



# An Analysis of Strategies and Attitudes Toward Naming of Korean and Thai Restaurants

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**ABSTRACT:** This research aimed to analyze and compare Korean restaurants' naming strategies and attitudes in Bangkok and Thai restaurants in Seoul. The research methodology employed a qualitative approach. The data collection of the names was from 50 Thai restaurants in Seoul and 50 Korean restaurants in Bangkok. The results identified three naming strategies for Korean and Thai restaurants: language and writing style, grammatical structure, and semantic viewpoint. Naming attitudes for Korean restaurants in Bangkok emphasized words conveying deliciousness, the atmosphere of Korea, and entertainment to enhance enjoyment. In contrast, Thai restaurants in Seoul focused on words related to deliciousness and culture to emphasize Thai culture and identity. This research improves understanding of restaurant naming strategies and attitudes in a cross-cultural context, linking theory and practice in the restaurant business, promoting cultural exchange, and supporting the development of multinational enterprises.

**Keywords:** naming strategies, Korean restaurants, Thai restaurants, restaurant naming attitudes

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## 1. Introduction

Nowadays, society communicates and migrates for various benefits. Therefore, food and eating cultures are increasingly being exchanged between countries. The evidence from the Ministry of Tourism and Sports in 2022 (searched online) found that the Republic of Korea had a population of 51,305,186 people in 2021. From a survey of Korean tourists entering Thailand, it was found that in 2019, there were 1,785,147 Korean tourists, and in 2020, the number increased to 1,880,465 people, which is considered the third largest number of foreigners traveling to Thailand among tourists in East Asian countries. (Ministry of Tourism and Sports, 2019-2022) The influx of population has led to the opening of many Korean restaurants in Thailand to satisfy the Korean and Thai people who love Korean food. Due to the Korean wave (Hallyu) that has entered Thailand in the past 20 years, restaurant names are significant because the name represents the national culture and identity. For example, Korean restaurants represent Korean culture and identity, while Thai restaurants also represent Thai culture and identity. For Thai tourists traveling to Korea, it was found that there were 515,658 people in 2019, which increased to 558,595 people in 2020 (Ministry of Tourism and Sports, 2019-2022), causing a small number of Thai restaurants in Korea. However, it is also popular among Koreans who love Thai food and Thai people or foreigners living in Korea.

Naming strategies and attitudes towards naming Korean and Thai restaurants reveal the complex interplay between cultural significance, historical influences, and market dynamics that shape the identities and identities of these establishments. In the context of branding, restaurants serve to identify and express the type of food and as a communication tool that helps customers make a first impression and recognize the cultural values behind the name. For example, the name of a Korean restaurant may evoke inspirations

related to history and family ties. In contrast, the name of a Thai restaurant often reflects local heritage and an inviting atmosphere.

Past research has provided significant findings on naming behavior in linguistic and communicative dimensions. Searle (1969, 1983), which was further analyzed by Evans and Wimmer (1990), pointed out the differences between proper and common nouns. While the ideas of Crystal (1980) and Alexander (1988) emphasize the relationship between names and culture and identity construction, studies on naming in the business and restaurant sectors by Isolde Hausner (as of October 23, 2022), Kim (2009), and Stale (2022) also reveal the processes and factors that influence the creation of meaningful and distinctive names in the market.

However, the literature review found a gap in research comparing strategies and attitudes towards naming between Korean restaurants in Bangkok and Thai restaurants in Seoul. Although previous works have provided an understanding of naming approaches and communicating identity through names, there is still a lack of precise comparative analysis regarding cultural integration and marketing in the context of restaurants in these two countries. This study plays a crucial role in addressing a significant research gap. The findings serve as a valuable resource for researchers and entrepreneurs aiming to create a name that aligns with today's global market demands.

The research examines various approaches and perspectives on naming restaurants, emphasizing the integration of linguistic concepts, cultural history, and marketing strategies. The study of naming related to branding in the restaurant business has attracted the attention of researchers in many fields, such as the work of NewsWire (2024) and Business Name Generator (2024), which focused on naming to create brand memory and identity. In this context, researchers with experience and work in language and name analysis in business see the need to study the naming of restaurants in two countries with cultural differences to provide helpful information to scholars, marketers, and entrepreneurs who aim to create difference and stand out in a highly competitive market.

The main objective of this research is to study and compare the naming strategies and attitudes toward naming Korean restaurants in Bangkok and Thai restaurants in Seoul to find the relationship between naming strategies and cultural identity and branding. The research will be conducted through qualitative data collection from restaurants in each context, with the framework of the business area in Bangkok, Ratchada, Asoke, Thonglor, and Siam, and in Seoul, Myeongdong, Jongno, Hongdae, Itaewon, to enable detailed comparison and analysis of data. The study results are expected to be a guideline for developing naming strategies consistent with each country's identity and culture and a valuable reference for scholars and entrepreneurs in the future.

### **Research objectives**

The objectives of this research are

- 1) to study and compare the study of naming strategies for Korean restaurants in Bangkok and Thai restaurants in Seoul.
- 2) to study and compare attitudes towards naming Korean restaurants in Bangkok and Thai restaurants in Seoul.

## **2. Theoretical Overview of the Main Concepts**

Thai restaurant names are often designed to include an appealing descriptive element that indicates the types of food offered and communicates the atmosphere and dining experience that aligns with Thai identity. In the context of the growing popularity of Thai culture internationally, restaurant naming approaches that emphasize the essence of Thai traditions and local culture have been increasingly adopted as restaurant owners aim to attract customers from a diverse target group (Zhang & Chan, 2017). Research in cognitive transfer theory indicates that restaurant naming conventions, particularly those employing descriptive terminology, play a crucial role in shaping customer sentiments and perceptions. Such nomenclature conveys specific connotations and influences customers' perceptions of warmth and

trustworthiness. This effect subsequently impacts satisfaction levels and customers' propensity to pay for their dining experience (Rafique, 2025). What has been demonstrated is that a thoughtful and sensitive naming strategy in terms of communication and identity construction can significantly impact the success of a restaurant business in a highly competitive market. Korean restaurant naming often clearly reflects the vibrancy and dynamism of Korean culture. The proliferation of Korean restaurants in the United States has led to various naming conventions that reflect their cultural identity and distinctive food offerings. Creative names such as "Seoul Food", "Kimchi Kitchen", and "Bibimbap Bistro" demonstrate a globally recognized blend of national and international languages. The blending of languages aims to appeal to those familiar with Korean food and those new to the restaurant. Thompson (2024) found that Korean restaurant names are often designed to reference popular dishes or familiar cultures to enhance the dining experience before customers enter the restaurant. The nomenclature of these establishments is intentionally crafted to elicit emotional responses and represent a communal dining experience rooted in cultural heritage. This strategy aligns with the global trend towards authentic cultural engagement, where consumers increasingly value the narratives that accompany their culinary experiences. Additionally, the significance and inspiration behind the names of Korean restaurants contribute to a deeper branding strategy, enhancing consumer connection and market differentiation (Zhang & Chan, 2017). As a result, restaurant owners focus on selecting names that reflect the food's characteristics and fully convey the rich cultural heritage that the restaurant represents (Namesflare Team, 2024). Thai and Korean restaurants have adopted naming strategies combining cultural significance and marketing appeal. The names of Thai restaurants often embody their authentic essence and the cultural nuances of the region. This shows the true nature of traditional food while attracting a new group of customers. In contrast, Korean restaurants leverage engaging cultural and linguistic concepts to create distinctive and memorable brands. This comparison shows how different cooking styles worldwide have changed how we name foods. It allows people to discover and take pleasure in different cultural traditions through food (Zhang & Chan, 2017).

Naming is an essential and complex part of language that reflects culture, history, and society's thoughts. A name is more than just a word or sound we use to identify someone or something; it has significant cultural and social meaning. The principles governing names are essential in diverse areas like grammatical structure and interpretation. According to Searle's theory (as discussed by Evans & Wimmer, 1990), proper names are linguistic units that inherently denote specific entities or individuals without requiring additional interpretive context. In contrast, Crystal (1980) differentiates grammatically between proper nouns and proper names, whereas Alexander (1988) does not acknowledge this distinction. Naming must adhere to essential social conditions that allow individuals to identify or distinguish objects. Names span various categories—including people, animals, plants, places, periods, natural and anthropogenic events, inventions, and human activities—and can be analyzed grammatically and semantically.

Miller's (2019) natural name theory posits that an object's name is not arbitrary but is instead based on its resemblance to the referent. For example, a "bank" denotes a financial institution because it exhibits characteristics similar to the representative concept. This theory integrates the relationship between the name and its corresponding linguistic unit with the metaphysics of natural truth, supporting the notion that names represent linguistic categories. Felecan (2012) compiled a collection of articles on names and nomenclature from contemporary and transtemporal perspectives, emphasizing the analysis of names in anthropology and geographic naming. His work explores the development of naming skills and intercultural communication in a globalized world, covering diverse cultures in Europe and Africa and acknowledging sociocultural changes that empower individuals to name people, places, and products.

The science of naming delves into the field of nomenclature by systematically examining both the theoretical foundations and practical applications involved in naming individuals and locations. This study investigates people's perceptions of names, the memorability of names, and the importance of famous names in different cultures. It also examines the influence of social and economic factors on the popularity of names. Naming reflects the integration of diverse cultures and languages from different academic disciplines. This allows us to comprehend the complex naming mechanisms in a multicultural context.

From a syntactic perspective, an analysis of name structure reveals patterns and rules governing name

formation. For instance, many languages employ specific phonological patterns—such as the arrangement of consonants and vowels—in constructing names. This is particularly evident when names typically consist of a given name and a surname; in many Western cultures, the given name is chosen by the family, while surnames are inherited from ancestors. In some cultures, names are formed through compound structures (compound names), as seen in Chinese naming practices, where words with specific meanings are combined. Other cultures adhere to strict naming conventions, such as naming after ancestors or by season. In some cultures, last names show family history and inheritance. For example, in Japan, people usually get their last names from their fathers, representing their family background. The theory of name structure helps us understand how names are created and used in various languages and cultures. It looks at how sounds are combined, how words are formed, and what names mean in different cultural contexts.

Semantic theory in naming includes both cognitive and ethnic semantics. While semantics posits that language elucidates meaning and reflects human thought, ethnic semantics focuses on understanding language users' knowledge systems and conceptual frameworks, asserting that language mirrors its speakers' thought processes and evolution (Theerarat Japchainai, 2021). Place naming is a diverse phenomenon that has been examined from multiple perspectives. For example, Hausner's work (retrieved online, October 23, 2022) employs etymological and historical principles to study geographic names, while Barbaresi (2018) provides an analysis that integrates linguistics, geography, and search data—utilizing bootstrap operations, geocoding, disambiguation algorithms, and mapping processes—to contextualize places within their historical frameworks. Moreover, Stale (2022, retrieved online, October 25, 2022) presents a method for naming restaurants and coffee shops from a business perspective.

Furthermore, strategically using names that relate to a store's activities and characteristics—such as selecting a joyful and creative name—enhances memorability and conveys the establishment's personality. Kim (2009) investigated changes and properties of in-store signage in Masan District by analyzing local signs representing diverse social and linguistic contexts. Similarly, Rungbanjit et al. (2019) examined shop naming practices within the Thai-Chinese community in Yala Province, exploring how store names reflect community values and communicate the beliefs and auspiciousness of the owners.

### 3. Methodology

Research on "A comparative study of strategies and attitudes in naming Korean restaurants in Bangkok and Thai restaurants in Seoul" is qualitative. There are operating steps as follows:

**Preparatory stage:** The researchers determine the research topic, study theoretical concepts related to restaurant naming, and study related documents and research.

**The data collection stage:** The researchers surveyed information sources and selected the names of 50 Korean and 50 Thai restaurants in Bangkok and Seoul in the business area. Bangkok includes Ratchada, Asoke, Thonglor, and Siam, and Seoul includes Myeongdong, Jongno, Hongdae, and Itaewon. We also visited the area and interviewed restaurant owners to collect data on their attitudes toward naming restaurants.

**Data analysis stage:** The researcher analyzed data on strategies and attitudes in naming restaurants. Compare information between Korean and Thai restaurants. Using linguistic theory

**Summary and discussion of results:** The study summarizes and discusses the analysis results on strategies and attitudes in store naming and provides suggestions for further related research.

### 4. Discussion

This research studied Korean restaurants in Bangkok and Thai restaurants in Seoul, two large cities. A study of Korean restaurant names in Bangkok found many famous Korean restaurants in various styles. The naming of Korean restaurants here often emphasizes words that convey the deliciousness and atmosphere of Korea. Words in the form of Korean entertainment are used to create a more enjoyable atmosphere for eating Korean food. In addition, using the Korean language when naming restaurants is essential for the restaurants to be related to Korean culture and identity. A study of Thai restaurant names in Seoul found that Thai restaurants often have names that emphasize words related to deliciousness and Thai culture.

Words like "Sawasdee" or "Thai" emphasize Thai culture and identity. Using the Thai language when naming Thai restaurants in Seoul helps to strengthen the connection with Thai culture and identity. This matter led to greater interest in Thai food.

These differences indicate the adaptive nature of Korean and Thai restaurants, which are aware of the needs and interests of different local customers.

From the above analysis, it is found that there are many factors affecting restaurant naming attitudes that affect restaurant naming as follows:

1. A restaurant should be consistent with the culture and characteristics of the area in which it is located. For example, a Thai restaurant should emphasize a name in Thai or English that reflects Thainess. At the same time, Korean restaurants should choose names that reflect Korean culture and identity.
2. The restaurant's name should be fun and engaging, like using words from different languages or choosing unique words.
3. The restaurant's name should show how tasty the food is and the pleasant feeling of the place to get customers' attention.
4. The restaurant's name should be memorable and make a strong customer impression. It should use words that show what makes the restaurant unique and different.

Therefore, the attitude in naming a restaurant affects creating identity and creating an impression on customers. Therefore, consideration should be given to determining whether the restaurant's name is appropriate to the characteristics and culture of the locality in which it is located.

However, when naming restaurants that are tasteful and popular among the broader population of major cities, such as Bangkok and Seoul, attitudes towards naming Korean and Thai restaurants may vary depending on the local culture and way of life. This affects the way restaurants are named and presented in each locality.

## **5. Synopsis of the Main Research Outcomes**

Naming a restaurant involves a significant level of thoughtfulness and comprehension, especially in dynamic urban environments like Bangkok or Seoul. Both cities are hubs of different cultures and businesses. Choosing a name for a Korean restaurant in Bangkok or Seoul is more than just picking a nice word. The meaning needs to be considered. The name should show what makes the store unique and catch the eye of customers and visitors. A good name can make a great first impression and connect with the customer experience.

The analysis of restaurant names in the two major cities yielded two main issues: strategies and attitudes in naming Korean restaurants in Bangkok and Thai restaurants in Seoul. The results can be summarized as follows:

### **1. Strategies for naming Korean restaurants in Bangkok and Thai restaurants in Seoul**

There are three parts to the analysis:

#### **1.1 Language and Writing Style**

Choosing a name for a restaurant requires careful thought about the words and styles used to ensure it grabs the attention of the right customers. Picking the right words and having a unique way of writing will leave a strong impression and improve the chances of doing well in the restaurant business. From the data analysis, it found that Korean restaurants in Bangkok use Korean words to name as many as 35 Korean restaurants, accounting for 70 percent, such as 명랑 시대 [Myungrang Sidae], 서울집 [Seoul Jib]. Thai restaurants in Seoul use direct Thai words in the names of 37 restaurants, accounting for 74 percent, such as เมือง [Miang] and ข้าวสาร [Khaosan]. In addition, it found that there are Korean restaurants in Bangkok and Thai restaurants in Seoul that mix Korean and Thai languages alternatively or mix with other

languages, including English, 30 percent and 26 percent, respectively. For example, 반오빠 [Baan Oppa] comes from the Thai word "Baan" mixed with the Korean word "오빠 [oppa]" meaning when combined, the restaurant's name means "Brother's house." 더 비빔밥 [The Bibimbap] is formed from the English word "The" mixed with the Korean word "비빔밥 [Bibimbap]", which is the name of a Korean food similar to a Thai rice salad. The "ไทยสตอรี่" [Thai Story] comes from the Thai word "ไทย [Thai]", and the English word "story", means a story of Thailand. The "Amazing Thai" comes from the English word "Amazing", which means astonishing, and the Thai word "Thai". In combination, we get a restaurant's name that means amazing Thailand.

In terms of writing style, in the context of Bangkok with various consumers, Thai people, and tourists from abroad, naming a Korean restaurant needs to consider customer understanding and perception. The name should be easily pronounceable in Thai and have a meaning reflecting Korean food's culture and uniqueness. Utilizing straightforward language and a distinctive writing style can leave a memorable impression. Also, the name of a Korean restaurant should show its style using a fancy font or a relaxed handwritten look. Furthermore, selecting colors and images that complement the restaurant's ambiance is essential. Analyzing and designing names of Korean restaurants in Bangkok based on appropriate language and writing styles helps them stand out and impress customers. In the context of Seoul, when naming a Thai restaurant, it needs to consider using words that are easy to understand and pronounce in Korean. Too long or complicated names can be difficult for customers to remember. Using words that have a good meaning and reflect Thai culture, such as words related to taste, freshness, or Thai atmosphere, will help create an excellent and unique feeling for the restaurant. Additionally, using letters or symbols that have meaning and reflect Thai food, such as images of elephants, Thai flowers, or Thai decoration styles, will help enhance the outstanding image. When considering the writing style of a Thai restaurant in Seoul, it should focus on using appropriate words, fonts, and colors. The name of the restaurant has a beautiful design that reflects Thainess. It will help attract attention and create a first impression on customers. Choosing words and fonts that are friendly and easy to read and using colors that convey warmth and cuteness, such as gold, red, or green, will help create a friendliness and inviting feeling.

## 1.2 Grammatical structure

Analyzing restaurant naming strategies based on grammatical structure presents naming conventions related to the structure of words or phrases made up of restaurant names. Selecting a name for a restaurant requires thoughtful consideration and creativity, particularly when combining different words. The deliberate selection of vocabulary and its structured arrangement can profoundly influence how customers perceive and remember the name. Therefore, it is essential to carefully consider the composition of the language and choose the right words. It is vital to arrange words in a clear, engaging, and meaningful way. From the data, it was found that both Korean and Thai restaurants are named using single words. Most are nouns and adjectives, while adverbs appear in Korean restaurant data. For example, 동이 [Dong E] is the name of the main character in the series, 소담 [Sodam] is an adjective meaning "attractive, plentiful food, and delicious", 달달 [Daldal] is an adverb that describes the style of stir-frying, stir-frying, stir-frying, and the sound of making a stir. ดอกไม้ [Dok Mai] means "flower", while มหาชัย [Mahachai] is the name of a place in Thailand. As for compound words, they can be found in both Korean and Thai restaurants, such as 안동찜닭 [Andong Jimdak], which is created by combining the word "안동 [Andong]", which means "Andong city" and the word "찜닭 [Jimdak]", which means "Stewed chicken" comes together to mean "Stewed chicken" or "Andong stewed chicken". The 고기냄새 [Koki Nemse] is made by combining the words "고기 [Koki]" which means "meat" and the word "냄새 [Namse]" which means "meat smell", got the meaning "smell of grilled meat". "บ้านไทย" [Baan Thai] is formed from the noun "บ้าน" [baan] means "house", and "ไทย" [Thai] means "people in Thailand", therefore, the meaning of the restaurant name "Thai

house". "ช้างสุรินทร์" [Chang Surin] is formed from the noun ช้าง [Chang] meaning "elephant" and "สุรินทร์" [Surin], which is the name of a province in Thailand. When mixed, the meaning of the restaurant is obtained "elephants of Surin Province". "ครอบครัวไทย" [khropkhrua Thai] combines two words: "ครอบครัว" [khropkhrua] (family) and "ไทย" [Thai], creating the phrase that translates to "Thai family". This word beautifully encapsulates how language reflects cultural identities and familial bonds, characteristic of Thai's rich heritage and societal values.

At the phrasal level, noun phrases and verb phrases can be found in both Korean and Thai restaurants, such as 새마을 [Sae Ma-eul] formed from the word "새 [Sae]" meaning "new" and the word "마을 [Ma-eul]" meaning "village". Combining, it means "New Village". 대박찜닭 [Daebak Jimdak] comes from the words "대박 [Daebak]" meaning "awesome" and the word "찜닭 [Jimdak]" meaning "stewed chicken", together meaning "The best-stewed chicken". 닭 한 마리 [Dak Han Mari] comes from the words "닭 [Dak]" meaning "chicken", "한 [Han]" meaning "one" and the word "마리 [Mari]", a classifier, used with animals, meaning "the body" together means "One chicken". 좋은데 [Cho-eundae] is derived from the word "좋" [Chot], which originates from the verb "좋다" [Chot-ta] meaning "good." This term is then inflected with the ending "-은데" [eundae], conveying the nuance of "good" or "that is good". The suffix "-은데" [eundae] is used at the end of a sentence to connect clauses, meaning "but", or to express a statement in a narrative sense. It can also be used in the context of comparison or providing reasoning. Tuk Tuk Noodle Thai is made by mixing three parts, namely the Thai word is "ตึกตึก [Tuk Tuk]", the English word is "Noodle" and The Thai word is "ไทย" [Thai]. We get a restaurant's name representing Thainess of "Tuk Tuk" and "Thai noodle". "Yummy Thai", which comes from the English word "Yummy" meaning delicious, and the Thai word "ไทย" [Thai]. When the words are combined, we get a restaurant's name that means "Delicious as Thai style".

Analyzing restaurant naming strategies based on grammatical structure helps us see the overall image of language usage. This type of analysis involves considering word order, keyword choice, and using modifiers by choosing keywords and adjectives to create precise and exciting meanings. A restaurant's well-structured name can show what the restaurant is about and what it believes in. This can be done using nouns representing food and services, adjectives describing qualities or feelings, and verbs indicating actions or experiences. Using proper grammar makes the restaurant's name sound more professional and reliable. In addition, the analysis of restaurant naming strategies according to grammatical structure must also consider the use of language appropriate to the target group and local culture. Choosing positive and expressive words will help attract attention and make an excellent first impression on customers. A well-crafted and succinct phrase will enhance the memorability of the name while effectively encapsulating its intended significance.

### 1.3 Semantics theory

A well-crafted and succinct phrase will enhance the memorability of the name while effectively encapsulating its intended significance. Semantics theory, or the study of meaning in language, is a powerful tool for analyzing and understanding how restaurant names can create and promote an image and feel in the minds of consumers.

From the data on the names of Korean restaurants in Bangkok, it was found that there are strategies for naming using semantic theory. These strategies use the meaning of various things to name the restaurant, such as the names of prominent and famous places in each area, the names of food or food ingredients, and the names of people. For example, 한강 [Hangang] refers to the Han River, which is a river that flows through Seoul, the capital of Korea. When people think of the Han River, people think of Seoul. This concept shows the cognitive metonymy of the visitor who arrived in Seoul. 명동 [Myeongdong] means Myeongdong Street, a street in Seoul that is a famous shopping area and a fashion center for clothing, cosmetics,

accessories, etc. In Bangkok, Rama9 [Praram9] means the name of a street in an urban area, a popular place for nightlife. Khaosan means the road was the most extensive rice trading center in the Phra Nakhon area. Today, it is a famous tourist attraction for foreign tourists. Naming using the name of food or food ingredients, such as 닭갈비 [Dak Galbi], Korean food, which means "chicken stir-fried with spicy sauce", as well as Thai food, which is a street food that is easy to find and cheap to eat, likely “ผัดกะเพรา” [Pad Ka Praw] means cooking a type of stir-fried food in Thailand. It is the only dish that can be eaten everywhere in Thailand. Naming using a person's name, such as 대장금 [Daejangkeum], comes from the name of a main character in the series, Daejangkeum, who has the skills to cook delicious food. 동이 [Dong E] is the main character in the Korean series. “บ้านคุณขวัญ” [Baan Khun Kwan] means the house of a person named Kwan, who is vital in the restaurant. “คุณสมชาย” [Khun Somchai] (Mr. Somchai) means the name of a person that is popular among Thai people from the past to the present. Moreover, when foreigners study the Thai language, most Thai textbooks have a character named "Somchai", so Somchai represents Thainess through his name.

In addition, auspicious words were employed. For instance, 수라 [Sura Korean BBQ], meaning food, is offered to kings in the palace. Buddha's belly means the stomach of the Lord Buddha. Buddhism has been a part of Thai society for a long time. The way of life of most Thai people is related to Buddhism. Ninety-five percent of Thai people are Buddhists. They have adopted the principles of Buddhist practice as a guideline for their lives, which has become the cultural foundation and identity of the Thai nation to this day. Using the Buddha or any part of the Buddha as a name is considered auspicious for the restaurant. The names of Korean restaurants also use numbers, such as 삼삼오오 [Samsam O-O], meaning three, three, five, five, meaning gathering together to talk or have fun together. Moreover, Korean restaurants play with words by using word variations to create interest and uniqueness, such as 미까우루 [Meekawlu], which is the metathesis Thai word "หมี่เกาหลี" [Mee-kaw-lu], has been coined into the restaurant name, meaning "Korean pork". Thai restaurants are not likely to use such puns. Nevertheless, use the method of blending words such as 태국수 [Taegugsu], which is a combination of words between the Korean words 태국 [Taegug] meaning Thailand and 국수 [Gugsu] meaning noodles to create a name that conveys meaning and presents a unique identity of Thai restaurants. According to the data, Thai restaurants in Seoul were not named using adverbs. All of the above shows the adaptation of naming strategies to the country's context in both ways. In Thai society, word variations create fun, laughter, and a friendly atmosphere.

In this part, it is considered that naming a Korean restaurant in Bangkok considers many factors, such as the uniqueness of Korean culture that conveys the taste and experience that customers will receive, including using language that can be easily understood and remembered in the context of Thai people. A good restaurant name must be able to create an attractive image. Reflects the value of Korean food and effectively builds emotional relationships with customers. Regarding naming a Thai restaurant in Seoul, many factors must be considered, including language, culture, and consumer experiences in South Korea. The name chosen may reflect traditional Thainess, deliciousness, and sophistication in cooking or even the atmosphere and friendliness of the restaurants. In addition, Koreans' understanding and ability to read and pronounce must be considered so that the restaurant's name can be remembered and effectively attract customers.

Analyzing restaurant naming strategies using semantic theory helps us understand how these names can effectively create the desired meaning and image and how they reflect their meaning and value in the context of both cultures. The study will not only help reveal the strategies used to name restaurants. However, the findings can also guide the development of naming strategies that align with culture and customer expectations in other contexts.

## 2. Naming attitudes of Korean restaurants in Bangkok and Thai restaurants in Seoul

Attitudes toward naming a restaurant affect its identity. They create interest and an impression on customers when they enter the restaurant. Therefore, consideration should be given to determining the restaurant's name that is appropriate to the nature of the restaurant and the culture of the locality in which the restaurant is located. Naming a Korean restaurant in Bangkok and a Thai restaurant in Seoul can differ significantly, depending on the local culture and lifestyle. Local people's perception is crucial to naming and branding a restaurant in any region.

With a vibrant atmosphere, Bangkok is a melting pot of cultures, offering various delicious international cuisines. Naming a Korean restaurant, therefore, emphasizes that people will recognize Korean identity. It uses direct Korean words to emphasize the brand and Korean identity. Alternatively, a combination of words in Thai or other languages may be combined. Mixing Thainess with Koreanness creates variety in naming. They often focus on creating an atmosphere that reflects the culture and tastes of the local people.

Seoul's dynamic culinary landscape, particularly its burgeoning Thai food sector, is characterized by intense competition among eateries. To engage local patrons, Thai restaurants frequently adopt names that integrate the Thai lexicon, reflecting a profound connection to Thailand's cultural and flavor narratives. These appellations commonly emphasize themes such as gastronomic excellence and authenticity. Moreover, there is a notable trend of fusing elements from Korean or other languages, which enriches the naming conventions and introduces a compelling layer of linguistic diversity and cultural interplay within the Thai dining sector in the city.

A survey on attitudes regarding naming restaurants indicates that restaurant names in both Bangkok and Seoul play a crucial role in creating unique and memorable dining experiences for local and global customers.

- 1) Thai restaurants in Seoul and Korean restaurants in Bangkok have an attitude that allows Thais, Koreans, and foreigners to taste quality Thai and Korean food.
- 2) Thai restaurants in Seoul and Korean restaurants in Bangkok have an attitude that emphasizes the authenticity of flavors and ingredients in making Thai and Korean food.
- 3) Thai restaurants in Seoul and Korean restaurants in Bangkok value the authenticity of both Thai and Korean culture and cuisine.
- 4) Thai restaurants in Seoul and Korean restaurants in Bangkok offer a friendly or family atmosphere. It was found that some restaurants used words that emphasized family or familiarity to create warmth and friendliness
- 5) Thai restaurants in Seoul and Korean restaurants in Bangkok use colorful words. Some restaurants use colorful and fun words. It was found that restaurants use cheerful Korean to create friendliness. Thai or other languages were used to increase the ability to communicate with local customers.
- 6) Thai restaurants in Seoul and Korean restaurants in Bangkok use memorable words. Some restaurants use easily remembered words.

The following summarizes a comparison of naming strategies for Korean restaurants in Bangkok and Thai restaurants in Seoul.

1. Korean restaurants in Bangkok have a concept that emphasizes the uniqueness of Korean culture and food by using locally related names and Korean symbols.
2. Thai restaurants in Seoul have concepts that highlight the uniqueness of Thai culture and the flavors of Thai food using the Thai language in their names.

## **6. Conclusions**

The research results can be summarized as follows.

For the Naming strategies of Korean restaurants in Bangkok and Thai restaurants in Seoul, we divided them into three aspects:

1) Language and writing style: Most Korean restaurants in Bangkok use Korean words in their names (70%), while Thai restaurants in Seoul use Thai (74%). In addition, there was a mix of languages, such as English, Korean (30%), and Thai (26%) restaurant names.

2) Grammar and structure: Restaurant names are usually nouns or adjectives, but Korean restaurants use more adjectives than Thai restaurants. Compound words and phrases are found in both types, with the characteristics of using noun phrases and verb phrases.

3) Semantics: Korean restaurants often use names related to local areas, places, food, or ingredients, including auspicious words, numbers, and wordplay to attract attention. Meanwhile, Thai restaurants use a combination of words to create names that reflect the restaurant's identity.

For attitudes in naming, the analysis of attitudes in naming found that Korean restaurants in Bangkok focus on creating a Korean atmosphere by using words related to deliciousness, friendliness, and entertainment to increase the sense of fun and connect with Korean culture. Thai restaurants in Seoul emphasize words that reflect deliciousness and Thai culture. They use words related to Thailand to create a clear image of Thainess. These attitudes affect the creation of the restaurant's identity and its attractiveness in customers' eyes. Therefore, naming the restaurant should be consistent with the local culture and characteristics of the restaurant as follows:

Naming Korean restaurants in Bangkok often uses Korean words directly to create a Korean identity. However, it may sometimes be mixed with Thai or other languages to be consistent with Bangkok's cultural diversity. Naming Thai restaurants in Seoul emphasizes Thai directly to connect with Thai culture, including mixing different languages to increase diversity and attract the attention of Korean customers.

## 7. Implications and Further Directions of Research

The merits of this research include the development of a strategic approach to identify Korean and Thai food establishments and exploring the cultural perceptions that influence the naming process of these restaurants. This research also provides guidelines for naming in the food business sector. It is an analytical tool to assess the cross-cultural differences and convergence between Korean and Thai languages and culinary traditions. In addition, these initiatives promote national pride and cultural identity among entrepreneurs. This research also contributes to national progress, enhances the global reputation of the countries, and facilitates the improvement of bilateral relations. It also provides a valuable source of learning guidelines for restaurant naming.

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