais and names of places which were different tour sites in Thailand such as markets, temples, rivers, and beaches.

The reviewed research studies help to analyze the data of the present research study as follows:

1. Brand name refers to the use of translation and transliteration of Thai name of the product
2. The use of picture or name of different places in Thailand
3. Thai artistry and Thai costumes on the product.

III. METHODOLOGY

A. Data Collection

Amazon.com, the international and biggest e-commerce website, was implemented for the study. The term 'food products from Thailand' was used to search on the website and 390 products were presented during the time of data collection in mid of June to mid of July 2022. Images of Thai food products were downloaded from the amazon website.

B. Data Processing

The images of the collected food product brand names were classified into 5 food categories: rice products, frozen and chilled food, canned and instant food, snacks and candies, and food ingredients and seasonings. Labels of the food product names were analyzed in terms of language use and language patterns to communicate with foreign consumers. Thainess of the food products was analyzed based on the use of picture of Thai dish, herbs, spices, and fresh vegetables; picture or name of places in Thailand; picture of Thai artistry and Thai costumes.

IV. RESULT AND DISCUSSION

The 390 products collected from Amazon website were divided into 5 groups: Thai food products from Thailand (190), Thai food products from other countries (30), Thai products and kitchen utensils (14), food products of the other countries (21), kitchen utensils from other countries (82), and food ingredients of the other countries (53).

Of 190 Thai food products from Thailand, there were 49 repetitive product items on the webpage; therefore, there were only 140 different items. Of 30 Thai food products from other countries, there was one repetitive product, so there were 29 different product items. The repetitive product items appeared again or in different packages such as a bottle, a pack of three bottles, a pack of 6 bottles.

The 140 Thai food products from Thailand fell into four categories: rice products (2), canned and instant food (19), snacks and candies (35), and food ingredients and seasonings (84) while the 29 Thai food products from other countries fell into three categories: rice products (6), canned and instant food (6), and food ingredients and seasonings (17). The category of food ingredients and seasonings was the biggest Thai food product from Thailand and other countries while the category of snacks and candies was exported from Thailand only.

Results were presented according to the three research objectives and research questions on brand naming labels, language use, and Thainess of Thai food products.

A. Languages on Thai Food Product Brand Naming Labels

This part explains the languages of brand naming labels and answers the first research question, ‘What languages do Thai food products present their brand names?’.

Of 140 Thai food products, 71 food product brand names were found, and two products were without brand labels. Thai names was the most found (53.52%) followed by English names (29.58%), and names of other languages (14.08%). Mix of Thai-English names was the least found (2.82%).

Products with Thai names were presented either only Thai or with English translation/ English transliteration.

Examples

Thai names only: ตราช้าง, ตรากุ้งไทย, นมผงสวนดุสิต

Thai names with English translation: ตราโทรศัพท์ Telephone brand, ภูเขาทอง Golden Mountain

Thai names with English transliteration: ชาวกะเขย Chaokoh, รสดี Ros Dee

English names: My Choice, Blue Elephant, i-chef, Fruit King

Names of other languages: Bento, Taro

Mix of Thai- English: รสดีเมนู Ros Dee Menu, ปลาร้าอินเตอร์ Pla-ra Inter

As 12 brand names appeared with more than one product labels, 86 different product labels were found.

The 86 food product brand labels were presented in 10 methods: (1) Thai only; (2) English only; (3) Thai and English; (4) English transliteration only; (5) Thai with English transliteration; (6) Thai with English translation; (7) Thai, English, and Chinese; (8) Thai and Japanese; (9) English and Chinese; and (10) Thai, English transliteration, Chinese and Japanese.

Thai with English transliteration method (36.05%) was mostly found followed by Thai only method (20.93%). English transliteration method (11.63%) and English only method (10.47%) were relatively equivalent as well as the use of Thai and English method (6/86=6.98%) and the method of Thai and English translation (5.81%). Chinese and Japanese also appeared in Thai food product brand naming. Thai with English and Chinese brand naming method (4.65%) was found followed by Thai and Japanese method (1.16%). However, there was one brand naming appeared without Thai language but in English and Chinese (1.16%). Thai, English transliteration, Chinese, and Japanese method (1.16%) was also found. Table 1 shows the 10 methods of languages on Thai food product naming labels, and figure 1 shows examples of food product brand naming labels in Thai and English language either in the forms of translation or transliteration.

TABLE 1
TEN METHODS OF LANGUAGES ON THAI FOOD PRODUCT NAMING LABELS

Methods	Th only	En only	Th+En	En transli	Th+En transli	Th+En transla	Th+En-Ch	Th+Ja	E+Ch	Th+En transli+Ch+Ja
86	18	9	6	10	31	5	4	1	1	1
100%	20.93%	10.47%	6.98%	11.63%	36.05%	5.81%	4.65%	1.16%	1.16%	1.16%

Th=Thai, En=English, Ch=Chinese, Ja=Japanese, transla=translation, transli=transliteration



Source: <https://www.amazon.com/Gogi-Flour-Pack-500g-Thailand/dp/B008T8DEFS>



Source: <https://www.amazon.com/Number-Original-Thai-ChaTraMue-Label/dp/B09124TZ9N?th=1>



Source: <https://www.amazon.com/Khao-Shong-Peanuts-Delicious-Thailand/dp/B01NBX7UZY>

Figure 1. Examples of Thai and English (Translation or Transliteration) Brand Naming Labels

Of 71 food product brand names, two brand names appeared in three different brand naming labels, and 10 brand names appeared in two different labels. Thai and English language in the forms of translation or transliteration were used in these 12 brand names. Thai only method and Thai with English transliteration method were the most used followed by English transliteration method. Chinese and Japanese were also used together with Thai or English transliteration. Language methods of the 12 food products with different naming labels are shown in table 2.

TABLE 2
LANGUAGE METHODS OF FOOD PRODUCTS WITH DIFFERENT NAMING LABELS

Thai name	English name	Th only	Th+En transli	E transli	Th+En transla	Th+En+ Ch	Th+En transli+ Ch+Ja
เด็กสมบูรณ์	Healthy Boy Brand	1			1	1	
มามา	MAMA	1	1	1			
รสดีเมนู	RosDeeMenu	1	1				
รสดี	Ros Dee	1	1				
เบนโตะ	Bento		1	1			
ทaro	Taro		1	1			
แม่ประนอม	Maepranom Brand	1					1
ระมิงค์	Ra Ming		1	1			
ตราโทรศัพท์	Telephone Brand	1			1		
แม็กกี้	Maggi	1	1				
ศรีราชาพานิช	Sriraja Panich	1		1			
โก้แก	Koh Kae		1			1	
		8	8	5	2	2	1

Th=Thai, En=English, Ch=Chinese, Ja=Japanese, transla=translation, transli=transliteration



Source: <https://www.amazon.com/Agar-Powder-Product-Thailand-0-88/dp/B010I4UG7O>

Source: <https://www.amazon.com/Telephone-Product-Thailand-Powder-Ounce/dp/B01KMHY2OU>



Source: <https://www.amazon.com/RosDee-Menu-Chinese-Spices-Powder/dp/B012N9CVIE>

Source: <https://www.amazon.com/RosDee-menu-Kua-Kling-Pack/dp/B00W1ZLNBW>

Figure 2. Examples of Thai Food Products With Different Brand Naming Labels

Figure 2 shows examples of food product names with different brand naming labels: Thai only (ตราโทรศัพท์, รสดีเมนู, ตราเด็กสมบุญ, มามา, ศรีราชาพานิช, รสดี); English only (Healthy Boy Brand); English transliteration (MAMA, Sriraja Panich); Thai with English translation (ตราโทรศัพท์ Telephone Brand); Thai with English transliteration (รสดีเมนู Ros Dee Menu, รสดี Ros Dee, มามา MAMA – on different sides); mix of Thai, English, and Chinese (ตราเด็กสมบุญ Healthy Boy Brand 標南光肥); and mix of Thai, English transliteration, Chinese, and Japanese (ตราแม่ประนอม Maepranom Brand 妈巴俊辟 เมื่ปราナム).

Of 29 Thai food products from other countries, 17 product brand names were found. One brand appeared in different labels of different products, so there were 18 brand naming labels. English appeared as dominant language in all brand naming labels. English only method was found most (15/18). Multilanguage brand label with English dominance was found (2/18), and the use of Thai and English method was found only once. Examples of product brand naming labels were shown in figure 3.



Source: <https://www.amazon.com/DYNASTY-22927-Dynasty-Jasmine-20-Pound/dp/B004NRG77Q>



Source: <https://www.amazon.com/Taste-Thai-Sweet-Chili-Sauce/dp/B01NBUKGNC>



Source: <https://www.amazon.com/Thai-Taste-Fish-Sauce-200ml/dp/B005Z0UFRS>

Figure 3. Examples of Thai Food Product Brand Labels From Other Countries

B. Language Patterns of Thai Food Product Names

This part explains the language patterns of Thai food product names and responds to the second research question, 'Which language patterns are the Thai food products used?'

Of 86 Thai food products, five languages were found in 15 patterns of food product names. Thai appeared as the dominant language and was found in Thai only pattern (20.93%) and the mix of Thai-English pattern (50.01%).

The combination of Thai and English was mostly used (50.01%) and appeared in 8 patterns concerning position and size: (1) upper and bigger Thai, (2) upper and bigger English, (3) upper Thai/ bigger English, (4) upper English/bigger Thai, (5) upper Thai then English, (6) upper English then English, (7) bigger English then Thai, (8) Thai, English on different places of the product. Upper and bigger Thai language pattern was the most found in the mix of Thai and English (19.77%) and in the third rank of the language patterns found in Thai food product brand naming patterns.

Only Thai or English appeared at 44.19%. English only was at 23.26% and Thai only was at 20.93%. The combination of Thai, English, and Chinese appeared in three patterns. Thai-Japanese was found in one pattern as well as English-Chinese. Table 3 shows the 15 language patterns found on Thai food product names.

TABLE 3
LANGUAGE USE AND PATTERNS OF THAI FOOD PRODUCT NAMES FROM THAILAND

Language use	Language patterns	Frequency
1. Thai	Thai only	18 (20.93%)
2. English	English only	20 (23.26%)
3. Thai and English (50.01%)	Upper, bigger Thai	17 (19.77%)
	Upper, bigger English	6 (6.98%)
	Upper Thai / bigger English	6 (6.98%)
	Upper English / bigger Thai	1 (1.16%)
	Upper Thai then English	2 (2.33%)
	Upper English then Thai	3 (3.49%)
	Bigger English then Thai	1 (1.16%)
	Separated places of Thai /English	7 (8.14%)
4. Thai, English, and Chinese	Bigger Thai / smaller English, Chinese	1 (1.16%)
	Upper Thai, Chinese / lower English	1 (1.16%)
	Separated places of Thai, English, Chinese	1 (1.16%)
5. Thai and Japanese	Upper Thai / bigger Japanese	1 (1.16%)
6. English and Chinese	Upper Chinese, lower English	1 (1.16%)
		86(100%)

Of 29 Thai food products from other countries, three language patterns were found. English was the dominant language and appeared in upper and bigger size in all products. English only was at 83.33%. Multilanguage brand label with English dominance was at 11.11%, and the use of Thai and English was at 5.56%. Table 4 shows the frequency of language use and language patterns.

TABLE 4
LANGUAGE USE AND PATTERNS OF THAI FOOD PRODUCT NAMES FROM OTHER COUNTRIES

Language use	Language patterns	Frequency
1. English	English only	15 (83.33%)
2. English and other languages	Upper, bigger English	2 (11.11%)
3. English and Thai	Upper, bigger English	1 (5.56%)
		18(100%)

C. Thainess in Exported Thai Food Products

Thai food is one of the 7 unique aspects of Thainess (TAT, 2015). The rich flavor of exotic herbs and spices as well as the unique cooking and methods of food preservation present Thainess to the world. The aromatic scent of Thai food can be enjoyed in either fine dining restaurants or local street stalls.

Thainess presented in Thai food products is explained in this part. Pictures of Thai dish, herbs, spices and fresh vegetables; Thai artistry; a place in Thailand; Thai costumes were found to present Thainess in Thai food products. Name of a place in Thailand as well as a famous person were also used on Thai food products.

Of 140 Thai food products, 113 food product items were found with Thainess. Picture of Thai food dish along with fresh vegetables, herbs, and spices was mostly found (86.73%), followed by name of a place in Thailand (5.31%), picture of Thai artistry (3.54%), and picture of a place in Thailand, as well as picture of Thai costumes were equally found (1.77%). Picture of a famous Thai person was found least (0.88%). Thainess presentation on food products is shown in table 5 and figure 4.

TABLE 5
THAINESS PRESENTATION ON THAI FOOD PRODUCTS EXPORTED FROM THAILAND

Pic of food	Pic of place	Pic of Th artistry	Pic of Th costumes	Name of place	Pic of celebrity	Total
86.73%	1.77%	3.54%	1.77%	5.31%	0.88%	100%

Pic=picture, Th=Thai



Products with pictures of food dishes Picture of place (temple)&artistry Products with Thai artistry
 Source: <https://www.amazon.com/Rosdee-Seasoning-Powder-Green-Labb-Namtok/dp/B01LZHEVET>
 Source: <https://www.amazon.com/Choice-Crispy-Durian-Chips-Premium/dp/B07RG9G47L>
 Source: <https://www.amazon.com/Coconut-Cream-Powder-Chao-Thai/dp/B0095VQH5M>
 Source: https://www.amazon.com/Lobo-Brand-Thai-Tom-Paste/dp/B00N1Y336A/ref=sr_1_1?keywords=lobo+tom+ka+paste&qid=1699590788&sr=8-1



Products with Thai costumes Products with names of places in Thailand Picture of a celebrity
 Source: <https://www.amazon.com/Pantai-Traditional-Restaurant-Style-Service/dp/B07KPVP4T4J>
 Source: <https://www.amazon.com/Mae-Ploy-Massaman-Curry-Paste/dp/B00FGYU0HI>
 Source: <https://www.amazon.com/Pad-Thai-Korat-Fried-Mee/dp/B07TMP391T?th=1>
 Source: <https://www.amazon.com/dried-PUENG-NGEE-CHIANG-thailand/dp/B01MR1QM67>
 Source: <https://www.amazon.com/Original-Tamarind-selected-Delicious-Phetchabun/dp/B01HDN2SA6>
 Source: <https://www.amazon.com/Sriraja-Panich-Sriracha-Chili-Sauce/dp/B00U9WOBG8>
 Source: <https://www.amazon.ca/ZAB-PASTEURIZED-FERMENTED-ALL-PURPOSE-ZAB-TOOK-MENU/dp/B0B6G9DJGQ>

Figure 4. Examples of Thainess Presentation on Thai Food Products Exported From Thailand



Source: <https://www.amazon.com/Asian-Best-Jasmine-Rice-Pound/dp/B019VPL9OK>
 Source: <https://www.amazon.com/Kaset-Thread-Glass-Noodles-Thailand/dp/B00AKHHUXS>
 Source: <https://www.amazon.com/Pueng-Ngee-Chiang-Premium-Thailand/dp/B00TSEDV06>
 Source: https://www.amazon.com/JHC-Dried-hottest-chili-56g/dp/B07H41197C/ref=cm_cr_arp_d_product_top?ie=UTF8
 Source: <https://www.amazon.com/Ground-Natural-Herbal-Nguan-Soon/dp/B00B6PGAXY>

Figure 5. Examples of Food Products in Clear and Transparent Plastic Packaging

Thai food products with names of the places which are famous for certain kinds of food as examples are Pad Mee (fried rice noodles) Korat and Moo Yong (pork floss) Korat, tamarind from Phetchabun, and chili sauce from Sriracha. The example products declare that the products were produced in the famous places for those kinds of food. Korat province is famous for Pad Mee and pork floss, Phetchabun is famous for sweet tamarind, and the well-known hot chili sauce call Sriraja Panich is taken from the Sriracha subdistrict where the company is located in Chonburi province (both English transliterations, Sriraja or Sriracha, refer to the place ศรีราชา in Thai word).

A Thai food product presented with a Thai celebrity was found with the picture of a Thai country songs singer who is the owner of the product and named the product after his name, 'Mike'.

For some Thai food products in clear and transparent plastic packaging were without pictures of Thai food because the products could present themselves.

From 29 Thai food products from other countries, 21 food products were found with Thainess presentation. Food products with pictures of Thai food dishes along with fresh vegetables, herbs, and spices was mostly found (80.95%), followed by the use of Thai artistry (14.29%) and name of a place in Thailand (4.76%).

TABLE 6
THAINESS PRESENTATION ON THAI FOOD PRODUCTS EXPORTED FROM OTHER COUNTRIES

Pic of food	Pic of place	Pic of Th artistry	Pic of costumes	Name of place	Pic of celebrity	Total
80.95%	0%	14.29%	0%	4.76%	0%	100%

Pic=picture, Th=Thai



Products with pictures of Thai food dish, herbs and spice

Product with name of a place in Thailand

Source: <https://www.amazon.com/Thai-Kitchen-Gluten-Original-Noodles/dp/B01BGN0VY4>

Source: https://www.amazon.com/Tasty-Bite-Ginger-Curry-Pouches/dp/B07Q8GDFSG/ref=cm_cr_ar_p_d_product_top?ie=UTF8

Source: <https://www.amazon.com/Spice-Hut-Organic-Seasoning-Ounce/dp/B07668Q82B>

Source: <https://www.amazon.com/Huy-Fong-Sriracha-Chili-Sauce/dp/B00838FWPO>



Products With Thai Artistry

Source: <https://www.amazon.com/Kirkland-841930-Jasmine-Rice-25-lbs/dp/B00SORXXNM?th=1>

Source: <https://www.amazon.com/Taste-Thai-Sweet-Chili-Sauce/dp/B01NBUKGNC>

Source: <https://www.amazon.com/Taste-Thai-Spicy-Peanut-Piece/dp/B01BEVS262>

Source: <https://www.amazon.com/Taste-Thai-Noodles-Quick-Piece/dp/B01BDABCK2>

Figure 6. Examples of Thainess Presentation on Thai Food Products Exported From Other Countries

Thainess presentation was also mostly used with Thai food dish, herbs, and spices for Thai food products from the other countries; however, the presented pictures of Thai food dishes seemed to be different from Thai food dishes in Thailand. Abdulrahman (2015) concluded that pictures are very important for food products as pictures “reveal the way and shape of a product or a dish, pictures can talk more than words” (p. 91). Thai artistry was a method that Thai food products from other countries used to present Thainess, and Thai artistry was considered as one of three characteristics of Thainess (Najpinij, 2012).

Notably, a hot sauce from Vietnam was presented with the name of a place in Thailand, ‘Sriracha’ to refer to a well-known Sriracha hot sauce originally from Thailand.

V. CONCLUSION

Of the 86 food product labels, Thai with English transliteration method (36.05%) was mostly found. This finding is in line with Abdulrahman (2015) that “transliteration is the most used strategy” (p. 90) in food product labels.

For language patterns used on Thai food product brand names, English dominance showed in the use of Thai-English (50.01%) together with the use of English only (23.26%) and English-Chinese (1.16%). English also appeared as the dominant language in Thai food products from other countries and was presented in upper and bigger sizes in Thai food product brand names (100%). Vividly, English has been accepted for international branding.

Picture of Thai food dish, fresh vegetables, herbs, and spices was mostly used to present Thainess in Thai food products both exported from Thailand and other countries. Thai artistry was considered as an effective method to present Thainess, especially for Thai food products from other countries. The use of a famous person in Thailand was only found in a Thai food product from Thailand as the owner of the product is a popular Thai country song singer and the product is popular especially for Thai people living in the country.

Notably, certain food products with clear and transparent plastic packaging were presented without any pictures, but the products themselves.

Although rice is one of the major food exports (Thailand Country Profile, n.d.), only two brands of rice product exported from Thailand were presented while 6 brands of rice product from other countries which indicated the country of origin as Thailand were found on Amazon.com.

The finding of snacks and candies only exported from Thailand supported the report that Thailand’s market for snack foods as one of the major segments in the food processing industry totaled \$1.2 billion in 2021 (Sirikeratikul, 2022).

The report also explained that consumers were looking for not only tasty but also on-the-go and healthy snacks. As a result, food manufacturers launched snacks through modern retail markets and e-commerce platforms.

From the collected data, 22 food guarantee logos were found with certain food products. However, this finding is beyond the scope of the present study. Therefore, it is recommended for future studies on Thai food products to explore more on food guarantee logos and their languages to communicate to consumers.

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Piyada Low is an assistant professor of English language at the Faculty of Management Sciences, Kasetsart University, Thailand. Her research interests include English for communication, translation, and ESP.