

# Analyzing Brand Personality of Joke Nai Tho Restaurant Using Brand Archetype Approach

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Received: April 10, 2025

Revised: April 25, 2025

Accepted: April 25, 2025

## ABSTRACT

This study aims to analyze brand personality of Joke Nai Tho Restaurant using Jung's Brand Archetype framework. We adopt a qualitative content analysis combined with semiotic analysis to examine three sources, utilizing both primary and secondary data collection techniques. Primary data was gathered through in-depth interviews conducted with 14 customers who had visited the restaurant at least once in the past three months and were over 18 years old, as well as the owner of the Joke Nai Tho Restaurant. Using semi-structured interviews and projective techniques. Secondary data was collected from visual and textual content via Facebook page. The findings identified three key brand archetypes that the most frequently observed identified brand archetypes: the Regular Guy, the Caregiver and the Creator. However, while the Regular Guy and the Caregiver archetypes demonstrated consistent information across all three data sources, the Creator archetype presented a divergence between the brand's owners' perspective and strong customer perception. This study concludes by discussing the theoretical and practical implications and offers recommendations for future research.

**Keywords:** Brand Personality, Brand Archetype, Semiotic Analysis

# การวิเคราะห์บุคลิกภาพแบรนด์ร้านอาหารโจ๊กนายโต โดยใช้แนวคิดแบรนด์อาร์คีไทป์

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## บทคัดย่อ

การศึกษานี้มีวัตถุประสงค์เพื่อวิเคราะห์บุคลิกภาพแบรนด์ร้านอาหารโจ๊กนายโตโดยใช้หลักแนวคิดแบรนด์อาร์คีไทป์ (Brand Archetype) เป็นการศึกษาเชิงคุณภาพ (Qualitative Research) ซึ่งจะทำให้การเก็บรวบรวมข้อมูลทั้งจากแหล่งข้อมูลปฐมภูมิ (Primary Data) จากการสัมภาษณ์เชิงลึก (In-depth Interview) โดยใช้แบบสอบถามแบบกึ่งมีโครงสร้าง (Semi-Structured interview guideline) ร่วมกับการทำ Projective Techniques จากลูกค้าของร้านอาหารโจ๊กนายโตที่ใช้บริการร้านอาหารโจ๊กนายโตอย่างน้อย 1 ครั้ง ในช่วง 3 เดือนที่ผ่านมา และมีอายุมากกว่า 18 ปี ขึ้นไป ทั้งหมด 14 ราย และจากผู้ประกอบการของแบรนด์ร้านอาหารโจ๊กนายโต และสำหรับแหล่งข้อมูลทุติยภูมิ (Secondary Data) จะทำการเก็บข้อมูลจากรูปภาพ และข้อความที่แบรนด์สร้างและสื่อสารไปยังผู้บริโภคผ่าน Facebook page ซึ่งเป็นช่องทางสื่อสารหลักของทางแบรนด์ และทำการวิเคราะห์ข้อมูลโดยใช้การวิเคราะห์เชิงเนื้อหา (Content Analysis) ร่วมกับการวิเคราะห์สัญลักษณ์ (Semiotic Analysis) จากการศึกษาพบว่าแบรนด์ร้านอาหารโจ๊กนายโต มีแบรนด์อาร์คีไทป์ (Brand Archetype) ที่โดดเด่น 3 แบรนด์อาร์คีไทป์ (Brand Archetype) ได้แก่ แบรนด์อาร์คีไทป์ คนทั่วไป (Regular Guy), แบรนด์อาร์คีไทป์ผู้ห่วงใย (Caregiver) และแบรนด์อาร์คีไทป์ผู้สร้าง (Creator) นอกจากนี้ผลการศึกษายังแสดงให้เห็นถึงความสอดคล้องกันของทั้ง 3 แหล่งข้อมูลของแบรนด์ อาร์คีไทป์ คนทั่วไป (Regular Guy) และผู้ห่วงใย (Caregiver) แต่สำหรับแบรนด์อาร์คีไทป์ผู้สร้าง (Creator) แสดงให้เห็นถึงความแตกต่างระหว่างมุมมองของผู้ประกอบการและการรับรู้ที่ชัดเจนและโดดเด่นของกลุ่มผู้ให้ข้อมูลหลัก

**คำสำคัญ:** บุคลิกภาพแบรนด์, แบรนด์อาร์คีไทป์, การวิเคราะห์สัญลักษณ์

## 1. INTRODUCTION

Chiang Mai Province, a significant destination for both domestic and international tourism, presents a highly competitive restaurant market. Consumers face a wide array of dining choices, from upscale establishments and franchises to street food vendors and delivery services (Chomrat, 2008; Siam Commercial Bank, 2019). In this context, the development of a strong and distinctive brand identity becomes crucial for differentiation and attracting target consumers, thereby enhancing brand recognition, recall, and competitive advantage (Aaker, 2009). Drawing on consumer research, effective brand building can be achieved through the application of brand archetypes. This approach, related to the broader concept of brand personality, operates at a deeper, symbolic level. It facilitates the identification of a brand's core essence, enabling focused communication strategies that imbue products and services with meaning for consumers. A well-defined and compelling brand identity allows businesses to articulate their unique value proposition in ways that resonate with target consumer identities, fostering emotional connections, trust, and ultimately, brand loyalty (Xara-Brasil et al., 2018; Tsai, 2006; Vestsoonthontap & Wanarat, 2020).

Joke Nai Tho Restaurant, situated in the Muang district of Chiang Mai Province, operates from the owner's residential premises. Before the COVID-19 pandemic, the restaurant primarily served both domestic and international tourists. However, nationwide lockdown measures led to a substantial decline in sales. While pandemic-related restrictions have eased and tourism has resumed, the restaurant now aims to prioritize local Chiang Mai residents for long-term sustainability. Furthermore, the market has seen an increase in restaurants with similar offerings, and Joke Nai Tho Restaurant currently lacks a distinct brand identity, which hinders effective communication with its target consumer base. This absence of a clear understanding of consumer perceptions regarding the restaurant's persona, and the ambiguity surrounding the appropriate brand personality and emotional tone, has impeded brand recall and differentiation (Eakkapong Tho-sanguan, personal communication, January 16, 2024).

This study examines the brand personality of Joke Nai Tho Restaurant using Jung's Brand archetype theoretical framework (Jung, 1959). This theoretical framework is effective in understanding brand personality and building consumer relationships (Asiyah et al., 2022; Chandrasapth et al., 2022; Dominici et al., 2016; Tsai, 2006). The study adopts a qualitative research approach, collecting both primary and secondary data from three sources: customers, brand's owner and Facebook page. The aim is to analyze how its brand construct its brand personality through brand archetypes, We employ content analysis (Morales, 1995) to examine textual data and semiotic analysis (Freire, 2014; Chandrasapth et al., 2022; Phillips & McQuarrie, 2004) to analyze visual elements such as images and colors. Thus, our main research question is: How does Joke Nai Tho Restaurant construct its brand personality using Jung's Brand Archetypes?

In the next section, we provide the theoretical background of our research. We then discuss our methodological choice of qualitative content analysis combined with semiotic analysis, which allows us to explore brand archetypes while capturing and analyzing diverse forms of data from three different sources. Next, we present and discuss key brand archetypes identified from three different sources. Finally, our study concludes by outlining theoretical and practical implications and offering recommendations for future research.

## **2. LITERATURE REVIEW**

### **2.1 Jung's archetypal characters and Brand personality**

The concept of brand personality, defined as "the set of human characteristics associated with a brand" (Aaker, 2009) has been foundational in understanding how consumers relate to brands as social entities. When consumers engage with brands, they do so not merely in terms of utility but through symbolic alignment, projecting and reinforcing aspects of their own identities (Mishra, 2011). This symbolic interaction is often deepened through consistent and distinctive personality traits attributed to the brand, which can evoke loyalty and foster emotional attachment.

The notion of brand archetypes, conceptualized as symbolic personifications of brands, has emerged as a pivotal extension of brand personality theory. Rooted in Carl Jung's analytical psychology, archetypes are understood as manifestations of the collective unconscious-universal, inherited patterns of thought shaped by cultural mythologies and historical experiences (Bretous, 2021; Xara-Brasil et al., 2018). Jung's analysis of narrative structures across cultures revealed that individuals internalize these archetypal figures—such as the Hero, Sage, or Caregiver—as templates through which they perceive both themselves and others. This psychological mechanism provides a compelling basis for understanding how consumers relate to brands that embody these archetypal identities.

Brand archetypes are increasingly recognized as strategic tools for constructing emotionally resonant brand identities (Chandrasapth et al., 2022). By drawing on symbolic associations embedded in archetypal narratives, brands can communicate their values and intentions more intuitively, cultivating a sense of familiarity and trust. As Xara-Brasil et al. (2018) note, each archetype conveys distinct motivational themes and behavioral traits that, when consistently expressed across touchpoints, reinforce the brand's coherence and recognizability. This symbolic consistency not only strengthens emotional ties with consumers but also facilitates clearer market positioning. Temporal (2022) further argues that aligning a brand's communications with its core archetype enhances strategic clarity by providing a consistent framework for tone, storytelling, and visual representation.

The archetypal framework typically encompasses twelve core figures—namely the Caregiver, Regular Guy, Innocent, Explorer, Sage, Hero, Outlaw, Magician, Lover, Creator, Jester, and Ruler—each representing distinct psychological and symbolic domains (Mark & Pearson, 2001; Faber & Mayer, 2009). These figures operate on both textual and visual levels, with archetypal expression often extending to design elements such as color schemes, symbols, and typographic choices (Chandrasapth et al., 2022; Kucuk, 2015; Mick, 1986; Oswald, 2012). When deployed cohesively, these multimodal cues contribute to the construction of a brand persona that is both differentiated and emotionally intelligible to the consumer.

This study applies Jung's archetype framework to investigate Joke Nai Tho Restaurant's brand identity and unique characteristics. The findings will serve as guidelines for refining and developing the brand's marketing communications, enabling the cultivation of a distinct persona or image that resonates with its target consumer segment, ultimately enhancing brand recognition.

**Table 1** Brand Archetypes adapted from Mark and Pearson (2001); Faber and Mayer (2009 as cited in Xara-Brasil et al., 2018); Hwang (2017); Johnson (2007); Frank and Gilovich (1988); Sabanovich (2008 as cited in Broek, 2014)

Archetype	Description	Characteristic	Example of brands	Color
<b>Caregiver</b>	They want to protect others from harm, to help, to take care	Friendly, Caring, Protective, Compassion and generosity, Devoted, Sacrificing and Maternal/Parental. Benevolent, Helping and trusting	Nivea, L'Oreal, Johnson's Baby Shampoo, Lifebuoy, AT&T	Pink; Femininity, softness, innocent, calming, love, sympathetic
<b>Regular guy</b>	They have the basic desire of connection with others; want to belong, to fit in	Democracy, Regular, Empathy, working class or common person, Neighbor, Realistic, Having the basic desire of connection with others, want to belong, to fit in, Everyday use, Candid, Wholesome	GAP, Visa	Blue; Authority, dignity, security, trust, loyalty, conservative, wisdom
<b>Creator</b>	They want to create something valuable and lasting, participate	Creativity, Innovation, Vision, Artistic, Self-driven, Dreamer, Non-social, Focused on quality	LEGO, Canon	

Archetype	Description	Characteristic	Example of brands	Color
	in forming a vision			

## 2.2 Semiotics

Semiotics is the study of meaning-making, exploring how individuals interpret signs. A sign can be any word, text, image, or object. The study of meaning in signs draws heavily from the work of Swiss linguist Ferdinand de Saussure (1857-1913). Saussure defined a sign as being composed of two parts: the signifier, which is the form that conveys meaning, and the signified, which is the concept or meaning itself (Curtin, 2009).

The application of semiotics in marketing emphasizes its effectiveness in enabling brands to communicate their intended messages more effectively to target consumers and its influence on subconscious consumer decision-making (Vos, 2021). In a marketing context, semiotic analysis facilitates the collection and analysis of data from various sources, including logos, advertisements, images, print media, digital media, films, literature, words, sounds, fashion, and other media created and communicated by brands to consumers. All of these elements are subject to interpretation, contributing to brand differentiation from competitors and influencing brand personality and identity (Vos, 2021; Beasley & Danesi, 2002; Dunstone, 2019; Keller, 2008).

We have applied the concept of semiotic analysis in this study because identifying brand identity involves more than just textual analysis. We also need to analyze visual elements, such as images or the brand's logo, to uncover the distinct identity and personality of Joke Nai Tho Restaurant.

## 3. METHODOLOGY

### 3.1 Research Questions

How does Joke Nai Tho Restaurant construct its brand personality using Jung's Brand Archetypes?

### 3.2 Data

In this study, data was collected from three sources, utilizing both primary and secondary data. Primary Data was collected through in-depth interviews with 14 customers who had visited the restaurant at least once in the past three months and were over 18 years old, and with the brand's owner. The interviews were conducted using a semi-structured interview guideline, employing open-ended questions informed by Jung's Brand Archetypes theory (Jung, 1959) and Semiotics (Dunstone, 2019). Furthermore, Projective Techniques (Youness et al., 2023) were employed, wherein customers selected keywords representing Brand Archetype traits/characteristics that aligned with Joke Nai Tho Restaurant's personality or attributes, providing additional explanations. This method was adapted from the works of Youness et al. (2023) and Varela et al. (2022). Secondary Data was collected from Facebook page in both of textual and visual content, over a one-year period from January 2024 to December 2024.

### 3.3 Triangulation of Data

In this qualitative study, triangulation was used to enhance the reliability and accuracy of the research results (Flick, 2018). To verify the data for this study, triangulation was applied following the approaches of Farquhar et al. (2020) and Flick (2018). Firstly, data was collected from three different sources; customers, brand's owner and Facebook page. Secondly, two qualitative methods were adopted in the analysis: content analysis and semiotic analysis, to ensure a comprehensive understanding of the three different sources.

### 3.4 Data Analysis

The data was interpreted and analyzed by the researcher using content analysis, where marketing materials were coded based on the theory of archetypes and previous literature on brand archetypes for textual data. (Hsieh & Shannon, 2005 as cited in Intaprom, 2019). For visual data, semiotic analysis (Kucuk, 2015; Oswald, 2012) was applied to analyze the colors and images present in the marketing materials.

## 4. RESULTS AND DISCUSSION

### 4.1 Analysis & Results

Based on our content and semiotic analysis, we present our research findings on how Joke Nai Tho Restaurant construct its brand personality using Jung’s brand archetypes.

**Table 2** Show the frequency of in-depth interviews and projective techniques that reflects the brand personality archetype of Joke Nai Tho restaurant.

Brand Archetypes	Semiotics Element					Brand Personality	Total
	Brand Name	Logo	Physical Appearance	Online Communication	Mascot		
Regular guy	8	2	11	6	0	18	45
Caregiver	1	9	13	0	3	13	38
Creator	0	0	26	1	2	0	29

From our research question which is How does Joke Nai Tho Restaurant construct its brand personality using Jung’s Brand Archetypes? Our findings based on Table 2 reveal that Joke Nai Tho restaurant identified three key brand archetypes that the most frequently observed identified brand archetypes: 1) the Regular Guy, 2) the Caregiver and 3) the Creator. These archetypes help convey a sense of user-friendly, caring, and creative. Moreover, based on Table 3 we present the characteristics of three key brand archetypes of the Joke Nai Tho Restaurant as identified across three different data sources: customers, brand’s owner, and Facebook page.

**Table 3** Comparative summary of Joke Nai Tho Restaurant's key brand archetype attributes from three different data sources.

Semiotic Element	Customers	Brand's owner	Facebook page
<b>The Regular guy</b>			
Brand Name	Simple, Approachable, Uncomplicated	Uncomplicated, Straightforward	Communicates directly
Logo	Uncomplicated	Approachable, Friendly	Communicates directly
Online Communication	Communicates directly, Simple, Uncomplicated, Polite	X	X
Physical Appearance	Comfortable and open atmosphere that feels relaxing	X	X
Brand Personality	Approachable, all genders and ages welcome daily, Interpersonal skills.	Sincere	X
<b>The Caregiver</b>			
Logo	Kind-looking and friendly	X	Yellow, providing warmth
Physical Appearance	Yellow, providing warmth, Evokes the warmth of a home-cooked meal by a relative, feels like dining at a friend's place, reliable	Evokes warmth	X
Brand Personality	Well-cared for, Kind	Offers smiles and caring words	Evokes warmth, Cared for like family

Semiotic Element	Customers	Brand's owner	Facebook page
Mascot	Providing warmth	Evokes warmth, Cared for like family	Evokes warmth, Cared for like family
<b>The Creator</b>			
Physical Appearance	Characterized by uniqueness and originality, reflecting a creative vision in its distinctive and singular decor	X	X

#### 4.1.1 Regular guy Archetype

The Regular Guy brand archetype attributes consistently represent the identity of Joke Nai Tho Restaurant across all three data sources (as seen in Table 3).

Customers described Joke Nai Tho Restaurant's Regular Guy archetype attributes through various brand elements. The brand name was perceived as down-to-earth, easily accessible, and uncomplicated. For example, customers stated, "...I feel like the restaurant name "Joke Nai Tho" is easy to say, easy to remember, and it has a nice, down-to-earth feel...". The logo was noted for its simplicity. The brand's online communication was characterized as clear, straightforward, easy to understand, and polite. For example, customers noted, "...The logo and communication on the Facebook page seem approachable, easy to understand, and not complicated...". The restaurant's physical appearance was described as having a spacious and airy atmosphere that evokes a feeling of relaxation. Finally, the brand personality was portrayed as a restaurant suitable for people of all genders and ages, accessible daily, and an ordinary place welcoming to everyone with polite and friendly service, where the owner often engages in conversation and greets customers. For example, customers expressed, "...Inside the restaurant, it feels airy, spacious, comfortable, and chill..." and "...It's a restaurant that's suitable for everyone, all genders, and all ages...".

The brand's owner described the Regular Guy archetype attributes of the brand through several elements. The brand name was characterized as uncomplicated and straightforward. The logo was seen as easily accessible, friendly, and welcoming to all. The brand personality was described as serious and sincere. For example, the owner stated, "...I want to create a name, logo, or atmosphere inside the restaurant that feels friendly, approachable, and welcoming to everyone...".

Facebook page communication also aligned with the Regular Guy archetype, with the brand name and logo perceived as communicating in a straightforward manner.

#### **4.1.2 Caregiver Archetype**

The Caregiver brand archetype attributes consistently represent the identity of Joke Nai Tho Restaurant across all three data sources (as seen in Table 3).

Customers described the Caregiver brand archetype attributes through several elements. The logo was perceived as cheerful, smiling, kind-looking, and friendly. For example, customers stated, "...They seem like a lovely and kind person because they're smiling in the picture and have their arms open in a friendly gesture, which makes them look playful...". The restaurant's physical appearance was noted for its use of the color yellow, creating a warm ambiance, and the atmosphere was likened to dining at a friend's home. Trustworthiness was also highlighted due to the open kitchen concept, which instilled confidence in the cleanliness of food preparation, as well as the feeling of safety and goodwill experienced while dining at the restaurant. For example, customers expressed, "...The yellow color makes it feel friendly, like you can be friends with them. The atmosphere is also like eating at your own home or a friend's house...". The brand personality was characterized as warm, with welcoming greetings and attentive care, giving customers the feeling of being looked after by a loving family member who has prepared a meal for them. The mascot was also described as conveying warmth. For example, customers noted, "...I feel cared for and attended to by the owner and staff. The atmosphere is like a warm family...".

The brand's owner described the Caregiver brand archetype attributes of the brand through several elements. The physical appearance was noted for creating a feeling of warmth. The brand personality was characterized by offering smiles and caring words. The mascot was described as providing care akin to a family elder. For example, the owner stated, "...I want to give all customers a warm, familial feeling, like an adult caring for their children or grandchildren....".

Facebook page communication also aligned with the Caregiver archetype. The logo's use of yellow was interpreted as evoking warmth, and the brand personality and mascot were characterized as providing care, similar to a family member.

#### **4.1.3 Creator Archetype**

A comparison of the Creator brand archetype attributes, which consistently represent the identity of Joke Nai Tho Restaurant across all three data sources (as seen in Table 3). Customers perceived uniqueness and authenticity stemming from creativity, as reflected in the restaurant's distinctive and original decor. This creativity was further evidenced by the innovative repurposing of discarded or old items into functional elements within the restaurant, resulting in a memorable and easily recognizable aesthetic. For example, customers stated, "...Using old and second-hand items in the decor makes the restaurant very creative, unique, and unlike any other...". However, these attributes were not identified in the brand's owner's interview or through semiotic analysis of the Facebook page.

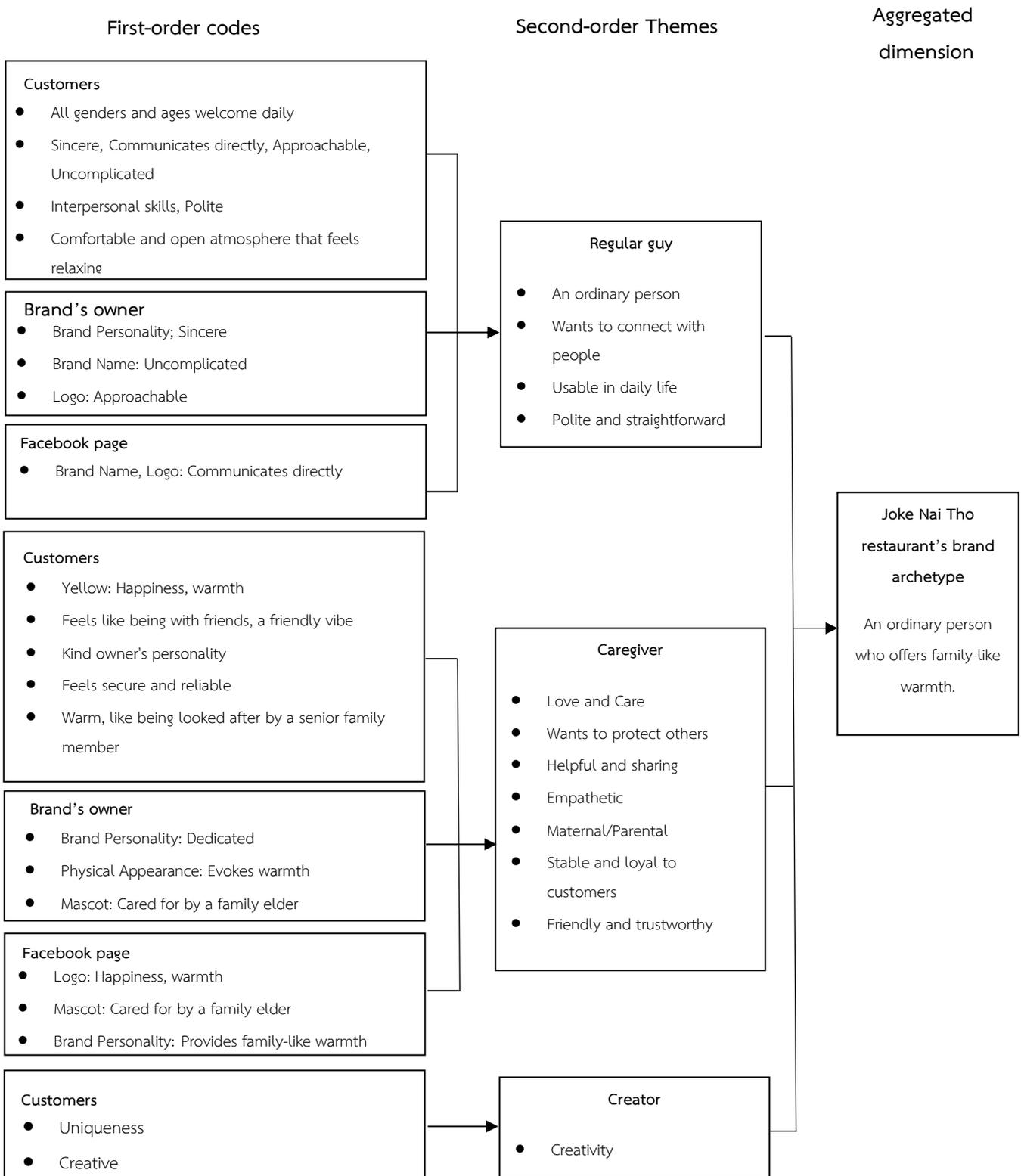


Figure 1 Analyzing Brand Personality of Joke Nai Tho Restaurant Using Jung's Brand Archetype Approach Diagram

## 4.2 Discussion

### 4.2.1 Regular guy Archetype

The Regular Guy brand archetype attributes reflecting the identity of Joke Nai Tho Restaurant across all three data sources align with Mark and Pearson's (2001) conceptualization and the findings of Asiyah et al. (2022) and Hwang (2017), which describe this archetype as an ordinary individual with a desire for connection and relationship with others. It represents a brand that aims to be a good partner to its customers, exhibiting empathy, care, and kindness towards others, being accessible to everyone and usable in daily life. Furthermore, Xara-Brasil et al. (2018) captured the Regular Guy brand archetype with the keyword "ordinary," and Faber and Mayer (2009) view this archetype as polite and straightforward. However, the Regular Guy brand archetype characteristics observed in Joke Nai Tho Restaurant do not align with the findings of Sahin (2017), whose study, based on Western respondents' perceptions, concluded that the Regular Guy brand archetype can possess negative attributes symbolizing a loss of self, identity, or an excessive ordinariness leading to a lack of distinction. In contrast, this study reveals that the Regular Guy brand archetype of Joke Nai Tho Restaurant reflects positive characteristics associated with this archetype.

### 4.2.2 Caregiver Archetype

The Caregiver brand archetype attributes reflecting the identity of Joke Nai Tho Restaurant across all three data sources align with Mark and Pearson's (2001) description of this archetype as one who often does things for others, desires to care for and worry about others, is attentive, helpful, sharing, empathetic, and possesses maternal/parental qualities. Furthermore, Faber & Mayer (2009) add that the Caregiver brand archetype is also generous, friendly, and trustworthy. This is consistent with Xara-Brasil et al. (2018) reflection of the Caregiver brand archetype through the keywords "friend" and "care," and Asiyah et al. (2022) view that this archetype is characterized by a liking for helping, a willingness to care for and be attentive, and a sense of concern.

Additionally, Sahin (2017) findings further describe these attributes as reflecting the image of motherhood and family, dedication, empathy, and the provision of unconditional love and support. Moreover, customers consistently identified the Caregiver brand archetype through the color yellow, explaining that it conveys friendliness and also evokes a warm feeling of being cared for by family. This aligns with Broek's (2014) study on the relationship between color characteristics and brand archetypes, which suggests that lighter and brighter shades are suitable for the Caregiver brand archetype due to their perceived empathy, gentleness, generosity, and attentiveness. However, this contradicts the views of Johnson (2007), Frank and Gilovich (1988), and Sabanovich (2008), who suggest that the Caregiver brand archetype is more appropriately represented by the color pink.

#### **4.2.3 Creator Archetype**

For the Creator brand archetype, consistency across all three data sources was not observed. The brand's owner and the Facebook page did not explicitly mention a desire for the restaurant to possess a unique personality driven by creativity. However, the creative attribute of Joke Nai Tho Restaurant was a prominent characteristic perceived by customers, aligning with the Creator brand archetype concept as described by Mark and Pearson's (2001); Faber and Mayer (2009). These scholars characterize the Creator archetype as imaginative, creative, artistic in expression, fond of generating new ideas, and believing that anything one can imagine can be brought into reality. This is further supported by Hwang (2017) study, which states that the Creator Brand Archetype involves branding through creativity and expressing one's ultimate individuality. Additionally, Xara-Brasil et al. (2018) reflected the Creator brand archetype with the keyword "creativity", and Asiyah et al. (2022) suggest that the Creator brand archetype is often associated with inventors who enjoy making things with tangible results. Sahin (2017) findings also add that the Creator brand archetype is characterized by intelligent individuals capable of conceiving novel ideas distinct from others.

For the theoretical contribution of this study highlights that the application of brand archetypes offers a more multifaceted approach to identifying and articulating the identity and characteristics of Joke Nai Tho restaurant as a human-like brand compared to Aaker's (2009) brand personality framework, which categorizes brand personality into only five

dimensions. This more human-like portrayal of Joke Nai Tho restaurant, as a brand that delivers care, attentiveness, and warmth to everyone, coupled with its creative approach to establishing its unique identity, enables the brand to possess a distinct character and communicate more effectively with the needs of its target customer segment, ultimately fostering brand recognition and loyalty.

Furthermore, the practical contribution of this study demonstrates that the development of a restaurant brand's identity can leverage the insights from this research to communicate its distinctive brand archetype. This can be achieved and conveyed through various visual elements such as the name, logo, visible physical attributes, online communication, and mascots – all of which are directly perceived and experienced by customers. This approach facilitates the creation of a prominent and easily recognizable brand identity for the restaurant among its target customer base.

## 5. CONCLUSIONS AND RECOMMENDATIONS

The study's findings identified three prominent brand archetypes embodying the identity of Joke Nai Tho Restaurant: the Regular Guy, the Caregiver, and the Creator. Notably, the Creator archetype presented a divergence between the brand's owners' perspective and strong customer perception. This suggests that Joke Nai Tho Restaurant should consider enhancing its brand communication to further emphasize this creative personality, thereby strengthening its distinctiveness in the minds of consumers. Furthermore, local breakfast establishments can potentially leverage these three brand archetypes in their own brand identity development.

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