

**BOOK DESIGN ON THE IMPACT OF AMERICANIZATION
ON MATERIALISM IN THAILAND**

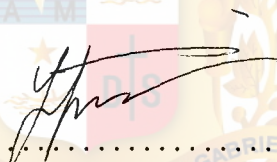
**BY
MISS PUNNAKARN KAIKANOKWONG**

**THIS BOOK IS PART OF THE REQUIREMENT TO FULFILL
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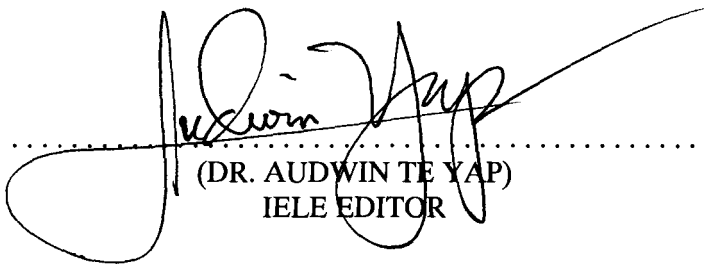
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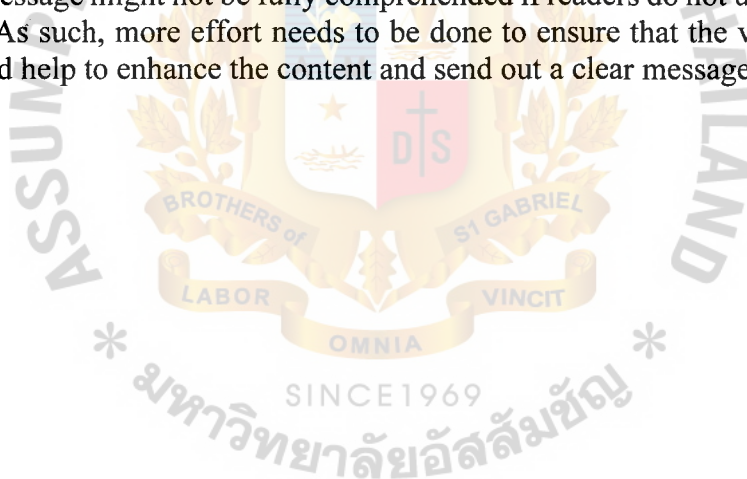
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ABSTRACT

At present, Thai society and culture has already been, and continues to be, affected by Americanization. High technology in communication and mass media have made it easy for the materialistic trend of American culture to penetrate into Thai people's daily lives until this precious culture and unique identity has been lost. This book design on the impact of Americanization on materialism in Thailand is to show the effects of American materialism and the extent to which it has spread throughout Thai culture, and it is hoped that it will impart to the Thai people an awareness of western influence as well as the effect of materialism on Thai culture; to make them rethink the value of material objects against human values. In the process of working on this project, the content has been divided into ten chapters, and each chapter was intended to be unique and different from the others in order to create enough variety to attract readers. Materialism is currently manifested in people by their behavior of looking at and judging a person's status based on their outer appearance from head to toe. The combination of this premise with the analog system was done to depict the slow death and disappearance of the analog system due to the arrival of the digital age, just like the deterioration of traditional Thai culture and society because of the influx of materialism. While the purpose of creating this book is to convey the above message through visual graphic elements and photographs using the concept of 'Mad Mass', but the intended message might not be fully comprehended if readers do not understand the core concept. As such, more effort needs to be done to ensure that the visual graphic elements would help to enhance the content and send out a clear message.



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Chapter 1

Introduction

Title: Book Design on the Impact of Americanization on Materialism in Thailand

1.1 Background

At present, American culture has affected numerous aspects of Thai society. The term Americanization refers to the influence that the United States has on the culture of other countries, such as their popular culture, cuisine, technology, business practices, or political ideologies. The term has been used as early as 1907. Within the United States, the term Americanization refers to the process of acculturation by immigrants or annexed populations to American customs and values.

As can be observed, the American film and television industry, or as popularly known as 'Hollywood', dominates most of the world's media markets. It is the chief medium by which people across the globe are exposed to American trends, fashions, customs, scenery, and way of life. Also, seven of the top ten global brands are based in the United States. Fast food is also often viewed as being a symbol of the United States' marketing dominance. Last but not least, many American companies also invest and open new branches in other countries.

Like other cultures, American culture has a big influence in Thailand as well. Thai culture has been gradually changing because of these influences in everyday life ever since, especially for people who are city dwellers. It seems to have become normal for urbanites to get their morning coffee at Starbucks® before going through the day. It is a good thing to be open to other cultures and sometimes adapt a few aspects into the Thai way of life. But there is also the other side where the more we try to follow the American lifestyle, the more our Thai values become distorted, and eventually forgotten.

1.2 Significance

Since Americanization has permeated our society, this has been affecting almost all aspects—our culture, our lifestyle, and even the way of thinking. It has infiltrated and been assimilated into the Thai mindset from generation through generation. There are many Thai people, especially the younger generation, who are ever ready to follow the trends, and some might have already been caught in the current of materialism. This does not mean that they are wrong, it is just that they should be aware of it. This book will help Thai people realize and become more aware of western influences and the effect of materialism, and enable them to rethink the value of material objects versus human values.

1.3 Problem Statement:

Americanization in Thai society has changed the way Thai people live. With better communication and the spread of technology and mass media, many young Thai people, generation X and Y, have become very receptive to westernization and modernization, as evidenced by popular Thai advertisements, which heavily

emphasize the use of English terms and Caucasian models. They admire American values and culture because they think it is better. They try to imitate the lifestyle of Hollywood celebrities, become interested in what they wear, what brands they use, and what food they eat. The concept of 'American Dream' has made Thai society become more and more materialistic. In fact, Thai people use wealth and social status, among other things, to classify each other, reinforcing a hierarchical social structure. Instead of having traditional Thai coffee from a street vendor, they prefer Starbucks® coffee. People have been purchasing more brand name products, getting crazier about new trends and fashion, and preferring nice and fancy restaurants. Even though these things are more expensive, they are willing to pay because they no longer want something simple but rather something more premium to show off their wealth.

However, regardless of whether the influences are good or bad, it still depends on personal preferences and perspectives. The author believes that if the effects of American materialism in Thai culture can be clearly depicted, it might make people become aware of this issue and then ask themselves whether their lifestyle choices are good for them or not.

1. 4 Project Objective

1. To depict the results and effect of American materialism in Thai culture
2. To remind Thai people to be aware of western influences versus their own personal identity and values
3. To create a book that depicts the American culture of materialism and its effect on Thai culture

1.4 Expected Results

The purpose of this book is to provoke in Thai people the effects of materialism, to make them realize that Thai society is currently being inundated by the tide of materialism and how it affects their lives. It is hoped that the readers would enjoy the contents through graphical depictions in the book and get to know and understand more about the side-effects of American materialism. And hopefully, it will make them realize the perils of materialism, to rethink and question themselves on whether they have been drifting with the current stream of materialistic society or not. They will become more aware of western influences and thus learn to cherish their own personal identity and values.

1.5 Scope of Study

1. Book Design (total 66 pages)
 - Cover (front)
 - Table of Contents (pages 4-5)
 - Introduction - Mindset: Material Matters (pages 6-7)
 - Chapter 1 - Head: Eyeglasses (pages 8-11)
 - Chapter 2 - Eye: Film and Mass Media (pages 12-19)
 - Chapter 3 - Ear: Music, Song, and Lyrics (pages 20-23)
 - Chapter 4 - Mouth: Starbucks® (pages 24-27)
 - Chapter 5 - Face: Make up and Cosmetics (pages 28-31)
 - Chapter 6 - Body: Surgery (pages 32-35)

- Chapter 7 - Shoulder: Handbag (pages 36-39)
- Chapter 8 - Hand: Installment Brand Name (pages 40-45)
- Chapter 9 - Hip: Renting Luxury Cars (pages 46-51)
- Chapter 10 - Toe: Sneakers (pages 52-57)
- Conclusion (pages 58-59)
 - Cover (back)





CHAPTER 2
INFORMATION ANALYSIS

Chapter 2

Information Analysis

2. 1 Literature Review

2. 1. 1 Art / Design Theories

- **Pop Art**

The term Pop-Art was invented by British curator Lawrence Alloway in 1955, to describe a new form of 'popular' art—a visual art movement characterized by the imagery of consumerism and popular culture that gave a sense of optimism during the post war period. It coincided with the globalization of pop music and youth culture, personified by Elvis Presley and The Beatles. Pop-Art emerged in both New York and London during the mid-1950s and became the dominant avant-garde style until the late 1960s. Characterized by bold, simple, everyday imagery, and vibrant block colors, it was interesting to look at and had a modern 'hip' feel. The bright color schemes also enabled this form of avant-garde art to emphasize certain elements in contemporary culture, and helped to narrow the divide between the commercial arts and the fine arts. It was the first Post-Modernist Movement (where medium is as important as the message) as well as the first school of art to reflect the power of film and television, from which many of its most famous images acquired their celebrity. Common sources of Pop iconography were advertisements, consumer product packaging, photos of film-stars, pop-stars and other celebrities, and comic strips. Pop Art was brash, young and fun, and hostile to the artistic establishment. It included different styles of painting and sculpture from various countries, but what they all had in common was an interest in mass-media, mass-production, and mass-culture (Arty Factory, 2016).



Fig. 1 Pop Art by Robert Rauschenberg



Fig. 2 Pop Art by Robert Rauschenberg

- **David Carson Typography Style**

David Carson is a prominent contemporary graphic designer and art director. His unconventional and experimental graphic style revolutionized the graphic designing scene in America during the 1990s. He was the art director of the magazine *Ray Gun*, in which he introduced the innovative typographies and distinct layouts. He is claimed to be the godfather of 'grunge typography', which he employed perpetually in his magazine issues. His work is characterized by the chaotic typography and pattern it embodies, disarray of photos overlapping each other, seemingly meaningless at the surface but holding a larger picture. To put in simpler words as Albert Watson stated, the disorganized use of his typography has its own purpose, such as each stroke of a painter's brush evoke different emotions, imageries, and ideas, Carson's designs possess such attributes as well. Where his innovative style of visual communication attracted new readers, it also repelled many who considered his work fractured, hence misleading (Famous Graphic Designers, 2016).

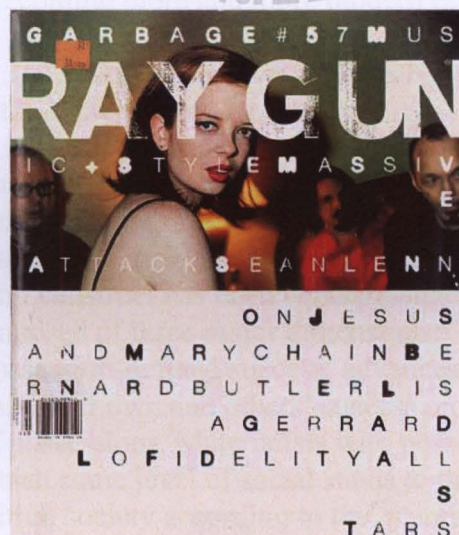


Fig. 3 David Carson's typography

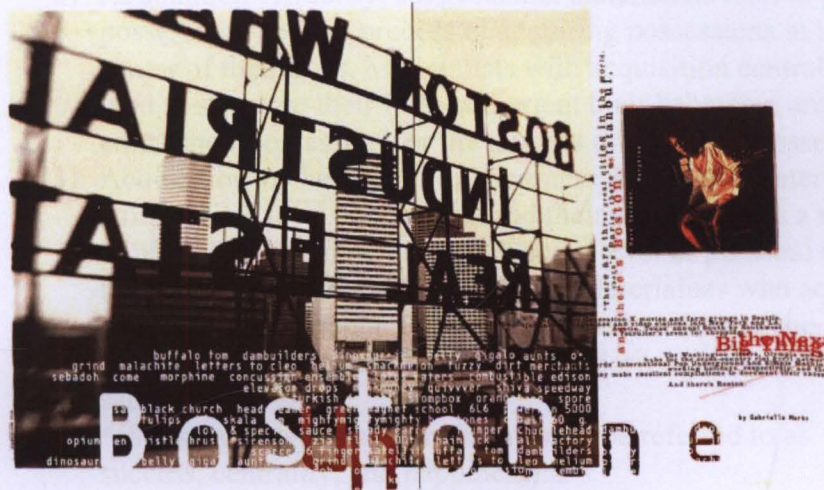


Fig. 4 David Carson's typography

2. 1. 2 Other Related Topics

- **Americanization**

Americanization is the term used to describe the movement during the first quarter of the 20th century whereby the immigrant population in the United States was induced to assimilate American speech, ideals, traditions, and ways of life. At present, the term 'Americanization' is used to mean the influence that the culture of the United States has on the culture of other countries, such as their popular culture, cuisine, technology, business practices, or political ideologies.

The power of mass media in America is a reflection of materialism. There is a lot of propaganda going on. In those ads, one can observe the trends as well as the direction of which society is taking. We can see that media really influences people and that they are really getting into it.

- **Materialism**

Materialism has been defined by Richins and Dawson (1992) as "the importance ascribed to the ownership and acquisition of material goods in achieving major life goals or desired states". A materialistic lifestyle seems to be becoming more and more modern especially for young urban people.

- **Defining the Materialism Construct**

Although materialism has been defined in a variety of ways, this study defined materialism as a personal value reflecting "a set of centrally held beliefs about the importance of possessions in one's life" (Richins and Dawson, 1992, p. 308). As recognized by Richins and Dawson, the materialism construct has been conceptualized across the literature as being composed of three major dimensions:

- 1) Possession-defined success; advances that materialists tend to base their own and others' success on the number and quality of possessions. Materialists with possession-defined success attach some level of social status to themselves and others within society according to the quantity and quality of possessions.

- 2) Acquisition centrality; suggests that materialists tend to place possessions and the process of acquiring possessions at the center of their lives. Materialists with acquisition centrality tend to structure their lives and orient their behaviors around either their possessions or the process of obtaining possessions.
- 3) Acquisition as the pursuit of happiness; states that materialists tend to view their possessions and their acquisition as a means of providing the materialist with some level of personal well-being or satisfaction with their lives. Materialists who acquire in the pursuit of happiness view their possessions or the acquisition of possessions as a way to derive pleasure or self-satisfaction.

*(Subsequently, these dimensions will be referred to as success, centrality, and happiness).

The validation tests revealed that highly materialistic consumers desire a higher level of income, place more emphasis on financial security and less on interpersonal relationships, prefer to spend more on themselves and less on others, and are less satisfied with their lives (Webster and Beatty, 1997).

Researchers have commonly agreed that values such as materialism are cultural products that affect people's perceptions of objects, symbols, and rituals, and influence variability in behavior and thought patterns, including consumer behavior (de Mooij, 1998; Phinney, 1992). Based on the above, this theory views materialism as a multi-dimensional construct that represents a cultural value response to the common issue of market globalization and the resulting transition of countries into consumer societies (Watchravesringkan and Dyer, 2007).

○ The Rise of Materialism

This value has been associated primarily with the influence of capitalistic cultures such as the United States and Western Europe. Belk has stated that, "even third world consumers are often attracted to and indulge in aspects of conspicuous consumption before they have secured adequate food, clothing, and shelter" (Belk 1988, p. 104-105). The key tools in encouraging cultural values that promote the acquisition and possession of material objects by customers are Western mass media and advertising. Along with changing political and economic climates, these have turned many Asian countries (including Thailand) into societies where consumers can accumulate and consume products and services, that is, demonstrate materialism. Although there is no published empirical work that compares materialistic values among consumers in western and eastern cultures, speculations have been made of Eastern consumers rating higher on materialism than their Western counterparts (Wong and Ahuvia, 1995). East Asian consumers, in particular, seem to have an attraction for high image, high status products (*i.e.* Chanel, Gucci, Louis Vuitton). Indeed, Asia is now the largest market for luxury goods (Far Eastern Economic Review, 1990).

Low and high materialists have been found to like the same number of objects but to differ in the kinds of objects they find significant

(Richins, 1994). Compared with low materialists, high materialists are more likely to value expensive objects, items that convey prestige and objects that enhance the owner's good looks. Given East Asians preference for these types of items, it seems logical to hypothesize that they are more materialistic than U.S. consumers.

In 1991, Thailand was described by the *Wall Street Journal* as “among the world's fastest-growing economies” and “one of the world's newest newly industrialized countries” (Lehner, 1991). With more than 95% of all Thais being Buddhists, and with an intact cultural identity as the only country in Southeast Asia that has never been colonized, Thailand is unique within Asia. Thais focus on ‘the sacredness of the nation’, ‘the Buddhist religion’, and ‘monarchy-the King and his family as the three central values that shape and influence their behavior. ‘The middle way,’ a strongly-held Thai Buddhist philosophy has taught Thais not to be greedy and to learn to accept what they have (or what they can have). However, it has been noted that this philosophical position may not mesh well with a modern, urban, and materialistic way of life. In fact, the Thai people use wealth and status, among other things, to classify each other, reinforcing a hierarchical social structure. Additionally, Thailand's young consumers, Generations X and Y, are very receptive to westernization and modernization, as evidenced by popular Thai advertisements, which heavily emphasize the use of English terms and Caucasian models (Fig. 5 ,6, 7) (Watchravesringkanand Dyer, 2007).



Fig. 5 KFC Advertisement



Fig. 6 Coca Cola TVC Thailand



Fig. 7 2015 Toyota Corolla Altis TVC Thailand

- Values and Beliefs

Economic and social changes influence the values, beliefs, and way of life of the Thai people. Economic expansion and western influence significantly raise the purchasing power of the Thai people who have become increasingly materialistic. These days, Thais attach great importance to the 'form' rather than the 'content' of material possessions. Beauty, brand, and a high price are looked on as a symbol of good taste, showiness, status, and social connections while usefulness is given short shrift. Consumerism and materialism therefore dominate the thinking and mind of the Thai people with increasing intensity so much that there is a frighteningly fierce competition for political power and monetary gains while the traditional Thai values of kindness and respect for elders are disappearing. They start to distance themselves from religious matters and show laxity in morals and ethics (Ministry of Public Health, 2012).

- **Factors Affecting the Development of Materialism**

- Family Communication

This focuses on communication within families about spending money to buy products, which means parents' behaviors that show children the manner of spending money in buying products; for example, giving children the opportunity to decide on product purchase based on their preferred brands, and to comment on the purchase of goods which is for personal use as well as family members'. Communication within the family regarding the spending of money based on the concept of Moschis, Moore and Smith (1984) is divided into two forms:

- 1) Socio-oriented communication: form of communication between parents and children based on social conventions or traditions that guide parents in order to control their children so as to maintain a consistent relationship between them. No conflict or controversy.
- 2) Concept-oriented communication: form of communication between parents and children based on the accuracy of the content of communication, that children are encouraged to express their views openly, while accepting others' opinions and ideas.

Moore and Moschis theory (1981) concluded that children in families that use socio-oriented communication were highly materialistic, while children in families that use concept-oriented communication form were less materialistic.

- **Susceptibility to Peer Influence**

Susceptibility to peer influence means to behave in a way that conforms to a group in order to be accepted by their peers. Teenagers are especially susceptible to the influence of their peer groups; the more they compare assets with their peers, the more materialistic they become. Research has found that among teenagers in Bangkok, asking friends for comments regarding the consumption of goods has a positive correlation with the formation of materialist values.

- **Exposure to Mass Media and Advertising**

Many researchers found that mass media and advertising influence and cause more materialistic values. By being exposed to American mass media like film, TV series, music, and advertisements, Thai teenagers have become more materialistic. Watching ads through the various media can make them want to have the products, and advertisers try their best to make the features of their products more prominent and attractive in order to get the attention of their target buyers.

- **Imitation of Celebrities Featured in Various Media**

This factor also contributes to the development of materialistic values in teenagers. Many media advertisements have used celebrities to endorse and promote various brands, of which many are good-looking actors and models that attract teenagers. This has planted the seed of expectation in the teenagers in that they themselves will be as beautiful or handsome as the famous people in the advertisements when they purchase and peruse these products. As such, the desire to be as attractive as these celebrities has encouraged teenagers to consume more and become more materialistic.

- **SES: Socio-economic Status**

Kasser *et al.* (2004) stated that materialistic values developed because of a sense of insecurity in people's lives. For instance, people from poor families who lack the opportunity to plan a future for themselves and their families have a sense of insecurity in their lives, thus giving priority to wealth than those who come from families that are highly educated and affluent. Furthermore, people who grew up in families whose parents have low financial stability became more materialistic than those from families whose parents have high financial stability (Sereetrakul, 2013).

- **Effect of Materialism**

In an age of globalization or borderless world, the advancements in communication make the influx of Western culture into Thailand irresistible, and its effects on Thai culture difficult to control. The advertisements in businesses are trying to boost the popularity, through

propaganda, of their products such as fashionable clothes, smart phones, automobiles, and many other mass consumer products. These ads make people value exterior beauty over good values in people.

Material items have played an important role; they are more than mere objects in people's lives. They have also become a measurement of a person's wealth, goodness, and respectability in society. When people attach their lives to material things, they choose to be seen, and to see a person from the outside rather than the inside.

This is why many people have chosen the wrong path to own those expensive things. They do it just because they want to show off their wealth and to gain popularity and recognition from others without considering the method they have use to acquire them. As we have been witnessing in the news almost every day, many people have chosen the wrong path to acquire money; whether through prostitution in young students, abduction, muggings, or even bank robbery.

Squandering is also one of the effects. Spending money on unnecessary things in life will increase the penchant for extravagance and use money in exchange for the pursuit of happiness.

Materialism also affects market equilibrium in Thailand in a major way. Potential buyers are working intently to raise and save enough money to buy goods and meet their wants and needs, while foreign brand owners get richer and richer as more people buy. If this trend continues, the whole country will eventually collapse economically.



2. 2 Data Analysis

2. 2. 1 Questions

- a. How has the impact of Americanization changed Thai culture?
- b. What factors make Thai people become materialistic?
- c. What are the effects of materialism in Thai culture?
- d. How are the factors of materialism related?
- e. Opinion on characteristics of materialism in Thailand
 - What do people consider when purchasing a product?
 - What kind of products are people most interested in?
 - How often do they purchase brand name products?
 - How does it change people's lifestyle?

2. 2. 2 Gathering Data

- Tools used to gather data:

- a. Group A - Interview Thai young adults aged 20-25 on luxury brand name products
- b. Group B - Interview Thai adults aged 20-55 on Starbucks® coffee
- c. Observation
 - Observe data from various media types, such as advertising, film, TV series, television shows, magazines, and applications to track the trends and the lifestyles of famous celebrities.
 - Search the Internet in order to know the upcoming trends and what is popular during this time.
- d. Do research and find information on materialistic influences, factors, causes and effects, and references from various websites.

- Respondents

- a. Interviews – Group A
 - 1) Ms. Rinraphat Hiranchokana, 22, college student at Assumption University
 - 2) Ms. Sirikorn Hunpradit, 22, college student at Assumption University
 - 3) Ms. Patcha Piyawutthised, 23, freelancer
 - 4) Ms. Tanya Wannakornvijit, 24, Online Marketing Manager
- b. Interviews – Group B
 - 1) Ms. Sujitra Sujrit, 21, college student at Assumption University
 - 2) Ms. Kanyakrit Chaichansukkit, 22, college student at Assumption University
 - 3) Ms. Wijanaporn Woraphan, 22, college student at Assumption University
 - 4) Ms. Sununtha Ketsa, 22, auditor
 - 5) Ms. Nuttaya Weraphatsakulchai, 23, college student at Assumption University
 - 6) Ms. Ariya Aoranphakhaporn, 23, medical student at Mahiol University
 - 7) Ms. Sasipa Sanglar, 23, M.A. student at Thammasat University
 - 8) Mr. Sretsinn Sungsi-in, 32, officer at Allianz Ayudhya Assurance PLC.

9) Mr. Soraphol Thippayarak, 45, employee at Allianz Ayudhya Assurance PLC.

10) Ms. Waleeporn Tienthaworn, 54, employee at Allianz Ayudhya Assurance PLC.

2. 2. 3 Conclusion

Interviews – Group A

Most of the people I interviewed preferred foreign brand name products because the quality and designs are better than the local ones, and they can keep them as assets which can be resold at a high price. Also, they purchase brand name products following social trends and famous celebrities, and even though the price is very high but they still want it anyway. They agreed that wearing brand name products creates a good image and taste in themselves because people in Thai society judge each other by their outer appearance. Since material objects became an essential part of people's lives, people will be even more materialistic in the future because of ever higher communications technology, and trading.

Interviews – Group B

From the interviews, it showed that Thai people perceive Starbucks® as a high-end product. They feel good when holding a cup of Starbucks® because it is a premium brand and very famous in Thailand. Also, with the premium standard and the high quality of its ingredients, many people have admired Starbucks® coffee and that has enhanced the image of the brand. Many think that Starbucks® coffee is expensive but they buy it anyway because of the taste, and also because it is trendy; though some people who earn higher incomes do not feel that Starbucks® is expensive because they can afford it, and they frequent the shops more than lower income ones. Furthermore, the decoration and atmosphere of every Starbucks® shop makes its customers feel very comfortable and relaxed when they walk in. The staff serve customers quite well and make them feel special when they are being served.

Based on both primary and secondary data, I found that materialism has already infiltrated Thai culture and has changed the lifestyle of this generation. As previously mentioned, Materialism is to see and judge people's status based on the outside and look through them from head to toe to see what they are wearing—whether they are trendy, or whether the items are genuine or imitations. That is the way people judge each other in today's society. In the content of this book design, I want to depict materialistic ideas from 'Head to Toe' in order to draw the viewers in through the humor of satire, and link together all the content. The contents that were chosen were based on the theory of the 3 major dimensions of materialism by Richins and Dawson: possession-defined success, acquisition centrality, and acquisition as the pursuit of happiness. The chapters will be divided from 'Head to Toe' and are listed as follows:

- Chapter 1 - Head: Eyeglasses (acquisition as the pursuit of happiness)

- Chapter 2 - Eye: Film and Mass Media (acquisition as the pursuit of happiness)
- Chapter 3 - Ear: Music, Song, and Lyrics (acquisition centrality)
- Chapter 4 - Mouth: Starbucks® (possession-defined success)
- Chapter 5 - Face: Make up and Cosmetics (acquisition as the pursuit of happiness)
- Chapter 6 - Body: Surgery (acquisition as the pursuit of happiness)
- Chapter 7 - Shoulder: Bag (acquisition centrality / acquisition as the pursuit of happiness)
- Chapter 8 - Hand: Installment Brand Name (possession-defined success / acquisition centrality)
- Chapter 9 - Hip: Renting Luxury Cars
- Chapter 10 - Toe: Sneakers (acquisition as the pursuit of happiness)



2.3 Design Analysis

2.3.1 Design



Source: *Gaïté Lyrique* [Book Design]. (2011). Retrieved from <http://theinspirationgrid.com/gaite-lyrique-editorial-design-by-helmo/>

Gaïté Lyrique: Editorial Design by Helmo was a program for *La Gaïté Lyrique*, a venue in Paris dedicated to digital arts and modern music.

Form – based on design principles

The use of geometric forms and die-cut on the cover make it unique. The artist used the play of illustrations and photographs with typography through the book. Vivid colors, shining materials, and textures were used to convey his message through artwork. Even though the layout appears to be disorganized, but it gives the feeling of movement and directs our eyes to keep moving.

Content – based on communication theory

The artist has designed a program to complement the opening of *La Gaïté Lyrique*, a center for digital culture in Paris. Beyond a catalog or a document, it is a sensitive and visual experience, where textures and images interact with each other. Various papers, eclectic images and texts, colors and printing qualities from the simplest to the most sophisticated, and the works to which reference is made here are digital. It is one way of asserting that using digital means is not incompatible with the experience of the senses.

Response – based on viewers' reaction

The design of the program book is very attractive because of the use of shiny

material and vivid colors. It looks really playful and gives a sense of delight to the reader. It also gives the feeling of the melody and music. The interesting part is that the book consists of twelve double-sided posters that are folded and bound together with an elastic band. The reader can remove the elastic, place the posters on the wall or re-arrange them in a new order, creating a new book. There is not much content in it so the reader might not be clearly aware of what it is about, but the overall look is very interesting.



2. 3.2 Design Reference 2



Source: Ray Gun; Jesus and Mary Chain No. 19 [Magazine]. (1994). Retrieved from <http://designspiration.net/image/20845748021874/>

Ray Gun Magazine no. 19 was an American alternative rock-and-roll magazine led by founding art director David Carson. It was published in Santa Monica, California.

Form – based on design principles

Ray Gun explored David Carson's experimental, deconstructive typographic designs and art direction. The result was a chaotic, abstract style, not always readable but distinctive in appearance. The disorganized and asymmetric layouts make every page of the magazine very unique. The artist also uses the play of image with typography to give a realistic feeling and convey the message to the readers.

Content – based on communication theory

In terms of content, Ray Gun was also notable for its choices of subject matter. The cutting-edge advertising, musical artists and pop culture icons spotlighted were typically ahead of the curve, putting such artists as Radiohead, Björk, Beck, Flaming Lips, PJ Harvey, and Eminem on its cover long before the magazine's better-known competitors. For instance, issue no. 19 was about the band named Jesus and Mary Chain, a Scottish alternative rock band formed in East Kilbride in 1983.

Response– based on viewers' reaction

The style of typography and layout are unique, so much so that readers can recognize a Carson design at first glance. David Carson loves to break all the

rules of design and focus on visually communicating to the readers. The design appeared very messy and chaotic. Words, textures, backgrounds that were put together look very interesting. It also gave the feeling of rock and roll, which is its main content, through the magazine.



2. 3.3 Design Reference 3



Source: *We Love Graphic* [Book Design].(2013). Retrieved from https://issuu.com/autobahngraphicdesign/docs/we_love_graphic_-_autobahn_-_lowres

We Love Graphic is a portfolio that gathers typographic design work of Autobahn to show the process of creating artwork from start to finish.

Form – based on design principles

The design of the book is based on the principle of a shoebox collection. There is no hierarchy, everything is disorganized and there is no beginning nor end, just various photographs showing the process of artwork. The use of real materials over the page layout imparts the feeling of realism. There are some die-cut pages throughout the book related to the typographic design used in the book.

Content – based on communication theory

This is a dynamic book in which ideas, sketches, photographs, production processes, mentality and attitude of the Dutch graphic designers Autobahn are bound and showcased. It only shows a photographic visualization of moments in time. In that sense, this publication is more of a process book than a portfolio.

Response – based on viewers' reaction

The readers of this book felt that it is very attractive in appearance and that it differs from other publications. The interesting part is the layout and the use of mix media throughout the process of making the artworks inside and the book itself. It makes people enjoy perusing it, discovering the ideas of each design by several Dutch graphic designers, as well as the process of how they have created their typography work. The texture of the paper used and the way the book is bound also conveys a sense of the manufacturing process.



CHAPTER 3
DESIGN IMPLEMENTATION

Chapter 3

Design Implementations

3.1 Communication Objectives:

1. To express the effects of American materialism in Thai culture.
2. To remind people to be aware of western influences as well as their own personal identity and values
3. To create a book that depicts the American culture of materialism that has affected Thai culture

3.2 Concept I:

‘Mindset Mind-Check’

Mood and Tone: ‘Sarcastic, Vivid, Contemporary’

Support:

In the process of materialism, people absorb what they see, what they hear, and these are assimilated or become part of them. People become crazy about material things. They crave for it. They want to have what other people have. They care more about outer appearance rather than intrinsic value, both in themselves as well as in objects they consume. This is like a disease. It depicts the sickness of and in our people, that society is getting obsessed with the deluge of objects around them.

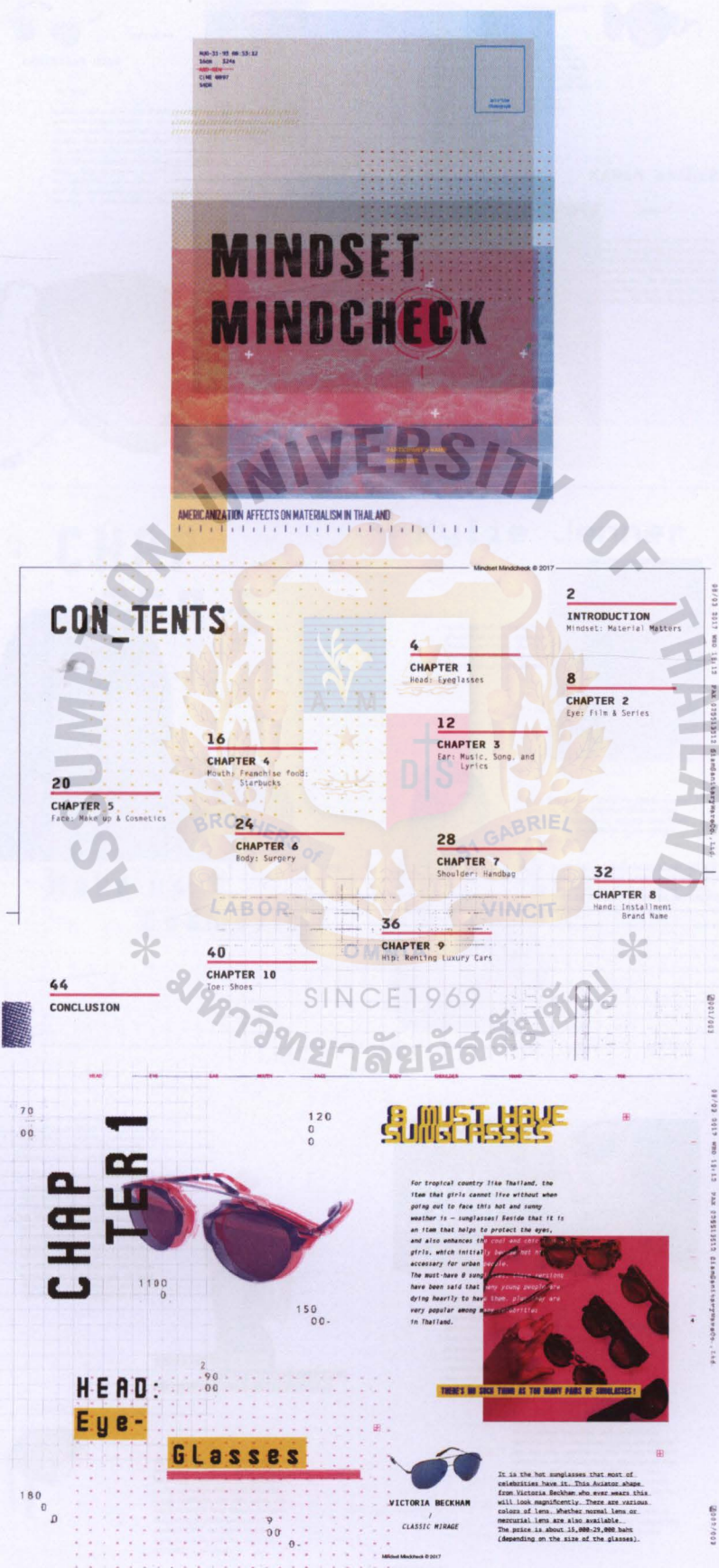
This concept might inspire and trigger satirical mindsets and actions in people. By seeing this work, people might change the way they think and change their attitude toward material things. The purpose is to make them stop in their tracks, step back, and examine themselves and realize how sick and materialistic they have become.

Image Board



MINDSET MIND-CHECK
MOOD & TONE: SARCASTIC, VIVID, CONTEMPORARY







CHRISTIAN DIOR

TO REAL

Another elegant sunglasses that commonly wear many celebrities. Because of its unique shape that you can recognize by a glance that it is Dior. With the subtle shade of lens and the distinctive feature on the curve above the lens. Whether elegant, downy, sweet and cute, surely, these sunglasses would fit you. For the best hit one it must be a silver mirror lens that would turn you to a fashionista gal. The price is about 11,000-12,000 baht.



PRADA

MINIMAL BAROQUE



Minimal Baroque Sunglasses are extraordinarily distinctive. The unique, recessed, scrolled temples will appeal to a fashion-forward statement maker. The shape is defining curve of elegantly sophisticated sunglasses. It is a must-have for girls who want to have class, and luxury look. The price is about 11,000-12,000 baht.

KAREN WALKER

HARVEST



More and more sunglasses from Karen Walker, the Ostrich Brand. That famous actress often wears it and post her photo on social media. There are many Thai girls want to wear it like her. The design is pretty, but stylish that can be match with every dress, occasion. The price is about 2,000 baht.

MIU MIU

ROTA



Many fashionista girls would want to wear it. Because Miuccia Prada sunglasses. Because of its unique shape and available of various colors, plus, its frame that would make you look classy and sexy at the same time. The price is about 11,000-12,000 baht.

CHAPTER 5



FACE: Make up & Cosmetics

Kylie Jenner



"Kylie Kristen Jenner: 17-year-old American reality television personality, socialite, singer, and model. She is best known for starring on the E! reality television series 'Keeping Up with the Kardashians'."

In 2014, Time magazine listed the Jenner sisters on their The 25 Most Influential Teens of 2014 list for their considerable influence among teens and social media. She appeared on the same list the following year.

As of 2014, she is one of the top 10 most followed celebrities on Instagram. In 2015, Jenner launched her own cosmetics line called Kylie Cosmetics and a best-selling app, which reached number 1 on the iTunes app store.



KYLIE JENNER TRANSFORMATION



Kylie only releases a certain amount of her products at a time. The launch is highly low and demand high, so that her product is almost constantly sold out. This creates an aura of desirability for her products and increases the status associated with owning them. In the name of Kylie, her products become luxury goods and identify good taste, which that make all the girls want to have them.

Thank to the social media, even though she lived across the world, but Thai people can follow update the trend, and purchase her products easily. Now there's more who doesn't know her name, especially Thai beauty bloggers, influencers who always update the trend in Thai teenagers and young adults and show latest products and cosmetic items and how to apply the style of make up that suit in Thai people.

Now we know this American style of make up look everywhere in urban place and believe that this hottest trend doesn't go away easily!

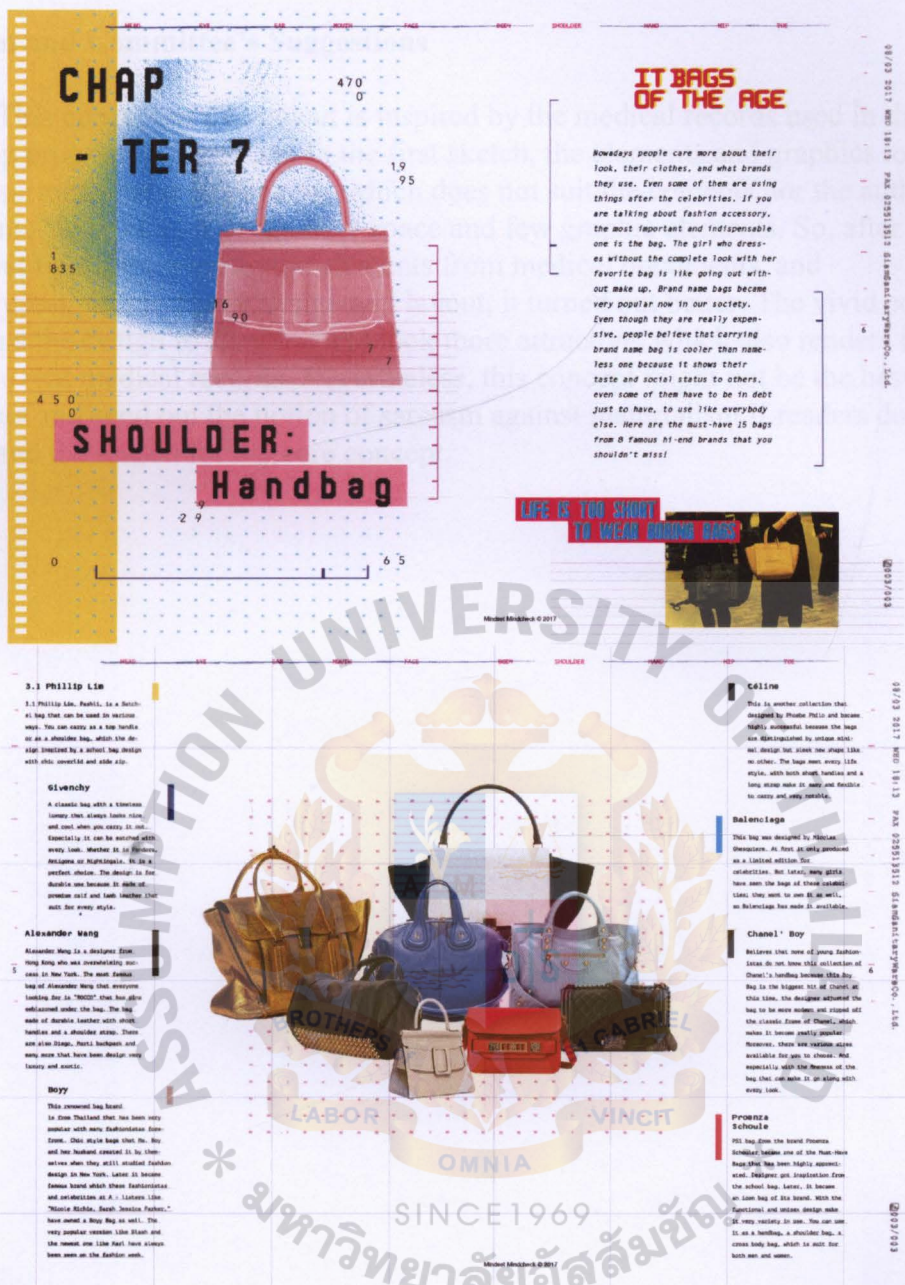
I HAVE A NEW TRICK TO GET IT
I KNOW WHAT PEOPLE ARE TRYING TO LIKE
AND I KNOW WHAT PEOPLE ARE NOT TRYING TO LIKE



KYLIE COSMETIC



Until recently, she decided to launch her own brand 'Kylie Cosmetics' that girls were crazy about it. Especially to her signature Kylie Lip Kit. These liquid lipsticks that have matte liquid lipstick become very popular in these days and many other brands have launched their own matte liquid lipstick follow up with the trend for customers to purchase...



Type: Book design

Detail: A4 (21 x 29.7 cm)

Technique: Adobe InDesign, Adobe Photoshop, Adobe Illustrator

Problem and Committee's Suggestions

This concept of this layout is inspired by the medical records used in the check-up program in hospitals. In the first sketch, the elements and graphics look too boring, serious, and uninteresting, which does not suit the contents nor the author's intentions. There is a lot of negative space and few graphic elements. So, after fixing the layout by deconstructing the elements from medical documents, and reconstructing it into a new design and layout, it turned out better. The vivid color also helps the design to stand out and look more attractive, which also renders it not to resemble real medical records. Nevertheless, this concept might not be the best design to express and send out the notion of sarcasm against materialism if readers do not understand the reason for the core concept.



3.3 Concept II:

‘The Excessive’

Mood and Tone: ‘Retro, Lively, Feminine’

Support:

When one talks about materialism, one of the first things that one could think of is fashion, and fashion is all about clothes, bags, shoes, and accessories.

The inspiration for this concept is from vintage paper doll books that the author used to play with during her childhood. This concept is suitable for content that deals with materialism. The paper dolls, in this case, are just like modern-day people that are able to change their outfits, their lifestyles, or even their minds, along with other people in society and current trends. This concept would make the contents accessible to the people easily and thus become aware of this issue.



Image Board





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MUNDIT, MATERIAL MATTERS

2



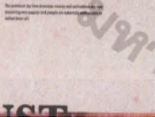
CHAPTER 1

HEAD: SUN GLASSES



CHAPTER 2

EYE COLLECTORS



CHAPTER 3

EAR: MUSIC & LYRICS



CHAPTER 4

MOUTH: STARBUCKS



CHAPTER 5

FACE: MAKE UP & COSMETICS



CHAPTER 6

BODY: SUNGLASS



CHAPTER 7

SHOULDER: HANDBAG



CHAPTER 8

WIP: INSTALLMENT (HANDMADE)



CHAPTER 9

BODY: RENTING LUXURY CAR



CHAPTER 10

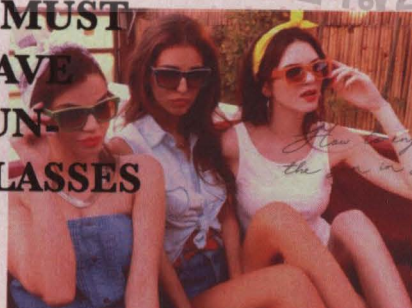
TOE: SNEAKERS



CONCLUSION

44

8 MUST HAVE SUN-GLASSES



In tropical country like Thailand, the item that girls cannot live without when going out to face the hot and sunny weather is sunglasses!

Besides that it is an item that helps to protect the eyes, it also enhances the cool and chic style to girls, which initially became hot hit accessory for urban people.

As must have sunglasses, these vendors have been used that many young people are dying heavily to have them, plus they are very popular among many celebrities in Thailand.



Victoria Beckham

CLASSIC MINAGE

It is the hot sunglasses that most of celebrities have it. This Aviator shape from Victoria Beckham who ever wears this will look magnificently. There are various colors of lens, whether normal lens or mirrored lens are also available. The price is about 15,000-20,000 baht (depending on the size of the glasses).

Christian Dior

SO REAL



An elegant sunglasses that commonly use by many celebrities. Because of its unique shape that soon you can recognize it a glance that it is Dior. With the optical shape of lens and the distinctive feature on the curve above the lens. Whether elegant dress or casual and cute outfit, these sunglasses would fit you. For the hot hit size it must be a silver mercury lens that would turn you to a fashionable girl. The price is about 15,000-20,000 baht.

Miu Miu

It is the hot sunglasses that most celebrities have it. This Aviator shape from Victoria Beckham who ever wears this will look magnificently. There are various colors of lens. Whether normal lens or mirrored lens are also available. The price is about 15,000-29,000 baht (depending on the size of the glasses).



CREATED BY: [Name] / DESIGNER: [Name]

Prada

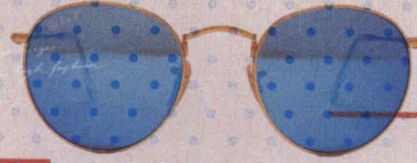
MINIMAL BAROQUE



Minimal Baroque Sunglasses are extraordinarily distinctive. The unique vintage styled temples will appeal to a fashion-forward statement maker. The shape is defining curve of elegantly exaggerated sunglasses. It is a must have for girls who want to have classy and luxury look. The price is about 11,000-12,000 baht.

Rayban

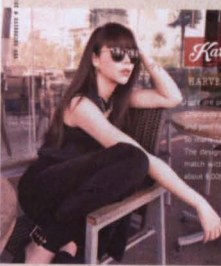
ROUND METAL



The round sunglasses from Rayban have been so popular over the last year until now. Many celebrities both in our country and from all over the world wear them constantly because of the retro trend is back again. It also put a chic and cool style to whoever wears it. The price is about 7,000-9,000 baht.

Karen Walker

KAREN WALKER



Popular sunglasses from Karen Walker that they, Thai famous actress often wears it. Many photos on social media. As a result, there are many girls want to buy and wear it like her. The design is pretty simple but stylish that can be worn in every look, every occasion. The price is about 8,000-9,000 baht.

"THERE'S NO SUCH THING AS TOO MANY PAIRS OF SUNGLASSES"

Thom Browne

AVIATOR MIRROR

Many people would give their heart to these mirrored lenses from Thom Browne, which are really popular among the celebrities. Because of its unique feature of flat lens, unlike classic Aviator from Rayban, enhance its look to be more chic and luxury than others. The price is about 20,000-25,000 baht.



CREATED BY: [Name] / DESIGNER: [Name]

"I HAVE A GOOD TASTE IN STYLE. I KNOW WHAT PEOPLE ARE GOING TO LIKE AND I KNOW WHAT PEOPLE ARE NOT GOING TO LIKE."

KYLIE JENNER

Kylie Jenner

(The Idol Queen of the Age)

Kylie Kristen Jenner, 19-year-old American reality television personality, socialite, singer, and model. She is best known for appearing on the E! reality television series *Keeping Up with the Kardashians*.

In 2014, Time magazine listed the Jenner sisters on their The 25 Most Influential Teens of 2014 list for their considerable influence among teens on social media. She appeared on the same list the following year. As of 2016, she is one of the top 10 most followed celebrities on Instagram. In 2015, Jenner launched her own cosmetics line called Kylie Cosmetics and a best-selling app, which reached number 1 on the iTunes app store.

HER CONTOUR FACE UP. IN TO LENGTHEN EYELASH SUPERB DEADLIEST. WITH NUDE AND BROWN TONES OF LIP TINTS. I BATHN ATTENTION FROM ALLS AROUND THE WORLD.

Nowadays, women tend to have a perfect appearance of beauty. They are really attracted to a beautiful appearance and always fascinated by the continuous changes in social materialization. This moment trend makeup of western style, it seems to be becoming increasingly hotter and hotter. The idol queen of the age must give to Kylie Jenner. Not just her beauty enough that will be a model for many girls to follow to do the surgery only, the style of her makeup is an inspiration to them to follow as well. Whether contour face up, mascara to lengthen eyelash superb deadliest, or lips with nude and brown shades of lip tints, seem to catch attention from the girls around the world.

KYLIE COSMETICS

Until recently, she decided to launch her own brand 'Kylie Cosmetics' that girls went crazy about it, especially her signature Kylie Lip Kit. Matte Liquid Lipsticks that make matte liquid lipstick become very popular in these days and many other brands have launched their own matte liquid lipstick follow up with the trend for customers to purchase.

Kylie only releases a certain amount of her products at a time. She keeps supply low and demand high so that her product is almost constantly sold out. This creates an aura of desirability for her products and increases the status associated with owning things. In the name of Kylie, her products became luxury goods and identify good taste, which that make all the girls want to have them.

Thank to the social media, even though she lives across the world, but Thai people can follow, update the trend, and purchase her products easily. Now there's none who doesn't know her name, especially Thai beauty bloggers, influencers who always update the trend to Thai teenagers and young adults and show latest products and cosmetic items and how to apply the style of make up that suit to Thai people. Now we can see this American style of make up look everywhere in urban place and believe that this hottest trend doesn't go away easily!



Kylie Jenner
makeup inspired by Narcisus

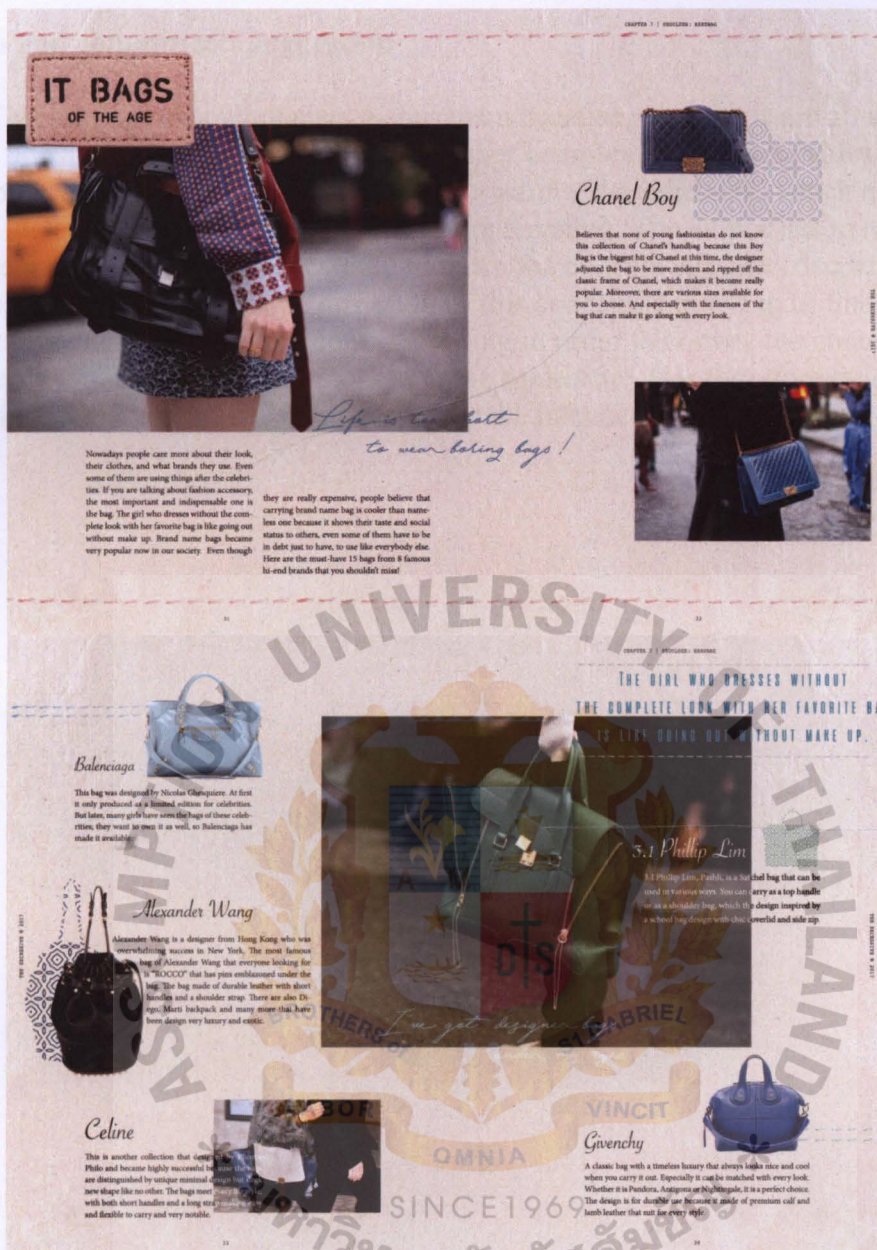
KYLIE COSMETICS



Kyshadow

The beauty palette

KYLIE



Type: Book design
Detail: A2 (16.5 x 23.4 in)
Technique: Adobe InDesign, Adobe Photoshop, Adobe Illustrator

Problem and committee's suggestion

This concept exactly depicts materialism because paper dolls are all about dressing up with excessive accessories and other complementary pieces of wardrobe. But the problem was that it was too straightforward and predictable, which make the contents look superficial, not exciting, and uninteresting. The author has to rethink and come up with new ideas repeatedly to make the concept stronger, deeper, and more meaningful. Moreover, the difficulty of this concept is in trying to find gimmicks for each chapter to make it interesting in order to convey the content better. Also, the style must be retro and modern at the same time. It is therefore rather challenging to make this concept effective for the intended readers.



3.4 Concept III:

‘MAD MASS’

Mood and Tone: ‘Aggressive, Contrast, Chaos’

Support:

At present, digital technology plays an important role in people’s lives daily. It has made communication with each other easier. Modern technology sloppily infiltrates and mesmerizes people with mass media. And the materialistic trends that came along with mass media has degraded Thai culture and values ever since.

The fact that people are being promoted through digital means has rendered the analog paradigm to eventually fade away and lose its value. The deterioration of the analog paradigm is like the decline of the traditional culture of Thai society that has been gradually destroyed by the material world.

With this concept, the readers need to interpret the work carefully in order to know its hidden meaning, and they will understand the contents unequivocally.

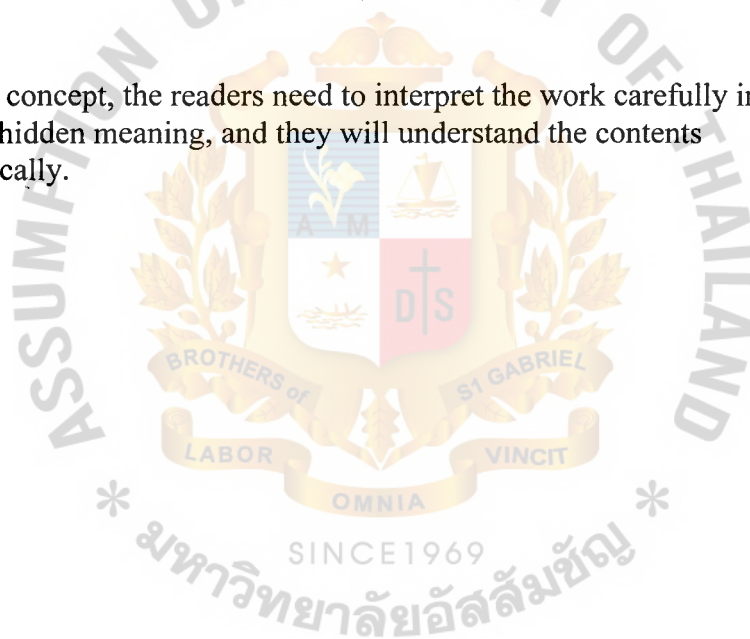


Image Board



MAD MASS
MOOD & TONE: AGGRESSIVE, CONTRAST, CHAOS



MADMASS

START

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AMERICAN DREAM

DREAM

CHAPTER 1

LOADING...

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HEAD: EYEGLASSES
HEAD: EYEGLASSES
HEAD: EYEGLASSES
HEAD: EYEGLASSES

8 MUST
HAVE
SUN
GLASSES



VICTORIA BECKHAM
// CLASSIC KENZO

It is the best sunglasses that most of celebrities have it. This vintage color from Victoria Beckham who wear them will look effortlessly. There are various colors of lens. Another normal lens or mirrored lens are also available. The price is about 15,000-20,000 baht (depending on the size of the glasses).

MIU MIU



MIU MIU
// NOIR
Many celebrities girls would want to own it. Since this sunglasses. Because of its unique shape and available of various colors, plus the glitter from that would make you look cooler and classy at the same time. The price is about 15,000-20,000 baht.

CHRISTIAN DIOR



CHRISTIAN DIOR
// NO REAL
Another elegant sunglasses that instantly can be seen everywhere. Because of its unique shape that can give an elegant to a person who is wearing it. With the special shape of lens and the distinctive feature. It is the same about the lens. Another elegant shape or dark and soft color. These sunglasses will fit you. For the size you can fit with it a color variety lens that would turn you to a fashionable girl. The price is about 15,000-20,000 baht.

CHAPTER 2

LOADING...

SINCE 1969

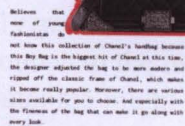
มหาวิทยาลัยอัสสัมชัญ

OF THE AGE
(THAT AL
KINDS OF

LUXURY BAGS MAKE YOUR LIFE MORE PLEASANT. MAKE YOUR
DREAM, GIVE YOU CONFIDENCE, AND SHOW YOUR NEIGHBORS
YOU ARE DOING WELL - KARI LACROFTED



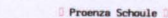
Boy



Givenchy



▫ Balenciaga ▫



both men and women

[[Alexander Wang]]

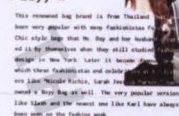


Letting people make your life more pleasant, make you strong, give you confidence,
and show your neighbors you are doing well - that's important.

3.1 Phillip Lim



Boyy



Type: Book design
Detail: 4:3 (14x10.5 in)
Technique: Adobe InDesign, Adobe Photoshop, Adobe Illustrator

Problem and Committee's Suggestions

This concept is really interesting because it can play with the current digital paradigm. It imparts a sarcastic feeling due to the technical errors in the graphic work caused by the analog system. The technical errors are analogous to the mindset of our society that have been destroyed by materialism. But the outcome might not convey this message to the readers that effectively because the mood and tone of this concept is not that suitable for the contents. Also, some graphic elements could not effectively represent the madness of materialism.

To make this idea more visible, more graphic elements depicting the analog system needs to be added in order to express the madness of materialism throughout the entire book. Also, try to make each chapter unique. By doing that, it will have more impact on the readers while they peruse the book. The committee concluded that they can see the potential of this concept the most.





CHAPTER 4

CONCLUSION and SUGGESTIONS

Chapter 4

Conclusion and Suggestions

4.1 Final Design

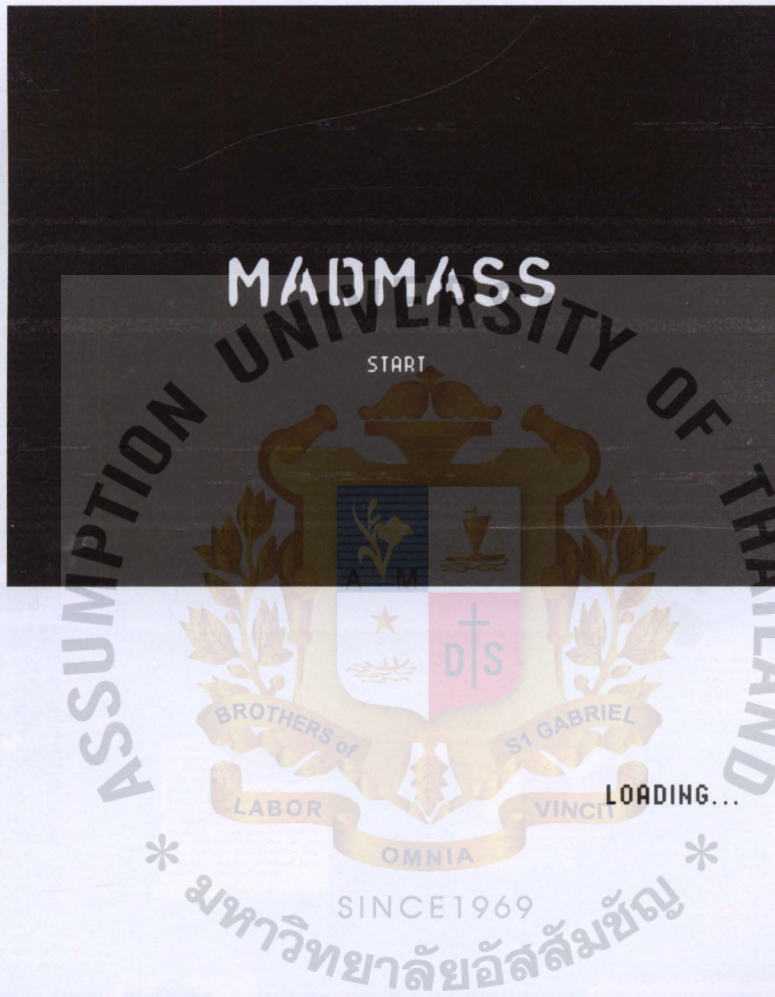
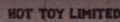


TABLE OF CONTENTS



Numbers, which can easily become a safe form of mass media, glorify materialism and opportunism. Their material problems a source of endless distraction and even have an appeal on their own for normal people. The literature, new fiction, and new literary criticism, if they appear, the culture.

The bosses of our mass media, press, radio, film and television, succeed in their aim of taking our minds off disaster

Thus, the distraction they offer demands the antithesis of maximum concentration on disaster.

Admitted, giant studio like Harold Lloyd and M. Montgomery, and even occasionally produce their films to compete with each other in genre popularity. It turns out that almost every classic movie made in silent era represents idea being released in the twenties. Also many techniques from silent movies, *Topical*, *Warner Brothers*, and many other play an important role in twenties as well.

The Famous one like *Travis from Kansas*

that, there is a lot of good such as model or figure, well, female figures, various appliances that design of their ownhouse characters like *The Rembrandt*, *2 Men*, *Salomon*, *Superman*, and many more for their life to try and learn

[illegible]

and type fitted in a high-end collectible brand, devoted to designing, developing and producing high quality and high-

by detailed collections with authentic libraries. Initially started the business from producing 10th scale military action figures, but they have since expanded the product range to specialize in 10th scale collectible figures from popular franchises. Video games, comics as well as other commercial collections.

There are some rare and hard-to-find figures from Hot Toys in WINDOOR.COM but AuctionEasystore.com has exhibited collections from Kingdom Come Company, an official distributor of Hot Toys limited in Thailand. The report said that the company is based in Bangkok, Thailand, and has a 20% share in the Thai market.



1 DON VITO CORLEONE

The Scofield's, the latest from the art giant, comes in two sizes: 12-inch and 18-inch figures. Each figure features "hot lips" fully articulated 12-inch figure body and generous number of accessories. There are some of the finest 12-inch figures ever designed, featuring iconic like (Machop) and amazingly detailed costumes. From only 20 pieces, \$149.99, \$4,999 at auction (this one).

2 IRON MAN 3

Beetle is a 1/2" from Iron Man 2's "Ghost Party Protocol" the brightly-colored Mark XXXVI armor, aptly nicknamed "Peacemaker", was designed by Tony Stark for covert ops and keeping the peace. The suit features special metallic orange, dark grey and silver paint applied with washcoat effects, LED light functions, and Ghost Finger bats. Produced only 500 pieces, Mark 6, child suit.

3 IRON MAN MARK XX
 Custom Black Metal Frame

4 THE JOKER

5 ANCIENT PREDATOR

The Vinyl Bible has four sections: the Ancient Presence (eleventh scale figure - in the film Bible on Presence you take him to Utah to find that producers discovered Earth and taught humans to build gods); the Future (the poster caricatured producers as gods, while to caricature themselves as alien gods for the gods to hunt); the Media-accurate President Producer (collected figures in specially crafted boxes as his image in the film faithfully has defensible light-up his words); and Detailed Head (with and body drawings, a square of dismembered alien head and rocky ground drawings based on the 1960s film in the Bible, 1970-79 (old) and

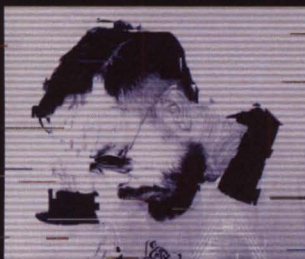


Attitude of the Influences of American
the industry is Mr. Douglas McLaughlin,
c/o M. J. Nelson, job collector in Tulsa.
He was as passionate about Nelson and has
collected his collections from around the
world for more than 20 years. He collected
from local jobs that started from the only
price and went to him to be sold.
He was a very serious collector of a personal
thought. But the price cannot be
measured. The spiritual value lies in it. He must be
his because he really enjoys the hunt for
collecting. Thus, he established a
company called "Hester Nelson" for Eugene
Nelson and people who have type two color
color plates. His business is to collect, which are
more than 20,000 plates and they all exist
under a common condition.

This trend makes Thai people even more naive about buying and collecting their favorite wares. We can clearly see some examples from Thai collectors who became super-rich and have their own collection of their favorite items.



THIS THING MAKES TWO PEOPLE EVEN MORE CLOSE: GOING
BEYOND AND COLLECTING THEIR FAVORITE MUSIC.
WE CAN EASILY SEE SOME EXAMPLES FROM THE COLUMBIANS
WHILE VISITING SUPERHERO MUSIC.



LOADING...

UTBOY TJ THAITANIUM

On-CAPITOL Stereo Cassettes

Abb yea On a night like this Parking lot to the spot The 4 seasons Just champagne some hennnessy Ain't nothin better than this

Do we need to be in a Model... slipping perignon Chandon for carry on shopping in paris as your man just can't stand it

Pop pop... Show time! On they don't know (Go on tell 'em) I don't know soon as we walk in Wearing Cuban links Designer minks Inglewood's finest shoes Don't look too hard Might hurt ya 'self Known to give the color red the blues

Players, put yo pinky rings up to the moon Girls, what y'all tryin to do 24 karat magic in the air Head to toe... look out!

XXIV

HOUSE SO EMPTY, NEED A CENTERPIECE 20 BACKS A TABLE CUT FROM EBONY

We don't care, we're driving Cadillacs in our dreams. But eve ybody's like on your time piece. We don't care, we're driving Cadillacs in our dreams.

ASSUM

BROTHERS OF LABOR OMNIA

LOADING... SINCE 1969

CHAPTER 4

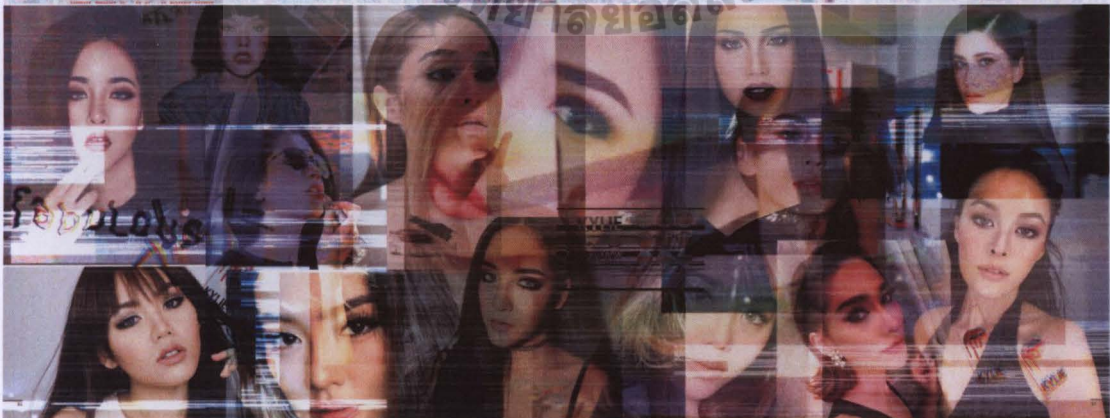
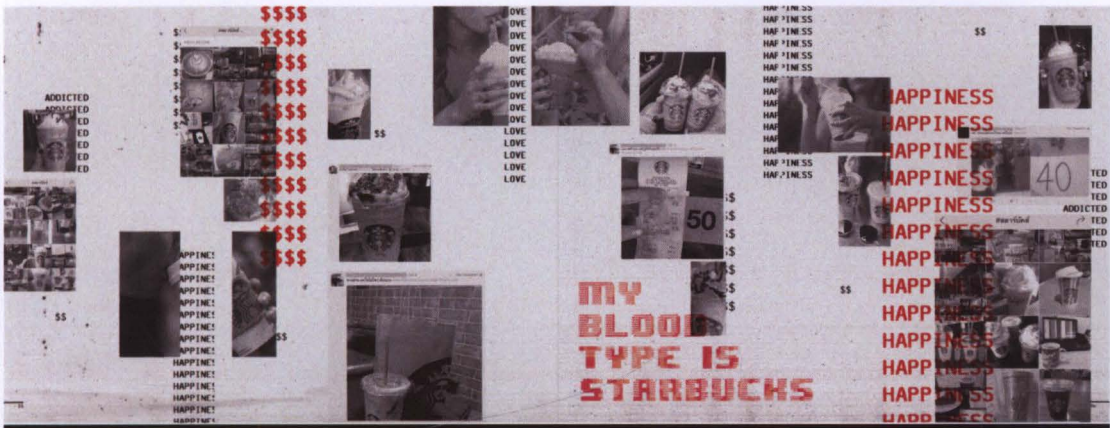
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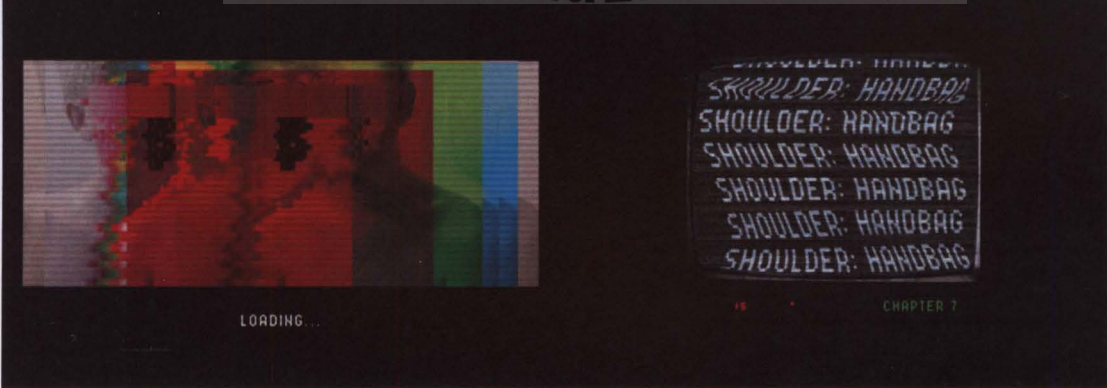
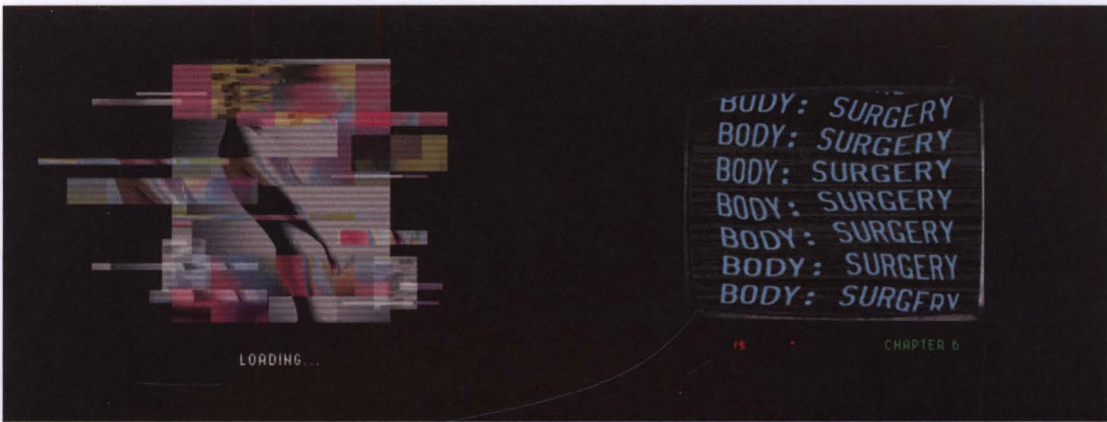
STARBUCKS REWARD PROGRAM

The Starbucks Rewards program is probably one of the most successful loyalty programs in the United States... Starbucks Thailand started the program on February 1, 2021...

STARBUCKS IS ALWAYS MANAGING THE TENSION BETWEEN THE ONE HAND, IT'S SAY WE'RE REPORTING AND MEASURABLE. YET ON THE OTHER HAND, WE'RE CONSTANTLY SURPRISING AND DELIGHTING.

200 BRANCHES IN THAILAND





IT BAGS

[illegible]

(LUXURY BAGS MAKE YOUR LIFE MORE PLEASANT, HAVE YOU
 EVER USED ONE OF OUR BAGS? GET YOUR OWN TODAY.)

...you are talking about fashion accessory, the bag

Chanel
Boy

believe that
name of your
psychicist as
not know this collection of Chanel's handbag because
this bag is the biggest hit of Chanel at this time.
The designer adjusted the bag to be more modern and
changed off the classic frame of Chanel, which makes
it become really popular. However, there are various
styles available for you to choose and experiment with.
The elements of the bag that can make it go along with
every look.

Givenchy

A classic bag with a timeless luxury that always looks nice and cool when you carry it on. Especially if it can be matched with every look. Whether it is Pandora, Armani or Nightingale, it is a perfect design. The design is for sure. Use use because it is made of precious metal and has a beautiful, rich color for every style.

Balenciaga

This bag was designed by Nicolas Ghesbriere. At first it was produced in a limited edition for celebrities. Today, it is available to all. It has been seen by the likes of Oscar de la Renta, Karl Lagerfeld, and many others.

Alexander Wang

Alexander Wang is a designer from Hong Kong who was oversteering suitcases in New York. The most famous bag of Alexander Wang that everyone looking for is "BOBBY" that has given emblematic under the bag. The bag made of durable leather with short handles and a shoulder strap. There are also bags: "Patti" backpack and many more. They have been design very luxury and exotic.

3.1 Phillip Lim

It's not what you wear, it's how you wear it. Phillip Lim, Paulie, is a Satchel bag that can be used in various ways. You can carry it as a top handle or as a shoulder bag, which Mr. Oliver favored by wearing it over his shoulders.

WEAR IT THAT COUNTS. THE KEY IS OP-
TION TO DRESS UP INEXPENSIVE BASICS
WITH ACCESSORIES. SOMETHING LIKE A
BEAUTIFUL DESIGNER BAG OR BELT CAN
MAKE EVERYTHING ELSE LOOK RICHER
AND MORE LUXURIOUS - CHLOE SEVIGNY

Céline

This is another collection that comes by Florida Hills and comes in a very small fall. However, the bags are designed to be worn around the neck, and the bags are like the other. The bags are very stylish, and the bags are very stylish. The bags are very stylish, and the bags are very stylish.

Boyy

This renowned bag brand is from Thailand and has been very popular with many fashionistas in China. Girls love that Mr. Bag and her husband sell it all over the world when they visit Thailand. The design is from New York. Later, it became very popular in Hong Kong, which these fashionistas and celebrities like. "Kendall Kishita, Sarah Bernier owned a Bopy Bag as well. The like Sarah and the newest one like Sean in the fashion week."

LOADING



ANYONE
can wear BRAND NAME

This show that not only just wealthy people can buy these expensive things but also middle-class people who will be able to afford to buy because of the offer that the department stores and credit cards that encourage people to buy brand name stuff with installment payments. That people will become more and more materialistic in the future.

Thank you for shopping with us! Thank you for shopping with us!



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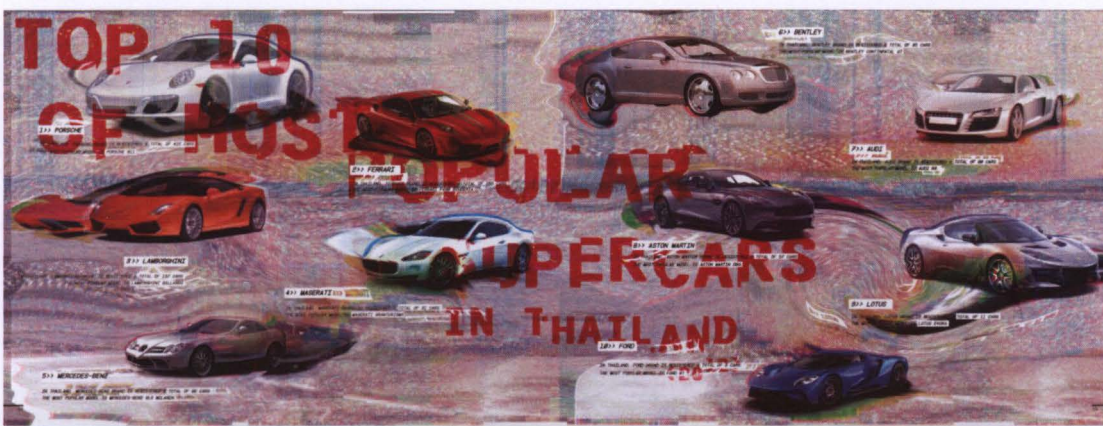
SINCE 1969



YOU WILL KNOW YOUR HARD WORK HAS PAID OFF
WHEN YOU SEE YOUR LAMB AND FERRARI

Luxury car rentals refers to those cars that provide better comfort and luxury than are available for rent by ordinary motorists. In the business class when they embark on one of its **business trips** on long journeys, they must make meeting, conferences, parties, or even leisure activities. Or you can rent for those who go for private teaching, such as for the appointments of dining, wedding ceremony,







Type: Book design

Detail: 4:3 (14 x 10.5 in)

Technique: Adobe InDesign, Adobe Photoshop, Adobe Illustrator

4.2 Conclusion

This project has given the author much opportunity to explore and learn about the process of book design and working as a professional. The entire process made her grow as a graphic designer. Also, this work allowed the author to experiment on many new techniques and design skills utilizing Adobe Photoshop, Illustrator, and InDesign in order to produce the best version of this work. Besides having improved skills, the author has learned a lot about the process of printing books which really made her realize the importance of each step. This experience helped in achieving a better outcome because the right material was chosen for the purposes of the project.

Moreover, this project has taught the author to really scrutinize the details in everything because each and every process is very complicated. If the author had missed something, the project would not have turned out the way it was envisioned. For readers to be able to interpret the content perceptively, the author had to create interesting visual graphic elements in order to attract them. This was quite challenging and not at all easy. But in the end, it turned out perfect as the author had intended.

4.3 Suggestions for Future Study

The author found it very interesting that this topic has not been raised or spoken of much, but the phenomenon really does happen, not only in Thailand but in other countries as well. In doing this project, the author had to be more concerned about how people perceive things differently. To get the exact information needed, researchers might have to carry out a more detailed survey about the way people think, the way they live, and how they react to the current trend. To get the best outcome, actual observations needed to be done, and this book must be shown to target readers and their comments taken in detail in order to know how much of the book they understand. In addition, the author believes that this project can be transformed into other kinds of media and not just a book, for example, a poster, motion graphics, or even sculpture.

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Appendix

Appendix 1: Group A - Interview 1

Interview Questions and Answers – Young Thai Adults, 20–25 years old *Book Design on the Impact of Americanization on Materialism in Thailand*

Personal information

1. Name and Surname: *Ms. Rinraphat Hiranchokanan*
2. Gender and Age: *Female, 22 years old*
3. Income per month: *THB 30,000*
4. Education / Profession: *Undergraduate student in Communication Arts at Assumption University*
5. Contact information: *n/a*

Introductory Questions

6. Do you usually purchase brand name products? What are they?
Yes, handbags.
7. When did you start to be interested in brand name products? Why?
I started to know since middle school and began to like handbags when I was in high school, but I still did dare to buy. I like the designs and quality that last.

In-depth Questions

8. What factors help you make the decision to purchase? (ex. brand image, beauty, function, trend, celebrities, friends) Why?
Brand image, quality, and beauty.
9. Do you think foreign brand name products are better than local Thai products? Why?
Quality, I believe. But some Thai brands are pretty nice, too.
10. If there are Thai brands that make products you like, would you buy them?
Maybe, because buying bags is like buying assets. You can speculate and resell them. (depending on models and brands)
11. What is your most favorite brand? Why does it have to be this brand?
Chanel, because I like the design, material, and it can be kept as property as well.
12. What kind of luxury product do you purchase the most? How often do you buy?
Chanel is the most, 1-2 times a year.
13. How many pieces do you have in total now?
Almost 30 pieces now.
14. Which one is the most valuable to you?
Chanel Classic in red, because my dad bought it for me. Really love it!
15. From where do you usually keep up to date with the current trend? Why?
Instagram and Pinterest

16. From where do you purchase the brand name products?
Mostly from Instagram and shops.
17. How do you feel about materialism in people nowadays?
Sometimes it's too much. Measuring others by the brand? Really?
18. Do you think people nowadays easily get whatever they want?
Not that easily. Money is hard to find.

Closing Question

19. What do you think about materialism in the future?
I think people will still be crazy about it. It's a trend, like now, sneakers are super popular, so people are still going crazy and buying them even if the prices are too high. And later it may be even be more valuable... or valueless...no one knows.



Appendix 2: Group A - Interview 2

Interview Questions and Answers – Young Thai Adults, 20 – 25 years old *Book Design on the Impact of Americanization on Materialism in Thailand*

Personal information

1. Name and Surname: *Ms. Sirikorn Hunpradit*
2. Gender and Age: *Female, 22 years old*
3. Income per month: *THB 30,000-40,000*
4. Education / Profession: *Undergraduate student in Communication Arts at Assumption University*
5. Contact information: *n/a*

Introductory Questions

6. Do you usually purchase brand name products? What are they?
For brand name products I usually buy shoes and bags. Clothes and accessories could be from anywhere, no need to be branded.
7. When did you start to be interested in brand name products? Why?
Since high school because my mom and my sister used them.

In-depth Questions

8. What factors help you make the decision to purchase? (ex. brand image, beauty, function, trend, celebrities, friends) Why?
First thing is it has to be worth it, like you can sell it when you get bored and still profit. Second is image... like you use it and you look pretty, something like that.
9. Do you think foreign brand name products are better than local Thai products? Why?
It might be different in terms of investment. For foreign brand name products, when you want to sell them the prices are still high. How to explain... Thai products... I mean Thai brands that have gone international are cool too... like Boyy or Vatanika, but when you sell them as second hand, their price might be too low.
10. If there are Thai brands that make products you like, would you buy them?
Absolutely yes, Thai people are awesome too.
11. What is your most favorite brand? Why does it have to be this brand?
Actually it changes according to age... you know, but for now, I like Céline because it is so cool. Not too sweet and not too expensive, it suits me.
12. What kind of luxury product do you purchase the most? How often do you buy?
Shoes, one pair every 3-4 months, but I will wear them until they break though.
13. How many pieces do you have in total now?
A lot! (LOL!) Can't really count.

14. Which one is the most valuable to you?

Hermès bag, because my dad bought this bag for my mom and then my mom gave it to me. And another reason is it is too expensive, I can't afford it by myself.

15. From where do you usually keep up to date with the current trend? Why?

Pinterest and Instagram of fashion photographers that always go to capture photos from fashion week. I'm always keeping up with the trend.

16. From where do you purchase the brand name products?

Instagram, fastest and easiest.

17. How do you feel about materialism in people nowadays?

Well, I think that if it makes you happy then it's fine, but if it makes you trouble then you have to think carefully before you buy.

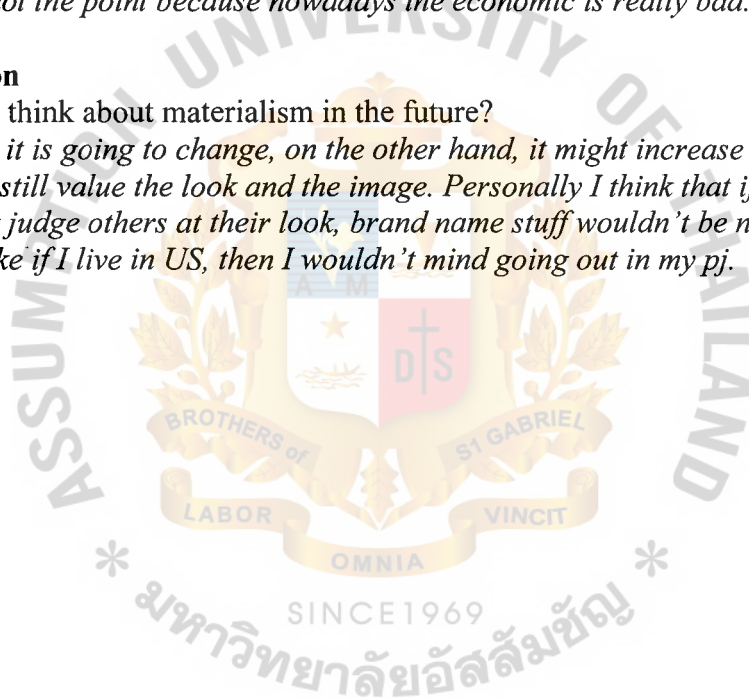
18. Do you think people nowadays easily get whatever they want?

I think it is not the point because nowadays the economic is really bad.

Closing Question

19. What do you think about materialism in the future?

I don't think it is going to change, on the other hand, it might increase as long as Thai people still value the look and the image. Personally I think that if Thai people don't judge others at their look, brand name stuff wouldn't be necessary to me at all. Like if I live in US, then I wouldn't mind going out in my pj.



Appendix 3: Group A - Interview 3

Interview Questions and Answers – Young Thai Adults, 20 – 25 years old *Book Design on the Impact of Americanization on Materialism in Thailand*

Personal information

1. Name and Surname: *Ms. Patcha Piyawutthised*
2. Gender and Age: *Female, 23 years old*
3. Income per month: *THB 15,000*
4. Education / Profession: *Bachelor of Architecture from Assumption University, freelance*
5. Contact information: *n/a*

Introductory Questions

6. Do you usually purchase brand name products? What are they?
Mostly handbags
7. When did you start to be interested in brand name products? Why?
Since high school. I saw my sister using it.

In-depth Questions

8. What factors help you make the decision to purchase? (ex. brand image, beauty, function, trend, celebrities, friends) Why?
I buy the one I like and the popular one.
9. Do you think foreign brand name products are better than local Thai products? Why?
Better in terms of leather quality.
10. If there are Thai brands that make products you like, would you buy them?
Yes, I would.
11. What is your most favorite brand? Why does it have to be this brand?
Chanel because It can sell in a good price.
12. What kind of luxury product do you purchase the most? How often do you buy?
Handbag, one in 2 months.
13. How many pieces do you have in total now?
About 5 pieces.
14. Which one is the most valuable to you?
The one that my dad bought for my birthday present.
15. From where do you usually keep up to date with the current trend? Why?
Instagram because I'm using phone all the time.
16. From where do you purchase the brand name products?
Instagram

17. How do you feel about materialism in people nowadays?

So so.

18. Do you think people nowadays easily get whatever they want?

Too easy but it's convenient anyway.

Closing Question

19. What do you think about materialism in the future?

It will be even more materialistic than now with the involvement of technology.



Appendix 4: Group A - Interview 4

Interview Questions and Answers – Young Thai Adults, 20 – 25 years old *Book Design on the Impact of Americanization on Materialism in Thailand*

Personal information

1. Name and Surname: *Ms. Tanya Wannakornvijit*
2. Gender and Age: *Female, 24 years old*
3. Income per month: *THB 40,000*
4. Education / Profession: *Bachelor of Business Administration from Assumption University, Online Marketing Manager*
5. Contact information: *n/a*

Introductory Questions

6. Do you usually purchase brand name products? What are they?
I actually have all famous brands of bags, as well as some shoes, and watches too, like Peneai, Bvlgari, Gucci, and others.
7. When did you start to be interested in brand name products? Why?
Since high school (International School, US Education System). I think the reason is because of the environment that I'm in, like my friends love to talk about brand name and also use it, so I started to interested and followed them.

In-depth Questions

8. What factors help you make the decision to purchase? (ex. brand image, beauty, function, trend, celebrities, friends) Why?
Because it is beautiful and I want to collect it as well. Some people said to collect a pretty bag is like collecting a gold because the longer u collect the higher price it will be (some collection). I got inspiration from France and Hollywood stars.
9. Do you think foreign brand name products are better than local Thai products? Why?
Yes, it is. Because it is imported and has a higher price so I think it is better than Thai brand in terms of quality and design.
10. If there are Thai brands that make products you like, would you buy them?
Yes I will but I don't think that I'm going to be a big fan because I prefer imported brand more.
11. What is your most favorite brand? Why it has to be this brand?
I'm not really royal to one brand actually because I get bored easily that why I keep changing.
12. What kind of luxury product do you purchase the most? How often do you buy?
Bags, shoes, and accessories. 2-3 times a year.
13. How many pieces do you have in total now?
I have around 20 bags, 10 shoes, and 3 watches.

14. Which one is the most valuable to you?
Gucci watch and Louis Vuitton bags because my mom bought it 20 years ago from Japan and it still looks nice. These are my favorites because they used to be my mom's.
15. From where do you usually keep up to date with the current trend? Why?
Internet and reality shows from US. And also follow the trend of the Western fashion icons.
16. From where do you purchase the brand name products?
Normally my mom would buy it for me via my aunt that lives in Europe, I'll get it when she comes back. Other than that I'll buy from the shops in Thailand, so I can make sure that it is 100% real.
17. How do you feel about materialism in people nowadays?
I think it is a personal right. It's up to personal taste. Like for me, I would buy any brand that I like but I'm not okay with some people that like to show off in social media. I think it is not necessary to do that.
18. Do you think people nowadays easily get whatever they want?
Yes, very easy. For example, my mom has always spoiled me, just be a good girl, she will buy anything that I want. That's why I don't take care of my stuff right, but for my mom's stuff I'm taking good care of it because I feel like it has value. In my opinion, I think getting things too easily is bad because you will get bored of it so fast. The reason why I still take care of them because they are expensive and I can't make money for now.

Closing Question

19. What do you think about materialism in the future?
I think it will continue like this since teenagers nowadays have started to find their own way to make money.

Appendix 5: Group B - Interview 1

Interview Questions and Answers – Thai Adults, 20 – 55 years old *Book Design on the Impact of Americanization on Materialism in Thailand*

Personal information

1. Name and Surname: *Ms. Sujitra Sujrit*
2. Gender and Age: *Female, 21 years old*
3. Income per month: *THB 30,000*
4. Education / Profession: *Undergraduate student in Arts at Assumption University*
5. Contact information: *n/a*

Introductory Questions

6. Do you like Starbucks®?
Yes, I do.
7. What item do you usually order? What is your favorite one?
Iced Americano

In-depth Questions

8. How often do you go to Starbucks® per month?
2-3 times a month
9. Do you think Starbucks® coffee is different from other brands? How?
Yes it's different. The taste is better than other brand and every branch of Starbucks® has the same standard.
10. In your opinion, how much are you willing to pay for a cup of coffee?
THB 100.
11. Do you think Starbucks® coffee is expensive? Why you still buy it?
Yes, but it feels good when holding the glass with Starbucks® logo
12. What do you feel when sitting at Starbucks®?
Feel comfortable.

Closing Question

13. Why does it have to be Starbucks®? Because it's in trend, or it's personal preference or what?
Tastes good

Appendix 6: Group B - Interview 2

Interview Questions and Answers – Thai Adults, 20 – 55 years old *Book Design on the Impact of Americanization on Materialism in Thailand*

Personal information

1. Name and Surname: *Ms. Kanyakrit Chaichansukkit*
2. Gender and Age: *Female, 22 years old*
3. Income per month: *THB 15,000*
4. Education / Profession: *Undergraduate Student, BBA, Assumption University*
5. Contact information: *n/a*

Introductory Questions

6. Do you like Starbucks®?
I'm ok with Starbucks®.
7. What item do you usually order? What is your favorite one?
Hot caramel macchiato

In-depth Questions

8. How often do you go to Starbucks® per month?
2-3 times a month.
9. Do you think Starbucks® coffee is different from other brands? How?
I don't think so, maybe the quality of beans is a bit better.
10. In your opinion, how much are you willing to pay for a cup of coffee?
Not more than THB 50 because I normally take 2-3 cups of coffee per day.
11. Do you think Starbucks® coffee is expensive? Why you still buy it?
It's extremely expensive. Starbucks® is a product of branding. It makes customers perceive them to be a high end product. So, they charge so much because they can. In other words, they charge in the price the market allows. I buy Starbucks® coffee when I feel like drinking something sweet or too milky.
12. What do you feel when sitting at Starbucks®?
I feel relief. It's a good atmosphere there. Kinda unique! I like spending time reading or studying there.

Closing Question

13. Why does it have to be Starbucks®? Because it's in trend, or it's personal preference or what?
They serve a good drink even it's too expensive. But I rather get coffee from somewhere else. There are many places in Bangkok with good coffee at affordable prices.

Appendix 7: Group B- Interview 3

Interview Questions and Answers – Thai Adults, 20 – 55 years old *Book Design on the Impact of Americanization on Materialism in Thailand*

Personal information

1. Name and Surname: *Ms. Wijanaporn Woraphan*
2. Gender and Age: *Female, 22 years old*
3. Income per month: *THB 10,000*
4. Education / Profession: *Undergraduate Student, BBA, Assumption University*
5. Contact information: *n/a*

Introductory Questions

6. Do you like Starbucks®?
Yes I do.
7. What item do you usually order? What is your favorite one?
Iced Americano

In-depth Questions

8. How often do you go to Starbucks® per month?
2-3 times a month.
9. Do you think Starbucks® coffee is different from other brands? How?
Yes it's different. The quality of the beans is better.
10. In your opinion, how much are you willing to pay for a cup of coffee?
THB 60-150.
11. Do you think Starbucks® coffee is expensive? Why you still buy it?
Yes, but it's good quality.
12. What do you feel when sitting at Starbucks®?
Feel special.

Closing Question

13. Why does it have to be Starbucks®? Because it's in trend, or it's personal preference or what?
In trend, as it's very famous in Thailand.

Appendix 8: Group B - Interview 4

Interview Questions and Answers – Thai Adults, 20 – 55 years old *Book Design on the Impact of Americanization on Materialism in Thailand*

Personal information

1. Name and Surname: *Ms. Sununtha Ketsa*
2. Gender and Age: *Female, 22 years old*
3. Income per month: *THB 23,000*
4. Education / Profession: *Bachelor of Accounting, Thammasat University, auditor*
5. Contact information: *n/a*

Introductory Questions

6. Do you like Starbucks®?
Yes, I like it!
7. What item do you usually order? What is your favorite one?
Chocolate Frappuccino

In-depth Questions

8. How often do you go to Starbucks® per month?
4-5 times a month.
9. Do you think Starbucks® coffee is different from other brands? How?
Yes, different. It has a good standard and tastes good.
10. In your opinion, how much are you willing to pay for a cup of coffee?
THB 150.
11. Do you think Starbucks® coffee is expensive? Why you still buy it?
Yes, really expensive but I want to have it anyway.
12. What do you feel when sitting at Starbucks®?
There's too many people, gives me a real headache. Normally I don't stay in the shop for too long.

Closing Question

13. Why does it have to be Starbucks®? Because it's in trend, or it's personal preference or what?
I love its whipcream.

Appendix 9: Group B - Interview 5

Interview Questions and Answers – Thai Adults, 20 – 55 years old *Book Design on the Impact of Americanization on Materialism in Thailand*

Personal information

1. Name and Surname: *Ms. Nuttaya Weraphatsakulchai*
2. Gender and Age: *Female, 23 years old*
3. Income per month: *THB 12,000*
4. Education / Profession: *Undergraduate Student, BBA, Assumption University*
5. Contact information: *n/a*

Introductory Questions

6. Do you like Starbucks®?
Yes.
7. What item do you usually order? What is your favorite one?
My favorite one is Caramel Frappuccino

In-depth Questions

8. How often do you go to Starbucks® per month?
Around 2 or 3 times a month.
9. Do you think Starbucks® coffee is different from other brands? How?
Yes, it is different from other brands. The quality, taste, shop atmosphere... everything!
10. In your opinion, how much are you willing to pay for a cup of coffee?
THB 160 is the maximum price that I'm willing to pay.
11. Do you think Starbucks® coffee is expensive? Why you still buy it?
Well, it is expensive. But for me it's not only coffee that I buy from them. I also buy their services and other things that they provided for customer unlike other brands.
12. What do you feel when sitting at Starbucks®?
I feel comfortable. I like the way they decorate their shops, the mood, and environment in the shop has a good vibe.

Closing Question

13. Why does it have to be Starbucks®? Because it's in trend, or it's personal preference or what?
Yes, I have to admit that Starbuck is very trendy and a premium brand, that is one of the reason that I like it. Second, their recipés are really tasty and I feel like the way they treat customer is very delicate.

Appendix 10: Group B - Interview 6

Interview Questions and Answers – Thai Adults, 20 – 55 years old *Book Design on the Impact of Americanization on Materialism in Thailand*

Personal information

1. Name and Surname: *Ms. Ariya Aoranphakhaporn*
2. Gender and Age: *Female, 23 years old*
3. Income per month: *THB 10,000*
4. Education / Profession: *Undergraduate medical student at Mahidol University*
5. Contact information: *n/a*

Introductory Questions

6. Do you like Starbucks®?
Sometimes.
7. What item do you usually order? What is your favorite one?
Green Tea Frappuccino

In-depth Questions

8. How often do you go to Starbucks® per month?
3-4 times a month.
9. Do you think Starbucks® coffee is different from other brands? How?
No.
10. In your opinion, how much are you willing to pay for a cup of coffee?
THB 70-80.
11. Do you think Starbucks® coffee is expensive? Why you still buy it?
It is expensive. I only buy a drink from Starbucks® when I want to go study and read books in the shop.
12. What do you feel when sitting at Starbucks®?
I feel comfortable and the staffers are very friendly too.

Closing Question

13. Why does it have to be Starbucks®? Because it's in trend, or it's personal preference or what?
I like to go to Starbucks® because I can study there.

Appendix 11: Group B - Interview 7

Interview Questions and Answers – Thai Adults, 20 – 55 years old *Book Design on the Impact of Americanization on Materialism in Thailand*

Personal information

1. Name and Surname: *Ms. Sasipa Sanglar*
2. Gender and Age: *Female, 23 years old*
3. Income per month: *THB 8,000*
4. Education / Profession: *M.A. student in Architecture at Thammasat University*
5. Contact information: *n/a*

Introductory Questions

6. Do you like Starbucks®?
Yes I like it but it's kind of expensive.
7. What item do you usually order? What is your favorite one?
Ice Chocolate and Double chocolate muffin.

In-depth Questions

8. How often do you go to Starbucks® per month?
2-3 times a month.
9. Do you think Starbucks® coffee is different from other brands? How?
It's different. Starbuck is like a drug for me and the quality and tastes are very consistent.
10. In your opinion, how much are you willing to pay for a cup of coffee?
Less than THB 100, but Starbucks® is like THB 120.
11. Do you think Starbucks® coffee is expensive? Why you still buy it?
It is expensive but the quality is good and there are places to sit. Also they offer many promotions.
12. What do you feel when sitting at Starbucks®?
It is comfortable. I can read books there. I think the space is managed nicely.

Closing Question

13. Why does it have to be Starbucks®? Because it's in trend, or it's personal preference or what?
I didn't think it's in trend or anything. I just like it because there are plenty stuff to choose and buy. Also they always have new items for customer to try out (which is really wasting money).

Appendix 12: Group B – Interview 8

Interview Questions and Answers – Thai Adults, 20 – 55 years old *Book Design on the Impact of Americanization on Materialism in Thailand*

Personal information

1. Name and Surname: *Mr. Sretsin Sungsi-in*
2. Gender and Age: *Male, 32 years old*
3. Income per month: *n/a*
4. Education / Profession: *Bachelor's Degree, officer, Allianz Ayudhya Assurance PLC.*
5. Contact information: *n/a*

Introductory Questions

6. Do you like Starbucks®?
Yes, sometimes.
7. What item do you usually order? What is your favorite one?
I order many items, but my favorite is Hojicha Crème Frappuccino.

In-depth Questions

8. How often do you go to Starbucks® per month?
5-7 times a month.
9. Do you think Starbucks® coffee is different from other brands? How?
Different. Every branch has the same quality. No need to take risk like other brands.
10. In your opinion, how much are you willing to pay for a cup of coffee?
THB 50.
11. Do you think Starbucks® coffee is expensive? Why you still buy it?
It is expensive but I couldn't find any other coffee that tastes like it.
12. What do you feel when sitting at Starbucks®?
It is cool and clean. I love the smell of coffee. And each branch has its own unique style.

Closing Question

Why does it have to be Starbucks®? Because it's in trend, or it's personal preference or what?
Some other famous brands are good too but still others are distasteful. And among local coffee, some are good and some are bad. Can't really find the standard and (buying from them) is a waste of money.

Appendix 13: Group B - Interview 9

Interview Questions and Answers – Thai Adults, 20 – 55 years old *Book Design on the Impact of Americanization on Materialism in Thailand*

Personal information

1. Name and Surname: *Mr. Soraphol Thippayarak*
2. Gender and Age: *Male, 45 years old*
3. Income per month: *THB 100,000*
4. Education / Profession: *Bachelor's Degree, employee, Allianz Ayudhya Assurance PLC.*
5. Contact information: *n/a*

Introductory Questions

6. Do you like Starbucks®?
Love it!
7. What item do you usually order? What is your favorite one?
Hot Latte with low fat milk

In-depth Questions

8. How often do you go to Starbucks® per month?
Everyday
9. Do you think Starbucks® coffee is different from other brands?
Totally different... especially taste, favor, location and atmosphere.
10. In your opinion, how much are you willing to pay for a cup of coffee?
THB 100-150 is fine.
11. Do you think Starbucks® coffee is expensive? Why you still buy it?
Not to me because I can afford it.
12. What do you feel when sitting at Starbucks®?
Relaxed and cool. I just chill...

Closing Question

13. Why does it have to be Starbucks®? Because it's in trend, or it's personal preference or what?
In trend, and its favor!

Appendix 14: Group B - Interview 10

Interview Questions and Answers – Thai Adults, 20 – 55 years old *Book Design on the Impact of Americanization on Materialism in Thailand*

Personal information

1. Name and Surname: *Ms. Waleeporn Tienthaworn*
2. Gender and Age: *Female, 54 years old*
3. Income per month: *THB 100,000*
4. Education / Profession: *Bachelor's Degree, employee, Allianz Ayudhya Assurance PLC.*
5. Contact information: *n/a*

Introductory Questions

6. Do you like Starbucks®?
Sometimes.
7. What item do you usually order? What is your favorite one?
Mocha or Latte

In-depth Questions

8. How often do you go to Starbucks® per month?
Twice a week.
9. Do you think Starbucks® coffee is different from other brands? How?
A bit different in terms of taste and flavor.
10. In your opinion, how much are you willing to pay for a cup of coffee?
THB 100-150 is fine.
11. Do you think Starbucks® coffee is expensive? Why you still buy it?
For somebody it might, but to someone who can afford it then it's not too expensive.
12. What do you feel when sitting at Starbucks®?
Relaxed, smart, and classy.

Closing Question

13. Why does it have to be Starbucks®? Because it's in trend, or it's personal preference or what?
People want to be trendy when they think of Starbucks®. It's more like a fashion statement to me.

Personal Data

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Date of birth: August 31, 1993

Nationality: Thai

Academic Record:

2007-2010	Horwang School
2010-2012	Vancouver Christian High School
2012-2016	Assumption University Visual Communication Design / Graphic Design

Working Experience

June – July 2015	Daybeds Magazine (Internship)
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Skill and Expertise

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe After Effect
- Handmade Art and Craft

CD / DVD

Inside CD/DVD

- Sketches
- Final Works
- Book Files

