

ABSTRACT

This study examined the influence of Thai brands with foreign name and country image on Thai consumers' perceived quality of the Thai leather goods industry. Huskies, Jacob, Ragazze, Chaps, and Dapper were the brands used in this study. Country image, which affects consumers' attitude, was measured via four dimensions: innovativeness, design, prestige, and workmanship.

Four hundred sets of questionnaires were distributed to working males and females aged 22-40 in the Bangkok metropolis. Results from regression analysis reveal that Thai brands with foreign names and the four dimensions of country image had statistically significant influence on Thai consumers' perceived quality of the Thai leather goods and could affect their intention to purchase. Thai consumers have a rather positive perception of the quality of Thai leather goods. Among the independent variables, *design* was the strongest predictor variable on perceived quality followed by prestige, workmanship, Thai brands with foreign names, and innovativeness, respectively.

As the results show that consumers are concerned most with the design of the product, the researcher recommends companies or brand owners to develop designs to be more fashionable and chic by keeping up-to-date with the trends of fashion, producing in-trend products to satisfy consumers, enhancing the prestige by developing the quality of product itself, promoting their brands and products by using effective promotional tools to capture the interest of consumers through the usage of well-known hi-society people and celebrities via mass media leading to positive word-of-mouth communication that can influence the desire and usage of consumers. Besides, companies can also use price as an indicator of high quality by setting up a premium price. Besides design and prestige, companies should not overlook the other dimensions. The Thai government should make Thai consumers more aware of the seriousness of the economic problem when consuming foreign products by encouraging them to take pride in being Thai and supporting Thai products to help the

country as well as use both television commercials and the power of well-known Thai celebrities to induce Thai people in a “Buy Thai” campaign that promotes Thai leather goods and reassures consumers about the quality of Thai leather goods.

