



## Linguistic Landscape from Business Names in Mueang District, Phayao Province

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### Abstract

This research examined the linguistic landscape (LL) functions performed in business names in Mueang District, Phayao Province, Thailand with the aim to study the language styles shown in business names and the background of business names in the aforementioned location. The research was conducted by studying the business names of 400 businesses in Mueang District, Phayao Province. The results revealed that the main language style found from the business names was single language comprising a monolingual signboard, i.e., Thai language. Most backgrounds of the business names had involvement with the business owners. Moreover, business names in Mueang District, Phayao Province represented the identity maintenance of Lanna (Northern Thailand) and reflected the distinctiveness of a multicultural city in the manner of a multicultural society consisting of people of various races, languages, and cultures. In addition, these business names were influenced by globalisation and language disaster that reflected language change occurred in the current society.

*Keywords:* Linguistic landscape; business name; Mueang District; Phayao Province

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### 1. Introduction

The linguistic landscape or LL relates to the study of ‘the language texts that are present in public space’ (Gorter, 2006: 1) and the language observable in a designated area (Jing-Jing, 2015). According to Landry and Bourhis (1997: 25), the LL can be understood in the following terms “the language of public road signs, place names, street names, advertising billboards, commercial shop signs, and public signs on government buildings combine to form the linguistic landscape of a given territory region, or urban agglomeration”. Shohamy and Gorter (2009) included that languages appear in shops, cities, markets, schools and business buildings, campuses, moving vehicles and beaches. Thus, the study of the LL investigates the usage of written language in a public space (Backhaus, 2006).

The selection of languages on commercial signs is important because these signs could create the value of the places of business. Moreover, the LL presents the origin related to globalisation, uniqueness, and culture as well as growth, appearance of English, and language revitalisation of ethnic groups used for communicating with people in the society of an area (Gorter, 2006).

A business name is considered as an important part of a business that creates distinctiveness and uniqueness of such area, as well as builds the recognition of customers and communication for

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perceiving product information as mentioned by Premsrirat and Khamhirun (1984: Introduction) that naming must represent something. Some business names have their own characteristics of language usage, i.e., naming with suffixes in order to conclude the services or products. In addition, in the early period of business naming, there were only a few Thai people who operated businesses because most of them preferred farming; therefore, business naming was in Thai or a dialect. However, after making a relationship with other countries, including neighbouring countries in Asia or Western countries, through operating businesses, opening stores, and distributing products, it was found that the business naming of many businesses was based on the languages of the owners who were foreigners. Hence, business names were changed, and they reflected the culture of the use of foreign languages in businesses. There are also many shops that have been named in English, Chinese, Japanese, Korean, etc., as mentioned by Buaramual (2005:26) that when the world became more developed with more communication, other languages that were not a national language or second language were used. There were many languages that were used as interlingua; for example, English, Chinese, French, Spanish, Arabic, etc.

Phayao Province is located in Upper Northern Thailand, and it is considered as a province with cultural diversity and various ethnic groups. It is located on the border of Thailand and Laos with unique culture and tourist resources that can attract tourists. From surveying the LL from business names in Mueang District, Phayao Province, it was basically found that business names were in both a single language and multiple languages. They were also influenced by some Eastern languages like Chinese, Japanese, and Korean, as well as from globalisation resulting in business names in English, Italian, Latin, etc. Moreover, the identity of the Thai language that is the national language and Northern Thai dialect reflecting the locality of Lanna was maintained. As a result, the researcher chose to study the LL from business names in Mueang District, Phayao Province because there were many shops and stores in this district, and it was considered as an important economic area of the province. Since this area consisted of development in various dimensions, including economic, social, and cultural, it became information demanded by the researcher to study the language formats, origin, and languages shown in business names in the aforementioned area. The researcher expected that this research would provide useful knowledge on the LL from commercial signs in Mueang District, Phayao Province, as well as knowledge on the society, culture, and identity reflected by the commercial signs in Phayao Province. The researcher expected that this research would be beneficial for persons who studied languages, society, and culture, as well as business groups that could utilise and develop knowledge obtained from this research.

### *1.1. Literature review*

#### Studies of Linguistic Landscapes (LL)

Studies of linguistic landscapes (LL) have explored a large number of academic papers and theses or dissertations. This concept was first defined by Landry and Bourhis (1997, cited in Huebner, 2006: 32) as ‘the language of public road signs, advertising billboards, commercial shop signs, street names, place names, and public signs on government buildings combine to form the linguistic landscape of a given territory region, or urban agglomeration.’ Gorter (2006) also stated that language is all around us in a textual form, as it is displayed on commercial signs, posters, traffic signs, official notices, shop windows, etc.

The study of LL has also been carried out worldwide. Kasanga (2012) examined the distributional pattern of signs in the linguistic landscape of the commercial district of Phnom Penh, Cambodia. He discovered that Khmer was the most prominent language in the LL, followed by English. In South Africa, Abongdia and Foncha (2014) explored the language ideologies reflected on the LL of one South African university. Thus, it was suggested that the LL of an institution or a community should represent people’s language practices. Likewise, Dressler (2015) investigated the promotion of bilingualism of a German bilingual programme and contributed to the understanding of LL research by exploring the degree to which a school offering a bilingual programme promoted bilingualism through signage. Jing-Jing (2015) studied multilingual university campus signs in Japan. It was revealed that bilingual Japanese-English signs were indicated in the majority of the campus signs and Japanese was the dominant language. Moreover, Wang (2013) focused on the translation of shop signs in Beijing,

analysed the multilingual signs found in the shops of Wangfujing Street, and indicated how the multilingual LL was constructed under the current language policy of China. Furthermore, Moriarity (2015) examined the LL of Dingle in Ireland with the aim to study the trajectory of the Irish language as a resource for indexing Dingle as an authentic tourist space.

In recent years, the study of LL has attracted many researchers in Thailand. Huebner's (2006) examined the LL of 15 Bangkok neighbourhoods to explore questions of language mixing, language contact, and language dominance. The study revealed the extent of linguistic diversity in a large metropolitan area like Bangkok. In addition, Seangyen (1991) investigated the number of written languages on various billboards within Mueang District, Udon Thani Province. The findings revealed that Thai language had the highest status. Pikulthong (2011) also studied languages on commercial signs along Phra Athit Road, Bangkok with the aim to study the status of languages written on commercial signs. The result of the analysis showed that English had the highest status on Phra Athit Road. It was explained in terms of its acting as a lingua franca for both foreigners and Thais, and English also functioned symbolically. This indicated the urbanisation, modernity, internationality, and the new generation's lifestyle. Furthermore, Wangpusit (2012) examined the sources of meaning from business names in the area of Siam Square, Bangkok. He found that the three most popular sources from which business names were derived include the names of the business owners the most. In addition, he found different forms of speech play, including rhyming, alliteration, punning, using idiomatic expressions, and metaphors were used in both Thai and English business names. Srichomthong (2016) studied the LL in Lanna (Northern Thailand) by studying signs in public spaces by integrating linguistic knowledge with social and cultural knowledge in a multilingual-cultural society where the collision was between glocalisation on signs and localisation in sign language in Upper Northern Thailand.

Business names are another aspect of wisdom that have been explored in the field of the LL in Thailand. This was because they not only resulted in the conclusion of the LL of that area of trading, but the language used in the business names themselves also presented the language situation and language trends in a particular area. As such, this would help to understand the way the name of that trading area was created, the source or meaning that the name was derived from, and which language was popular to be used (Prapobratanakul, 2016; Rungruang, 2013; Wangphusit, 2019). Sukkasame (2001) revealed the majority of business names in Hat Yai, Hat Yai District, Songkhla Province were of foreign origins, but the meanings were derived from individuals' names. Sangsawang (2002) examined the naming system, the meaning of, and information about Thai-Chinese business names in Yaowarat, Chakrawat, Ratchawong, and New Road (Charoen Krung Road), Samphanthawong District, Bangkok. Kirimek (2006) investigated the popularisation of naming shops in the area of Nakhon Khon Kaen Municipality in the aspects of the sources, characteristics of the language, and meanings. The results concluded that the most popular were sources from peoples' names, and the language and written characters were Thai. Furthermore, the meanings indicated the types of goods that were the most popular. Sareh (2007) revealed the store names in Pattani Province could be in one or more than one language; the most popular language was Thai. The majority of store names in Pattani were a reflection of a heterogeneous society with people of diverse ethnicities living together in harmony and also reflected the changing lifestyles of the local communities, their belief in using names that indicated good fortune as the store names, and their increasing preference for the use of English in naming the stores. Khumtong (2014) aimed to study changes in language use in business names, the meaning of business names, and the values that the business names reflected during 1947-1991, 1948-1981, and 1982 -2012. It was illustrated that business owners in the Sampeng area significantly named their shops with a single language rather than multiple languages in all periods. Jingsi (2018) studied the language use in Thai commercial names of businesses on Yaowarat Road to understand the reasons of naming businesses.

Thus, from the survey of the literature review, very limited research about the LL in Phayao Province had been conducted, both in Thailand and abroad.

## *1.2. Research questions*

There are three research questions.

Question 1: Which language formats are shown in business names in Mueang District, Phayao Province?

Question 2: Which languages choices are shown in business names in Mueang District, Phayao Province?

Question 3: What are the origins of the business names in Mueang District, Phayao Province?

## 2. Method

### 2.1. Data collection

This research was conducted in the form of qualitative and quantitative research in order to study the information obtained from surveying and collecting the business names of 400 shops and stores in Mueang District, Phayao Province during 2019-2020. The research scope was Mueang District, Phayao Province from the front area of the University of Phayao along Pahonyothin Road to the Mae Tam Intersection. The important places in Mueang District, Phayao Province were the Phayao Arcade Market, Kwan Phayao, Phayao Bus Station, etc.

### 2.2. Data analysis

This research was conducted by collecting the business names of 400 shops and stores in Mueang District, Phayao Province for analysis. Part 1 was the analysis on the language formats that consisted of signs with single languages and multiple languages. Part 2 was the analysis on languages used on commercial signs in the aforementioned area. Part 3 was the analysis on the origin of business names in that area. The basic statistics of these three parts were the percentage, and the results of the analysis were presented in the form of a table and essay.

## 3. Results

This research was conducted in the form of a study on the LL from business names in Mueang District, Phayao Province. The important issues demanded to be analysed by the researcher were the language formats and languages shown on commercial signs and business names in the area. This was conducted in the form of qualitative and quantitative research reflecting the thinking, society, and culture that was consistent with the LL. The results could be concluded based on the following objectives:

Part 1: Language Formats from Business Names in Mueang District, Phayao Province

Language formats from business names in Mueang District, Phayao Province could be divided into two major groups composed of monolingual signs and multilingual signs (Figure 1).

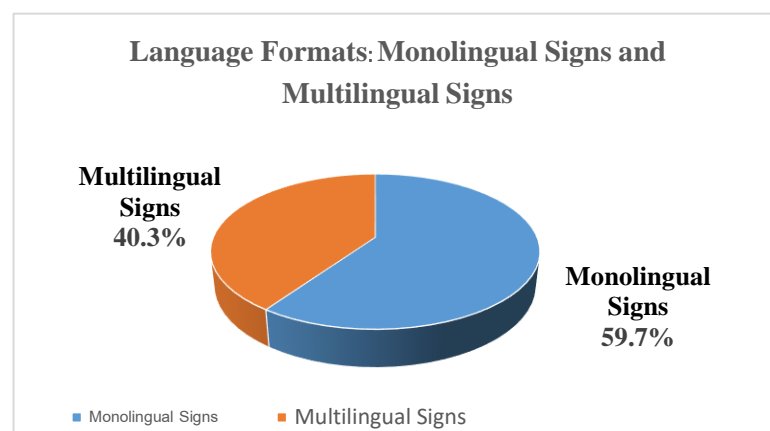


Figure 1: Monolingual and multilingual signs.

Figure 1 represented the language formats of monolingual signs and multilingual signs where monolingual signs inferred signs with one language. From this research, there were 239 monolingual signs or 59.7%. On the other hand, multilingual signs were signs with two languages or bilingual signs, which inferred signs with two different languages. Multilingual signs also included those that were trilingual or used a number of languages and consisted of 161 signs or 40.3%.

## Part 2: Languages Choices on Business Names in Mueang District, Phayao Province

From the languages choices used on business names in Mueang District, Phayao Province, the details of the languages on commercial signs could be classified as shown in Table 1.

Table 1: Languages choices.

<b>Monolingual Signs</b>	<b>Bilingual Signs</b>	<b>Trilingual Signs</b>
Thai (43.8%)	Thai-Chinese (3.8 %)	Thai-Kam Mueang-English (2.3%)
English (19.5%)	Thai-English (17.8 %)	Thai Isan-English-Thai (0.8 %)
Chinese (2%)	Thai-Kam Mueang (3.8 %)	Japanese-Thai-English (0.3 %)
Japanese (1 %)	Japanese-English (0.8 %)	Thai-English-Arabic (0.3 %)
Korean (0.3%)	English-French (0.6 %)	
Lanna (0.6 %) (Kam Mueang)	Kam Mueang-English (0.6 %)	
Italian (0.3 %)	Italian-English (0.3 %)	
	Thai-Arabic (1.3%)	
	Japanese-Thai (0.3 %)	
	Thai-French (0.3 %)	
	Latin-English (0.3 %)	

The above table presented that the language choices of business names that were most frequently utilised in Mueang District of Phayao Province was Thai language with a total of 175 signs (43.8%), followed by English with a total of 78 signs (19.5%), bilingual signs, i.e., Thai-English, with a total of 71 signs (17.8%), and Thai-Chinese and Thai-Northern Thai dialect each with a total of 15 signs (3.8%), respectively.

## Part 3: Origin of Business Names in Mueang District, Phayao Province

The results of the analysis on the origin of business names in Mueang District, Phayao Province revealed that there were 12 origins of business naming related to business owners, products/materials/devices, characteristics, places of business, belief, period of time, business types, numbers, animals and plants (Table 2). Some origins were referred from the classification of Wangphusit (2012).

Table 2: Origins of business names.

<b>Order</b>	<b>Origins of Business Names</b>	<b>Frequency</b>	<b>Percentage</b>
1	Business owner	172	25.4
2	Characteristics	141	20.9
3	Products/materials/devices	104	15.4
4	Place of business	101	15
5	Place	60	8.9
6	Business	52	7.7
7	Auspiciousness	16	2.4
8	Business Organization	14	2.1
9	Number	5	0.7

10	Animals and plants	5	0.7
11	Period of time	3	0.4
12	Direction	3	0.4
	Total	400	100

From Table 2, the result of the frequency of the origins of business names in Mueang District, Phayao Province could be concluded in the first five ranks ordered by descending order as follows:

The first order was the origin related to the business owner with a frequency of 172 names, followed by characteristics with a frequency of 141 names, products/materials/devices with a frequency of 101 names, place with a frequency of 60 names, and business with a frequency of 52 names, respectively.

#### 4. Discussion

From studying the LL of business names in Mueang District, Phayao Province, it could be seen that this area was a monolingual community with business names in Thai with the highest level of origin being related to the business owner, whereas most business names were first names, nicknames, or surnames of the entrepreneurs; for example, “Thai Tawee”, “Suwannee Boutique”, “JR Computer”, “Dr. Katesaraporn Clinic”, etc. The reason for this kind of naming was the ease of remembering, i.e., when customers read the shop names, they could immediately recognise the business owners. Moreover, this kind of naming built pride of the business owners; therefore, some business owners preferred using their names or surnames as their business names. This was consistent with the study conducted by Kirimek (1991), who mentioned that individual names were used as business names for convenience of naming. In addition, some individual names were attractive and modern with a good meaning because most people believed that a good name would give auspiciousness to the shops and stores. Likewise, business owners could be recognised immediately after reading commercial signs. Business owners also demanded people to perceive that such businesses were owned by them, and most individual names had a good meaning; therefore, they used individual names as business names (Sukhkasame, 2001).

Furthermore, business names in Mueang District, Phayao Province represented the maintenance of the Lanna identity and reflected its distinctive characteristic as a city of diversity and multiculturalism consisting of people with a diversity of races, languages, and cultures. It was also influenced by globalisation and language disaster that reflected language changes occurring in the current society.

##### 4.1 Identity Maintenance

Most business names in Mueang District, Phayao Province had originated from Thai language reflecting the maintenance of the Thai identity because language was a social identity. Thai language was the national language of Thailand and the medium of Thai society, and entrepreneurs were proud of Thainess. Examples of business names in Thai were as follows: “Sangchan”, “Chomphunoot Pharmacy”, “Kraproa Thad Khun Yai”, “Choke Udom”, etc. It was mentioned by Srichomthong (2016) that signs in public areas of downtown and suburban areas of eight provinces in the Lanna area indicated the powerful roles and influences of the Thai language, as well as reflected the acceptance and admiration of Thai language under the perspective of the Lanna people. This was consistent with the research conducted by Sareh (2007) who stated that business naming in Pattani Province consisted of monolingual signs and signs with mixed languages, in which the most popular language was Thai. Moreover, it was consistent with the study of Sukhkasame (1991) who discovered that business naming in Thai expressed love and pride towards the Thai language that was the national language. Additionally, Thai language was attractive with a good meaning and compact words that could be understood easily without interpretation; therefore, it was suitable for naming shops and stores.

In addition, Phayao Province is located in Upper Northern Thailand, and the local people prefer writing, speaking, and reading in their own language, i.e., Lanna language or “Kam Mueang”. As a result, some business names in Mueang District, Phayao Province were in the Northern Thai dialect in order to maintain and express the identity of Lanna. The words that could be found the most was “Kwan”; for example, “Kwan Phayao Orchid Place”, “Him Kwan Car Care”, “Chaleang Kwan”, etc. For restaurant names, it was “Pak Ping Him Kwan”, where “Kwan” was Lanna language referring to a large swamp. This restaurant was located near Kwan Phayao that was considered as a popular place in

Phayao Province and is the largest freshwater lake in Northern Thailand. The restaurant communicated with customers that they could take a rest and have a meal at Kwan Phayao. There were also other shops and stores named “Sapa Khong Took Na Mor”, “Klang Vieng Cosmetics”, “Lam Him Kwan”, etc. For “Sapa Khong Took Na Mor”, “Sapa” in Northern Thai language referred to everything. Therefore, the meaning of this business name was that this shop sold everything at a cheap price. For “Klang Vieng Cosmetics”, “Vieng” in Northern Thai language means town. Therefore, the meaning of this shop was that this shop sold cosmetics and it was located in Mueang District, Phayao Province. For “Lam Him Kwan”, “Lam” in Northern Thai language means delicious whereas “Him” means lakeside. Therefore, the meaning of this business was delicious food at the lakeside. This was the name of a famous roast pork restaurant located opposite Kwan Phayao in Mueang District, Phayao Province.

#### 5.1 Multicultural Society

Phayao province has cultural diversity with various ethnic groups, and such cultural integration has led to a multilingual condition that could be seen from various LL; for example, Chinese, Japanese, Korean, Western languages, etc. These commercial names represent the diversity of people from various ethnicities who had settled down, worked, and had social interaction with one another. Based on history, the Thai-Chinese people in Phayao Province who migrated from Central Thailand to settle in Phayao Province in the past could be classified by four major language groups comprising Chaozhou, Hakka, Hainanese, and Yunnan. Moreover, there were two minor language groups composed of Cantonese and Mandarin (Sooksaranjit, 2015). They settled down, worked, and maintained the Chinese identity as shown in some business names with Chinese language; for example, “Tang Tak Seng”, “Yong Feng (永豐)”, “盧發利”, “鄭志成”, etc. Most words were pronounced by using Chinese with a Chaozhou accent and other accents. Most Chinese business names were names and surnames related to the entrepreneurs; for example, Yong Feng (永豐) in which the first character was the surname and 永 (yǒng) was pronounced with a Chaozhou accent as “Yong”. 豐 (fēng) was “Feng” that was an individual’s name with an auspicious meaning referring to prosperity. Entrepreneurs also expected that business names would convey an auspicious meaning; for example, “Heng Heng” referred to good luck. For “Leng Yu Pochana”, the term “Leng Yu” (龍裕) originated from the names of the daughter and son of the business owner and referred to dragon and wealth. This was consistent with the research of Khaolad (1996) who commented that words with a good meaning, i.e., prosperity, security, and advancement, were used for naming businesses. This was consistent with the studies of Chongbanjob (1991) and Sangsawang and Sareh (2007) who found that businesses of Thai-Chinese people were often named with words referring to goodness, prosperity, auspiciousness, and luck.

In addition, the trend of the Eastern culture like Korean, Japanese, and Western culture that did not use English as the official language like Latin, Italian, and French, started to have a role in restaurant, hotel, grocery, and music school businesses in Phayao Province in order to present the identity of the places of business or products, or to identify the popularity of products from those countries or major customer groups in such area (Pikulthong, 2011). This was shown in some business names with those languages; for example, “NANAMI PHAYAO” where NANAMI had originated from Japanese. “Haru” had originated from Korean. “Aurora Restaurant” in which Aurora was derived from Latin and “Charin *café*” where *café* had originated from French, etc. This was consistent with the study of Buaramual (2008) who stated that when the world was more developed, communication was also increasingly developed. Therefore, other languages were used as official languages or a second language for communication; for example, English, French, Spanish, Arabic, Chinese, etc.

#### 4.2 Globalisation

Globalisation is the phenomenon that can be perceived by the public through languages on signs, especially foreign languages, i.e., English that is considered as a major leading language phenomenon to the borderless era. English is also used extensively, and most signs are written in English or Thai (Srichomthong, 2016). The use of English for naming business names reflects the universality, modernity, and novelty better than local languages as presented by Cenoz and Gorter (2006) that English was the language of international communication as shown in business names in Mueang District, Phayao Province that were completely English and/or English mixed with other languages. Most English words that were firstly found in business names included clinic, mobile, homestay, computer, leasing, pharmacy, studio, coffee for example, “Phayao Thaworn Leasing Limited Partnership”, “Coffee Mugs”,

“JR Computer”, “Verich Clinic”, etc. This reflected that social phenomenon and the globalisation culture had occurred in Mueang District, Phayao Province and represented the daily living of the local people, the necessity of technology and rapid communication, emphasis on health, and growing businesses; for example, coffee shops, photography business, hotels, etc. This was consistent with the study of Kirimek (2006), who presented that the objective of the use of English names for naming a business was to represent modernity or knowledge of the business owners. Moreover, they conveyed the meaning related to the business or services as intended by the manufacturers. This was consistent with the study of Khumtong (2014), which presented that a business name in English could enable foreigners to immediately understand the products or services of such business, and business owners also considered that a business name in English was more interesting, modern, and attractive for both Thai and foreign customers than Thai language. Furthermore, this was consistent with the study of Chongbanjob (1991) who found that entrepreneurs preferred a business name in English because English business names were compact and able to convey the products to the customers better than Thai language. Likewise, Jingsi (2018) said that a business name in English could differentiate the shops from other shops with modernity.

#### 4.3 Localisation

Srichomthong (2014: 71) said that localisation was a globalisation phenomenon that was adjusted to be appropriate for the locality, and it also occurred while the locality was being promoted and internationalised. This phenomenon could be noticed from the use of mixed languages that were a combination between English and local languages, i.e., Lanna and Thai languages, as shown in some business names in Mueang District, Phayao Province that were bilingual signs and signs with mixed languages. English words and statements were mixed with other languages and Thai or Northern Thai dialect; for example, “Huen Hoa Homestay” that was mixing between Northern Thai dialect and English, whereas “Huen” referred to “Ruen” or “house” and “Hoa” referred to “I”. Therefore, the name of this business referred to my house. The examples of mixing between Thai and English languages were “Rung Charoen Pharmacy”, “Thongchai Gas”, “Porntep Fabrics”, and most of them were bilingual signs. Thus, it could be said that the localisation phenomenon in the form of bilingual signs of the English and Thai languages could be found in many areas of Lanna, and they were also preferred for naming buildings, places, or businesses. This was consistent with the research of Huebner (2006) who found that mixing between English and Thai languages was most frequently found in Bangkok with extensive usage. Moreover, there were some business names in the form of mixed languages, i.e., Thai language or Northern Thai dialect mixed with other languages; for example, Thai and English languages mixed with Japanese language or Thai and English languages mixed with Arabic language, etc. The examples were “Chabu Indy Phayao”, “42 Steak House Samyan”, etc.

#### 4.4 Changes to Thai Language

Changes to Thai language are currently occurring in Thai society due to the entry of Western culture or modern culture and technological development enabling teenagers to be exposed to the news and use social networks for rapid communication. As a consequence, this has increasingly adjusted the Thai language leading to shorter words, language disaster, and slang. Language disaster refers to Thai language that has been changed and does not meet with the conventions of standard language based on the principle of Thai language on spelling (Nokdee, 2014). Additionally, Thai society ignores the use of correct Thai language plus with technological affluence and the intention to modify Thai language through incorrect spelling and writing (Sudhinont et al., 2018). From business names in Mueang District, Phayao Province, entrepreneurs intended to modify their business names to be consistent with their products that were coffee and beverages; for example, “Ai Yen” that was located near Kwan Phayao in which the business owner adjusted the writing based on speaking and conveyed the meaning from “Ai Yen” of correct Thai language in order to represent the cool vapor of the beverage, cool wind, and beautiful scenery of Kwan Phayao. “Khao Ka Sen” restaurant that was intentionally written with “Kub” as “ka” whereas “Sapa Nar Mor” was originated from “Nar Mor” or the front area of the university through incorrect writing from the standard method. In addition, there was another shop called “Nid Nom” that was derived from “Sanit Sanom” whereas “Car:Fae” was influenced by Western culture by mixing English vocabulary to replace the Thai pronunciation of the word “Ka Fae”, and this was a café business. Likewise, slang words were used for naming a business. According to the Royal Institute



Dictionary B.E. 2542 (1999), slang words referred to words or idioms that were used in groups or for a period of time, and they were not accepted as correct words or idioms. From the business names in Mueang District, Phayao Province, there was a shop called “Suay Sab Beauty” where the business owner used “Sab” by changing the meaning from “Sab” in dialect that referred to spicy and delicious to be “fully satisfied”. Moreover, some words that were recently used in Thai language were used; for example, “Kuru Hair Salon” that was the name of a beauty salon business whereas “kuru” was mostly used in the business and social science fields referring to people with knowledge and expertise on any field and he/she would be accepted in such fields (Cholthicha, 2009). Hence, the entrepreneur intended to name his/her business with the meaning of a specialist on beauty.

## 5. Conclusions

The linguistic landscape (LL) from business names in Mueang District, Phayao Province indicated that the aforementioned area was a monolingual community. Thai language could be mostly found in the business names of the area because Thai language was the national language of Thailand and the medium of Thai society. In addition, entrepreneurs were proud of Thainess. For the origins of the business names, most names originated from the business owners' names. Moreover, business names in Mueang District, Phayao Province presented the uniqueness of Lanna because this province is located in Upper Northern Thailand. The word, “Kwan” was mostly found in business names, and it reflected the distinctiveness of a multicultural society consisting of people with a diversity of races, languages, and cultures. This could also be seen from business names that used Korean, Japanese, and Western languages that were not English or Latin, Italian, and French. Thus, these languages have started to play a role in the businesses of Phayao Province. Furthermore, business names in this province were influenced by globalisation, i.e., naming businesses in English reflected universality and modernity. Additionally, there were some business names with mixed languages between Thai language or Northern Thai dialect with other languages. This was considered as a localisation phenomenon that was promoted and internationalised. In addition, language disaster was found in this study, and it reflected the language changes occurring in the current society; for example, the intention to modify business names, incorrect spelling, or naming a business with slang words.

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