NAMES THAT SELL: STRATEGIES IN NAMING NOODLE SHOPS IN BANGKOK

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Abstract

Noodle stores are a basic feature of Thai daily life, offering a great variety of meal choices, and ranging from street-side vendors to upmarket restaurants. This study examines the naming practices of Bangkok's noodle stores, where well-known local businesses usually draw on recognizable names. Concurrent with this, newly opened businesses in competitive markets choose unique branding techniques. Using ethnolinguistic techniques with data gathered from 5,675 noodle shop names obtained from Facebook pages, this study examines how these names capture cultural identity, social hierarchies, and consumer preferences. The study distinguishes naming techniques into conventional and modern methods. Conventional names usually follow conventional Chinese company methods, including the owner's name and types of noodles, allowing personalization and customer loyalty. Conversely, modern names reflect innovation and focus on both literal components—such as ingredients and flavors—and non-literal features, using rhetorical devices and metaphorical language in the generation of unique names. This creative use of language creates an emotional connection with customers. Name rules are used to show more general social norms and trends in Bangkok's food scene. Meanwhile, people's actions show that modernity and custom are both important elements in naming.

Keywords: noodle shops, naming strategies, branding, ethnolinguistics, onomastics

1. INTRODUCTION

Noodles are quick to prepare, providing a practical meal choice in Asian countries and beyond. Being easy to make and a suitable fit for either lunch or dinner (Shelke, 2016, p. 109), they have become a staple diet in many civilizations. In her research on 'Pad Thai' sales in Thailand, Greeley (2009) showed how sellers employ mobile noodle carts fitted with a heat supply and storage spaces for ingredients and utensils. Street sellers in cities like Bangkok can sell their noodles more conveniently to consumers by using these moveable stands.

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Jhearmaneechotechai (2024) explains that noodles were initially not a popular food choice among Thailand's middle and upper classes, as they were primarily associated with laborers and Chinese workers. However, as part of a nationwide food campaign, noodles became a mainstay of Thai cuisine in 1934. A huge flood and World War II caused food shortages. Thus, Prime Minister Field Marshal Plaek Phibunsongkhram promoted the eating of noodles, a dish composed of basic, locally sourced components, as a way to enhance Thai citizens' nutrition. An official government announcement in 1942, which actively supported the sales of noodles as a respectable career path for Thai people, was one of the elements influencing the tremendous popularity of the dish. Noodles became a well-known and popular food for Thais during this time.

There are several varieties of noodles which also helps to explain their great appeal in Thailand, where they are a staple of everyday cuisine. Noodle dishes usually fall into two main categories: stir-fried noodles and noodle soups (Phongpheng, 2021). Different types of noodles and cooking techniques reflect the particular tastes and preferences of local people. Noodle stands are now more visible in both urban and rural settings due to the growth of contemporary grocery shops and urbanization, which has added to their significance in everyday life.

Thailand's noodle scene is quite varied, including more contemporary gluten-free choices as well as traditional rice and wheat noodles. Noodle booths are essential to the nation's street food scene and they represent the availability and simplicity of Thai cuisine. These booths are especially common in busy areas such as Bangkok as they provide a variety of traditional and modern options of noodle cuisine.

Noodles, though, are more than just food. They have great cultural value and have helped to build communities and customs (Cheenkaew et al., 2020). Many family-run noodle stands act as gathering places for people to buy food and socialize. Festivals and other unique events clearly show this feeling of togetherness since noodle dishes are so important in representing hospitality and social interaction. Following traditional Chinese practice, noodles are believed to bring good luck and prosperity (Ma, 2015). Noodles carry deep cultural meanings that reflect the values and aspirations of Chinese families, particularly during significant celebrations such as family reunions (Zhang & Ma, 2016).

Noodle stands and shops are also cultural sites that show off Thailand's rich culinary history. The names of these businesses are not just labels; they are also smart tools for changing how customers think about the business and making these customers loyal to the brand. A well-thought-out name can make people feel connected to a business, show that it is real, and set it apart in a very competitive market. This dynamic, underlines the role of branding in cultivating customer engagement, a topic of growing scholarly interest (Senachai et al., 2023). As noodle stands are so common in places like Bangkok, their names play an important part in making them cultural landmarks.

Local history, cuisine, and culture, often inform noodle stall branding decisions. Stall names allude to regional specialties, essential ingredients, or traditional cooking methods, strengthening the authenticity of the stalls and helping the local community to connect to them (Prapobratanakul, 2016). This strategy fits the idea of brand loyalty, as customers often gravitate toward companies that mirror their cultural values and identity (Sornsaruht & Sawjong, 2017).

Bangkok is a bustling hub of culinary diversity, offering both traditional and innovative noodle dishes. The city is famous for its street food culture, with noodles being a common ingredient in many local meals. Creating a distinctive brand identity is, therefore, critical in this increasingly competitive industry (Praditbatuga et al., 2022). Creative branding, starting with a unique name, and reinforced by good marketing, is critical for standing out in a competitive market (Yasri et al., 2024). Noodle stands and stores thrive by creating a story and providing customers with an experience they will find appealing.

2. LITERATURE REVIEW

Several elements are important in running a successful business, with linguistics having a big impact on numerous parts of marketing and branding. The choice of a business name is a critical factor. Shop names not only communicate the essence of the business, but also reflect broader social ideals and cultural standards. Thus, for the literature review of this study, it is pertinent to look at the significance of shop naming in commercial practices together with an investigation of linguistic and onomastic studies on the subject.

2.1 Shop Naming in Business Practices

As it is a fundamental part of branding and marketing plans, a shop name has great importance for commercial activities. A well-chosen shop name can significantly affect consumer attitudes, strengthen brand identification, and increase customer interaction. A company's name is frequently the initial point of contact between the business and its possible clientele. Thus, it should reflect the essence of the company and also be appealing and memorable.

In fiercely competitive markets, a strong shop name helps to set a company apart. Kohli and Suri (2002) claim that a memorable and unique name can increase brand recall and familiarity, thereby facilitating customer associations with good experiences of a given company. In the retail and service industries, a name that arouses interest or emotional connection might inspire longer-term loyalty or more consumer visits (Lerman & Garbarino, 2002). For example, in the food and beverage industry, a customer's decision as to where to eat may be much influenced by shop names that convey originality, inventiveness, or quality (Belén del Río et al., 2001).

Apart from improving client appeal, the name of a store can also reveal its social orientation and beliefs. For companies anchored in particular cultural traditions—such as neighborhood restaurants or specialized stores—the name might communicate cultural authenticity, appealling to target markets and fostering trust (Aaker, 2004). For instance, research by Klinkajorn (2021) on food shop naming practices in Bangkok highlights how shop names not only describe what is being sold, but also embed sociocultural meanings, reflecting the owner's identity and the shop's connection to local traditions.

Moreover, a good business name supports the marketing initiatives of the company. Business names can be more appealing and simpler to remember by including wordplay, alliteration, or other rhetorical devices (Alomous, 2023). Such creative elements in names also help shops to stand out from rivals and supports long-term success by enhancing business reputation.

Therefore, a store's name is an important part of doing business; it affects how many customers come in, how well people remember the brand, and how the store stands out in the market. Companies can become more visible and build a lasting brand identity in their commercial activities by carefully choosing a name that fits with their business ideals, the culture of the area, and what customers want.

2.2 Linguistic and Onomastic Research in Shop Naming

Names are very important in shaping cultural and economic settings, as they are the center of identity, market strategy, and cultural resonance, according to linguistic studies. Ben-Rafael and Ben-Rafael (2015) say that names are necessary for linguistic analysis because, without them, it is difficult to have a full picture of the language world. Based on this basic idea, researchers can investigate the reasons and language choices that are involved in naming

a store. For example, Nikolaou's (2017) study of shop signs in Athens shows that business names often use words from languages other than Greek, such as Italian and Romanized Greek. These choices are not just for the sake of appearance; they create a cosmopolitan image meant to draw customers by showing that the company is up-to-date. According to Shang and Guo (2017), similar phenomena occurred in Singapore's multilingual landscape, where English was often used in shop names to show linguistic hybridity and societal variety. McArthur's study of Zurich and Uppsala in 2000 showed that even though local people spoke their own languages, English was used in all business names. This showed that English is a worldwide sign of sophistication.

As MacGregor (2003) pointed out, Japanese shop signs in Tokyo's Seijo neighborhood used English to make them more appealing to people from around the world. English is not just for the sake of appearances; it is also a sign of modernity and a way for businesses to connect with global customer trends. The research that Dimova conducted in 2008 in Skopje's business area further supports this finding. English names are especially popular in the media, relaxation activities, and entertainment. Dimova (2008) found that English is linked to innovation and globalism by examining more than 9,000 items from the Yellow Pages. She also saw how language changes and adapts. For example, English allows for new spellings and words, which makes business names easier to remember.

Onomastic research in linguistic landscape studies examines the cultural and social meaning of public signs in more depth. But while these studies look at how people use language in general, they do not usually look at the specific cultural rules that are built into naming practices. This shows a research gap that makes it harder to understand the roles names play in society. Zandi et al. (2018) investigated this aspect by examining how cafés and coffee shops are named in Tehran. They found that traditional café names tend to focus on individual identity, while coffee shop names tend to focus on national and foreign identity markers. According to their findings, traditional names are linked to cultural heritage, while coffee shop names use world influences to appeal to a wide range of customers.

In the field of culinary studies, food names have shown how important they are culturally and symbolically. According to Algeo and Algeo (2000), food names are like "living fossils" that show how language and society have changed over time in a country. Lam et al. (2018) explained that the names of foods have important cultural meanings that come from the social norms and practices that are part of everyday words. Ng et al. (2015) also state that carefully chosen restaurant names improve dining experiences and affect how people think about quality and reputation, which makes naming an important part of the food business.

The appeal of restaurant names has become an important topic of culinary study. Cook (2018) says that the linguistic and visual appeal of restaurant names is a key factor in attracting customers. Thus, a restaurant's name not only gives it a personality, but also affects what customers expect and their first thoughts about it. According to Alomous (2023), different geographic, cultural, and foreign factors affected the names of 655 Jordanian restaurants. Local geography, Jordanian slang, and Arab-Islamic heritage lend food a feeling of authenticity. At the same time, foreign trends make food more appealing by bringing in elements of American, Italian, Turkish, Indian, and Chinese cuisines.

The structural analysis of food shop names on Bangkok's Rattanakosin Island by Klinkajorn (2021) revealed a clear pattern in naming practices. Specifically, each name usually had a head and modifiers. Usually, the head element was a person's name, a food item, or a place that showed what the shop sold. A simple format, which uses both Thai and other languages, makes the shop more accessible to customers and makes it easy for them to distinguish the shop's features, whether they are Thai or from another country.

All of these studies show that the names of food shops have a considerable impact on how customers think about them, how businesses see themselves, and how they connect with

people culturally. In competitive markets, businesses make themselves more appealing by combining local customs with ideas from around the world. By learning about the function of names, one can better understand how naming conventions affect the identity, marketability, and general success of a business. This review of the literature shows that strategic naming helps businesses connect with their customers by making names more than just words. Names become important parts of company identity and cultural expression.

3. METHODOLOGY

This paper focuses on examining the naming strategies employed by noodle shops in Bangkok, emphasizing linguistic approaches to communication rather than analyzing the effectiveness of these names in driving sales. The study prioritizes the exploration of naming techniques over customer-validated outcomes.

3.1 Data Collection

Data were collected from Facebook pages devoted to noodle stores. The search procedure started on the Facebook platform by entering the keyword ร้านก๋วยเตี๋ยว - *rá:nkŭa:j.tǐa:w*[5] ('noodle shop'). The filtered results included only those under the "Pages" category with location dropdown choices to guarantee relevance. The geographical extent was limited to only noodle stores in Bangkok, Thailand. This method produced a total of 5,675 shop names, which were used for the analysis.
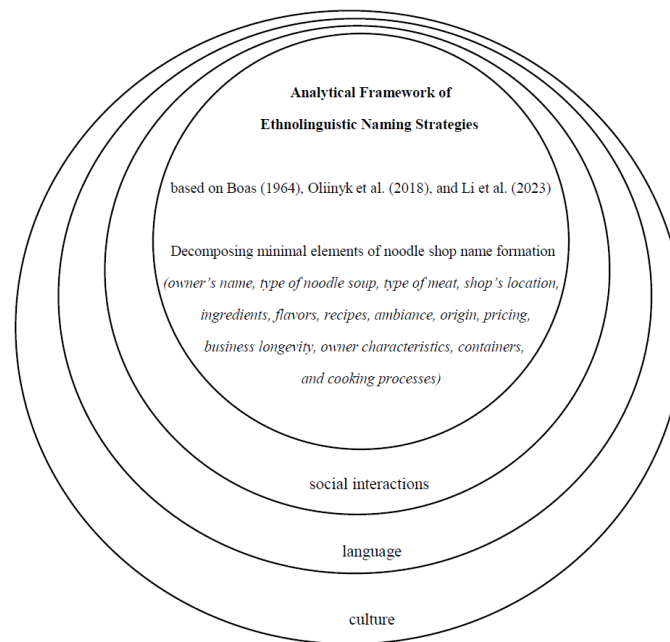
3.2 Analytical Framework

Bangkok's complex mix of modernism, heritage, and cultural variety is reflected in the interesting ethnolinguistic scene created by the names of its noodle restaurants. This study uses an analytical framework of generalized rules from ethnolinguistics following Boas (1964) and Oliinyk et al. (2018). Noodle shop names were decomposed into minimum elements to generalize shop name formation. By deconstructing noodle shop names into their minimal constitutive elements, the research sought to identify the underlying patterns governing the formation of those names. This methodological approach can illuminate the Thai worldview, demonstrating how the linguistic landscape of noodle shop names functions as a medium of communication and cultural expression between proprietors and their patrons.

The empirical analysis of Thai noodle shop name conventions offers an insightful exploration of cultural gastronomic practices. It not only reflects cultural identity but also social interactions between noodle shop owners and their patrons. By examining these naming conventions, the study also sheds light on consumer preferences, revealing which specific noodle varieties or attributes are most appealing to customers. The choice to analyze these three factors is grounded in the work of Li et al. (2023), which provides a framework for understanding how language, culture, and social structures intersect in shaping consumer behavior and cultural identity.

Analyzing the components of noodle shop names supported the identification of important components that demonstrated their appeal and significance. These were arranged into several groupings according to commonalities, such as human names, types of noodle soup, types of meat, and geographic areas. Through grouping these components, the study

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[5] For correct pronunciation of Thai words, this paper includes *International Phonetic Alphabet* (IPA) transcriptions along with Thai script and English translations. This makes the text clear and easy to read for for non-Thai-speaking readers.

Figure 1 Analytical Framework

Analytical Framework of
Ethnolinguistic Naming Strategies

based on Boas (1964), Oliinyk et al. (2018), and Li et al. (2023)

Decomposing minimal elements of noodle shop name formation
(owner's name, type of noodle soup, type of meat, shop's location,
ingredients, flavors, recipes, ambiance, origin, pricing,
business longevity, owner characteristics, containers,
and cooking processes)

social interactions

language

culture

sought to expose trends in naming practices that might indicate more general sociocultural norms and consumer preferences.

The study then developed some broad generalizations regarding noodle store names. This entailed looking at whether particular trends or patterns revealed how store owners made their decisions and how these decisions mirrored the interaction between modernism and tradition. For example, it was crucial to analyze whether names with traditional features differed greatly from those with more modern inspirations. The analysis was, therefore, based on the classification of naming strategies, as conventional or modern.

This analytical approach provided a sophisticated knowledge of the linguistic and cultural factors involved in the noodle shop naming policies in Bangkok. Through exposing how these names captured the complex character of the city, this study hopes to foster a greater respect for the social meanings ingrained in the daily language of the culinary scene, thus enhancing the conversation on the junction of language, culture, and consumer behavior in urban environments.

4. RESULTS

From the process of data coding of the 5,675 noodle shop names identified in Bangkok, tendencies of naming patterns were found to be straightforward. 4,641 names (82%) adhered to conventional naming strategies, while 1,034 names (18%) employed modern naming strategies. A majority of long-running noodle shops were named with the owner's name, the type of noodle soup, the type of meat, and the shop's location. These naming strategies were categorized as conventional naming due to their simplicity and directness. In contrast, newer noodle shops were found to employ more creative naming strategies, often emphasizing specific attributes that required interpretative understanding of metonymic links. This strategy is called modern naming as it heavily relies on nuanced and contemporary linguistic strategies. The analysis was thus structured around these two distinct naming classifications: conventional and modern. Moreover, broader generalizations were made to capture the prevailing naming conventions of noodle shops across Bangkok, to offer a comprehensive overview of these evolving practices.

Figure 2 Proportion of Noodle Shops using Conventional and Modern Naming Strategies
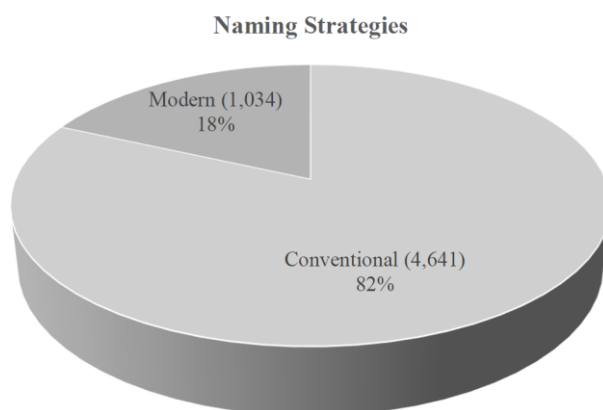
4.1 Conventional Naming

The conventional naming strategies typically involved the owner's name, the type of noodle soup, the type of meat, and the shop's location. The analysis revealed that there are no mandatory elements in noodle shop naming; instead, shop owners select their most preferred attribute to highlight. However, certain semantic patterns were identified. After the term *rá:nkŭa:jtĭa:w* ('noodle shop'), elements such as the owner's name, the type of noodle soup, the type of meat, and the shop's location were commonly chosen for emphasis. These elements may appear individually or be combined in various configurations, offering a wide range of naming possibilities. Detailed examples of these combinations are provided below.

(1)

    a. ร้านก๋วยเตี๋ยวหมูต้มยำป้าอำไพ สน. บางยี่ขัน

        rá:nkŭa:jtĭa:w mǔ: tômyām pâ: ʔāmpʰāj sɔ̌:nɔ̄: bā:ŋjîːkʰǎn

        Aunt Ampai's Tom Yum Pork Noodle Shop, Bang Yi Khan Police Station

    b. ร้านก๋วยเตี๋ยวหมู-เนื้อน้ำตกป้าเลียบ ตีนสะพานวงแหวน

        rá:nkŭa:jtĭa:w mǔ: nɯ́a: ná:mtòk pâ: lîa:p tī:n sāpʰā:n wōŋwɛ̌:n

        Aunt Liap's Spicy Pork and Beef Noodle in Blood Soup Shop, at the Foot of the Ring Road Bridge

    c. ร้านก๋วยเตี๋ยวลูกชิ้นหมูน้ำใสแม่ตุ่มข้างวัดพระศรี

        rá:nkŭa:jtĭa:w lû:kcʰín mǔ: ná:msǎj mɛ̂: tǔm kʰâ:ŋ wát pʰrāsɪ̌:

        Mother Toom's Clear Soup Pork Meatballs Noodle Shop, Next to Phra Si Temple

    d. ร้านก๋วยเตี๋ยวเนื้อตุ๋นเจ้จู ถ.สวนสยาม

        rá:nkŭa:jtĭa:w nɯ́a: tǔn cê: cū: tʰānǒn sǔansājǎ:m

        Elder Sister Ju's Braised Beef Noodle Shop, Suan Siam Rd.

    e. ร้านก๋วยเตี๋ยวเย็นตาโฟอิบรอฮีม หนองจอก

        rá:nkŭa:jtĭa:w jēntā:fō: ʔìprɔ̄:hī:m nɔ̌:ŋcɔ̀:k

        Ibrahim's Yen Ta Fo Noodle Shop, Nong Chok

In examples (1a) to (1e), all noodle shop names incorporate the four most common attributes found in noodle shop naming: the owner's name, the type of noodle soup, the type of meat, and the shop's location, though some attributes are not always explicitly stated. For instance, in examples (1a) to (1c), all four attributes are clearly presented. However, examples

(1d) and (1e) require cultural knowledge for full understanding. In (1d), while the type of noodle soup is not explicitly mentioned, it is widely understood among Thais that braised pork noodles come with a distinctive sweet, brown stewed pork soup. Similarly, in (1e), although the name refers to "pink noodle soup," it does not specify the types of meat used. Nonetheless, Thais commonly recognize this dish as containing fish balls, dried squid, and pork blood jelly.

It is also worth mentioning the role of kinship terms in Thai. There is more than just a title when words like *mê:* ('mother,') *pâ:* ('aunt') and *cê:* ('sister' for older women) are used for older women. These words make the sellers feel like family members instead of just business owners, which makes the interaction friendlier and respectful. Using family names to make the shop names sound friendly and family-like shows how important age, respect, and community are in Thai society.

Thai people usually call Chinese women *cê:* which gives the seller a unique personality. It means a person who is friendly, funny, and outgoing, in other words, usually a Chinese woman who sells things. This word not only adds some flavor, but it also hints that it is real. It hints in a subtle way that the meals are made with real Chinese recipes, which makes them seem better quality and tastier. So, using the word *cê:* can make people think of both cultural history and real food, which is good for people who want a traditional taste.

(2)

    a.   ร้านก๋วยเตี๋ยวต้มยำ
        rá:nkǔa:jtǐa:w tômjām
        Tom Yum Noodle Shop

    b.   ร้านก๋วยเตี๋ยวเย็นตาโฟ
        rá:nkǔa:jtǐa:w jēntā:fō:
        Yen Ta Fo Noodle Shop

    c.   ร้านก๋วยเตี๋ยวน้ำใส
        rá:nkǔa:jtǐa:w ná:msǎj
        Clear Soup Noodle Shop

    d.   ร้านก๋วยเตี๋ยวเรือ
        rá:nkǔa:jtǐa:w rɯa:
        Boat Noodle Shop

    e.   ร้านก๋วยเตี๋ยวน้ำตก
        rá:nkǔa:jtǐa:w ná:mtòk
        Blood Soup Noodle Shop

In examples (2a) to (2e), the noodle shop names focus exclusively on the type of noodle soup offered as the primary selling point. For instance, "Tom Yum" (Thai spicy lemongrass soup) is highlighted in (2a), while other names emphasize "Yen Ta Fo" (Thai pink noodle soup), clear soup, Thai boat noodles, and blood soup in (2b) to (2e), respectively. Since individual preferences for noodle soups vary significantly, these attributes serve as an effective marketing strategy. By centering the shop name around a specific soup type, the shop appeals to customers' particular tastes, making the soup a central feature in attracting patrons.

(3)

    a.   ร้านก๋วยเตี๋ยวหมู
        rá:nkǔa:jtǐa:w mǔ:
        Pork Noodle Shop

    b.   ร้านก๋วยเตี๋ยวเนื้อ
        rá:nkǔa:jtǐa:w nɯ́a:

Beef Noodle Shop

c. ร้านก๋วยเตี๋ยวไก่

 rá:nkǔa:jtǐa:w kàj
Chicken Noodle Shop

d. ร้านก๋วยเตี๋ยวเป็ด

rá:nkǔa:jtǐa:w pèt
Duck Noodle Shop

e. ร้านก๋วยเตี๋ยวปลา

rá:nkǔa:jtǐa:w plā:
Fish Noodle Shop

In examples (3a) to (3e), the noodle shop names emphasize different types of meat as the main ingredient, which serves as a key selling point. Specifically, pork is featured in (3a), beef in (3b), chicken in (3c), duck in (3d), and fish in (3e). Given that meat preferences can vary widely, highlighting the type of meat used not only informs potential customers about what is being offered, but also allows them to quickly identify whether the shop provides the type of meat they prefer. Additionally, common meat-based ingredients in noodle shops include meatballs, with varieties such as fish, pork, and beef meatballs often featured prominently. By emphasizing the quality and freshness of these meat selections, this naming strategy aims to convey a sense of premium ingredients, enhancing the shop's appeal and positioning it as a high-quality dining option.

(4)

a. ร้านก๋วยเตี๋ยวอนุสาวรีย์

rá:nkǔa:jtǐa:w ʔānúsǎ:wārī:
[Victory] Monument Noodle Shop

b. ร้านก๋วยเตี๋ยววัดดงมูลเหล็ก

rá:nkǔa:jtǐa:w wát dōŋmū:nlèk
Dong Mun Lek Temple Noodle Shop

c. ร้านก๋วยเตี๋ยวตลาดพลู

rá:nkǔa:jtǐa:w tālà:t pʰlū:
Talat Phlu Noodle Shop

d. ร้านก๋วยเตี๋ยวสี่แยกพิชัย

rá:nkǔa:jtǐa:w sì:jɛ̂:k pʰícʰāj
Phichai Intersection Noodle Shop

e. ร้านก๋วยเตี๋ยวรัชดาซอย 3

rá:nkǔa:jtǐa:w rátcʰādā: sɔ̄:j sǎ:m
Ratchada Soi 3 Noodle
Shop

In examples (4a) to (4e), the location of the noodle shop is emphasized as a central feature in the naming strategy. Since noodles are a widely popular food in Thailand, found on almost every street corner, incorporating a specific and recognizable location in the shop's name helps potential customers to easily find and identify the shop. For instance, 'the Monument,' commonly known as Victory Monument to Bangkok residents, is used in (4a); Wat Dong Moon Lek, or Dong Moon Lek Temple, in (4b); Talat Phlu Market in (4c); Phichai Intersection (Yaek Phichai) in (4d); and Ratchada Soi 3 in (4e). By using well-known locations,

this naming approach not only improves access, but also underscores the ubiquity of noodle shops as a staple in Thai cuisine, making the shop's location a key identifier and marketing tool.

(5)

    a. ร้านก๋วยเตี๋ยวเฮียเปี๊ยก

        rá:nkǔa:jtǐa:w hīa: pía:k
        Elder Brother Piak's Noodle Shop

    b. ร้านก๋วยเตี๋ยวเจ๊ไฝ

        rá:nkǔa:jtǐa:w cé: fǎj
        Elder Sister Fai Noodle Shop

    c. ร้านก๋วยเตี๋ยวโกโหน่ง

        rá:nkǔa:jtǐa:w kō: nò:ŋ
        Uncle Nong's Noodle Shop

    d. ร้านก๋วยเตี๋ยวลุงตั้ง

        rá:nkǔa:jtǐa:w lūŋ tâŋ
        Uncle Tang's Noodle Shop

    e. ร้านก๋วยเตี๋ยวป้านิด

        rá:nkǔa:jtǐa:w pâ: nít
        Aunt Nid's Noodle Shop

    f. ร้านก๋วยเตี๋ยวตาภัทร

        rá:nkǔa:jtǐa:w tā: pʰát
        Grandpa Phat's Noodle Shop

    g. ร้านก๋วยเตี๋ยวยายน้อย

        rá:nkǔa:jtǐa:w jā:j nɔ́:j
        Grandma Noi's Noodle Shop

    h. ร้านก๋วยเตี๋ยวพี่ฝน

        rá:nkǔa:jtǐa:w pʰî: fǒn
        Elder Sister Fon's Noodle Shop

    i. ร้านก๋วยเตี๋ยวน้องชวนชม

        rá:nkǔa:jtǐa:w nɔ́:ŋ cʰūa:ncʰōm
        Younger Sibling Chuan Chom's Noodle Shop

    j. ร้านก๋วยเตี๋ยวครูต้อย

        rá:nkǔa:jtǐa:w kʰrū: tɔ̂j
        Teacher Toi's Noodle Shop

    k. ร้านก๋วยเตี๋ยวผู้ใหญ่โป้ง

        rá:nkǔa:jtǐa:w pʰû:jàj pô:ŋ
        Village Chief Pong's Noodle Shop

    l. ร้านก๋วยเตี๋ยวกำนันเปี๊ยก

        rá:nkǔa:jtǐa:w kāmnān pía:k
        Subdistrict Chief Piak's Noodle Shop

In examples (5a) to (5l), the noodle shop names prominently feature the owner's name. Notably, these names are often prefixed by *address terms*, which are typical in Thai language use. Address terms are words or expressions used to refer to or address someone during a conversation. They reflect social relationships, formality levels, and cultural norms while also

conveying the speaker's perception of the addressee's status, age, gender, or level of intimacy. Often, the way people use these words shows how they interact with each other.

The data shows that most of the address terms used in noodle shops stem from the meaning attributed to family relationships in both Thai and Chinese. Kinship terms, which describe family connections, are very important for understanding how societies set up social hierarchies and how people interact with each other. It is common in Thai culture to call people by familial names, even if there isn't a family connection. Examples include Teochew-derived kinship terms, such as *hīa:* ('elder brother') and *cé:* ('elder sister') in examples (5a) and (5b), and the Hokkien-derived term *kō:* ('elder brother') in (5c). Additionally, Thai kinship terms like *lūŋ* ('uncle'), *pâ:* ('aunt'), *tā:* ('grandfather'), *jā:j* ('grandmother'), *pʰî:* ('elder sibling'), and *nɔ́:ŋ* ('younger sibling') are employed in examples (5d) to (5i), respectively. Furthermore, a smaller number of occupational terms also function as address terms in noodle shop names, including *kʰrū:* ('teacher'), *pʰû:jàj* ('village headman'), and *kāmnān* ('subdistrict headman') in examples (5j) to (5l), respectively.

Since noodles have Chinese origins, the use of Teochew- and Hokkien-derived kinship terms reinforces the Chinese roots of the owner and signals that the dishes are authentic and perhaps even taste better when prepared by cooks of Chinese descent. In contrast, using Thai kinship terms suggests a sense of familial bonding and evokes more traditional values. For instance, the term *pʰî* conveys the protection and warmth of an older sibling. It is also worth noting that the occupational titles used here convey respect and a high level of regard from the public. In Thai culture, *kʰrū:* ('teacher') is a deeply respected role, while *pʰû:jàj* ('village head') and *kāmnān* (subdistrict chief) are positions of authority that command respect from those in their care. The implication is that if individuals in such respected roles are making noodles, the dishes must be delicious.

The data shows that kinship terms are often used as address terms. This suggests that noodle shop owners want to create an atmosphere of closeness and comfort between sellers and customers. People who live in the same neighborhood as the noodle shop feel more connected to each other through this method. The language used to make people feel as if they are part of the same family helps shop owners make their customers feel that they belong. As a marketing strategy, this approach not only improves relationships with customers, but also helps increase sales.

4.2 Modern Strategies in Naming

Modern naming schemes for noodle shops in Bangkok focus on unique qualities that draw in customers and make people feel good about the business. There are two main types of these strategies: literal and non-literal parts. Literal elements draw attention to real parts of making noodles and running a business, such as the ingredients, flavors, recipes, and atmosphere, that make up the shop's character. Non-literal elements, on the other hand, use rhetorical techniques and figures of speech to create names that are catchy and easy to remember. This creative use of language makes the shop more appealing. Collectively, these methods demonstrate a mix of creative and useful ways to name noodle shops. The following sections provide detailed examples of both naming strategies.

4.2.1 Literal Elements in Noodle Shop Names
The data analysis identified ten key attributes commonly used as selling points in noodle shop names: ingredients, flavors, recipes, ambiance, origin, pricing, business longevity, owner characteristics, containers, and cooking processes. These attributes are strategically highlighted to create distinctive and appealing names. Each attribute, along with its denotative

or literal meaning, plays a significant role in shaping the identity of the noodle shop, as detailed below.

4.2.1.1 Ingredients

(6)

    a. มะนาวสด

        mānāːw sòt   ('fresh lime')

    b. พริกสด

        pʰrík sòt   ('fresh chili')

    c. กะทิสด

        kātʰíʔ sòt   ('fresh coconut milk')

    d. ตำลึงกรอบ

        tāmlūŋ krɔ̀ːp   ('crispy ivy gourd leaves')

    e. ลูกชิ้นทำเอง

        lûːkcʰín tʰām ʔēːŋ   ('homemade meatballs')

In examples (6a) to (6e), the key ingredients used in the preparation of various noodle dishes were strategically incorporated into the names of the Bangkok noodle shops. For instance, *mānāːw sòt* (fresh lime) in (6a) and *pʰrík sòt* (fresh chili) in (6b) are essential components of Thai spicy lemongrass soup or Tom Yum. As is generally known, fresh lime is more expensive and has a superior, fresher taste, compared to bottled lime juice, which is often sold in bulk and contains added preservatives. Similarly, using fresh chili instead of the commonly used ground dried chili, is characteristic of authentic Tom Yum dishes. The inclusion of these ingredients in the shop names, therefore, signals the consistent use of fresh ingredients, which is likely to attract customers' attention.

In (6c), *kātʰíʔ* (coconut milk) is a crucial ingredient in boat noodle soup, and emphasizing its freshness implies that the soup will be of high quality and rich in flavor. Similarly, in (6d), *tāmlūŋ* (ivy gourd leaf) is a key component of Tom Yum noodles, and the use of crispy leaves ensures a pleasant texture, enhancing the dish's overall appeal. Lastly, in (6e), *lûːkcʰín tʰām ʔēːŋ* (homemade meatballs) indicates that the meatballs are of premium quality. This addresses common customer concerns about commercially prepared meatballs, which often contain excessive flour and additives to create a bouncy texture, resulting in a less enjoyable dining experience. Emphasizing these fresh, high-quality ingredients, allows noodle shop owners to effectively use them as selling points to attract and reassure customers.

4.2.1.2 Flavors

(7)

    a. รสเด็ด

        rót dèt   ('bold flavor')

    b. รสเยี่ยม

        rót jîam   ('excellent taste')

    c. รสแซ่บ

        rót sɛ̂p   ('spicy and full-flavored')

    d. เลิศรส

        lɤ̂ːt rót   ('unique taste')

    e. เลอรส

        lɤ̄ː rót   ('exquisite taste')

This section shows examples (7a) through (7e) of noodle shops whose names emphasize the good quality of their food by focusing on the flavor and taste of their noodles. In particular, paragraphs (7a) and (7b) stress how tasty and flavorful the noodles are. Fans of well-rounded, intense spice will be attracted to Example (7c), which stresses a spicy taste that is perfectly balanced with full-bodied flavors. Additionally, (7d) and (7e) stress how good the noodles taste. As a key marketing strategy, noodle shop owners focus on taste and flavor to attract customers with the promise of high-quality, delicious meals.

4.2.1.3 Recipes

(8)

    a. สูตรต้นตำรับ
       sù:t tôn tāmràp   ('authentic recipe')

    b. เจ้าเก่า
       câ:w kàw   ('long-established')

    c. สูตรโบราณ
       sù:t bō:ra:n   ('traditional recipe')

    d. สูตรคุณยาย
       sù:t kʰūn jā:j   ('Grandma's recipe')

    e. สูตรไหหลำ
       sù:t hǎjlǎm   ('Hainanese-style')

Naming noodle shops in examples (8a) to (8e) carefully draws attention to noodle recipes as a key selling point. Examples (8a) through (8c) all show how good the noodles are by using real, old, and traditional recipes. Example (8d), on the other hand, refers to a family recipe passed down from a grandmother, who was likely to be a very good cook. This makes the recipe seem like it has a long family past. Example (8e) shows a recipe from a certain ethnic group that is part of a long-standing cultural practice. By including such aspects of their recipes, noodle shops stress how genuine and how delicious their food is, making this a good marketing strategy for shop names.

4.2.1.4 Ambiance

(9)

    a. ริมคลอง
       rīm kʰlɔ:ŋ   ('canal-side')

    b. ริมน้ำ
       rīm ná:m   ('by the water')

    c. ในสวน
       nāj sǔan   ('in a garden')

    d. ชายทุ่ง
       cʰā:j tʰûŋ   ('beside the paddy field')

    e. เรือนไม้
       rɯa:n má:j   ('wooden house')

The noodle shop's atmosphere and the area around it are important parts of the naming process as shown in examples (9a) to (9e). To encourage potential clients, the shop sites and features are emphasized. For example, the shop is by a canal in (9a), a river in (9b), a park in (9c), and a field in (9d). Example (9e) shows that the noodle shop is in a wooden building,

which makes it sound like a calm and peaceful place where people can get away from the busy city life. Focusing on atmosphere is an effective means of enticing people to visit the shop as it promises a pleasant dining experience.

4.2.1.5 Origin

(10)

    a. อยุธยา

        ʔājúttʰājāː   ('Ayuthaya')

    b. รังสิต

        rāŋsìt   ('Rangsit')

    c. สุโขทัย

        súkʰŏːtʰāj   ('Sukhothai')

    d. ยูนนาน

        jūːnnāːn   ('Yunnan')

    e. พม่า

        pʰāmâː   ('Myanmar')

Examples (10a) through (10e) show how the history of noodle recipes is used to name noodle shops in a smart way. With each origin comes a different style of noodles, adding to the authenticity. As they are close to rivers and canals, Ayutthaya and Rangsit, shown in (10a) and (10b), are famous for boat noodles. In (10c), Sukhothai is known for its special form of Tom Yum noodles, which are often just called Sukhothai Tom Yum noodles. In (10d) and (10e), Yunnan and Myanmar are highlighted as the origins of Yunnan and Myanmar noodles, respectively. The mention of Yunnanese and Burmese origins suggests that these are exotic and intriguing dishes for Thai people - worth trying, as they may not be familiar with Burmese or Yunnanese noodles. By emphasizing these geographic origins, noodle shop owners effectively communicate the authenticity and distinctiveness of their dishes, making the origin a selling point for customers.

4.2.1.6 Pricing

(11)

    a. ฟรีข้าว

        frīː kʰâːw   ('free rice')

    b. เกี๊ยวฟรี

        kíaːw frīː   ('free crispy wontons')

    c. ราคาย่อมเยา

        rāːkʰāː jɔ̂mjāw   ('reasonably priced')

    d. คุ้มเงิน

        kʰúm ŋɤ̄n   ('worth the money')

    e. ก๋วยเตี๋ยว 10 บาท

        kǔaːjtǐaːw sìp bàːt   ('10-baht noodle')

As a way to market their businesses, examples (11a) to (11e) have names that include words linked to prices. As can be seen in (11a), the shop offers free rice, while in (11b), all customers can get crispy wontons at no extra cost. (11c) and (11d) also show that the noodles are good value. In (11e), the shop advertises the dish's 'crazy-low price' of 10 baht, which is

less than the market rates. These noodle shops attract price-conscious customers by highlighting their low prices, or freebies. Such offers are very appealing.

4.2.1.7 Business Longevity

(12)

    a. 25 ปี

       jîːsìphâː pīː   ('25-year')

    b. 50 ปี

       hâːsìp pīː   ('50-year')

    c. 70 ปี

       cètsìp pīː   ('70-year')

    d. 100 ปี

       nɯ̀ŋrɔ́ːj pīː   ('100-year')

    e. พ.ศ. 2513

       pʰɔ̄ːsɔ̌ː sɔ̌ːŋpʰānhâːrɔ́ːjsìpsǎːm   ('BE 2513')

Names of noodle shops can also be based on how long they have been operating, as shown in cases (12a) to (12d). A shop's name often includes the number of years it has been open, as for example, 25, 50, 70, or even 100. This shows that the business has been established for a long time. The year of foundation is sometimes included as well, as seen in (12e), which lists the founding year as BE 2513 (1970 CE). This emphasis on how long the business has been operating is suggestive of professionalism, trustworthiness, and tradition. This is a great way to attract customers who want to eat somewhere reliable and superior.

4.2.1.8 Owner Characteristics

(13)

    a. แหกปาก

       hɛ̀ːk pàːk   ('shout loudly')

    b. ปากหมา

       pàːk mǎː   ('foul-mouthed')

    c. หน้าโหด

       nâː hòːt   ('tough-looking face/intimidating face')

    d. หน้าบึ้ง

       nâː bɯ̂ŋ   ('grumpy face')

    e. ใจดี

       cāj dīː   ('kind-hearted')

The personal characteristics of noodle shop owners represent another significant strategy in naming establishments, as shown in examples (13a) to (13e). These names all include descriptive personal attributes positioned immediately following the owners' names. This deliberate placement serves to directly highlight the owners' identities. Traits such as being loud, foul-mouthed, having a tough or intimidating appearance, frequently pouting, or being kind-hearted, are all used to create memorable and distinct shop names. These attributes not only make the noodle shop stand out, but also allow customers to easily identify and associate the shop with its owner's unique persona, contributing to the overall branding and recognition of the business. This approach enhances the shop's appeal by adding a personal and relatable touch to the customer experience.

4.2.1.9 Containers

(14)

    a. ชามกะลา

        cʰāːmkālāː   ('coconut bowl')

    b. ชามดินเผา

        cʰāmdīnpʰǎw   ('clay bowl')

    c. ใบตอง

        bājtɔ̄ːŋ   ('banana leaf')

    d. หม้อดิน

        mɔ̂ːdīn   ('clay pot')

    e. หม้อไฟ

        mɔ̂ːfāj   ('hot pot')

Distinctive noodle-serving containers also serve as an effective strategy for naming noodle shops, as demonstrated in examples (14a) to (14e), where the names refer to various containers such as coconut bowls, clay bowls, banana leaves, clay pots, and hot pots. All these containers represent a departure from the usual bowls, which are typically melamine or ceramic. The first four options (14a) to (14d) suggest a return to nature and offer a unique dining experience such as eating from a coconut shell or a clay pot. Meanwhile, the *mɔ̂ːfāj* ('hot pot') is especially distinctive, as noodles are normally eaten from bowls, not hot pots as in China. These creative presentations are likely to attract food enthusiasts.

These establishments stand out from their competitors by incorporating unique or unconventional serving containers into the shop's name. This approach makes the noodle shop memorable and appeals to customers seeking a novel dining experience. As a result, the choice of serving containers becomes a key selling point, enhancing both customer interest and brand recognition.

4.2.1.10 Cooking Processes

(15)

    a. เตาถ่าน

        tāw tʰàːn   ('charcoal stove')

    b. เตาฟืน

        tāw fɯ̄ːn   ('firewood stove')

    c. แยกหม้อ

        jɛ̂ːk mɔ̂ː   ('in separate pots')

    d. หมูเนื้อแยกหม้อ

        mǔː nɯ́a: jɛ̂ːk mɔ̂ː   ('separate pots for pork and beef')

The cooking process itself can also be leveraged as a naming strategy for noodle shops. For instance, instead of relying on the conventional gas stove, examples (15a) and (15b) emphasize the use of charcoal and firewood stoves, respectively. These traditional methods are often believed to enhance the aroma and flavor of the noodle soup, making this a unique selling point. Furthermore, examples (15c) and (15d) highlight the separation of pork and beef cooking pots for customers who avoid pork or beef. This immediately informs customers about their options, by catering to dietary preferences. Different faith groups appreciate keeping pork and beef separate. As an example, it helps those people who follow Guan Yin and do not eat beef,

and it also caters for Muslims who do not eat pork. noodle shops that are named after the way they cook their noodles not only strengthen the customer's idea of the shop's character, but also make it easier for customers to choose.

4.2.2 Non-literal Elements in Noodle Shop Names

Analysis identified three types of non-literal expressions commonly used in the naming of noodle shops in Bangkok. These expressions convey connotative meanings related to the noodles' portion size, excellence, and taste profile, rather than a literal interpretation. Each expression operates through a metonymic link that indirectly signifies these attributes. The specific categories of non-literal expressions—portion-related, quality-related, and flavor-related—are discussed in detail below, demonstrating how they function as naming elements.

4.2.2.1 Portion-related Expressions

(16)

    a. ชามโต

        cʰāːm tōː   ('big bowl')

    b. ชามใหญ่

        cʰāːm jàj   ('large bowl')

    c. ชามยักษ์

        cʰāːm ják   ('giant bowl')

    d. ชามเบ้อเร้อ

        cʰāːm bɤ̂ːrɤ̂ː   ('enormous bowl')

    e. พุงกาง

        pʰūŋ kāːŋ   ('full belly')

In a non-literal sense, examples (16a) to (16e) highlight that the portion sizes of the noodles served are large, implying value for money. Examples (16a) to (16d) use synonyms for the word "big" to modify the word "bowl," collectively conveying that the noodle shop offers generous portions. In contrast, example (16e) focuses on the effect of the meal, suggesting that customers will feel so full that they become noticeably bloated. This imagery evokes the scenario of feeling 'stuffed' after eating a substantial amount, reinforcing the idea of a satisfying meal. By using portion-related expressions, these shop names effectively signal to customers that they will receive a large quantity of noodles, enhancing the perceived value and attractiveness of the dining experience.

4.2.2.2 Quality-related Expressions

(17)

    a. ฮ่องเต้

        hɔ̂ːŋ têː   ('Chinese emperor')

    b. จักรพรรดิ

        càkkāpʰát   ('emperor')

    c. เจ้าเนื้อ

        câːw nɯ́aː   ('king of beef')

    d. คิวยาว

        kʰīw jāːw   ('long queue')

    e. ยืนนาน

        jɯ̄ːn nāːn   ('stand for a long time')

Examples (17a) to (17e) convey, in a non-literal sense, that the quality of the noodles is exceptional. Specifically, examples (17a) and (17b) employ terms associated with royalty to suggest that the noodles are meticulously crafted using premium ingredients throughout the preparation process. Example (17c) also positions the noodle shop as an expert in beef, implying that customers will receive the finest beef available. Meanwhile, examples (17d) and (17e) evoke the image of a long line of waiting customers, signaling that the noodles are highly sought after due to their superior quality. By incorporating such quality-related expressions in their names, these noodle shops create powerful imagery in their customers' minds.

4.2.2.3 Flavor-related Expressions

(18)

    a. เป่าปาก

        pàw pà:k   ('blow air through your mouth')

    b. ปากแตก

        pà:k tὲ:k   ('bleeding lips')

    c. แตกซิก

        tὲ:k sík   ('start sweating profusely')

    d. ต่อชาม

        tɔ̀: cʰā:m   ('bowl stacking')

    e. ตะแคงชาม

        tākʰɛ̄:ŋ cʰā:m   ('tilt the bowl')

Examples (18a) to (18e) utilize expressions that suggest the noodles are exceptionally flavorful. Example (18a) depicts a scenario where the diner consumes hot and spicy food, necessitating the need to blow air through the mouth to mitigate the heat in it. In example (18b), the intensity of the spiciness is illustrated by the sensation of bleeding lips, while example (18c) conveys the experience of sweating profusely from eating exceedingly spicy food. Conversely, example (18d) suggests that one bowl of noodles is insufficient, prompting the diner to stack bowls because the noodles are so delicious. Similarly, example (18e) describes the act of tilting the bowl to savor the last drop of flavorful broth, emphasizing its tastiness. Using flavor-related phrases in their shop names is a good way for these businesses to attract customers, as it gives customers a good reason to believe that the noodles sold here taste very good.

In addition to the three types of non-literal expressions that are popular, some noodle shops use wordplay and alliteration to make their names more interesting and easy to remember. These names are examples of non-literal phrases, where customers must determine what the owner or seller means by using those words. This method adds some imagination to the process of naming things, which makes the names more interesting and unique. Some detailed examples of these methods are as follows:

(19)

    a. ร้านก๋วยเตี๋ยวไก่มะล่ะ

        rá:nkŭa:jtĭa:w kàj mālàʔ

        Chicken Noodle Shop – Will You Have Some?

    b. ร้านก๋วยเตี๋ยวไก่มาละ

        rá:nkŭa:jtĭa:w kàj mā:láʔ

        Here Comes the Chicken Noodle Shop

    c. ร้านก๋วยเตี๋ยวเนื้อคู่

       rá:nkǔa:jtǐa:w nɯ́a: kʰû:

       Soulmate Noodle Shop

    d. ร้านก๋วยเตี๋ยวเรือเข้าท่า

       rá:nkǔa:jtǐa:w rɯa: kʰâw tʰâ:

       Docked Boat Noodle Shop

    e. ร้านก๋วยเตี๋ยวเรือหมู หมู

       rá:nkǔa:jtǐa:w rɯa: mǔ: mǔ:

       Pork, Pork Boat Noodle Shop

    f. ร้านก๋วยเตี๋ยวตูดระเบิด แซ่บจี๊ด กรี๊ดสลบ

       rá:nkǔa:jtǐa:w tù:trābɤ̀:t sɛ̂:pcí:t krí:tsālòp

       Exploding Butt Noodles: So spicy, it'll make you scream and knock you out

    g. ร้านก๋วยเตี๋ยวกวนตีน

       rá:nkǔa:jtǐa:w kūa:n tī:n

       Ask-for-a-kick-in-the-pants Noodle Shop

In examples (19a) and (19b), the names of the noodle shops creatively incorporate the word *mārá?* (bitter gourd) within the context of a popular noodle dish featuring braised chicken with bitter gourd. Specifically, the colloquial expressions ไหมล่ะ (*mǎj là?*), which poses a question regarding a customer's desire for the dish, and มาแล้ว (*mā: lɛ́:w*), indicating that the dish is ready to be served, are both utilized in naming the respective noodle shops. In example (19c), the term *nɯ́a: kʰû:* (soulmate), literally translating "two types of meat," cleverly highlights the shop's offering of both fresh and braised beef. Example (19d) employs the phrase *kʰâw tʰâ:*, which literally means "boats approach to stop at docks or piers," and idiomatically conveys a sense of quality, suggesting that the boat noodles served at this shop are of an excellent standard. Similarly, in example (19e), the word *mǔ:* (pig) is playfully associated with the idiom *mǔ: mǔ:* (easy), reflecting the shop's specialty in pork noodles.

While the earlier examples utilize strategies of wordplay, examples (19f) and (19g) focus on rhyme. In (19f), the word *cí:t* (strongly) rhymes with *krí:t* (to scream), creating a playful auditory effect. Meanwhile, in (19g), the word *kǔa:jtǐa:w* (noodles) exhibits consonantal rhyme with *kūa:ntī:n* (to get on one's nerves or to bug someone). As a whole, these noodle shop names use wordplay and rhyme making them catchy and memorable, and ultimately popular with customers. This shows that using wordplay and rhyme to name noodle shops is a good way to increase sales.

4.3 Generalizations on Current Naming Practices

Different ways of creating a brand identity are shown in sections 4.1 and 4.2, which look at the traditional and modern ways that Bangkok's noodle shops are named. Owners' often use attributes such as the owner's name, the type of noodle soup, the types of meat, or the location of the shop when they name their businesses. Furthermore, no specific trait is needed. Instead, shop owners choose the attributes they think will appeal to their customers the most. Newer naming strategies, on the other hand, focus on making unique identities by using both literal and non-literal elements that directly appeal to buyer interests.

The results show that modern noodle shops often mix two or three main factors, such as the name of the owner, the location of the shop, the type of soup, the meat choice, the atmosphere, or the recipe. This combination of simple and memorable strategies makes shop

names easy to remember while creating a unique business identity. Focusing on two or three key features helps shop owners create a unique identity that stands out in Bangkok's competitive food scene. The following examples demonstrate this good strategy for noodle shop branding.

(20)

    a. ร้านก๋วยเตี๋ยวหมูวัดเอี่ยม

        rá:nkǔa:jtǐa:w mǔ: wátʔìam
        Pork Noodle Shop, Iam Temple

    b. ร้านก๋วยเตี๋ยวไก่ลุงน้อย

        rá:nkǔa:jtǐa:w kàj lūŋnɔ́:j
        Uncle Noi's Chicken Noodle Shop

    c. ร้านก๋วยเตี๋ยวเรือริมสวน

        rá:nkǔa:jtǐa:w rɯ̄a: rīm sǔa:n
        Boat Noodle Shop by the Garden

    d. ร้านก๋วยเตี๋ยวเนื้อเตาฟืน

        rá:nkǔa:jtǐa:w nɯ́a: tāwfɯ̄:n
        Charcoal-Stoved Beef Noodle Shop

    e. ร้านเจ๊นาก๋วยเตี๋ยวหมูสูตรโบราณ

        rá:n cé:nā: kǔa:jtǐa:w mǔ: sù:t bō:rā:n
        Elder Sister Na's Traditional Pork Noodle Shop

    f. ร้านก๋วยเตี๋ยวหมูต้มยำสูตรพิษณุโลก

        rá:nkǔa:jtǐa:w mǔ: tômjām sù:t pʰítsānúlô:k
        Phitsanulok-Reciped Pork Tom Yum Noodle Shop

    g. ร้านป้าศรีก๋วยเตี๋ยวต้มยำมะนาวสด

        rá:n pâ:sǐ: kǔa:jtǐa:w tômjām mānā:w sòt
        Aunt Sri's Fresh-Limed Tom Yum Noodle Shop

    h. ร้านก๋วยเตี๋ยวไก่ปู่เย็น ซอยศูนย์วิจัย

        rá:nkǔa:jtǐa:w kàj pù:jēn sɔ̄:j sǔ:nwīcāj
        Grandpa Yen's Chicken Noodle Shop, Soi Soonvijai

Some examples of two-element pairs used in noodle shop names are the type of meat and the location (20a), the type of meat and the owner's name (20b), the type of soup and the ambiance (20c), and the type of meat and the cooking method (20d). In contrast, examples (20e) to (20h) show three-element combinations, with the owner's name, the type of meat, and the recipe (20e); the type of meat, the soup, and the recipe (20f); the owner's name, the type of soup, and an ingredient (20g); or the type of meat, the owner's name, and the location (20h).

The results of this study show that while noodle shop names can have many different elements, a common and successful strategy is to focus on two or three key features. This careful highlighting allows shop owners to create unique selling points that help build their brand. Noodle shop owners can create memorable and unique names that help with branding and positioning themselves in the market, by picking elements that are important to their target audience.

5. DISCUSSIONS AND CONCLUSIONS

Thailand's daily life revolves around noodle shops, which are a common way to eat all over the country, from streetside stands to high-end shopping stores and permanent restaurants. Local noodle shops that are well established do not usually need very creative or unique names

to bring in customers, especially in neighborhoods where people already know the shops. However, shops that are brand new or in places with a lot of competition or that are more expensive, may use these branding strategies to attract customer attention and acquire more customers.

Thai people give considerable attention to the details of cooking, which can be seen in the names of businesses that serve noodles. The name strategies for these shops may not be complicated, but they manage to highlight key selling points and send clear messages about what is on offer. The naming rules that are used are well-known and represent the sociocultural values that noodle shop owners use to connect with their customers. These customs show how business, culture, and communication all converge in the Thai language.

In light of Thailand's long-standing culinary customs, this study demonstrates how the naming conventions of noodle shops reflect elements of cultural identity. The names serve as linguistic indicators of shared culinary heritage. They demonstrate the popularity of particular noodle varieties that are widely consumed and enjoyed. By using these names, the study highlights the interaction between language, cuisine, and common cultural values, and illustrates how cultural identity is represented and maintained in routine culinary behaviors.

Thai society is naturally divided into different social levels, and this is clearly shown in the language used, especially in the address terms found in many noodle shop names. These terms represent social status and relationships. They also show how everyday language connects to the structure of society. This study points out that these address terms, used in naming noodle shops, act as cultural symbols, reflecting and supporting the social divisions within Thai culture.

Moreover, the various elements associated with noodle attributes provide valuable insights into the factors that influence customer preferences and dining choices. These components indicate what aspects of noodles are most appealing to consumers, sheading light on the qualities customers prioritize when selecting noodle dishes, and offering a deeper understanding of customer behavior in the context of culinary decision-making.

In addition to the long-established noodle shops that are found throughout Bangkok, another prominent business type is the modern café, which rivals noodle shops in number. It is not uncommon to find a noodle shop and a café situated next to each other. A comparison of their naming strategies reveals different approaches. Most cafés in Bangkok are named in English, contrasting with the primarily Thai-language names of noodle shops. Café names tend to be short, modern, and easy to remember, frequently incorporating wordplay and alliteration to attract attention. This notable difference in naming conventions reflects their distinct histories and degrees of foreign language influence. Alomous (2023) observed a similar pattern in Jordanian restaurant names, where a blend of traditional elements and international trends shaped naming practices.

To contextualize this comparison, noodle shops, which are deeply rooted in Thai culture and integral to everyday dining, can be situated along a continuum of naming practices. On this scale, noodle shops, which predominantly use the Thai language with occasional Chinese kinship terms, would occupy the left end, representing their traditional and localized nature. Cafés, on the other hand, would be positioned at the opposite end, characterized by English names and international influences. According to Klinkajorn's (2021) research, the names of general food shops would be somewhere in the middle, mixing Thai and foreign language features in their names.

Noodle shops are an important part of the food culture in Thailand. They provide food and demonstrate the community's social and cultural norms and beliefs. Even though the main purpose of noodle shops is to serve food, their names have a considerable impact on how people think about them and have a significant correlation with how long they have been in business.

This study looked at 5,675 noodle shop names from Bangkok, finding that there are two main types of names: conventional and modern.

The most common type of naming strategy is conventional, based on traditional Chinese business naming practices. This strategy usually includes the name of the shop's owner, the type of noodle soup it serves, the kinds of meat it serves, and where it is located. This study also discovered that there are no set rules for the naming process. Instead, shop owners are free to choose qualities they think will appeal to their customers. This flexibility allows them to add a personal touch, which can make customers more loyal and help people remember their brand.

On the other hand, modern naming strategies are more creative and varied, though they are not as popular. These strategies are based on specific information about the shops that not only attracts possible customers, but also gives people a positive feeling. Modern naming follows one of two main types of naming strategy: literal and non-literal.

Literal elements focus on real parts of the noodle business, such as tastes, ingredients, recipes, atmosphere, where the noodles come from, prices, how long the business has been established, the traits of the owner, serving containers, and cooking methods. Modern naming practices try to communicate authenticity and quality by focusing on these real features. This appeals to customers who want a memorable dining experience.

Non-literal parts, on the other hand, use rhetorical devices and figures of speech to create catchy names that people will remember. This creative use of language makes a shop more appealing by making emotional links with customers. The study found three main types of non-literal phrases in noodle shop names that imply meanings about portion size, quality, and taste. These names not only attract people's attention, but they also remind people that they are similar to what they expect and have experienced.

Some noodle shops use wordplay and rhyme in their names to make them even more appealing and easy to remember. These creative ideas help noodle shop owners highlight what makes their business special, which gives them greater prominence in a crowded market. By using creative names, noodle shops can build strong brand profiles that appeal to a wide range of customers and help them succeed in Bangkok's busy food scene.

In fact, Thai noodle sellers have a lot in common: they try to get people to buy by offering "value for money," which often means giving away free things such as wontons. For example, some vendors serve big bowls to stress quantity, while others offer very spicy noodles to appeal to Thai customers' love of excess. Additionally, Thai vendors are thought to be very flexible and often meet the requirements of their customers. For example, as people have different tastes and dietary needs, shops may use different pots for beef and pork.

The results also show that Thai sellers try to set themselves apart from other vendors selling noodles by adding unique features, such as fresh chili, or using creative containers such as coconut shells or clay pots. This method shows a creative and innovative spirit that is part of Thai society.

Additionally, this research shows how complex the connections are between the names of noodle shops and the larger cultural and business settings in which they operate. Studying these naming strategies improves understanding of Thai cooking and how language, society, and consumer behavior, are constantly influencing the Bangkok food scene.

6. RESEARCH IMPLICATIONS

The findings of this research have important effects on both academic understanding and real-world business use, making a contribution to sociolinguistics, onomastics, and cultural studies, by looking closely at how Thai noodle shops choose their names. This article shows how language, especially business names, can reflect social and cultural values, rules, and

customs. As the study looks at how language and consumer behavior interact, it adds to academic knowledge of the Thai language and helps us understand how traditional and modern naming patterns affect Thai customers.

Furthermore, this study shows that people who serve food and drink use strategic naming for branding and marketing. The results show that well-thought-out names, whether rooted in tradition or modern creativity, can make a business more appealing, set it apart from rivals, and encourage customer loyalty. The study looked at literal and non-literal naming elements. This gives business owners a means of adapting their naming strategies to different target markets, whether they want to emphasize custom and authenticity or use new and catchy language to attract attention.

In a global sense, this study can be used as an example to look at how business names in other food and cultural settings reflect local customs while also using modern branding methods. More cross-cultural research into how language affects customer behavior is needed. This is especially true in cities where competition is high and branding is key to business success.

7. RESEARCH LIMITATIONS AND FUTURE STUDIES

This study acknowledges some limitations regarding the analysis of noodle shop names in Bangkok. First, the research focused exclusively on Thai noodle shop names, as the pilot study revealed that names in other languages, such as English, do not reflect the same cultural values and social norms inherent in Thai society. Furthermore, the prevalence of non-Thai noodle shop names is comparatively low, which further justifies the decision to concentrate on Thai-language names for a more representative analysis of local cultural practices and consumer behavior.

The study's focus on a single geographic place may reduce applicability of the results to other parts of Thailand or the world. Also, the study's qualitative nature means it may not fully show how people react to the names of noodle shops, as it involves an analysis of naming strategies without directly looking at how these names affect food choices. Also, the study only looks at linguistic and cultural factors, not economic factors, such as pricing plans and market positioning, that could also affect name choices. Future studies that address these issues, especially by using quantitative methods and comparing foods from different parts of the world, could help us learn more about the naming conventions in different food industries and how it relates to consumer behavior.

Any future study that aims to learn more about how noodle shop names affect customer behavior would benefit from using quantitative methods, such as surveys or experiments, to get a more complete picture of what customers want and how they feel. To gain more knowledge about how cultural and language factors affect naming practices in different food settings, the study could be expanded to include a comparison of noodle shops in different parts of Thailand and in other countries. Studying how market competition and pricing strategies affect naming conventions would help us learn more about branding generally in the food business. It may also result in useful information about the future of culinary branding which would help us learn how naming strategies are changing in response to changing consumer needs and globalization.

Additionally, noodle shops in Thailand exhibit remarkable diversity, ranging from street food vendors to casual dining establishments and upscale restaurants. This diversity offers a compelling avenue for future research into the intersection of language and sociological factors. By applying Bernstein's (1964, 1979) concepts of restricted and elaborated codes, researchers could explore how street food noodle shops often adopt simpler, more accessible naming conventions, whereas establishments in affluent areas or luxury shopping malls tend to

employ more sophisticated and refined linguistic choices. Such an investigation would provide valuable insights into how language reflects societal structures and cultural dynamics. Furthermore, this line of inquiry could pave the way for exploring niche marketing strategies, offering a deeper understanding of how noodle shops target specific consumer groups, such as the educated or affluent, through deliberate linguistic and branding practices.

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