

THE IMITATIVE BEHAVIOR TO KOREAN SINGERS OF THAI TEENAGERS



Miss Chittikan Lakariya

ศูนย์วิทยทรัพยากร

จุฬาลงกรณ์มหาวิทยาลัย

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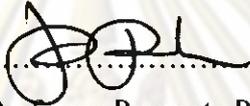
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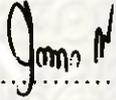
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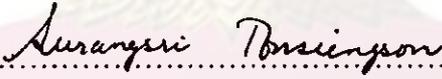
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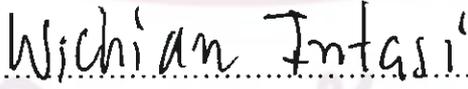
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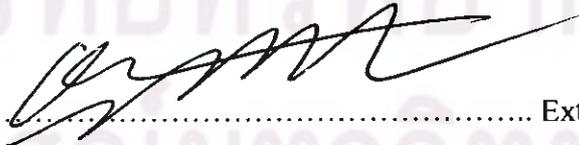
 Dean of the Graduate School
(Associate Professor Pornpote Piumsomboon,Ph.D.)

THESIS COMMITTEE

 Chairman
(Associate Professor Buddhagarn Rutchatorn,Ph.D.)

 Thesis Advisor
(Associate Professor Surangsri Tonsiengsom,Ph.D.)

 Examiner
(Wichian Intasi,Ph.D.)

 External Examiner
(Associate Professor Tae-Gyun Park,Ph.D.)

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การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาพฤติกรรมการเลียนแบบนักร้องเกาหลีของวัยรุ่นไทย ศึกษาทัศนคติต่อนักร้องเกาหลีและอิทธิพลของวัฒนธรรมเกาหลีที่มีต่อพฤติกรรมการเลียนแบบของวัยรุ่นไทยและปัญหาที่เกิดจากพฤติกรรมการเลียนแบบโดยกลุ่มตัวอย่างที่มีอายุระหว่าง12-22ปี อาศัยอยู่ในกรุงเทพมหานคร การวิจัยนี้ศึกษาเฉพาะพฤติกรรมการเลียนแบบในด้าน แฟชั่น การแต่งกาย การแต่งหน้า ทรงผม ทำเดินและการซื้อสินค้า โดยใช้การวิจัยเชิงคุณภาพ โดยการสัมภาษณ์เชิงลึกกับกลุ่มตัวอย่าง และการวิจัยเชิงปริมาณ โดยใช้แบบสอบถามกับกลุ่มตัวอย่าง และวิเคราะห์ข้อมูลโดยใช้โปรแกรมสำเร็จรูป SPSSในการประมวลผล

จากการวิจัยพบว่าวัยรุ่นไทยส่วนใหญ่มีทัศนคติเชิงบวกต่อนักร้องเกาหลีในด้านความสามารถและรูปลักษณ์ของศิลปินเกาหลีในระดับปานกลาง สำหรับอิทธิพลของวัฒนธรรมเกาหลีในส่วนที่เกี่ยวข้องกับนักร้องเกาฬินั้นทำให้วัยรุ่นไทยมีพฤติกรรมการเลียนแบบในประเด็นเรื่องการแต่งกาย ทรงผม แต่งหน้าและทำเดิน แต่ไม่มีอิทธิพลต่อการตัดสินใจในการซื้อสินค้าที่นักร้องเกาหลีเป็นพรีเซ็นเตอร์ส่วนระยะเวลา ช่องทางรับรู้จากละคร ภาพยนตร์ เพลงเกาหลี การเรียนภาษาเกาหลี หนังสือ วารสาร หนังสือพิมพ์ และอินเทอร์เน็ต มีอิทธิพลต่อวัยรุ่นไทยเกิดพฤติกรรมการเลียนแบบนักร้องเกาหลี

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The purpose of this research is to explain the imitative behavior to Korean singers of Thai teenagers, including their attitudes toward the Korean singers, influence of Korean culture about Korean singers make Thai teenagers have the imitative behavior and consequential problems from their behaviors. The sample group comprises Thai teenagers living in Bangkok, age between 12-22 years old, who are interested in imitated to Korean singers. The study focuses on the imitative behavior such as fashion, dress, hair style, make-up, dance and shopping products which Korean singers are presenters. The research was carried out in two sections. The first part was the qualitative research by using the interview of the group Thai teenagers. The second one was quantitative research by collecting the questionnaire. SPSS program was used as data analysis tool for the quantitative study.

The research result was finding suggest that the majority of Thai teenagers has positive attitude in medium level towards Korean singers. The Korean singers have influenced Thai teenagers to imitate Korean fashion, dress make- up, hair style and dance. But Thai teenagers shopping products did not depend on Korean singers who are presenters. Factors such as the Internet, book, magazines, newspaper, Korean movie, Korean song, Korean language and time duration which they have experiences with Korean singers have influenced imitative behavior.

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จุฬาลงกรณ์มหาวิทยาลัย

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CHAPTER I

INTRODUCTION

1. Background of the problem

Korean culture has now spread throughout Asia, including in Thailand but Thai people may be know the word about Korea Wave before World Cup year 2002. South Korea was co-hosted with Japan and it was the first time that Korea can be one of four teams in the World Cup final. Therefore, Korean culture spread throughout the world that is well-known in many countries. However, China is the first country in Asia that started to spread their culture and then come along with Japan and Korea began to flow until increase.

Popular culture in Korea began to flow from the entertainment industry. Korean culture is popular in Asia, especially Thailand in the form of film, theater and music because Korean people's lifestyle is appearing different to Asia people. Since this current Korea popular culture, Thailand teenagers are interested in Korean culture. The age of teenagers are a turning point of their life and is also the age of learning and imitation, they pay attention to Korean culture and receive the various media. So teenagers are changing their behaviors to comply with what they have learned from the media.

The imitative behavior of Thai teenagers is caused of the love of Thai entertainment media, whether the actors/actress and the singers, which is always repeated through the media that conform to and emulate their idols that they have an opportunity to see. After the current popularity abroad into Thailand. Thai teenagers begin to turn its popularity with the stuff over from the expansion of Western culture. So Asian cultures have expanded, for example, the culture from China that is imported the movies, theaters and music. Later, the current popular culture of Japan has started. Then they found that the cartoon was a starting point to know and love Japanese culture. For the Japanese artists has the way to present with an outstanding, a range of different personality vocalist musicians are retrieved from the cartoon. Thai teenagers have the activities about dress or emulate from the Japanese cartoon called

Coseplay. Afterwards, the current Japanese culture was weakening by Korean culture. Therefore, Korean singers have more influence on Thai teenagers.

During the moving forward of the Korean series and movies, another strategy of Korean entertainment that is imported to Thailand is music. But in the first time, it was accepted a little bit when compared with artists like neighboring Japan that have wide and stable market in Thailand. However, Korea does not take a long time; they can make the Thai artists that imitate like Korean artists. Major Korea Music Company, such as SM Entertainment focuses mainly on Japan market and some place of China market. JYP Entertainment and YG Entertainment focus on South Eastern Asia. Most of Korean artists such as single, team singers or dancer are favorite.

For Thailand, Baby V.O.X. was the first girl band from Korea that was imported by Grammy Co.Ltd.,. Its sale reached 30,000 CDs at that moment. In 2004, Se7en, the well-known singer in Korea was imported by RS Promotion. He sang in English. Then it followed by Mr. Rain (Jeong Ji-hun), a popular actor in drama series "Full House" to star singer. Nowadays, the well-known Korean singers who pioneer the Korean song in Thailand such as "Rain" who had the concert "Rainy Day in Bangkok 2006" during 25-26 February 2006 and "Rain Coming World Tour in Bangkok 2007". Then "Dongbangshinki" is followed to come to Thailand to have the concert "TVXQ! Rising Sun Live in Bangkok 2006" that showed at Impact Arena on 15 September 2006 and there were 13,000 audiences in this concert. But after they went to promote in Japan, their reputation quietly decreased. However, there is the new generation like "Super Junior" that saying that they have many fan cubs in Thailand. Moreover, it also includes "Big Bang", "Rain" and in the side of Women is "So Nyeo Shi Dae", "Girls' Generation (SNSD)". In addition, the girl group which is the most famous in Thailand now is "Wonder Girls" with hers song "Nobody" (Entertainment team, 2009: Online).

Then "Music is the universal language". It is the words that confirm the success of the Korean music industry in Thailand. Although the language used to communicate with different but Thai teenagers also continue to support the Korean singers, without the worry of different obstacles. The circulation singing songs of Korean artists demonstrate the vibrancy of the Korean music rush to Thailand successfully.

A current flow of Korean culture and conform to Thai teenagers occurs and they imitate not only the fashion of clothing, hair and make-up, but also the imitation of dancing, shopping and listening to Korea music. Behavior transvestite artist singing is a part of Korean culture that Thai teenagers received and applied to their culture. For instance, when popular Korea stars were the brand-advertised presenter of products, Thai teenager would frankly buy them in order to feel close to that brand presenter. The example case is Ducth Milk selected Mr. Rain being brand-advertised presenter and mainly sponsor of Rain concert in Thailand. In addition, Dongbangshinki who was selected to be brand presenter of Yamaha Motor (motorcycle) or member of Super Junior (SM Entertainment) was selected to brand presenter of 12 plus (one product of Cologne), rising sale up rapidly of teenager target.

Among the teenager group after products have been used, simulation of products to life style will be adapted into those people who are using it. Another example is related to Korea fashion of pop star's dressing. Thai teenager will follow the Korea trend of dressing style or color such as bandanna or long-hand shirt although Thai whether is hot. One more example, boy band singer such as Bigbang or Shinee was wearing big converst, influencing to Thai teenage boys though Thai pop stars such as GOLF & MIKE or also K-OTIC. Including body accessories such as eardrop bought by internet website, Thai youth fashion upon about dancing style called Cover Dance. According upon, dancing institute has been set up to especially teach Korea dancing. Furthermore, there were a lot of activities involving much Korea trend both in and outside country. Listen to Korean music and need to study Korean language for listen to music and have the opportunity to use it to greet with a Korean singers.

Therefore Korean pop and dancing singers are popular in young Thai men and women, especially dance imitation. For the Korean singers that are popular in Thai teenagers and imitation like them are the singers who had the show and perform in Thai. Moreover, the other singers that teenagers follow their news on the Internet are popular in Thai Teenagers. This research will be studied is the Korean singers that are separated in "boy band group", for example, Dongbangshinki, Super junior, Bigbang, Shinee, 2PM, SS501, Paran, Shinhwa, Super nova, Battle, FT Island, Xing; "girl band group", for example, Wonder girls, Girl's generation, Kara, 2NE1, Brown

eyed girls, Jewelry ,4 minute, After school, T-Ara; "male singer" for example, Rain,Seven,Ajoo; "female singer", for example, BoA. It also shows that boy band and girl band group is more popular than the male or female singer because of the joyful and lively lyrics and they are also attractive.

Concerning about the problems of the teenagers who imitate the singers and actors, it should have accepted one of the problems that have been a long time and happened in every period and every teenager in every country. Nowadays, the most popular fashion is Korean fashion. It is the strong flow in every part such as the entertainment industry, actors, singers and series. In the Korean language is popular as well. The Korean culture is also well-know, whether in Korean food, Korean clothing or Korean greeting. Especially in Korean clothing because Korean people focus on wearing in various season, each season is special to wearing in different style.

Spring: It will highlight a flashy and bright color clothes, there are various styles.

Summer: It will highlight a bright color but soft tone color over the spring. Style clothing line is a singlet, vest shorts and three parts pants etc.

Fall: It focuses on the dark colors such as blue, black blue and brown.

Winter: It focuses on black color, for example; dark long sleeve shirt, black overcoat and sweater with dark scarf.

To wearing the clothes of Korean style is wearing in the two shirt or coat overlap, because the weather is quite cold in Korea. Therefore, it focuses on the long shirt and having the different tones or the same tones which is depending on preferences. The pants are usually about knee pants and tie waist adorned with fabric instead of a belt. And in the winter is in trousers instead. It is a skirt for Korean women and mostly is so sweet and cheerful. But if it is a miniskirt, they will wear a legging inside. However, the most Korean women also like to wear a dress.

The hair style is focus on the natural hair. Other popular is the frizzy curly wave hair and look like busy making but natural. Both of women and men also do this hair style.

The Korean make- up fashion is hot in nowadays. This make-up is focus on natural make- up which is very hit in Thai women. Moreover, this make-up is hot only look like natural, but also feel brighter. Korean people will focus on the eyes

because the Korean people's eyes are small. Noticed by the Korean people surgery, they want to have the double eyelid.

Fashions enable cultural imitation. For teenagers, stars and singers are darling hero and role model in his and her lifestyle (Matichon, 2009: Online).

The result of the imitative cause many problems, for example, the high expenditure of teenagers, the lie to their parents absence in their school for following their idols, the buying ticket concert which has the most price is about 5,000-6,000 bath and buying the clothes which dressing look like their idols. From the over-accepted Korea trend of Thai teenagers makes them lack their own master and may be hot keep their Thai culture until it disappears and influence to Thai society in the future.

It therefore is the source of this research study to know the reason why it makes the imitative behavior of teenagers. It should not be overlooked and should be studied in various aspects to research. The researcher hopes this research will be useful and help gathering basic information for everyone who is interested in research about the imitative behavior to the Korean artists and other countries of Thai teenagers in depth or may be angle an extension of knowledge of educational research in the field of other opportunities.

2. Research Problem

2.1 What is the attitude of Thai teenagers to Korean singers.

2.2 What is factors that causes the imitative behavior and Thai teenagers have the imitative behavior to Korean singers or not and how.

2.3 What are the problems of the imitative behavior to Korean singers of Thai teenagers.

3. Objective of the research

3.1 To study the attitudes toward the Korean singers of Thai teenagers.

3.2 To study factors that affect imitative behavior to Korean singers of Thai teenagers.

3.3 To study the problems that result from the imitative behavior to the Korean singers of Thai teenagers.

4. Hypothesis of the research

4.1 Thai teenager's attitudes toward Korean singers motivate the imitative behavior.

4.2 The Korean cultures through Korean singers influence Thai teenagers to have the imitative behavior.

5. Scope of research

Documentary about Korean popular culture or Korean Wave and sample of population that used in the research group is including teenagers living in Bangkok, age between 12-22 years old, who like, interested or imitated to Korean singers. According to World Health Organization has determined that young people are aged between 10-19 years old. For this research in the age will be divided into four groups. Early adolescence (12-14 years old), Middle adolescence (15-17 years old), Late adolescence are group one (18-20 years old) and Late adolescence are group two (21-22 years old). The distribution of frequency by age to know what the range of age has the imitative behavior. Teenager in Bangkok can be sensitively influenced leading to simulation because it was targeted by various medias and they can have their own freedom decision. This research study specific of fashion, dress, hair style, make-up, shopping products which Korean singer is a presenter and dance imitation.

6. Variables in research.

Variables use in research can be explained by the following assumptions.

Hypothesis 1: Thai teenager's attitudes toward Korean singers motivate the imitative behavior.

Independent variable: Thai teenager's attitudes toward Korean singers.

Dependent variable: The imitative behavior to Korean singers.

Hypothesis 2: The Korean cultures through Korean singers influence Thai teenagers to have the imitative behavior.

Independent variable: The Korean cultures through Korean singers.

Dependent variable: The imitative behavior to Korean singers.

7. Definition terms

7.1 Imitative behavior means change or bring the behavior to emulate and the imitator that will lead to positive result but sometime it may lead to negative results as well. Teenagers may imitate singers or actors, if they act the right way or the imitator choose do the right way. Moreover, someone is interested in the Korean actors or singers and imitates their clothing, hair style, make-up, acting like the singers and until studying Korea language for communication or singing their songs.

7.2 Korean singers means South Korea Popular and well- known among Thai teenagers and artists that come to shows or concerts and other Korean singers that Thai teenagers follow after the news on internet and television.

7.3 Thai teenager means persons aged 12-22 years old both male and female living in Bangkok that imitate to Korean singers' favorite track and the music of Korea.

7.4 Korean culture means the patterns of living, Korean's livelihood, the thing that Korean makes or determines until it is well- known and is accepted in the society and including the Korean singers' behaviors in the various shows.

7.5 Korean fashion means the clothing, hair style, and make-up.

8. The benefits to be expected

8.1 To know the attitudes and factors that cause Thai teenagers imitate Korean singers.

8.2 To emphasize to know the influence of the Korean singers to Thai teenagers in nowadays for paying attention to them a lot.

8.3 The source of this research will help the organization which handle with Thai teenager and Thai culture such as Ministry of Culture know the current flow of Korean culture. Moreover, it will help them to control and lead them to solve and improve to the right way.

9. Thesis Presentation Structure

In order to present this thesis, the author expects to convey the context by dividing into five sections.

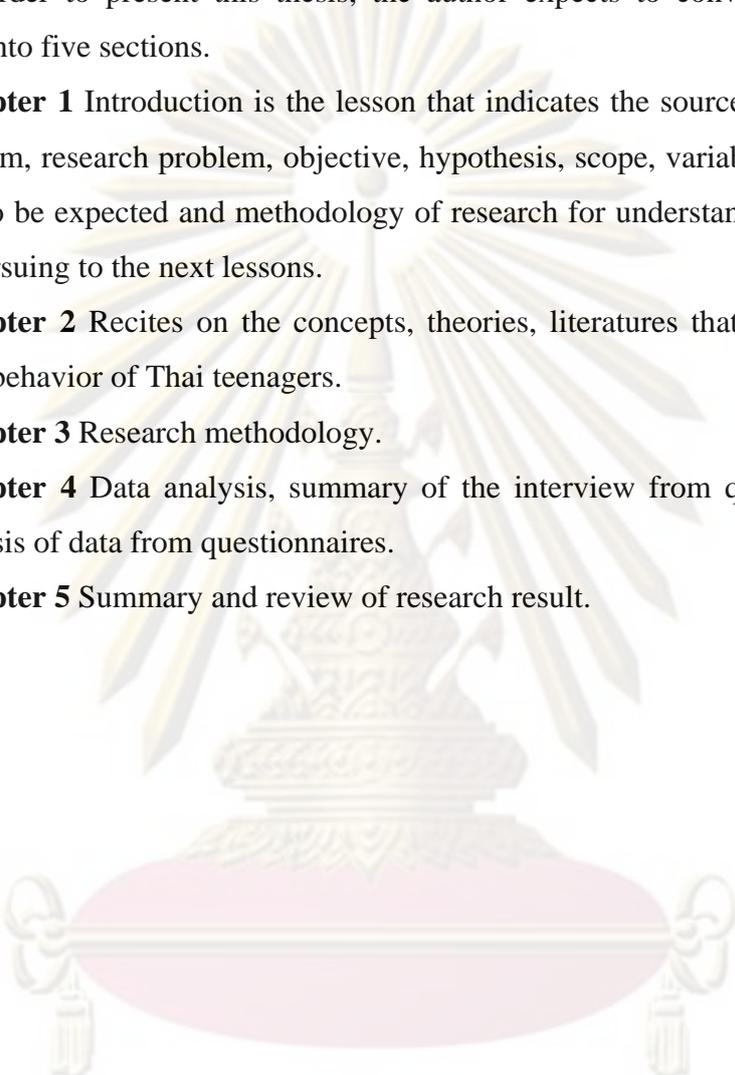
Chapter 1 Introduction is the lesson that indicates the source of background of the problem, research problem, objective, hypothesis, scope, variables, definition, the benefits to be expected and methodology of research for understand the basic history before pursuing to the next lessons.

Chapter 2 Recites on the concepts, theories, literatures that are related to the imitative behavior of Thai teenagers.

Chapter 3 Research methodology.

Chapter 4 Data analysis, summary of the interview from qualitative research and analysis of data from questionnaires.

Chapter 5 Summary and review of research result.



ศูนย์วิทยทรัพยากร
จุฬาลงกรณ์มหาวิทยาลัย

CHAPTER II

CONCEPT, THEORY AND LITERATURE REVIEWS

Research on “The imitative behavior to Korean singers of Thai teenagers” is leading theories and concepts related to research studies as a guide to research in the following.

1. Culture concept
 - Subculture
 - Fan culture
 - Teenager culture
2. Social learning Theory and Imitation
3. Attitude concept.
4. Literature reviews.

1. Culture concept

Culture is the set of human’s creation of innovation, invention, tradition through thought or behavior system which is not from instinctively.

Culture is accumulation by experience of life adaptation which comes from time to time, from generation through generation. In addition, it is changed depending on environment and time such as the way of dressing, consumption culture and language according to having been used in various life activities four key characteristics of culture (Chutima Chuhakan, 2007:13).

1.1 Learning. Human is different from animal. They can learn from each other such as actions, community behaviors or languages especially they are in the same society or group such as new trend dressing style in the city, new multi-spoken languages in teenager or so forth. Those are things must be learnt by human being.

1.2 Society heritage. Culture is not transferred as heredity but it is transmitted by generation to generation or it is easily called heritage from the old generation. It can be taught in the way of language. If culture disappears, it means that the former generation has not transferred it the next generation which lead to the new culture through the innovation being created. However, culture transformation still

needs transmit of culture of people through people as medium language. Therefore, if there are no languages, there will not be culture through the present.

1.3 Way of living. Thought or belief in culture of society can separate its culture from one community into other one which has its own specific characteristic. New born people beneath a community's culture can learn their culture as the first thing. Thus, cultures in different countries in different generation are different.

1.4 Impermanent. Culture can be changed continually since innovation of culture is still being created in order to match current changing situation or respond the present demand

From 1980s, popular culture has frankly and continually spread over the way of living of people both in city and rural area, and in developing and developed countries. It is caused by evolution of technology and communication in new era such as televisions, computers, Internet and Karaoke machines from high technology country, Japan, including the change in mechanism to era of economic globalization.

Subculture

Culture can be divided into various subcultures such as locals, races and careers. Moreover, it can also be classified under the age such as teenager, adult which creates the culture under their belief and inspiration through behavior as their design.

Brake (1990) said sub-culture is the three main elements.

1. The appearance example clothes, jewelry, hair style, appliances
2. The deportation example expression, gesture.
3. Language of words that are used only group.

Sub-culture that the idea of Brake are expressed through behavior that can be realized which the researcher will capture the approach used in studies of youth behavior.

Subcultures can be distinctive because of the age, ethnicity, class, location, and/or gender of the members. The qualities that determine a subculture as distinct may be linguistic, aesthetic, religious, political, sexual, geographical or a combination of factors. According to Dick Hebdige, members of a subculture often signal their membership through a distinctive and symbolic use of style, which includes fashions,

mannerisms, and argot. They also live out particular relations to places; Ken Gelder talks about "sub cultural geographies" along these lines.

The study of subcultures often consists of the study of symbolism attached to clothing, music and other visible affectations by members of subcultures, and also the ways in which these same symbols are interpreted by members of the dominant culture. Subcultures have been chronicled by others for a long time, documented, analyzed, classified, rationalized, monitored, and scrutinized. In some cases, subcultures have been legislated against, their activities regulated or curtailed.

Music-based subcultures are particularly vulnerable to this process, and so what may be considered a subculture at one stage in its history such as jazz, punk, hip hop and rave cultures may represent mainstream taste within a short period of time. Some subcultures reject or modify the importance of style, stressing membership through the adoption of an ideology which may be much more resistant to commercial exploitation. The punk subculture's distinctive (and initially shocking) style of clothing was adopted by mass-market fashion companies once the subculture became a media interest.

Fan culture

A fan club is a group that is dedicated to a well known person, group or idea. Most fan clubs are run by fans that devote considerable time and resources to supporting them. There are also "official" fan clubs that are run by someone associated with the person or organization the club is centered around. This is the case for many musicians, soccer teams and more. Today, many fan clubs have web sites to support their adoring efforts. These sites usually have photos and information on the object of their affection. For example, a fan site dedicated to musicians might have photos, videos, discussion boards, and information on upcoming concerts.

Fandom is a subculture built around the production of fan materials derived from an appropriated and the communication of fans. Fans do not see themselves as thieves or plagiarizers, but as active readers of a particular work of media in which can be expanded by them to involve notable ideas and details. These cultural artifacts, such as fan fiction and fan art, are also modes of communication around which fans have crafted their entire community. The term culture may be ambiguous to many, but to

fans the term refers to the activities and methods of communication that have give significance and importance to their existence (Betsy, 2008:30).

Teenager culture

Teenager is the most learning age, there are learning of values, culture and including to learn everything from society. Therefore, the personality, the social organization and many social institutions are influence to the learning of teenager. By the following example;

1. Family is the first institution and the most important institution that is influencing to the values of teenager. Because of the family is the first institution that has the opportunity to teach the social behavior to people since their birth.

2. Cultural Society that people in society practice is generally influence values and expression behavior in the society including influencing the development of personality in the society also.

3. Society of teenagers and friend's group has the influence enough to change some ideas for the teenagers.

4. Mass media. Teenagers at the present gain the knowledge and ideas from the media greatly (Woranuch Tantiwitidpong ,2008 : 34-35).

Demand of teenagers

Teenagers want to the general points as the other people want, such as need physical, security, love, freedom and want to be successful in their life, etc. Although teenagers want the general point that are not different from another age but some demand prominent than another age. The characteristics specific needs of Thai teenagers to the expression behavior of teenagers according to Thai psychologists and adults are common as following;

1. Teenagers want love.
2. Teenagers who want equality as other in every thing else.
3. Teenagers want to have experience in various, want to know, want to try and to do everything (Panee Rammasud, 1985: 54-55).

Therefore, understanding the demand of teenagers, it is necessary as well. Because of teenagers need to innovate constantly and freedom to decision.

2. Social learning Theory and Imitation

Bandura said the way people approach or perform or social behavior in various forms. Not with the natural must be self-learning. According to social learning theory, modeling influences produce learning principally through their informative function. During exposure observers acquire mainly symbolic representations of the modeled activities which serve as guides for appropriate performances. Observational learning is governed by four component processes (Bandura, 1977: 22-29).

2.1 Attention Processes

People cannot learn much by observation unless they attend to, and perceive accurately, the significant features of the modeled behavior. Attention processes determine what is selectively observed in the profusion of modeling influences to which one is exposed and what is extracted from such exposures. A number of factors, some involving the observers' characteristics, others involving the features of the modeled activities themselves, and still others involving the structural arrangement of human interactions, regulate the amount and types of observational experiences.

2.2 Retention Processes

People cannot be much influenced by observation of modeled behavior if they do not remember it. A second major process involved in observational learning concerns retention of activities that have been modeled at one time or another. In order for observers to profit from the behavior of models when they are no longer present to provide direction, the response patterns must be represented in memory in symbolic form. Through the medium of symbols, transitory modeling experiences can be maintained in permanent memory. It is the advanced capacity for symbolization that enables humans to learn much of their behavior by observation.

2.3 Motor Reproduction Processes

The third component of modeling involves converting symbolic representations into appropriate actions. To understand this response guidance function requires analysis of the idiomatic mechanisms of performance. Behavioral

reproduction is achieved by organizing one's responses spatially and temporally in accordance with the modeled patterns. For purposes of analysis, behavioral enactment can be separated into cognitive organization of responses, their initiation, monitoring, and refinement on the basis of informative feedback.

2.4 Motivational Processes

People do not enact everything they learn. They are more likely to adopt modeled behavior if it results in outcomes they value than if it has unrewarding or punishing effects.

Imitation means do imitate others. Caused by the observed behavior of others or see other animals. Imitative behaviors to Korean singers of Thai teenagers have two processes.

- Imitation process, imitative singer by friends to want to accept the same group.
- Distinction process, to show a difference from people that do not imitate Korean singers.

The imitation happens to exchange the travesty of experience that observe patterns of dress, demeanor, speaking manners and influence the model or the friend. People with new behavior are likely to remain the same behavior and realize that result of people adding more distance than the young child (Chutima Chunchakan, 2007:30).

Thus the study of imitation from Korean model of teenagers is a behavior and comments follow Korean actors and singers. For example costume, hair style and experiences from culture through various media. It used both individual level and Thai society in nowadays.

The research of the Suan Dusit poll, Suan Dusit Rajabhat University (2003). This research surveyed the opinions of young people aged 12-22 years old in the Bangkok and metropolitan area. 678 people about the behavior of artists that young people emulate celebrities.

	Men	Women	Overall
No. 1 Personality / personal	80.70 %	83.00 %	81.85%
No. 2 Dress.	80.79 %	80.52 %	80.65%
No. 3 Demeanor / practical option.	74.80 %	78.20 %	76.50%
No. 4 Haircut.	76.80 %	75.40 %	76.10 %
No. 5 Parlance / language.	69.90 %	70.10 %	70.00 %
No. 6 Manner	63.70 %	70.20 %	66.95 %
No. 7 Sports.	61.30 %	52.20 %	56.75 %
No. 8 Hobbies	49.40 %	50.60 %	50.00 %
No. 9 Food	37.40 %	40.80 %	39.10 %
Others, such as education, ability.	54.30 %	58.50 %	56.40 %

From the survey results to see that artists / celebrities are people who dream of young adolescents tend to imitate or model which is the influence of teenage life significantly.

Surveys of the Suan Dusit poll survey of Thai people aged 13-25 years old with Korean singer favorite artists on 10 April 2009. Found Korean singers that Thai young like the following.

No.1. Dong bang shin ki	19.04%
No 2. BigBang	17.96%
No 3. Girls' Generation	17.54%
No 4. Wonder Girls	17.52%
No 5. Rain	13.04%
No 6. Super junior	11.76%
Others	4.05%

3. Attitude concept

The attitude is belief and sense of people to the various things such as people, object, action, situation as well including the manner that expressed a feeling about something.

The attitude is an abstract and a part of an expression in practice. However, the attitudes is not motive and drives, it is a state of readiness to retroact and show the way of the respond of people to provocation (Prapapen Suwan, 1977: 1).

The attitude is one of the important concepts in the social psychology and the communication. It has been used this term worldwide. The academics have the definition of the world “attitude” in various meaning by following;

Roger (1978: 208 – 209 cited in Suraphong Sothanasatian, 1990 : 122) said that the attitude is the index that points how people think or feel about the others, objects, environment or until the different situations. The attitude is based on the belief that may affect the behavior in the future. Therefore, the attitude is only equipped to respond to provocation and is a dimension of an assessment to show that love or not love toward the topic. It is Interpersonal Communication that is affected from the receiving message which continues to affect the behavior.

Allport (1935: 810) defines the word “attitude” is the state of readiness of the mental which comes from the experience. It is the drive that specifies a direction of the reaction of people to the others, objects or related situations.

Decho Sawananon (1969:28) said that the attitude is the personality that is created and changed. It also is the motive to specify the behavior of people to the various environmental.

Sak Soontornsanee (1988:2) said about the attitude that associates with the behavior of the individuals, so it means;

1. The complex of feeling or prejudice of people in the creation of readiness to do something based on their experience obtained.

2. The propensity to react to something in the good side or the resistance to the environment that will coming in one way or another.

3. In the behavior, it means the preparing or readiness to respond.

In summary, the attitude in this field is about the mentality, manner, feeling and propensity of people to the information and the openness to the program of the screened situation. It is also possible both of positive and negative. The attitude is caused the display behavior. It shows that the attitude is composed by the idea that affects the emotion and feels it out by the behavior.

Components of the attitude

Attitudes have generally been regarded as either mental readiness or implicit predispositions that exert some general and consistent influence on a fairly large class of evaluative responses. Attitudes are thus internal, private events whose existence we infer from our own introspection or from some form of behavioral evidence when they are expressed overtly in word or deed. A verbalized attitude is called an opinion. In studying attitude change it helps to conceptualize attitudes as having three components: affect cognition and behavior. The affective component consists of a person's evaluation of, liking of, or emotional to some object or person. The cognitive component has been conceptualized as a person's beliefs about, or factual knowledge of, the object or person. The behavioral component involves the person's overt behavior directed toward the object or person (Zimbardo, 1977:20).

Source of Attitude

Prapapen Suwan (1977: 91 – 93) said to the attitude is caused by learning from a lot of sources of attitude. In addition, the sources that enable people have the attitude are;

1. Specific Experience: when people have the experience to particular thing in good or bad it makes them have the attitude toward this thing in good or bad and in the direction that they have the experience before.

2. Communication from others: It will make the attitude from receiving the various news from others such as the children who have been culture from the adults have the attitude toward the actions as was the perception.

3. Model: The imitation of the other causes the attitude, for example; the children who obey their parents will imitate the action that they like or don't like following with one of those.

4. Institutional: The attitude of people is caused of the relation to the institutions such as family, school and agency etc.

Type of attitude

People can show off their attitude to the three categories that are;

1. The positive attitude is the attitude that persuades people to express their feeling or emotional from their mind interact in the good side to another person or events. As well as agencies, organizations, institutions and operations of the other organizations. For example, the group of agriculturist also has the positive attitude or the positive feeling toward the agricultural cooperative and associates with their cooperative by being the member and joining their activities.

2. The negative attitude is the attitude that created the derogatory feeling, no credit and may be suspicion. It is including the antipathy to an individual, event, any problems, agencies institutions, organizations or operations of the other organizations. For example, some authorities may have the negative attitude toward their agencies, it cause the prejudice in their mind. So they will always act against the rule of their agencies.

3. The last category is the attitude that people don't comment anything on any events or any problems to another people, institutions, organizations, etc. For example; some student may have the apathetic attitude by no comment about the problem that argues about the rule of student's uniform.

From these three categories of the attitude, one person may have only one or several categories. It depends on the stability in emotions, belief or value toward the others.

In summary, an attitude in this research means psychological condition of teenager, including feelings or emotions to the Korean singers and expression of a behavioral imitation or favorite. Such as imitate fashion, dance to Korean singers. As Allport said that attitude means temperament that enable individuals to interact with the environment arising from the experience and determines the direction of individuals to respond to events and related items.

4. Literature reviews

Viparat Panritdam (2001) to study “Foreign cultural influence on Thai adolescent identity: A case study of Japanese music.”

The purpose of thesis studied about Thai teenager behavior toward listening Japanese music, including to study about relationship between taste behavior toward Japanese music and identity process of teenagers who listen to Japanese music by quality with both participation observation and in-depth interview.

It is found that media and friends have mostly influenced toward teenager about their need of entertainment such as radio, TV, magazine including Internet. Their taste behavior has divided into two processes:

1. Outstanding Process
2. Imitation Process

Teenagers have expressed their individual identity unlike other groups who do not like Japanese music meanwhile those identities are from imitation of Japanese music which they listened.

Moreover, the researcher found that even through Japanese music is just a little part of society and culture but it plays as a major part among teenagers as they like new challenges. Every holiday or year, they conduct or organize activities or concert.

From the above, it is called “Identity” which is expressing by dressing up with Japanese style to enter to the party, performing as like Japanese pop star and

establishing understanding languages among the group. This behavior is to express its identity and to be driven by society.

This research shows that the influence of Japanese culture effects to behavior of teenagers. It is researched during the bloom of Japanese culture in Thailand which it can be briefly concluded that when something has bloomed, that thing can affect to imitational behavior either dressing or language.

Thidarat Rukprayoon (2002) to study “The diffusion of Japanese teenage culture on media in Thailand.”

The purpose of thesis studied Japanese culture has transmitted by written or printed media, radio and television in Thailand. The research says that media expansion can view Thai teenagers overlook at Japanese teenagers’ living style such as dressing, technological invention, music and language. Therefore, it can effect to behavior changing into the imitation of Japanese culture.

The result of research shows that Japanese culture of teenager had spread through out by media in Thailand which was influenced by inner and outer factors, and it is additionally found that Japanese music is the most popular kind of media transmitted through Thai country.

Woranuch Tantiwitidpong (2008) to study “Korean singers maniac among Thai teen.”

The thesis is found that Thai teenagers like searching the Korean singers background and information by Internet the most, purchasing and collecting the souvenirs from Korean concerts, following the Korean singers to places, giving the made gift, producing Korean production for business, establishing Korean singers information on websites such as Blog, Hi5, Space Multiply or so on, reading and editing friction, duplicating Cover Dance, and studying Korean language.

Most of Thai teenagers have their positive attitude toward Korean as their popstarism, abilities and taste respectively. Their fanaticism Korean singers behavior weights in the middle level, the most is emotion and final is expression toward, respectively, by the most of frequency which is personality media, mass media and activity participation, orderly.

According to the research above, it benefits and guides to study about the topic of “The imitative behavior to Korean singers of Thai teenagers” because it is able to overview that the influence of Korean singers effects to fanaticism of Thai teenagers’ behavior including to teenagers who express their behavior as their favorite Korean singers. The research studies focus on the manic behavior which is different with the imitative behavior of Thai teenagers.

Chutima Chunchakan (2007) to study “Behavioral imitation of Korean culture from Korean entertainment media among Thai teenagers.”

This research is to study behavioral imitation of Korean culture from entertainment media among samples of Thai teenagers living in Bangkok and perimeter area, who watch Korean dramas, movies, and listen to Korean music.

The research result was found that most of Thai teenagers exposure to Korean entertainment media in the medium level. The samples accept the Korean songs the most by playing them more than two hours a day, everyday. The most important reason of exposure Korean media is that they like Korean singers and actors. They have the neutral opinions about Korean cultures.

The objective research different from the research on the imitative behavior to Korean singers of Thai teenagers because focuses on the imitative behavior and the attitude of Thai teenagers toward only Korean singers.

Saran Singh ton (2008) to study “Thai culture impacts from transitional popular culture: A case study of Japanese and South Korean entertainment Media.”

The result of the quantitative research is found that the acceptance of Thai teenagers of foreign media entertainments such as Japanese and Korean is the most popular. From the survey, Thai teenager receives information from internet the most, television and magazine, orderly. The reason of Thai teenagers has accepted culture flow both Japanese and Korean is favorite singers and actors.

Montira Tada-amnuaychai (2006) to study “Korean Media Industry and Its Cultural Marketing Strategy of K-pop.”

The research study about the entertainment industries exists in Thailand such as story series, movies through music. The reason of Thai people having accepted Korean products in their life because there is no much difference between Korean and Thai living style. Korean products such as cosmetics or Korean food, which is the most favorite, entered to the market by Korean culture strategy.

This research useful and provides guidance on the imitative behavior to Korean singers of Thai teenagers. Because of this research suggests that Korean media industry is becoming popular in Thailand and Thai teenagers focus a lot of Korean entertainment.

Hye-yeong Kim (2005) to study “Korea's Soft Power through Hallyu (Korean Wave)”

This thesis has proved through relevant data that Korea's influencing power towards Japan can actually be reduced by hallyu stars despite their favorable image-reconstruction effect.

This research result seems to be meaningful to both policy-makers and academics. Policy-makers should reconsider the absolute hallyu-support policy. However, the study still lacks comprehensive data accumulated in the field work. Many times such data is impossible to collect due to the highly volatile wave hallyu embodies. Further research incorporating more substantial and diverse cases needs to be conducted.

Oh-kyoung Baek (2005) to study “Impact of the Korean Wave Upon National image and Economy.”

This thesis focuses on the cultural property within the assets of soft power. Specifically, to analyze the importance of culture as the assets of soft power, this thesis emphasizes the impact of Korean popular culture upon Korean national image and economy. Recently, Korean popular culture has gained popularity in Asia.

In conclusion, there is a restriction to raise national image and obtain economic profits through cultural industry. There are different understandings and reactions

because of the varied cultural and social backgrounds of consuming nations, although popular culture produces national image and economic effect.

In-hee Lee (2004) to study “Korean Wave and images of Korea: What Chinese students in Korea have in mind.”

This study deals with the perception of the so-call ‘Korean wave’ and images of Korea that have been obtained by Chinese students attending colleges and institutes in Korea. It is certainly important to know, in a situation where interest in the Korean wave as a phenomenon of cultural flows among Asian countries is becoming higher, what Chinese student who are mostly consumers of such a popular culture have in mind about that and what they think of Korea as a center of culture production. This will apparently lead us to understand the direction of the Korean wave in the future.

It can be concluded that the image of Korea, so far being unfamiliar to most of the Chinese young students, turned out to be producing a favorable impression, and that the Korean wave was thought to be playing a positive role in elevating the image of Korea as a neighboring country with China has shared similar cultural traditions and close historical relationships.

From the above mentioned that related with the research on the imitative behavior to Korean singers of Thai teenagers. The Korean cultural influences in each country and attract to the teenagers of that country as the current Korean culture in Thailand.

ศูนย์วิทยทรัพยากร
จุฬาลงกรณ์มหาวิทยาลัย

CHAPTER III

RESEARCH METHODOLOGY

Research on the imitative behavior to Korean singers of Thai teenagers by studying related documents about Korean popular culture and Korean Wave. This research divided into two parts. The first is the qualitative research in-depth interviews with a group of Thai teenagers on the imitative behavior to Korean singers. This part uses the question for the interviews to give opinion with full speed ahead. Include character personality between the interviewing for observe the countenance and the data in the format of descriptive analysis. The second part is quantitative research by use the questionnaire for study about the attitude toward Korean singers and the imitative behavior of Thai teenagers which there is the details of the regulation researches as follow.

Section 1. Qualitative research

The Qualitative research will help as to understand the issues. The target in this research includes Thai teenagers aged between 12-22 years old, fifteen people who are favorite or imitate Korean singers studying in Bangkok. To select the sample, the researcher use a random Snow ball Technique. The researcher seeks an advice from people or someone who gives the critical source is the important source for advising people or the sample group in the next. It will be access to the sample group that the researcher requires; it is use by Network technique. Therefore, it uses this sample group to recommend the target individuals known or familiar in the same network for finding the source from them the next.

Methods

The way to gain the important information of the study about social phenomenon is the understanding to this social phenomenon. Therefore, in case of the study about the phenomenon of teenagers who are favorite in Korean singers is the information of idea and feeling. The researcher uses the Qualitative Research to analyses the imitative behavior of Thai teenagers to Korean singers for deeply understanding.

The step of preparation

In this research, the researcher has the step of preparation by following;

1. Researching and accumulation from the various basic of source by following;
 - The source of the media document concerning, such as newspapers, magazines, thesis and researches which are concerned.
 - The personal source : in this case means 15 persons of high school and university students who are favorite in Korean singers and live in Bangkok.
 - The source of Video, CD, television programming which are concerned with Korean singers for study in the imitative behavior to Korean singers.
 - The activity source : for example; the concert and the activities which are concerned with Korean singers.
 - The source of Internet : the searching via Internet about the information of the imitative behavior to Korean singers by website of fan club and study about their profiles and the others of the singers via website.
2. Researching the information about ideas, theories and researches which are concerned with this research, such as the ideas, visions and behaviors. In order that is the guideline to pose a question and analyze the information.
3. Applying the knowledge that is gained from the researching of the various sources and the purpose of this research to be the way to pose a question for accumulation.

In the study area

1. Space and time in concert activities.
2. Space and time events such as Meet and Greet event or show Cover dance.

Set of tools used in research

The researcher uses data collection as a tool include the researcher will use the recognition and all tool in collect data for example, notebook, tape, camera for observe the imitative behavior to the Korean singers of Thai teenagers.

The methods of data collection

There are three methods; participant observation, informal conversation and in-depth interview.

1. Participant Observation

The observation for the social worker is interesting in the observation of human behavior. Therefore, for this Qualitative Research, they choose to use the Participant Observation a lot. (Supang Chantawanid,2008 : 44)

The researcher observes and participates with the teenagers who imitate their favorite Korean singers in the activities by observing the behavior of teenagers to the Korean singers. In addition, the researcher will record field with the camera for the quality of the recording of something to see and the events is better.

2. Informal Conversation

The researcher questions during the time both of concert and activities, including the period that the target is comfortable to talk. The informal conversation is one of the research processes that the research used to do in the first screening which led to obtain samples to conduct further in-depth interviews.

3. In-dept Interview

The researcher uses methods in-depth interviews both of formal and informal. The researcher used this method because this issue about the behavior imitation to Korean singers related to feelings. The researcher appointments to interview a sample group of individuals. It depends mainly on the convenience of a target.

The issue of research questions generated from theoretical concepts and the research related to education during the preparation. In the interview, a tool for collecting data in the open-ended questions and recordings include the interviews with major issues as questions by following;

Interviewer's Information

1. Interviewer's Information (Name, Age)
2. How much income per month?
3. Which is your most favorite singer/Band?

The attitude toward Korean singers

4. Why do you like them (their appearance/ voice or trend?)
5. When do you start consuming the Korean singer News? Does anyone advise you?
6. Where do you search the news?
7. What is the difference between Korean singers and the Other Countries?
8. Do you listen to Thai songs or Korean songs?
Which one is more often? How frequently do you listen?
9. Why don't you like or imitate Thai Singers?
10. What is the difference between Korean singers and Thai singers?
11. Whom do you talk about the Korean singers with? Which Korean singer that you talk about the most?
12. Have you ever go abroad to follow the Korean singers? How?
13. Does the Korean singer influence you to visit Korea?
14. How do you think about Korean Fashion? Is it different from the others?

The imitative behavior to Korean singers

15. Have you ever imitate the fashion's Korean singer/ Which one? (Appearance/Hair Style/Make up/Dancing Step) and Why?
16. Do the Korean singers and their songs influence you to imitate the Korean fashion?
17. What do think when the Korean singers are reported by the media? / And what is your action?
18. What do you get from joining the fan club/fan meeting or any websites that related to the Korean singers?
19. Have you ever seen your most favorite singer's concert and/or imitate?
- If ever, how can you get the ticket? / How much is it cost? /Do your parents acknowledge or not? (If they do not know, how can you tell them?)
- If not ever, how do you feel?
20. Have you ever been to the Fan meeting?
- If ever, what do you feel?
- If not ever, what do you feel?

21. Have you ever followed the Korean signers? What do you feel?
22. Have you ever bought the product that the Korean singer being as a presenter / how much do you pay?
23. Do you buy the accessories as the Korean singer/ where did you buy? How much is it cost?
24. Do the Korean singers inspire you to speak Korean language?
25. In the future, will you still adore and imitate the Korean singer? Why?

Analysis and presentation

After collecting data from documents and interviews of young people then to bring the data from the interviews to depict the way to describe the imitative behavior.

Section 2. Quantitative research

The population in this research is Thai teenagers aged between 12-22 years old studying and living in Bangkok that have imitative behavior to Korean singers.

Size of the sample

The sample size was determined based on the processed table ready by Taro Yamane by setting the level at 95 percent confidence, discrepancy no more than 5 percent and the number of samples to be used in the study is four hundred people (Wichian Kaesingh, 1998:22).

$$n = \frac{N}{(1 + Ne^2)} \quad (\text{When the selected sample is count} = 95 \%)$$

When n is the number of samples or sample size.

N is the number of total units or size of the population.

e is the probability of error to allow to happen.

Therefore, randomly selected from the population to four hundred people. A sample for accuracy and precision of the data in the study. The data collection will collect with Thai teenagers who like or imitate to Korean singers.

The samples which used in research

For the samples group, cause we don't know exact number of the Thai teenagers age 12-22 years old who live in Bangkok and a favorite or imitate the Korean singers, we will use the sampling without probability in two ways.

1. Purposive sampling, we will choose the sample group by the locations such as the Korean singer's concert, the show dance cover and the district that includes groups of young people, such as shopping centers.
2. Snowball, the researcher requested the assistance to people who complete the first questionnaire to recommend friends who have the right properties, and then continue to use the questionnaires.

Tools used in research

Tools to collect data for research studies in this survey questionnaire are the closed-ended questionnaire. These include the content of the questions and the content of questions is divided into the following three sections.

Section1 the questions about demographic characteristics in seven points; including gender, age, the level of education, income, expenditure and favorite artists.

Section 2 the questions about the attitudes of Thai teenagers to the Korean singers including the look of the singer, fashion such as styling, hair style, make-up, dancing and buying something like the Korean singers. There are thirty five sections of the measure using by Likert Scale Questions Section positive and negative.

Section 3 the questions about the Korean cultures through Korean singers influence Thai teenagers to have the imitative behavior for article five points are measured by using a Likert Scale Questions Section positive.

Section 4 the questions about the factors that affect imitative behavior to Korean singers of Thai teenagers for article five points is measured by using a Likert Scale Questions Section positive.

Testing tools

Bringing a test to test accuracy and reliability as follows by;

1. Bringing the questionnaire to find the exact test. The questionnaire was compiled and used to the advisors and the experts who monitor and find the exact content of the line match the objectives. For advice on improving the performance questionnaire.

2. Bringing the questionnaire has been updated to test reliability. The questionnaire used to trial the respondents care most about Korean culture, but not actually defined sample of twenty people to bring evaluate reliability by using go efficient alpha formula from the formula of Cronbach as follows by; (Wichain Kaesing: 1988:93).

$$\alpha = k \left\{ 1 - \frac{\sum V_i}{V_t} \right\}$$

K is the number above.

V_i is the variance of each score.

V_t is the variance of scores and all questions.

Data collection

The researcher collects the data by distributing the questionnaire to the sample group. In case of the sample group did not to answer the questionnaire, the researcher collects data by use the inquiring in the questionnaire and then record the data in the questionnaire.

Criteria of rating variables

1. Attitudes about the Korean singer's split-level comments into five levels.

- | | |
|---------------------|----------|
| 1) Totally agree | 5 points |
| 2) Agree | 4 points |
| 3) Fair | 3 points |
| 4) Disagree | 2 points |
| 5) Totally disagree | 1 point |

Interpretation and Scores of attitudes to the average level and the average is divided into five levels.

- 1) Scores between 1.00-1.49 means more negative attitudes.
- 2) Scores between 1.50-2.49 means a negative attitude.
- 3) Scores between 2.50-3.49 means a moderate attitude.
- 4) Scores between 3.50-4.49 means a positive attitude
- 5) Scores between 4.50-5.00 means a very positive attitude.

2. The imitative behavior to the Korean singers measurement criteria are as follows;

- | | |
|-----------------|----------|
| 1) Regularly | 5 points |
| 2) Frequently | 4 points |
| 3) Medium | 3 points |
| 4) Infrequently | 2 points |
| 5) Never | 1 point |

Interpretation and the rate of behavior and the average level of the average are divided into five levels.

- 1) Scores between 1.00-1.49 means minimal behavioral imitation.
- 2) Scores between 1.50-2.49 means less behavioral imitation.
- 3) Scores between 2.50- 3.49 means behavioral imitation medium.
- 4) Scores between 3.50-4.49 means behavior imitation more.
- 5) Scores between 4.50-5.00 means most behavior imitation.

Evaluation criteria level relationships. (Correlation value).

Data analysis to find a relationship of correlation values succeed. Consider by using the following criteria to rate (Wichain Kaesing: 1988).

- 1) Scores between 0.000 – 0.199 means very low relationship.
- 2) Scores between 0.200 – 0.399 means low relationship.
- 3) Scores between 0.400- 0.599 means a moderate relationship.
- 4) Scores between 0.600- 0.799 means high relationship.
- 5) Scores between 0.800- 1.000 means very high relationship.

Data analysis

1. Data Analysis descriptive.

For explain the frequency. Table showing percentage and mean describes the basic information about the following examples.

- Information about personal data of respondents.
- Information about attitudes to the Korean singer.
- Information about the imitative behavior to Korean singer.

2. Data Analysis for test the research of hypothesis.

The statistical analysis of the correlation Pearson (Pearson's Product Moment Correlation Coefficient).For explaining the relationship between independent and dependent variables. Test using the following hypothesis.

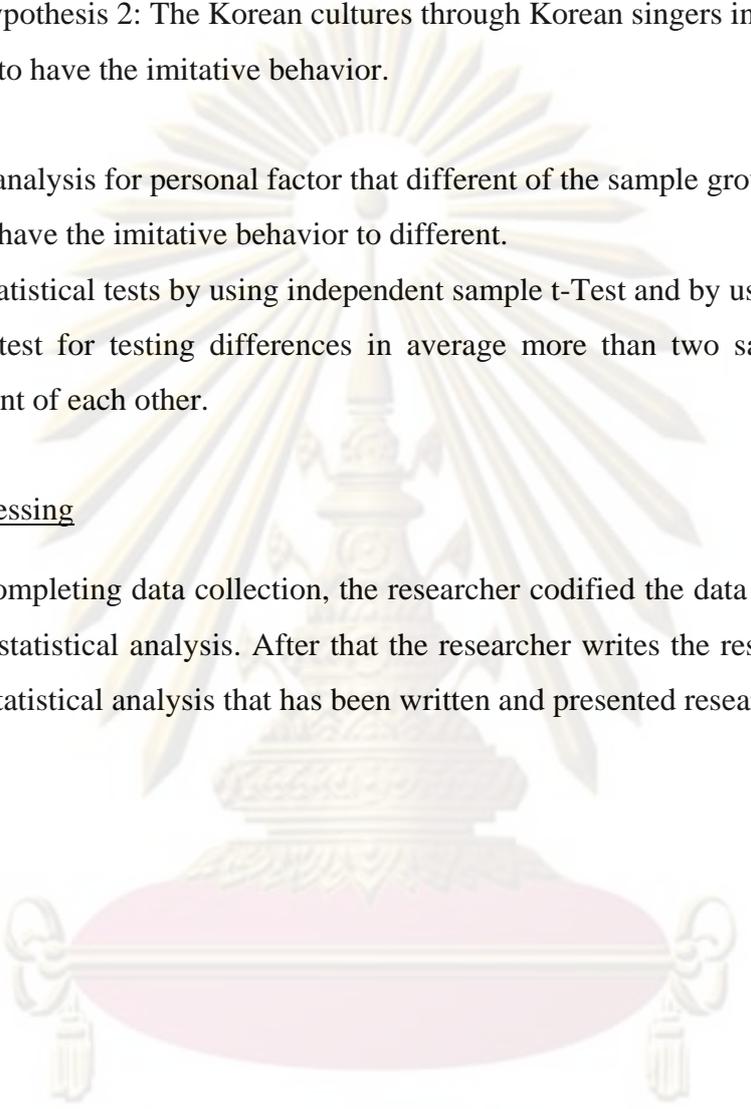
- Hypothesis 1: Thai teenager's attitudes toward Korean singers motivate the imitative behavior.
- Hypothesis 2: The Korean cultures through Korean singers influence Thai teenagers to have the imitative behavior.

3. Data analysis for personal factor that different of the sample group gets to Thai teenagers have the imitative behavior to different.

The statistical tests by using independent sample t-Test and by using One-Way ANOVA test for testing differences in average more than two sample groups are independent of each other.

Data processing

After completing data collection, the researcher codified the data and processed by SPSS for statistical analysis. After that the researcher writes the research finding the result of statistical analysis that has been written and presented research results.



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CHAPTER IV

DATA ANALYSIS

The research of the imitative behavior to Korean singers of Thai teenagers is divided in the presentation of results of the research into two parts. The first is qualitative research to collect data from documentary, research articles and in-depth interviews and the second is quantitative research by using questionnaires.

The Korean wave or hallyu is the most important topic of debate in Korean culture today. In the meantime, Korea has emerged very rapidly. Korea is a Third World country that has successfully achieved both economic growth and political democracy at the same time. Southeast Asian countries and also China, try to achieve social development following the Korean model. Korea is in a position to outstanding in the East Asian culture.

Origin of the Korean wave

The Korean wave is often said to have contributed to creating positive national images of Korea and to increasing interest in Korea among Asian countries. Since the late 1990s, Korean popular arts, especially programs of mass media and pop music, have drawn unprecedented enthusiasm from the audience in such countries as China, Taiwan, Hong Kong, Malaysia, Singapore and Vietnam. This phenomenon occurred as foreign cultural globalization taking place from the beginning of 21st century. Nations have now become borderless in terms of exchanges in information and knowledge, capital, technology, culture and population (Lee, 2006:52).

The sudden rise in popularity of Korean culture in Asia was certainly a surprising phenomenon because Hollywood movies, American pop music, TV sitcoms and Japanese music and dramas have dominated popular culture in the region. Hallyu is now creating a new wave, facilitating active interchanges of popular culture among neighboring Asian countries (Kang, 2007:19).

The background of the Korean wave is based on soap operas, movies, music and media. Products of well-know Korean entertainers lie in the center of the Korean wave. Cultural and social factors helped create it. More details of its background follow. The rapid technological development of new media such as the internet and satellite TV, and old media such as TV, radio and newspapers made it possible for cultural products to be introduced to foreign countries quickly and easily. Also, some Asian countries witnessed a big gap between economic and cultural development.

How the Korean wave has developed relies on each country. The gap between economic and cultural development explains how the failure of meeting people's cultural demands created the Korean wave. These are examples of developing countries such as some Southeast Asian countries and China. Japan, which is more economically developed than South Korea, is an example of the effect of cultural discounts. The Korean wave in Japan is not an alternative culture. Instead, the Japanese just seem to like the stories and contents of the Korean wave (Bake, 2006: 33).

Korean culture export

The image of a "Cultural Korea" is also being gradually constructed. The hallyu or Korean wave, which began in the mid 1990s, has taken China, Japan and the nations in Southeast Asia by storm. The hallyu phenomenon formed the basis for Korea to become an exporter of culture. Since the beginning of the new millennium Korean cultural exports, which had been limited to films, music and soap operas have diversified to include computer games, animation and merchandise characters. Korea's cultural content is not only imported by Asian nations but also by European and American countries (Moon, 2007: 24).

The Korean wave started in China in 1996 when some local soap operas were introduced in China. In 1998, Chinese newspapers used the term "hallyu" to cite Chinese youngsters crazy about the now disbanded K-pop group H.O.T.

The H.O.T concert, which was held in Beijing in February of 2000, made Korean popular culture more popular than ever. After H.O.T's success, many Korean singers such as Jae-wook Ahn, N.R.G, S.E.S, Seung-jun Yoo, Baby Vox and Shinhwa performed in China, and their records did pretty well on the charts. More Korean TV drama such as Fall Story, Winter Sonata and so on were broadcast abroad and Korean culture expanded to Singapore, Malaysia, Thailand and Mongolia. The booming Korean cultural industry, Asians started to have positive impressions of Korean products such as fashion, food and tourism. This new trend made Korean images positive and helped expand the market (Bake, 2006: 35).

As the organization to expand the Korean culture export, The Korea Creative Content Agency (KOCCA) was established to effectively promote and develop the cultural industry of Korea on May 7, 2009 under Article 31 of the Framework Act on Cultural Industry Promotion. As a public organization, it is a combination of 5 organizations including the Korean Broadcasting Institute, the Korea Culture and Content Agency, the Korea Game Development and Promotion Institute, the Culture & Contents Center, and Digital Contents Business Group of the Korea SW Industry Promotion Agency. As a super body covering all areas of content, its vision is to assist Korea to be one of the world's top 5 content providers by establishing a comprehensive support system to foster the content industry.

KOCCA carries out various support projects to grow the content industry of Korea to be a world leading content provider, which takes the lead of creative economy. First of all, we develop policies to promote the content industry and conduct human resources development project to secure human resources which are the foundation of creativity. Also we support specialized Culture Technology (CT) development including planning, development, and commercialization of content. KOCCA carry out various support projects for overseas expansion to nurture the content industry into export industry. In addition, we promote digital broadcasting & visual industries and conduct project for facilitation of game distribution and digitalization of content to expand the variety of subject matters of cultural content (<http://www.koreacontent.org>).

Therefore, Korea's exports of cultural contents are expected to exceed \$1 billion in 2005 on the back of hallyu. The Korea Culture & Contents Agency (KOCCA) showed the figure that represents another hefty jump in the contents' exports for three year in a row. The export of cultural contents such as movies, music, games and dramas stood at \$800 million in 2004, up 31 percent from year earlier. Every year for three years from 2000 to 2002, Korean cultural contents exports hovered at around \$500 million but began to pick up in 2003, when cultural contents exports rose to \$610 million (Korea policy review, 2006).

This successful Korean wave was because of the well planned and good marketing strategy targeted for each group. The cooperation between public and private sector is important for strengthening the Korean wave to be more potential in exporting cultural products widely. Kim Jong min, the president of Korean Tourism Authority said about the Korean wave that firstly, Korea has set up good structure, has great digital technology and be the leader of export based. Secondly, Korea has many intellectuals in cultural industry. Thirdly, gave financial support to both public and private sectors. Finally, government should say that the country support every cultural art production (Montira Tada-amnuaychai, 2006: 7).

Thus, the phenomenon of Korean wave is the image building at the national level in the new format which ties in the media industry. The result is that the consumers wanted more Korean products and also wanted to travel to Korea. Korean wave is important and has market potential. Korea gets benefits from this trend. Even though it is not know yet when this trend will end, it makes a lot of benefits to Korea more and more.

The beginning of Korean culture in Thailand

The beginning of Korean culture in Thailand started when Thailand sent soldiers to assist the Republic of Korea in the Korean War. Thai militaries came back to Thailand with the memory of the country and its people. Some even composed songs about the country and the love story between a Thai soldier and a Korean woman known as “Aridang” (or “Song from Korea”). Afterward, there was an answering song from the Thai soldier called “Ruktaechaknumthai” (or “Thai man’s True love”). Then, the Korean culture rapidly flowed into the Thai culture especially after the 1970’s. Because the Republic of Korea was becoming industrialized, Korean merchandises such as electric appliance, televisions, car etc were heavily imported into Thailand (Surangsri Tonsiengsom, 2550: 406-407).

Korean culture in Thailand

The Korean culture in Thailand started during the Korean War period. By 1970’s, the Korean culture heavily flowed into the Thai society due to the economic success of the Republic of Korea. In 1995 the Korean GNP per capita was 10,076 US\$. There are numerous Korean manufactured products in Thailand such as television, electric appliances, cars etc. Besides, there are Thai songs that have Korean melodies with Thai lyrics (Surangsri Tonsiengsom, 2550:409). Thus, Korean pop music was one of the later products of Korean popular culture to penetrate Thailand. Korean music listens easy for Thai teenagers because the most of Korean song mix English lyrics.

The important reason for more Korean product adoption in Asian countries especially Thailand either in the form of drama series, films and songs is that Thailand and Korea is not very different, both are Asian countries. Korean living is similar to Thai people who give importance to family and dining. Most of the scenes of family dining. And also the natural way of life was the middle class life. The strong line was written from the real everyday life, audiences felt that it was touchable and also gave the principles for the way of the life. That’s why Thai people adopt Korean cultural products easily (Montira Tada-amnuaychai, 2006: 5).

From Montira said, the researcher do not think that Korean living is similar to Thai people only but think that Korean culture is strange for Thai society, so Thai people attention and adopt Korean cultural products easily. Nowadays Korean entertainment, music, movies, theater has insertion of Korean culture that we have learned and absorbing their culture and the acceptance and compliance. Especially Korean culture including Korean fashion and Korean music. The leaders of these cultures to get to the Thai teenager are Korean actors and singers.

Korean fashion

- Dress

The style of Korean clothes are cute and comfortable, it is sexy less than Japanese fashion. Women's dress shirt is a long shirt with a long single pair of jeans or shorts or a vertical double coat. The long coat with a vest or will it be the sweet skirt. The dress of men is focused on the good and smart style, it is a double coat and having the T-shirt inside the shirt and then wearing the jacket outside or only one T-shirt or shirt that is similar to a single form.

- Make -up

Korean make-up is the natural make-up, that is the smoke eye style by focusing to make your eyes grow round in a make-up look upon as not make clear and it can also hide points marginalized and strengthen the facial features more beautiful. The techniques required to make -up the foundation and powder to light the most. To write the eyebrows as a former eyebrows. Take care not too long eyebrows, it will make old as same as writing light eye and do not write whip up, it will look smaller. Then brush cheek, do not brush the red cheeks too. It should brush faint cheeks. About lipstick, it should have lip gross, and then paint inside of mouth; this is just look like nature make-up.

- Hair style

Hair style of Korean men is focused on long hair off the forehead and then set it stable and look good. About hair style of Korean women, they like to slide and curling like a large wave that look natural. It focuses on lovely girl style. Korean hair

style will not mainly focus on hair color. If doing the hair color, it will be the dark tone such as red brown or little gold brown. It won't be popular colors in the light tone.

Korean singers

K-pop is an abbreviation for Korean Pop, specifically from South Korea. There are many artists and groups, such as BoA, Big Bang, Lee Hyori, Rain, Seven, Super Junior, TVXQ, SS501, Wonder Girls that have branched out of South Korea and have become popular in China, Japan, Taiwan, Hong Kong, Philippines, Thailand and others in South East Asia. The popularity of K-pop is often considered a part of the rise of the Korean Wave, the recent surge of popularity of contemporary South Korean culture in Asia.

Pre-modern Korean popular music first appeared in the 1930s, heavily influenced by Japanese popular songs. Since Japan required the colonial administration in Korea to restrict all forms of artistic expression, Koreans had little opportunity to create their own modern genre. In the 1950s and 1960s, the musical performances organized by U.S. forces in and around the American military bases in South Korea provided South Korea with examples of modern music.

Artists or singers are significant elements of music works due to the fact that they can bring about the successful in music business. As we have seen the famous singers nowadays, not only the good voice is required, they suppose to have good characteristics and also extraordinary skills that provide them to be successful singers.

We can divide artists or singers into three types.

1. Singers who are real or genuine singers. They have good quality of voice more than their appearance. So, the quality of voice makes them outstanding.
2. Singers who seem like presenters. They have intermediate quality of voice. Most of them usually have good appearances. The characteristics are the main point.

3. Singers who present as the entertainers. They have good skills to create entertainments to the audiences. They able to be singers as well as presenters which consist of several skills that can make their images are interesting.

“Artists” sometimes the target may consider singers who are similar as them the most, such as appearance, style and personality etc. They also prefer the artists who are look cool, cheerful that cause behavior imitation.

The big target of music business is teenagers which this age has physical and emotional development. As Nawarat Pongpaiboon said teenagers will gradually define themselves obviously so they might confuse what should they be or the appropriate behaviors. As the result, the teenagers are easy to imitate person whom they prefer or the idols that inspire them (Jeerawadee Boonkertkul, 1999: 20-22).

The reasons for interesting indeed in of singers young people could describe by these factors;

1. Celebrities, famous or well-know people especially, people who are in the entertainment industries always be outstanding or in focus of people interested. In general, people, particularly teenagers interest in getting information about them.

2. The contradiction, if some entertainment news is conflicted or unexpected of audiences, it could be easy for people interested or arouse the curiosity of people.

3. The more people get artists information from media entertainment; the more people can recognize them. In fact, getting some information over and over make audiences gradually accustomed to artists.

4. Artists who always continue their works and appear in the news often because people perceive their news easily.

5. The stereotype of people in the entertainment is always having good personality, well dressed and good-looking that easily to hit on people attention.

The imitative behavior to dance of Korean singers

Because of the distance between the fan clubs and the artist, it makes the fan club are expressed in different behavior.

The show is an imitative dancing from the artists called "Cover dance". They will imitate the dress to the artists and dance forms as individual artists. The currently, the dancing is accepted and is popular among fans of the club together. This activity is a show that always is displayed as a show related to the music of Asia, or specific groups. The dances of these groups are the most favorite artists already. Cover dance show also makes the acceptance within the fan clubs. But Cover dance group will be making much of each group, they will have its own fan club is same as it is distinguished from activities like their favorite artists.

Cover dance groups means the fans club who joins together to open the imitative artists show. Cover unit is a dance bands to imitative their favorite artists. Most members are female and transvestite dance boy band such as Dong bang shin ki , Super Junior, Wonder girls etc.

Fan club

A fan club is a group that is dedicated to a well known person, group, idea (such as history) or sometimes even an inanimate object (such as a famous building). Most fan clubs are run by fans that devote considerable time and resources to supporting them. There are also "official" fan clubs that are run by someone associated with the person or organization the club is centered around. This is the case for many musicians, soccer teams and more.

To make up a fan club is a good tool to make great relationship between artists and audiences. In addition, it's easy way to have a channel to send messages to each other and also can evaluate how popular of those artists by seeing the number of fan clubs. That why several artists always make up the group of fan clubs widely.

The Korean music business will divide fan clubs by subscribing to each preferred artist via mail or Home Page. By using Home Page, the members may require a password to access the Home Page. Moreover, they can connect to all fan members by using the Home Page. Furthermore, there are special events particularly fan clubs can get the first priority to joining activities such as booking the tickets of concerts or stage plays before others. Fan clubs always have activities to meet their favorite artists and have opportunities to watch their artists while working in the stereo rooms. All of these may stimulate fans to subscribe to member clubs because of the special priority and opportunities to close their favorite artists. Moreover, the music companies which those artists got contact can get some benefits from them. Cyworld is the well-know webpage which is the most famous in Korea and all young people acquire to be as members. Korean artist use this webpage to communicate with their fan clubs as well.

The impact of Fan clubs to society

Professor Jarunee Suwanrasamee of Faculty of Communication Science, Prince of Songkla University, Pattani Campus gave the point of view about fan club that as the good point, there is a way to make new friends and new social networking. They also can help or support each other. In addition, they can take their mind of things when attending or joining together due to have chances to do the same flavors. It could say that this is the one of psychological therapy. Moreover, there are opportunities to lead fan clubs to attend creative activities to the society spend valuable of that time both get happiness and also essential benefits to the society.

In the other hand, if fan clubs are obsessed with their favorite artists, it could make insufficient in them loose of their school works and kill time for unessential things. It could make them working and spend too much money. Some of them see other groups as enemies, competitors that bring them about disputations. To admire celebrities without any consciousness or imitate inappropriately could make the behaviors of dependence, lack of confidence and ignore families and people around them.

An overall of country, this issue causes culture exchange and if it increases without any awareness, Korean Wave would impact to the cultural including; dress, products and lifestyles of new generations (ASTV,2008: Online).

The result of study

Part1 This part presents the result of qualitative research about the study of Thai teenagers who are pleased and imitate Korean singers. In this case, the researcher studied this problem by participating and observing directly to teenagers who crazy in Korean singers.

The study method includes following and observing the imitative behavior of Thai teenagers who are pleased Korean singers. The researcher participated in activities that were interested by these study groups; for instance, the Korean Concerts or activities as IT Square Asian Cover & Cosplay Contest 2009 at IT Square. In this event, there are a lot of Thai teenagers; including males and females who joined activities like imitating to Korean or Japanese singers dancing competition and dressing as Japanese comic characters. By observing, the researcher discovered teenagers who joined this event were interested in dancing imitative Korean singers more than Japanese singers. Moreover, the first place was the teenagers who imitated the Korean bands as SNSD and Wonder girls. The second place also imitated Korean band as Dong bang shin ki and 2pm. They both copied Korean singers. It could indicate that Korean singers have an influence on Thai teenagers. In this event not only has the competitions, it also has booths to sell products which relate to Korean singers. The researcher found that not only teenagers who joined the competitions or bought the products but their parents also came to cheer them up, supported them or help them to dress up. This sort of events would bring teenagers to have an opportunity to do the same interesting and nowadays, there are abundant activities like this.

The Japan or Korean fever has gradually influence on teenagers these days. Due to admire the dancing and singing ability of Korean singers made Thai teenagers have inspirations in dancing and singing as well. That the cause of the coming up with

“Cover Dance”. According to this participation, the researcher discovered the imitative behavior to Korean singers of Thai teenagers.

From the result of this part not only the participation, the researcher interviewed fifteen respondents who have age between 12 to 22 years old.

The result of interview can divide as following;

Gender of teenager who imitated Korean singers

The method of study by observing and joining the events, it could say that Korean fever is occurred by individual teenager group in the period of time. There are both positive and negative effects by studying from these sample groups which distinguished from economic conditions, age and attitude. From the attitude, girls tend to prefer Korean singers more than boys due to the fact that male artists are the most flavored by seeing via any media, so most target fans are girls. Then, we are gradually seen female Korean artist but most of their boy fans are gays or people who have deviant sex. But a man who likes both men and women Korean singers has also. Especially the dance of Korean singers is very desirable.

Economic conditions and the way to get income

By interviewing and observing the economic conditions of the sample groups, teenagers who preferred Korean singers are came from families which are moderate to wealthy. Most of them are supported by their parents. Those are important to make teenagers express their behaviors.

According to studying, the researcher found that these teenagers do not have their own income but they get pocket money from their parents to buy concert tickets or any stuff. As these reasons, all Korean products are various targets that depend on their purchasing ability, so the price of Korean products such as the concert tickets, CD's, accessories and souvenirs are also different which the import supply tend to have high cost.

Reasons of impressing and imitating Korean singers

By studying the reasons for behavior of Thai teenagers who are pleased and emulating Korean singers could be divided into three groups.

1. Music capabilities of the artists, it would say that music, tune, intro and lyrics could inspire audience's feeling and it showing how working hard of artists before succeeding their albums.

2. Appearance appeal; it is including sex appeal, appearance, dressing styles, personalities, interaction with fan clubs, music capabilities and almost everything about artist's profile.

3. The trend of social flavored in these days, it could say that Korean fever is occurred in our society nowadays that motivate teenagers prefer and emulate Koreans artists. As we have seen, there are a lot of import Korean cultures for instance; Korean dramas that led to people interesting in all about Korean as their products. We also learned their culture as food that we have seen Korean food like Kim-chi or Korean barbecue pork in the markets nowadays. These are the reasons that motivate people interesting in Korean cultures. Moreover, there are also Koreans artists being as presenters for products which make much more fever and continue Korean cultures in Thai society.

According to interview with teenagers who likes Korean singers, it could be concluded that some people like good look, voice, and some people would like the ability of them or current social otherwise popular Korean singers but not much. Most focus on talent more. From the interviews were combined by star from listen to music and fine out who were sing those songs, finally search more about their profiles. This interview, another reason is current of Korean popular singers. Most of teenagers will be realized from the opening music to listen to each other before. The radio promotion will open music, download or listen to a variety of website related to the Korean singers. It will be open to frequent ear and cause behavior that followed.

The imitative behavior to Korean singers of Thai teenagers

The imitative behavior to Korean singers of Thai teenagers from the interviews all fifteen peoples found that the acceptance of the Korean entertainment in music causes to learn the new things and the new culture. Moreover, when they more accept, there are more the results to the imitative behavior.

Korean fashion

Korean fashion that shows by the singer has many influences. When the Thai teenagers have seen this fashion and like the singers, they will seek to wear or follow like them. Especially with the Thai teenagers who favorite the singers would like to follow and imitate to the singers. In this research, the researcher has sorted the fashion into dress, make-up, hair style, dance and shopping products which Korean singers are presenters.

- Dress

The style of Korean clothes are being very popular which can be purchased at any shopping complex. Korean clothes are pretty, bright and good style because Korea is a cold weather country and favor to put together pieces of clothing. Thai teenagers are bringing Korean fashion clothes adapt to the climate in Thailand. The men garments emphasize to wear a T-shirt or shirt together with jacket. The clothes of the women are not sexy but put a long shirt with a single pair of jeans or shorts pant.

Fashion dresses that appear on the singers causes the sample group has the imitative behavior to the Korean fashion. The sample group of fifteen people, they almost just like because they think Thailand and Korean fashion are not very different. Some people dress up follow by as their favorite singers because like the singers.

- Make-up

Korean make-up is the natural style, that is the smoke eye style by focusing to make your eyes grow round in a make-up look upon as not make clear and it can also hide points marginalized and strengthen the facial features more beautiful. The cheek will not sweep the color is too dark but use light colors to more get natural style.

About lipstick, it should have lip gloss, and then paint inside of mouth; this is just look like nature style.

From interviews with a sample of students, the students are not influenced to make-up like the popular singers.

- Hair style

Hair style of Korean men is focused on long hair off the forehead and then set it stable and look good. About hair style of Korean women, they like to slide and curling like a large wave that look natural.

According to the interviews, hair style of Korean singers affects the sample group to imitate Korean singers' hair style. Because the sample group thinks Korean hair styles is a modern and feel like a Korean singer.

- Dance

K- pop or dance styles by Korean singers are popular among Thai teenagers. It is clearly to show the popularity of K-pop dance from the dance contest that Thai teenagers are interested to join the competition.

From the interviews of the sample group, show that the imitative to dance like Korean singers has four people. They feel that the Korean singer has the ability to dance. There are the various new dances, so imitate to dance.

- The behavior of shopping products which Korean singers are presenters

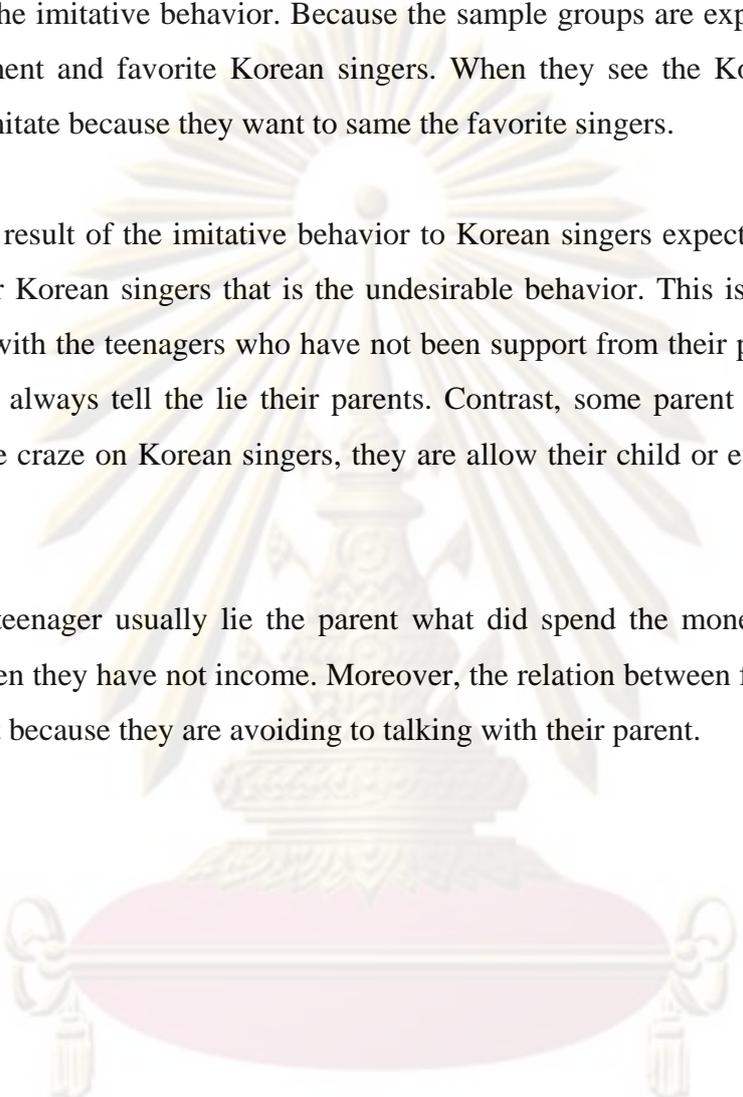
Recently, the popular Korean singers have been a brand-advertised presenter of products in Thailand. Thai teenager would frankly buy it in order to feel closed to brand presenter. As the caused, the sales target was rapidly increase among teenager target.

As the interviewed all sample, it was shown that all sample used to use all product which have their beloved Korean singer as a presenter. However, they bought those products just for collection but not for use.

Therefore, in the Korean fashion including dress, make-up, hair style, dance and shopping products which Korean singers are presenters have influenced on sample group to the imitative behavior. Because the sample groups are expose to the Korean entertainment and favorite Korean singers. When they see the Korean singers they want to imitate because they want to same the favorite singers.

As the result of the imitative behavior to Korean singers expect for using a lot of money for Korean singers that is the undesirable behavior. This is one problem that occurred with the teenagers who have not been support from their parents. Therefore, they must always tell the lie their parents. Contrast, some parent who support their child to be craze on Korean singers, they are allow their child or even go together to the event.

Thus, teenager usually lie the parent what did spend the money or spend much money even they have not income. Moreover, the relation between families may grow the distant because they are avoiding to talking with their parent.



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Part 2

The quantitative research is obtained from the survey using questionnaires from Thai teenagers four hundred people. These research study Thai teenager's attitudes toward Korean singers and the Korean culture through Korean singers influence Thai teenagers to have the imitative behavior. The researcher divided the data analysis as follow;

1. Data base analysis
2. Hypothesis testing analysis
3. The differences of personal factor analysis

Data base analysis

This past using descriptive statistical data analysis which provides basic information about the following examples

- The results of data analysis about personal information of sample groups.
- The results of data analysis about the attitudes of Thai teenagers toward Korean singers.
- The results of data analysis about the Korean culture through Korean singers influence Thai teenagers to have the imitative behavior.
- The results of data analysis about factors that affect the imitative behavior to Korean singers.

For the data analysis the researcher has set the symbol used in the analysis below

n is number of samples

\bar{X} is mean

S.D. is Standard Deviation

γ is Pearson's Product Moment Correlation Coefficient

* is significant statistically at 0.05

** is significant statistically at 0.01

1. The results of data analysis about personal information of sample groups

Personal information of sample groups contains gender, age, education, salary, spend money for favorite Korean singers, favorite Korean singers and going to the concert .The frequency distributions and a percentage as follows.

Table 1 show the number and percentage of Gender

Personal information of sample groups		Number (people) (n = 400)	Percent (%) (100.0)
Gender	Male	135	33.8
	Female	265	66.2
Total		400	100

According to table 1 found that the sample group is 265 females which is 66.2 percent. The rest is 135 males which is 33.8 percent. Thai females' teenagers are interested Korean singers more than Thai males' teenagers because the most Korean singers are males.

Table 2 show the number and percentage of Ages

Personal information of sample groups		Number (people) (n = 400)	Percent (%) (100.0)
Age	12-14 years old	42	10.5
	15-17 years old	64	16.0
	18-20 years old	213	53.2
	21-22 years old	81	20.3
Total		400	100

According to table 2 found that most people in the sample group have 18-20 years old represented as 53.2 percent. The second age is 21-22years old which has 81 people represented as 20.3 percent, age 15-17years old which has 64 people represented as 16.0 percent and there are 42 people who are 12-14years old which is 10.5percent respectively. The number of age 18-20 years old more than other age because Thai teenagers in this age range are student in the university. They can have their own freedom decision.

Table 3 show the number and percentage of Education

Personal information of sample groups		Number (people) (n = 400)	Percent(%) (100.0)
Education	Junior High School	45	11.3
	High-School	65	16.3
	Diploma	1	0.2
	Bachelor Degree	288	72.0
	Higher degree	1	0.2
Total		400	100

According to table 3 found that most number of people in the sample group has bachelor degree which has 288 people represented as 72.0percent. The second has 65 people who study in high school which is 16.3percent while there are 45 people or 11.3percent who study in Junior high school. There is 1 person represented as 0.2 percent who studies in Diploma and 1 person represented as 0.2percent who study in Post grade respectively.

Table 4 show the number and percentage of Salary

Personal information of sample groups		Number (people) (n = 400)	Percent (%) (100.0)
Salary	Lower than 5,000baht	195	48.8
	5,001-10,000 baht	171	42.7
	10,001-20,000 baht	24	6.0
	20,000 baht up	10	2.5
Total		400	100

According to table 4found that most number of people in the sample group have salary which has 195 people represented as 48.8percent, the second has 171 people represented as 42.2percent while there are 24 people or 6.0percent have salary 10,001-20,000 baht, and there are 10 people or 2.5percent have salary more than 20,000 baht respectively.

Table 5 show the number and percentage of spend money for favorite Korean singers

Personal information of sample groups		Number (people) (n = 400)	Percent (%) (100.0)
Spend money for favorite Korean singers	Lower than 1,000baht	339	84.7
	1,001-3,000 bath	36	9.0
	3,001-5,000 bath	15	3.8
	5,001 baht up	10	2.5
Total		400	100

According to table 5 the expense for their favorite Korean singers found that 339 people from sample group or 84.7percent spend their money below 1,000 baht, while there are 36 people or 9.0percent spend 1,001-3,000 baht, there are 15 people or 3.8percent spend 3,001-5,000 baht and there are 10 people or 2.5percent spend more than 5,000 baht respectively.

Table 6 show the number and percentage of the favorite Korean singers

Korean Singers	First		Second		Third	
	Number (people)	Percent	Number (people)	Percent	Number (people)	Percent
Dong Bang Shin Ki	73	18.2	50	12.5	41	10.2
Super Junior	91	22.8	81	20.2	83	20.8
Big bang	32	8.0	48	12.0	68	17.0
SS501	17	4.2	15	3.8	20	5.0
FT Island	12	3.0	25	6.2	28	7.0
Shinee	13	3.2	14	3.5	31	7.8
Wonder girls	59	14.8	66	16.5	32	8.0
Girl's generation	58	14.5	65	16.2	47	11.8
Rain	13	3.2	16	4.0	24	6.0
other	32	8.0	20	5.0	26	6.5
Total	400	100.0	400	100.0	400	100.0

According to table 6 the most favorite Korean singers, found that there are 91 people or 22.8percent prefer Super Junior which is the most favorite, Dong Bang Shin Ki which 73 people or 18.2 percent preferred them while 59 people or 14.8percent preferred Wonder Girl respectively. The second favorite Korean singers found that the sample group chooses Super Junior by 81 people or 20.2percent, 66 people or 16.5 percent preferred Wonder girls, 65 people or 16.2percent preferred Girl's generation respectively. The third favorite Korean singers found that the sample group chooses Super Junior by 83 people or 20.8percent, then 68 people or 17.0percent preferred Big Bang, 47 people or 11.8percent preferred Girl's generation respectively.

The most favorite Korean singers of Thai teenagers are Super Junior. The second and third favorite Korean singers are Super junior also. Super junior is Korean boy band popular both in Thai and Korea.

Table 7 show the number and percentage of the sample group is going to the concert

Personal information of sample groups		Number(people) (n = 400)	Percent (%) (100.0)
Going to the concert	Yes	91	22.8
	No	309	77.2
Total		400	100

According to table 7 the concerts, found that most sample group 309 people or 77.2percent did not join Korean concerts while 91 people or 22.8percent have joined Korean concerts.

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2. The results of data analysis about the attitudes of Thai teenagers toward Korean singers of sample group.

The data about the attitudes toward Korean singers of sample group. The attitudes divided into seven aspects such as the appearance of the singers, Korean fashion, dress, hair style, make-up, dance and shopping. Analysis by using Mean: \bar{X} and Standard Deviation: S.D.

Table 8 show Mean: \bar{X} and Standard Deviation: S.D. about attitude toward Korean singers.

Attitude toward Korean singers	\bar{X}	S.D.	Interpret
The appearance of the singers	3.76	0.698	Positive attitude
Korean fashion	3.05	0.519	Moderate attitude
Dress	3.30	0.595	Moderate attitude
Hair style	3.42	0.599	Moderate attitude
Make-up	3.39	0.584	Moderate attitude
Dance	3.50	0.644	Positive attitude
Shopping	3.31	0.591	Moderate attitude
Total of attitude toward Korean singers	3.39	0.490	Moderate attitude

According to table 8, the result was found that the majority of the attitude toward the Korean singers of sample group has moderate attitude which has mean rate as 3.39. Regarding to each result, it was found that the sample group has positive attitude in the sense of the appearance of the Korean singers and dance rather than the moderate attitude in hairstyle, dress, shopping and Korean fashion in respectively.

Thai teenagers have positive attitude and moderate attitude toward Korean singers about the appearance, Korean fashion, dress, hair style, make-up, dance and shopping. Thus, Thai teenagers have the imitative behavior to Korean singers.

Table 9 show number, Mean: \bar{X} , percent and Standard Deviation: S.D. about attitude toward the appearance of Korean singers.

The appearance of the Korean singers	Attitude					\bar{X}	S.D.	Interpret attitude
	Totally Agree	Agree	Fair	Disagree	Totally Disagree			
1. Korean singers have good-looking and good personality.	130 32.5%	167 41.8%	91 22.8%	5 1.2%	7 1.8%	4.02	0.873	Positive
2. Korean signers have a talent in dancing.	157 39.2%	160 40.0%	70 17.5%	9 2.2%	4 1.0%	4.14	0.854	Positive
3. Korean singers have habit friendly fans.	62 15.5%	139 34.8%	181 45.2%	12 3.0%	6 1.5%	3.60	0.838	Positive
4. Korean singers have a good sound.	64 16.0%	136 34.0%	173 43.2%	19 4.8%	8 2.0%	3.57	0.884	Positive
5. Korean music has good music.	90 22.5%	151 37.8%	135 33.8%	15 3.8%	9 2.2%	3.74	0.924	Positive
6. Concert of Korean singers fun and impressive.	90 22.5%	142 35.5%	152 38.0%	10 2.5%	6 1.5%	3.75	0.883	Positive
7. Korean singers are idol for teenagers.	64 16.0%	124 31.0%	170 42.5%	34 8.5%	8 2.0%	3.50	0.929	Positive
Total of attitude toward the appearance of the Korean singers						3.76	0.698	Positive

According to table 9, the result about attitude toward the appearance of Korean singers was found that the majority of sample group has positive attitude which has mean rate as 3.76. Regarding to each result, it was found that the sample group has positive attitude all seven aspects. For example, Korean signers have a talent in dancing, Korean singers have good-looking and good personality in respectively.

Table 10 shows number, Mean: \bar{X} , percent and Standard Deviation: S.D. about attitude toward Korean fashion of Korean singers.

Korean Fashion	Attitude					\bar{X}	S.D.	Interpret attitude
	Totally Agree	Agree	Fair	Disagree	Totally Disagree			
1. Korean fashion modern than Thai fashion	89 22.2%	125 31.2%	153 38.2%	24 6.0%	9 2.2%	3.65	0.964	Positive
2. Korean fashion is not different from Thai fashion.	7 1.8%	66 16.5%	181 45.2%	123 30.8%	23 5.8%	2.78	0.851	Moderate
3. Korean fashion appropriate with society, culture and climate in Thailand.	18 4.5%	56 14.0%	170 46.5%	105 26.2%	51 12.8%	2.71	1.006	Moderate
Total of attitude toward Korean fashion						3.05	0.519	Moderate

According to table 10, the result about attitude toward Korean fashion of Korean singers was found that the majority of the sample group has moderate attitude which has mean rate as 3.05. Regarding to each result, it was found that the sample group has the positive attitude in Korean fashion modern than Thai fashion rather than the moderate attitude in the Korean fashion is not different from Thai fashion and Korean fashion appropriate with society, culture and climate in Thailand.

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Table 11 show number, Mean: \bar{X} , percent and Standard Deviation: S.D. about attitude toward Korean singers' dress.

Dress	Attitude					\bar{X}	S.D.	Interpret attitude
	Totally Agree	Agree	Fair	Disagree	Totally Disagree			
1. Dress imitation to Korean singers is not damage.	68 17.0%	178 44.5%	130 32.5%	18 4.5%	6 1.5%	3.71	0.853	Positive
2. Dress imitation to Korean singers makes self-confidence.	36 9.0%	96 24.0%	221 55.2%	31 7.8%	16 4.0%	3.26	0.878	Moderate
3. Dress imitation to Korean singers feels like modern.	35 8.8%	103 25.8%	203 50.8%	34 8.5%	25 6.2%	3.22	0.946	Moderate
4. Dislike someone else that imitates dress to Korean singers.	22 5.5%	49 12.2%	236 59.0%	65 16.2%	28 7.0%	2.93	0.884	Moderate
5. The dress of the Korean singers is the inspiration to imitate along their dress.	39 9.8%	122 30.5%	205 51.2%	23 5.8%	11 2.8%	3.39	0.845	Moderate
Total of attitude in the sense of dress						3.30	0.595	Moderate

According to table 11, the result about attitude toward Korean singers' dress was found that the most of sample group has moderate attitude which has mean rate as 3.30. Regarding to each result, it was found that the sample group has the positive attitude in the dress imitation to Korean singers is not damage rather than the

moderate attitude in the dress of the Korean singers is the inspiration to imitate along their dress in respectively.

Table 12 show number, Mean: \bar{X} , percent and Standard Deviation: S.D. about attitude toward Korean singers' hair style.

Hair style	Attitude					\bar{X}	S.D.	Interpret attitude
	Totally Agree	Agree	Fair	Disagree	Totally Disagree			
1. Hair style follows Korean singers is not damage.	85 21.2%	187 46.8%	117 29.2%	8 2.0%	3 0.8%	3.86	0.796	Positive
2. Hair style follows Korean singers makes self-confidence.	46 11.5%	126 31.5%	196 49.0%	22 5.5%	10 2.5%	3.44	0.859	Moderate
3. Hair style follows Korean singers feel like modern.	38 9.5%	124 31.0%	194 48.5%	29 7.2%	15 3.8%	3.35	0.889	Moderate
4. Dislike someone else that hair style follows Korean singers.	28 7.0%	47 11.8%	243 60.8%	57 14.2%	25 6.2%	2.99	0.890	Moderate
5. Hair style of Korean singers is the inspiration to imitate along their hair style.	41 10.2%	145 36.2%	180 45.0%	23 5.8%	11 2.8%	3.46	0.857	Moderate
Total of attitude in the sense of hair style						3.42	0.599	Moderate

According to table 12, the result about attitude toward Korean singers' hair style was found that the majority of sample group has moderate attitude which has mean rate as mean 3.42. Regarding to each result, it was found that the sample group has the positive attitude in the hair style follows Korean singers is not damage rather than the

moderate attitude in the hair style of Korean singers is the inspiration to imitate along their hair style and hair style follows Korean singers feel like modern in respectively.

Table 13 show number, Mean: \bar{X} , percent and Standard Deviation: S.D. about attitude toward Korean singers' make-up.

Make-up	Attitude					\bar{X}	S.D.	Interpret attitude
	Totally Agree	Agree	Fair	Disagree	Totally Disagree			
1. Make-up follow Korean singers isn't damage.	67 16.8%	180 45.0%	138 34.5%	12 3.0%	3 0.8%	3.74	0.796	Positive
2. Make-up like Korean singers makes self-confidence.	40 10.0%	128 32.0%	201 50.2%	20 5.0%	11 2.8%	3.42	0.842	Moderate
3. Make-up Like Korean singers make feel as modern.	42 10.5%	97 24.2%	219 54.8%	28 7.0%	14 3.5%	3.31	0.881	Moderate
4. Dislike someone else that make-up likes Korean singers.	28 7.0%	71 17.8%	240 60.0%	44 11.0%	17 4.2%	3.12	0.851	Moderate
5. Make-up of Korean singers is the inspiration to imitate along their make-up.	44 11.0%	109 27.2%	211 52.8%	26 6.5%	10 2.5%	3.38	0.858	Moderate
Total of attitude in the sense of make-up						3.39	0.584	Moderate

According to table13, the result about attitude toward Korean singers' make-up was found that the sample group has moderate attitude which has mean rate as 3.39. Regarding to each result, it was found that the sample group has the positive attitude in the make-up follow Korean singers is not damage rather than the moderate attitude in the make-up like Korean singers makes self-confidence and make-up of Korean singers is the inspiration to imitate along their make-up in respectively.

Table 14 show number, Mean: \bar{X} , percent and Standard Deviation: S.D. about attitude toward Korean singers' dance.

Dance	Attitude					\bar{X}	S.D.	Interpret attitude
	Totally Agree	Agree	Fair	Disagree	Totally Disagree			
1. Dance like Korean singers is not damage.	98 24.5%	175 43.8%	119 29.8%	5 1.2%	3 0.8%	3.90	0.796	Positive
2. Dance like Korean singers makes self-confidence.	67 16.8%	105 26.2%	199 49.8%	20 5.0%	9 2.2%	3.50	0.907	Positive
3. Dance like Korean singers make feel as modern.	50 12.5%	112 28.0%	200 50.0%	23 5.8%	15 3.8%	3.40	0.912	Moderate
4. Dislike someone else that dance like Korean singers.	41 10.2%	76 19.0%	218 54.0%	47 11.8%	20 5.0%	3.18	0.942	Moderate
5. Dance of Korean singers is the inspiration to imitate along their dance	58 14.5%	130 32.5%	188 47.0%	17 4.2%	7 1.8%	3.54	0.855	Positive
Total of attitude in the sense of dance						3.50	0.644	Positive

According to table 14, the result about attitude toward Korean singers' dance was found that the majority of sample group has positive attitude which has mean rate as 3.50. Regarding to each result, it was found that the positive attitude in the dance like Korean singers is not damage, the dance of Korean singers is the inspiration to imitate along their dance in respectively.

Table 15 show number, Mean: \bar{X} , percent and Standard Deviation: S.D. about attitude toward Korean singers in the sense of shopping .

Shopping	Attitude					\bar{X}	S.D.	Interpret attitude
	Totally Agree	Agree	Fair	Disagree	Totally Disagree			
1. Shopping products which Korean singers are presenters not damage	63 15.8%	166 41.5%	143 35.8%	23 5.8%	5 1.2%	3.65	0.857	Positive
2. Shopping products which Korean singers are presenters makes self-confidence.	39 9.8%	81 20.2%	225 56.2%	40 10.0%	15 3.8%	3.22	0.892	Moderate
3. Shopping products which Korean singers are presenters make feel as modern.	24 6.0%	92 23.0%	234 58.5%	28 7.0%	22 5.5%	3.17	0.856	Moderate
4. Dislike someone else that shopping products which Korean singers are presenters	30 7.5%	64 16.0%	243 60.8%	47 11.8%	16 4.0%	3.11	0.852	Moderate
5. Products which Korean singers are presenters have the inspiration to imitate.	49 12.2%	110 27.5%	201 50.2%	30 7.5%	10 2.5%	3.40	0.887	Moderate
Total of attitude in the sense of shopping						3.31	0.591	Moderate

According to table15, the result about attitude in the sense of shopping was found that the majority of sample group has moderate attitude which has mean rate 3.31. Regarding to each result, it was found that the sample group has positive attitude in the shopping products which Korean singers are presenters not damage rather than the moderate attitude in the products which Korean singers are presenters have the inspiration to imitate in respectively.

3. The results of data analysis about the influences of Korean culture about Korean singers reveal Thai teenagers have the imitative behavior.

The data about the Korean culture though Korean singers influence Thai teenagers have the imitative behavior. The behavior divided into five aspects such as dress, hair style, make-up, dance and shopping. Analysis by using Mean: \bar{X} and Standard Deviation: S.D.

Table 16 show number, Mean: \bar{X} , percent and Standard Deviation: S.D. about the Korean culture though Korean singers influence Thai teenagers have the imitative behavior.

The imitative behavior	The frequency in the imitation					\bar{X}	S.D.	Interpretation
	Regularly	Often	Moderate	Infrequently	Never			
1. Dress imitation follows Korean singers.	14 3.5%	62 15.5%	70 17.5%	101 25.2%	153 38.2%	2.21	1.205	little
2. Hairstyle imitation follows Korean singers.	22 5.5%	53 13.2%	85 21.2%	83 20.8%	157 39.2%	2.25	1.254	little
3. Make-up imitation to Korean singers.	19 4.8%	57 14.2%	66 16.5%	72 18.0%	186 46.5%	2.13	1.271	little
4. Dance imitation of Korean singers.	36 9.0%	55 13.8%	70 17.5%	93 23.2%	146 36.5%	2.36	1.334	little

Table 16 (continue)

The imitative behavior	The frequency in the imitation					\bar{X}	S.D.	Interpretation
	Regularly	Often	Moderate	Infrequently	Never			
5.Shopping products which Korean singers are presenters	30 7.5%	58 14.5%	87 21.8%	95 23.8%	130 32.5%	2.41	1.279	little
Total of the imitative behavior						2.27	1.096	little

According to table 16, the result was found that the majority of sample group has the imitative behavior is a little which has mean rate as 2.27. Regarding to each result, it was found that the sample group has a little of the imitative behavior all five aspects. For example, shopping products which Korean singers are presenters and the dance imitation of the Korean singers in respectively.

4. The results of data analysis about factors that affect the imitative behavior to Korean singers.

The data about factors that affect the imitative behavior to Korean singers. The frequency distributions and a percentage as follow.

Table 17 shows the number and percentage of data about factors that affect the imitative behavior to Korean singers of sample group.

Data about factors that affect the imitative behavior to Korean singers of sample group.	Number(people) (n = 400)	Percent (%) (100.0)	
The period of time that knows and like Korean singers.	Least 1 year	114	28.5
	1 year	76	19.0
	3 year	92	23.0
	More than 3 year	118	29.5

Table 17 (continue)

Data about factors that affect the imitative behavior to Korean singers of sample group.		Number(people) (n = 400)	Percent (%) (100.0)
The way to learn Korean culture or Korean singers.	drama/ film		
	No	101	25.2
	Yes	299	74.8
	Korean music		
	No	179	44.8
	Yes	221	55.2
Learning Korean Language	No	360	90.0
	Yes	40	10.0
friend	No	195	48.8
	Yes	205	51.2
Books, magazines, news papers	No	244	61.0
	Yes	156	39.0
Internet	No	183	45.8
	Yes	217	54.2
other	No	388	97.0
	Yes	12	3.0
The reasons make to imitate to Korean singers.	Personal flavor	218	54.5
	Korean fashion	77	19.2
	Demanding to be the same as Korean singers.	8	2.0
	Demanding to get accept from friends.	9	2.2
	Demanding to change.	25	6.2
	Other	63	15.8
Korean singers make to want to imitation.	Yes	130	32.5
	No	270	67.5

Table 17 (continue)

Data about factors that affect the imitative behavior to Korean singers of sample group.		Number(people) (n = 400)	Percent (%) (100.0)
The imitative behavior to Korean singers makes to have admit from friends	Yes	74	18.5
	No	326	81.5

According to table 17 the result found that the majority of sample group know and like Korean singers more than 3 years have 118 people represented as 29.5percent, least 1 year have 114 people represented as 28.5 percent, 3 years which has 92 people represented as 23.0 percent and 1year which has 76 people represented as 19.0 percent respectively. The sample group that know and like Korean singers for long time then have a lot of number.

The way to know Korean culture or Korean singers found that the most sample group know Korean culture or Korean singers from drama/movie 299 people represented as 74.8 percent, Korean song 221 people represented as 55.2 percent, Internet, friend, book/magazines/ newspaper, learn Korean language and other respectively. The most sample group knows Korean culture or Korean singer from drama/movie because Korean export culture that is drama/ movie to Thai before.

The reasons make to the imitative behavior to Korean singers found that the most sample group imitate Korean singers because personal flavor which has 218 people represented as 54.5percent, the second is Korean fashion is popular which has 77 people represented as 19.2percent, other 63 people represented as 15.8percent respectively.

Korean singers make to the sample group want be like them found that the most sample group said no which has 270 people represented as 67.5percent and there are 130 people represented as 32.5percent who said yes.

The imitation same Korean singers or follow Korean culture affect the sample group to get accept from friend found that the most of sample group said no which has 326 people represented as 81.5percent and there are 74 people represented as 18.5percent represented as who said yes. Thus, the sample group imitates Korean singers because personal flavor.

Result of the hypothesis test

Hypothesis 1 the attitudes of Thai teenagers toward Korean singers motivate the imitative behavior.

Table 18 show the relation of the attitude toward Korean singers motivates the imitative behavior.

Attitude toward Korean singers		Imitative behavior				
		Dress	Hairstyle	Make-up	Dance	Shopping
The appearance of Korean singers	γ	0.495	0.485	0.394	0.472	0.511
	Sig.	0.000**	0.000**	0.000**	0.000**	0.000**
Korean fashion	γ	0.448	0.408	0.390	0.322	0.371
	Sig.	0.000**	0.000**	0.000**	0.000**	0.000**
Dress	γ	0.568	0.526	0.437	0.488	0.492
	Sig.	0.000**	0.000**	0.000**	0.000**	0.000**
Hair style	γ	0.499	0.524	0.366	0.375	0.400
	Sig.	0.000**	0.000**	0.000**	0.000**	0.000**
Make-up	γ	0.499	0.454	0.526	0.433	0.432
	Sig.	0.000**	0.000**	0.000**	0.000**	0.000**
Dance	γ	0.418	0.415	0.305	0.503	0.383
	Sig.	0.000**	0.000**	0.000**	0.000**	0.000**
Shopping product	γ	0.495	0.507	0.409	0.448	0.549
	Sig.	0.000**	0.000**	0.000**	0.000**	0.000**

** Correlation is significant at the 0.01 level (2-tailed).

According to table 18, the relation of test to the attitude of Thai teenagers toward Korean singers motivates the imitative behavior. The result of analysis was found that the attitude toward the appearance of Korean singers, dress, hair style, dance and shopping product causes the imitative behavior of Thai teenagers to Korean singers' dress, hair style, dance and shopping product which Korean singers are presenters.

The experiment result of hypothesis is accepted. Attitude toward to Korean singers affects the imitation behavior of Thai teenagers at the positive moderate level. It means when their positive attitude toward to Korean singers is higher, it can also lead to higher imitation behavior of Thai teenagers. It could be conclude that it was according to hypothesis 1.

Hypothesis 2 the Korean cultures through Korean singers influence Thai teenagers to have the imitative behavior.

Table 19 show about the Korean cultures through Korean singers influence Thai teenagers to have the imitative behavior.

The imitative behavior	\bar{X}	S.D.	t-Test $\mu = 2.5$	Sig.(2- tailed)	Sig.(1- tailed)
1. The imitative behavior to Korean singers' dresses.	2.21	1.205	-4.853	0.000	0.000**
2. The imitative behavior to Korean singers' hair style.	2.25	1.254	-3.989	0.000	0.000**
3. The imitative behavior to Korean singers' make-up.	2.13	1.271	-5.862	0.000	0.000**
4. The imitative behavior to Korean singers' dance.	2.36	1.334	-2.175	0.030	0.015*
5. The imitative behavior of shopping products which Korean singers are presenters.	2.41	1.279	-1.447	0.149	0.074

** Significant at the 0.01 level (1-tailed).

* Significant at the 0.05 level (1-tailed).

According to table 19, the result of the Korean cultures through Korean singers influence Thai teenagers to have the imitative behavior. It was found that the imitative behavior all five aspects. For example, the imitative behavior to Korean singers' dresses, the imitative behavior to Korean singers' hair style, the imitative behavior to Korean singers' make-up, the imitative behavior to Korean singers' dance and the imitative behavior of shopping products which Korean singers are presenters respectively.

It could be conclude that it was the Korean cultures through Korean singers influence Thai teenagers to have the imitative behavior in dress, hair style, make-up and dance but not have more influences with the imitative behavior of shopping products which Korean singers are presenters. Because the sample group is a student and they can not buy the products which Korean singers are presenters. But the sample group may buy some products such as CD of Korean singers includes souvenirs. Meanwhile some research result indicates that other perception channels such as time duration, story series/movies, Korean songs, Korean language and books/magazines/newspaper and Internet also affect Korean imitative behavior of Thai teenagers. It was according to hypothesis 2.



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The data analysis for the differences of personal factor in the sample group cause Thai teenagers has the imitative behavior be different.

Table 20 the differences of gender in the sample group.

The imitative behavior	Gender	\bar{X}	S.D.	df	t	Sig.
Dress	Men	2.33	1.293	244.691	1.439	0.151
	Female	2.14	1.156			
Hair style	Men	2.37	1.286	398	1.372	0.171
	Female	2.19	1.235			
Make-up	Men	2.14	1.305	398	0.149	0.882
	Female	2.12	1.255			
Dance	Men	2.47	1.337	398	1.196	0.232
	Female	2.30	1.331			
Shopping products which Korean singers are presenters	Men	2.24	1.212	398	-1.825	0.069
	Female	2.49	1.306			

According to table 20, the comparison of different tests with the t-Test analysis found that the differences of gender in the sample group affect the imitative behavior of dress, hair style, make-up, dance and shopping products which Korean singers are presenters are not different. The value of t-Test is 1.439, 1.372, 0.149, 1.196 and -1.825 respectively. The value of Sig is 0.151, 0.171, 0.882, 0.232 and 0.069 respectively.

Therefore, gender in the sample group is not different because they exposure Korean media from Television or Internet as well. After that they have the imitative behavior. For example, imitating dance of Super junior band whether male or female can imitate also.

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Table 21 the differences of age in the sample group.

The imitative behavior	Sources of variance	Sum of Squares	df	Mean Square	F	Sig.
Dress	Between groups	5.792	3	1.931	1.332	0.264
	With in groups	573.986	396	1.449		
	Total	579.778	399			
Hair style	Between groups	3.902	3	1.301	0.827	0.480
	With in groups	623.098	396	1.573		
	Total	627.000	399			
Make-up	Between groups	7.907	3	2.636	1.640	0.180
	With in groups	636.591	396	1.608		
	Total	644.498	399			
Dance	Between groups	7.188	3	2.396	1.351	0.257
	With in groups	702.402	396	1.774		
	Total	709.590	399			
Shopping products which Korean singers are presenters	Between groups	0.777	3	0.259	0.157	0.925
	With in groups	651.800	396	1.646		
	Total	652.578	399			

According to table 21, the comparison of different tests with F-Test the analysis found that the differences of age in the sample group affect the imitative behavior of dress, hair style, make-up, dance and shopping products which Korean singers are presenters are not different. The value of F-Test is 1.332, 0.827, 1.640, 1.351 and 0.157 respectively. The value of Sig. is 0.264, 0.480, 0.180, 0.257 and 0.925 respectively.

Thus, age in the sample group is not different because the range of age and habit in the sample group is not different.

Table 22 the differences of education in the sample group.

The imitative behavior	Sources of variance	Sum of Squares	df	Mean Square	F	Sig.
Dress	Between groups	4.704	4	1.176	0.808	0.521
	With in groups	575.073	395	1.456		
	Total	579.778	399			
Hair style	Between groups	1.385	4	0.346	0.219	0.928
	With in groups	625.615	395	1.584		
	Total	627.000	399			
Make-up	Between groups	4.949	4	1.237	0.764	0.549
	With in groups	639.549	395	1.619		
	Total	644.498	399			
Dance	Between groups	8.278	4	2.070	1.166	0.325
	With in groups	701.312	395	1.775		
	Total	709.590	399			
Shopping products which Korean singers are presenters	Between groups	5.948	4	1.487	0.908	0.459
	With in groups	646.630	395	1.637		
	Total	652.577	399			

According to table 22, the comparison of different tests with F-Test the analysis found that the differences of education in the sample group affect the imitative behavior of dress, hair style, make-up, dance and shopping products which Korean singers are presenters are not different. The value of F-Test is 0.808, 0.219, 0.764, 1.166 and 0.908 respectively. The value of Sig. is 0.521, 0.928, 0.549, 0.325 and 0.459 respectively.

Therefore, the differences of education in the sample group are not different. Because of the education of the sample group is junior high school to higher education and easy exposure every thing to their life. They are not use reason to help in decision that is different from sample group with higher education.

Table 23 the differences of income per month in the sample group.

The imitative behavior	Sources of variance	Sum of Squares	df	Mean Square	F	Sig.
Dress	Between groups	14.739	3	4.913	3.443	0.017*
	With in groups	565.039	396	1.427		
	Total	579.778	399			
Hair style	Between groups	19.806	3	6.602	4.306	0.005**
	With in groups	607.194	396	1.533		
	Total	627.000	399			
Make-up	Between groups	12.734	3	4.245	2.661	0.048*
	With in groups	631.764	396	1.595		
	Total	644.497	399			
Dance	Between groups	8.423	3	2.808	1.586	0.192
	With in groups	701.167	396	1.771		
	Total	709.590	399			
Shopping products which Korean singers are presenters	Between groups	15.080	3	5.027	3.122	0.026*
	With in groups	637.497	396	1.610		
	Total	652.578	399			

** Significant at the 0.01 level.

* Significant at the 0.05 level.

According to table 23, the comparison of different tests with F-Test the analysis found that the differences of income per month in the sample group affect the imitative behavior of dress, hair style, make-up and shopping products which Korean singers are presenters are different. The value of F-Test is 3.443, 4.306, 2.661 and 3.122 respectively. The value of Sig. is 0.017, 0.005, 0.048 and 0.026 respectively. But the differences of income per month in sample group cause the imitative behavior of dance are not different. The value of F-Test is 1.586 and the value of Sig is 0.192.

The sample group have income per month is different. In the sample group has high income, they will imitated Korean singers in various because they have the property is

to support them in this section. At the same of the dance imitation in the sample group is not different because the dance does not spend much money.

Table 24 the differences of the expense concerned with favorite Korean singers in the sample group.

The imitative behavior	Sources of variance	Sum of Squares	df	Mean Square	F	Sig.
Dress	Between groups	47.921	3	15.974	11.893	0.000**
	With in groups	531.856	396	1.343		
	Total	579.777	399			
Hair style	Between groups	56.864	3	18.955	13.165	0.000**
	With in groups	570.136	396	1.440		
	Total	627.000	399			
Make-up	Between groups	43.352	3	14.451	9.519	0.000**
	With in groups	601.146	396	1.518		
	Total	644.498	399			
Dance	Between groups	34.055	3	11.352	6.654	0.000**
	With in groups	675.535	396	1.706		
	Total	709.590	399			
Shopping products which Korean singers are presenters	Between groups	92.132	3	30.711	21.700	0.000**
	With in groups	560.446	396	1.415		
	Total	652.578	399			

** Significant at the 0.01 level.

According to table 24, the comparison of different tests with F-Test the analysis found that the differences of the expense concerned with favorite Korean singers in the sample group affect the imitative behavior of dress, hair style, make-up, dance and shopping products which Korean singers are presenters are different. The value of F-Test is 11.893, 13.165, 9.519, 6.654 and 21.700 respectively. The value of Sig. is 0.000, 0.000, 0.000, 0.000 and 0.000 respectively.

From the data, the expense concerned with favorite Korean singers of the sample group in each imitation, it said that each person has chosen to spend as they like to imitate.

Table 25 the differences of going to the concert in the sample group.

The imitative behavior	Concert	\bar{X}	S.D.	df	t	Sig.
Dress	Ever seen	2.58	1.248	398	3.421	0.001**
	Never seen	2.10	1.172			
Hair style	Ever seen	2.62	1.331	398	3.200	0.001**
	Never seen	2.14	1.211			
Make-up	Ever seen	2.44	1.301	398	2.686	0.008**
	Never seen	2.04	1.249			
Dance	Ever seen	2.86	1.387	398	4.170	0.000**
	Never seen	2.21	1.283			
Shopping products which Korean singers are presenters	Ever seen	3.05	1.250	398	5.708	0.000**
	Never seen	2.22	1.225			

** Significant at the 0.01 level.

According to table 25, the comparison of different tests with t-Test the analysis found that the differences of going to the concert in the sample group affect the imitative behavior of dress, hair style, make-up, dance and shopping products which Korean singers are presenters are different. The value of t- Test is 3.421, 3.200, 2.686, 4.170 and 5.708 respectively. The value is 0.001, 0.001, 0.008, 0.000 and 0.000 respectively.

Thus, the sample group is going to the concert cause the imitative behavior of each concert that they have seen.

It can be conclude that the differences of personal factor of the sample group, especially income, the expense concerned with favorite Korean singers and going to the concert affect the imitative behavior of teenagers.

CHAPTER V

CONCLUSION AND SUGGESTION

Researches on the imitative behavior to Korean singers of Thai teenagers studied about the attitude of teenagers, the factors and the problems of the imitative behavior to Korean singers.

Conclusion result of the research

The research used the methods of the qualitative research studied the imitative behavior of Thai teenagers to Korean singers and the effect of the imitative behavior of Thai teenagers to Korean singers. The majority is women at 66.2 %, the remainder is men, but the majority of men are the willingness-third gender. The economic conditions and the way to earn income of teenagers who preferred Korean artists come from families who are in moderate to wealthy. Most of them are supported by their parents. These are the important factors to make teenagers express their behaviors.

In the part of the quantitative research studied the attitude toward Korean singers and the Korean cultures through Korean singers influence Thai teenagers to have the imitative behavior. The data of person answer the questionnaire, Thai teenagers four hundred people in Bangkok who answer the questionnaire. The majority is a woman, age between 18-20 year olds 53.2%, the most in the sample group have bachelor degree 72.0%, the sample group is a student has the income lowers 5,000 baht per month and the expense for their flavor Korean singers below 1,000 baht. The most flavor Korean singers of the sample group both of three the rank is Super junior and the most of sample group did not join and went to Korean concerts which accounted for about 77.2%.

จุฬาลงกรณ์มหาวิทยาลัย

Reasons for impressing and imitating Korean singers

1. Music capabilities of the artists such as music, tune, intro and lyrics cause impressive.
2. Appearance appeal; it includes sex appeal, appearance, dressing styles, personalities, interaction to fan clubs, music capabilities and almost everything about artists' profile.
3. The current trend of flavored social, Korean fever, motivate teenagers prefer and emulate Koreans artists.

From the interview with Thai teenagers who like Korean singers, it can be concluded that some people admires good looking, voice, and some people flavors their ability or some people follow current social trend. However, they focus on talent more than aspects. Nevertheless, from the interviews, it can be briefly concluded that their behaviors are combined from many mention factors. It begins from hearing music to searching the singers, brand, their appearance, profile and so forth.

Korean fashion that showed by the singer has many influences. When the Thai teenagers have seen this fashion and like the singers, they seek to wear or follow like them. Especially Thai teenagers who are normally favored in the singers, they will follow and imitate to the singers' behavior. In this research, the researcher has sorted the fashion into dress, make-up, hair style, dance and shopping product which Korean singers are presenters. Therefore, in the Korean fashion have influences on sample group to the imitation.

Attitude toward Korean singers

Attitude of teenagers who answer the questionnaire is mostly toward to Korean singers at the medium level and attitudes toward to Korean singers' appearance and dance style are at most positive level. Then, their attitudes toward to hair style, face make-up, shopping, dressing and Korean fashion respectively.

For Korean fashion, Thai teenagers who answer the questionnaire have positive attitudes toward to Korean fashion at the medium level. However, it is found that at most positive attitude level, they accept Korean fashion is more modern than Thai fashion.

For dressing, Thai teenagers who answer the questionnaire have positive attitudes toward to Korean singer's dressing at the medium level. However, it is found that at most positive attitude level, they accept imitation of Korean style dressing is not destructive.

For hair style, Thai teenagers who answer the questionnaire have positive attitudes toward to Korean singer's hair style at the medium level. However, it is found that at most positive attitude level, they accept imitation of Korean hair style is not destructive.

For make-up, Thai teenagers who answer the questionnaire have positive attitudes toward to Korean singer's face makeup at the medium level. However, it is found that at most positive attitude level, they accept imitation of face makeup of Korean style is not destructive.

For dance, Thai teenagers who answer the questionnaire have attitude toward to imitative dance of Korean singers at most positive attitude level. Moreover, it is found that imitation of Korean singers' dance is not destructive.

For shopping behavior, Thai teenagers who answer the questionnaire have attitude toward shopping behavior which Korean singer is the product or service presenter at the moderate level. However, it is found that at most positive attitude level, they accept the follow-Korean purchase is not destructive.

The Korean cultures through Korean singers influence Thai teenagers to have the imitative behavior.

The research found that Thai teenagers in Bangkok who have the imitative behavior of Korean singers are in exiguosness in 5 sides; imitative dress behavior, shopping behavior, imitative dance behavior, Korean hair style and imitative make-up respectively.

From the study of the imitative behavior factors, it is found that Thai teenagers have known and liked Korean singers for more than three years. They accepted the Korean cultural stream or Korean singers from story series and movies at the highest level. Moreover, it is found that the crucial reason of imitative behavior of Thai teenager come from their flavors.

As the result of the imitative behavior to Korean singers expect for using a lot of money for Korean singers that is the undesirable behavior. This is one problem that occurred with the teenagers who have not been support from their parents. Therefore, they must always tell the lie their parents. Contrast, some parent who support their child to be craze on Korean singers, they are allow their child or even go together to the event.

Thus, teenager usually lie the parent what did spend the money or spend much money even they have not income. Moreover, the relation between families may grow the distant because they are avoiding to talking with their parent.

Discussion of research

Korean cultural fever

Hallyu or Korean culture fever (K-pop) is accepted widely in the current of Thailand especially, entertainment sections such as stories/movies and Korean songs by Thai teenagers. These channels lead to affect their fast learning and accepting the Korean culture. One reason can probably be supported is because of its location of country and the differentiation of culture. Korean is at the same Asian zone but their culture is different from other countries nearby. These can perhaps lead Thai teenagers accept Korean culture and it, so far, matches the definition issued by Chutima Chunchakarn (2550: 13). She addressed that human will transmit the culture from one generation to one generation that means new born people beneath a community's culture can learn their culture as the first thing. Thus, cultures in different countries in different generation are different. Culture can be changed continually since innovation of culture is still being created in order to match current changing situation or respond the present demand.

Korea attention on producing cultural product which is the major product exported. It is cooperated by governmental and private sector. According to the government's demand to distribute culture which leads to create Korean cultural fever or K-pop, then, it leads to the government puts the cultural distribution strategies through movies, story series, song and etc. In addition to the relevant mention, it matches the address issued by Thidarat Rukprayoon (2002: 11) that the cultural distribution process can be transmitted by mass media channels such as radio, television, newspaper, and movies. Therefore, mass media plays a key role of cultural transition. A conceptual study by Suraphong Sothanasatian (1990: 4-6), also mentions that human being can learn and exchange the culture by depending many mass media channels and the informational context transmission is the reflection of culture and way of living in that community.

The purpose of this research is to figure out how Thai teenager's attitude affects Korean singers and the Korean cultures through Korean singers influence Thai teenagers to have the imitative behavior while the Korean culture is blooming. These can be discussed following points.

Thai teenager's attitude toward Korean singers

From the research, it is found that Korean singers affect Thai teenager's attitude at the medium level and their attitude toward to Korean singers' appearance and dance is at the most positive level. Later, attitudes at the medium level toward to hair style, make-up, purchasing behavior, dressing and Korean fashion respectively.

In this research, an attitude means psychological condition of teenagers, including feelings or emotions to the Korean singers and expression of a behavioral imitation or favorite such as imitate fashion, dance to Korean singers. Allport also said that attitude means temperament that enable individuals to interact with the environment arising from the experience and determines the direction of individuals to respond to events and related items. So far, the result in this research mentions that most of Thai teenagers have positive attitudes toward to Korean singers creating imitative behaviors and other following behaviors.

Roger (1978: 208 – 209 cited in Suraphong Sothanasatian, 1990 : 122) said that the attitude is the index pointing how people think or feel about the others, objects, environment or until the different situations. The attitude is based on the belief that it may affect the behavior in the future. Therefore, the attitude is only equipped to respond to provocation and is a dimension of an assessment to show that love or not love toward the topic. It is interpersonal communication that is affected from the receiving message which continues to affect the behavior.

Communication is a linkage to create Thai teenagers' attitude toward to Korean singers. Communication intervenes throughout no matter the attitude is created by specific experience or model according to Zimbardo that he mentioned in Components of the attitude. This concept explains that many cultural aspects according to Korean fever are now accepted into Thai society widely, it, then, leads to create higher Thai teenagers' attitude in Bangkok toward to Korean singers.

The imitative behavior of Thai teenagers to Korean singers

From the empirical study of imitative behavior of Thai teenagers which were created by positive attitude toward to Korean singers, it is found that the imitative behavior started from their interests, follow up, flavor in Korean singers at the different levels. The result of the research also reports that Thai teenagers in Bangkok imitate in the aspects of dressing, hair style, make-up and dance but not have more influences with the imitative behavior of shopping products which Korean singers are presenters. Because the sample group is a student and they can not buy the products which Korean singers are presenters. But the sample group may buy some products such as CD of Korean singers includes souvenirs. Moreover, the components of each aspect are such as time duration, story series/movies, Korean songs, Korean language and books/magazines/newspaper from the Internet also affect the imitative behavior of Thai teenagers.

Ubonrat Siriyuvasak and Shin (2007) also mentioned about Asianizing K-pop production, consumption and identification patterns among Thai youth. From this research, it is found that the flavor of Korean cultural products affects Thai teenagers

to spend their much expenditure on. In addition, Woranuch Tantiwitidpong (2008) study “Korean singers maniac among Thai teen” addressed that the influence of Korean singers effects to fanaticism of Thai teenagers’ behavior including teenagers who express their behavior as their favorite Korean singers.

From the conceptual study and the research, it helps explain that Korean fever in Thai society and Korean entertainment admiration of Thai teenagers influence the Korean imitative behavior and this also relates to the Albert Bandura’s concept (1986). The research addressed that observational study must be created by four crucial components. Firstly, attention processes is the process which human being is interested in or attends on the behavior of the model. It is uniqueness. Secondly, retention processes is the process which collects patterns of behavior of model from the observational studies. These, then, create new and explicit patterns of the model. Thirdly, motor reproduction processes is the process which the observer convert the observed signals into appropriate action. Finally, motivational processes are ended. In another way, it can be briefly concluded that four study processes are crucial. The study should start from the model and play attention on until it can be remembered and finally, translated into suitable action by being implemented by motivation of the doers expressing themselves.

Lastly, the above mentioned concept as well as the research portrays clearly that flavor Korean singers make Thai teenagers admire Korean culture and have imitative behaviors.

In conclusion of this study, the quantitative and qualitative research has found that the imitative behavior of Thai teenagers come from the admiration in Korean singers but not in the Korean culture or situational fever. The qualitative research emphasized that Thai teenagers play more important attention on Korean singers’ abilities than their appearances and face. These show that if Thai teenagers flavor in other singers’ nationality, that nation will become blooming and being cultural fever instead of Korean culture and it also leads to have the imitative behaviors. For instance, American or Japanese fever had existed in Thai society. Moreover the factors affect

the imitative behavior of Thai teenagers that is income, the expense concerned with favorite Korean singers and going to the concert affect the imitative behavior of Thai teenagers also.

General suggestion

1. The result of this research is to study Korean culture and Thai teenagers' behavior. The results show that Korean culture is very important to the imitative behavior of Thai teenagers. On Thai society accept and take more Korean culture. Thus, the result is Thai teenagers have the imitative behavior. Therefore, relevant agencies such as Ministry of Culture or educational institution should be inserted into Thai culture and values for Thai teenagers.

2. Thai teenagers interested Korean singers very much and Korean singers often promoting concerts in Thailand. Especially in Bangkok, Thai teenagers close to Korean singers increased. The other relevant agencies should develop Thai entertainment better for consumers and popular in local and foreign.

Suggestion for thesis in the further

This research has only focused on study the imitative behavior of Thai teenagers from Korean singers, but there is not the study in the other behavior aspects which were created by Korean culture such as the follow up of Korean actor/actress coming to Thailand or behavior of Korean game addiction which is popular at the present. Moreover, there should also be the study of the deeper comparison about Thai singers and Korean singers. It will be the guiding way to draw Thai teenagers back to valuable and honorable Thai artists and develop them better.

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APPENDIX

ศูนย์วิทยทรัพยากร
จุฬาลงกรณ์มหาวิทยาลัย

List of interview

1. Miss Picha Pongkhunt 20 years old Chulalongkorn University
2. Miss Hatairat Turungtanakun 21 years old Bangkok University
3. Miss Wariya Chokmao 20 years old Kasetsart University
4. Miss Thinee Ungkanasarn 21 years old University of the Thai Chamber of Commerce
5. Mr. Tanakorn Ungkanasarn 20 years old University of the Thai Chamber of Commerce
6. Miss Kodchakon Noppakarn 20 years old Suan Dusit University
7. Miss Tanita Pleunjai 17 years old Horwang School
8. Miss Nichawee Bungsap 16 years old Horwang School
9. Miss Chavisa Sringam 17 years old Saint Joseph School
10. Miss Sirinan Prapaipipat 20 years old Rajamangala University of Technology
11. Mr. Akom Saejern 19 years old Kasetsart University
12. Miss Waraiporn Sarawitee 21 years old Bangkok University
13. Mr. Nakarin Muangkaseam 22 years old Kasetsart University
14. Mr. Anut Kidkongpan 17 years old Seekan School
15. Mr. Chakrit Chumnumpan 16 years old Seekan School

ศูนย์วิทยทรัพยากร
จุฬาลงกรณ์มหาวิทยาลัย

The questions in the interview

“The imitative behavior to Korean singers of Thai teenagers”

Interviewer’s Information

1. Interviewer’s Information (Name, Age)
2. How much income per month?
3. Which is your most favorite singer/Band?

The attitude toward Korean singers

4. Why do you like them (their appearance/ voice or trend?)
5. When do you start consuming the Korean singer News? Does anyone advise you?
6. Where do you search the news?
7. What is the difference between Korean singers and the Other Countries?
8. Do you listen to Thai songs or Korean songs?
Which one is more often? How frequently do you listen?
9. Why don’t you like or imitate Thai Singers?
10. What is the difference between Korean singers and Thai singers?
11. Whom do you talk about the Korean singers with? Which Korean singer that you talk about the most?
12. Have you ever go abroad to follow the Korean singers? How?
13. Does the Korean singer influence you to visit Korea?
14. How do you think about Korean Fashion? Is it different from the others?

The imitative behavior to Korean singers

15. Have you ever imitate the fashion’s Korean singer/ Which one?
(Appearance/Hair Style/Make up/Dancing Step) and Why?
16. Do the Korean singers and their songs influence you to imitate the Korean fashion?
17. What do think when the Korean singers are reported by the media? / And what is your action?
18. What do you get from joining the fan club/fan meeting or any websites that related to the Korean singers?
19. Have you ever seen your most favorite singer’s concert and/or imitate?

- If ever, how can you get the ticket? / How much is it cost? /Do your parents acknowledge or not? (If they do not know, how can you tell them?)

- If not ever, how do you feel?

20. Have you ever been to the Fan meeting?

- If ever, what do you feel?

- If not ever, what do you feel?

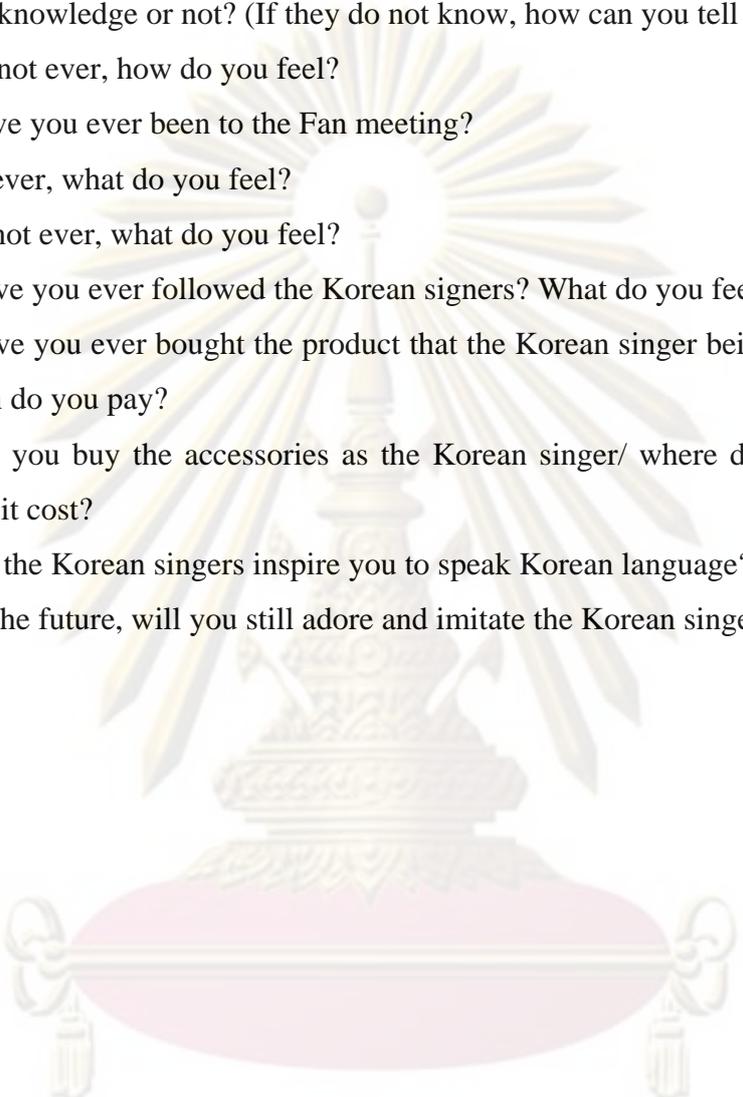
21. Have you ever followed the Korean signers? What do you feel?

22. Have you ever bought the product that the Korean singer being as a presenter / how much do you pay?

23. Do you buy the accessories as the Korean singer/ where did you buy? How much is it cost?

24. Do the Korean singers inspire you to speak Korean language?

25. In the future, will you still adore and imitate the Korean singer?
Why?



ศูนย์วิทยทรัพยากร
จุฬาลงกรณ์มหาวิทยาลัย

No.....

Questionnaire

Objective: This questionnaire is made as a part of the thesis, which the subject is “**The imitative behavior to Korean singers of Thai teenagers**” As part of a Master's degree thesis. Department of Korean Studies. Graduate School. Chulalongkorn University.

Part 1 – Interviewee’s Personal Information

Please mark ✓ at the correct blank.

1. Gender () male () female
2. Age

() 12-14 years old	() 15-17 years old
() 18-20 years old	() 20-21 years old
3. Education

() Junior High School	() High-School
() Diploma	() Bachelor Degree
4. Salary

() Lower than 5000 baht	() 5,001-10,000 baht
() 10,001-20,000 baht	() 20,000 baht up
5. The expense concerned about favorite Korean singers per month.

() Lower than 1,000 baht	() 1,001-3,000 baht
() 3,001-5,000 baht	() 5,001 baht up

6. Present, which is your most favorite Korean Singer? (Please rank from number 1 to number3)

- Dong bang shin ki
- Super Junior
- Big bang
- SS501
- FT Island
- Shinee
- Wonder girls
- Girl's generation
- Rain
- Other (Please describe)

7. Have you ever been going to the concert of Korean singers to Thailand or not?

- Yes
- No

If yes, who found?

Part 2 Attitude about your favorite Korean Singers

Please mark ✓ at the correct blank.

Attitude about Korean singers	Totally Agree	Agree	Fair	Disagree	Totally Disagree
<u>The appearance of the singers</u>					
1. Korean Singers have good-looking and good personality.					
2. Korean Signers have a talent in dancing.					
3. Korean singers have habit friendly fans.					
4. Korean Singers have a good sound.					
5. Korean music has good music.					
6. Show concert of Korean singers fun and impressive.					
7. Korean singers are idol for teenagers.					

Attitude about Korean singers	Totally Agree	Agree	Fair	Disagree	Totally Disagree
<u>Korean fashion</u> 8.Korean fashion modern than Thai fashion					
9. Korean fashion is not different from Thai fashion.					
10. Korean fashion ideal society, Culture and climate in Thailand.					
<u>Dress</u> 11. Dress imitation to Korean singers is not damage.					
12. Dress imitation to Korean singers makes self-confidence.					
13. Dress imitation to Korean singers feels like modern.					
14. Dislike some one else that imitate dress to Korean singers.					
15. The dress of the Korean singers is the inspiration to imitate along their dress.					
<u>Hairstyle</u> 16. Hairstyle follows Korean singers are not damage.					
17. Hair style follows Korean singers makes self-confidence.					
18.Hairstyle follows Korean singers feel like modern.					
19.Dislike someone else that hairstyle follows Korean singers.					

Attitude about Korean singers	Totally Agree	Agree	Fair	Disagree	Totally Disagree
20. Hair style of Korean singers are the inspiration to imitate along their hair style.					
<u>Makeup</u>					
21. Make up by Korean singers are not damage.					
22. Make-up like Korean singers makes self-confidence.					
23. Make up like Korean singers make feel as modern.					
24. Dislike some one else that make up like Korean singers.					
25. Make-up of Korean singers is the inspiration to imitate along their make-up.					
<u>Dance</u>					
26. Dance like a Korean singer is not damage.					
27. Dance like Korean singers makes self-confidence.					
28. Dance like a Korean singers make feel as modern.					
29. Dislike some one else that dance like Korean singers.					
30. Dance of Korean singers is the inspiration to imitate along their dance.					
<u>Shopping</u>					
31. Shopping products which Korean singers are presenter not damage					

Attitude about Korean singers	Totally Agree	Agree	Fair	Disagree	Totally Disagree
32. Shopping products which Korean singers are presenters makes self-confidence.					
33. Shopping products which Korean singers are presenter make feel as modern.					
34. Dislike some one else that Shopping products which Korean singers are presenter.					
35. Products which Korean singers are presenters have the inspiration to imitate.					

Part 3 The influences of Korean culture about Korean singers reveal Thai teenagers have the imitative behavior. Please mark ✓ at the correct blank.

The imitative behavior to Korean singers	Regularly	Frequently	Medium	Infrequently	Never
1. How often that you imitate the Korean singer Fashion.					
2. How often that you imitate the Korean singer hairstyle.					
3. How often that you imitate the Korean singer make up.					
4. How often that you imitate the Korean singer dance.					

4. When you watch Korean singers, do you want to be like them?

Yes

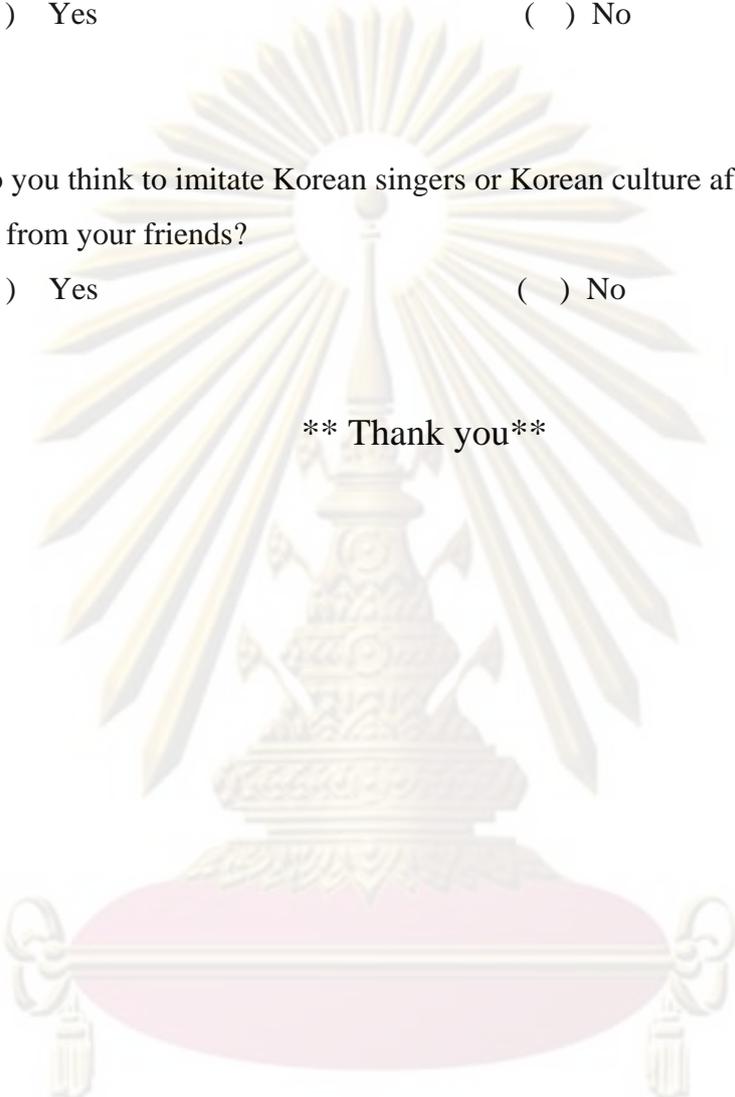
No

5. Do you think to imitate Korean singers or Korean culture affect you to get accept from your friends?

Yes

No

** Thank you**



ศูนย์วิทยทรัพยากร
จุฬาลงกรณ์มหาวิทยาลัย

BIOGRAPHY

- Name : Ms. Chittikan Lakariya
- Date of birth : November 28, 1980
- Birth Place : Yala, Thailand
- Education : Bachelor of Art (Korean), Prince of Songkla University, Pattani, Thailand (June 1, 1999 -March 24, 2003)
- Scholarship : - Korean Language Training Program Support by Korea Foundation (July-August.2003)
 - The Third Annual Kyujanggak Korean Studies Summer Workshop, support by Kyujanggak Institute for Korean Studies, Seoul National University (July 6, 2009-July 17, 2009)
- Work Experiences : - Korean interpreter of Ministry of Tourism and sports at Suvarnabhumi International Airport (March 2007-May 2008)
 - Korean language teacher for Thai at CYES Institute Language (March2006 – February 2007)
 - Korean interpreter of Tourism Authority of Thailand at Thai International Airport (May - December 2005)
 - Teaching Korean Language to Thai Labors at Ayuthaya Advance Training Center School, Ayuthaya (May2003 - Febury2004)

ศูนย์วิทยุทรัพยากร
จุฬาลงกรณ์มหาวิทยาลัย