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CONSUMPTION BEHAVIOR OF KOREAN CULTURAL PRODUCT

“KIM-CHI” IN BANGKOK



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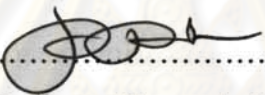
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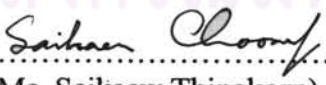
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แจกแจงความถี่ ร้อยละ ค่าเฉลี่ย และค่าสถิติสหสัมพันธ์แบบเพียร์สัน ประมวลผลด้วยโปรแกรมสำเร็จรูปสำหรับ  
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บันเทิงเกาหลีในรูปแบบของละครและภาพยนตร์ โดยเฉพาะอย่างยิ่ง ละครเกาหลีเรื่องแดจังกึม ที่เคยออกอากาศ  
ไปในประเทศไทย ได้มีผลต่อกลุ่มตัวอย่างในการลองหรือตัดสินใจรับประทานกิมจิ ผลการวิจัยแสดงให้เห็นว่า  
สื่อบันเทิงเกาหลีมีผลต่อการนำเสนอหรือสร้างกิมจิให้เป็นที่รู้จักและยอมรับมากขึ้น และสามารถพบเห็นกิมจิใน  
ประเทศไทยได้อย่างกว้างขวางและแพร่หลายขึ้น ถือเป็นภาพสะท้อนความสำเร็จของการแพร่กระจายวัฒนธรรม  
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คนไทยได้แสดงออกถึงการบริโภคเชิงสัญลักษณ์ความเป็นเกาหลี อันมีค่านิยมหรือนัยยะที่แสดงถึงความทันสมัย

สาขาวิชา.....เกาหลีศึกษา .....ลายมือชื่อนิติศ.....พรรณทิพา ..... ปก.เส.ศิริศิริ.....  
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KEYWORDS : KIM-CHI/ CONSUMPTION BEHAVIOR/ KOREAN CULTURAL PRODUCT/ COMSUMPTION OF SIGN

PANTIPA PRASERTSRISIRI: CONSUMPTION BEHAVIOR OF KOREAN CULTURAL PRODUCT "KIM-CHI" IN BANGKOK. THESIS ADVISOR: ASSOC. PROF WORAWET SUWANRADA, PH.D., 111 pp.

The objectives of this study were aimed 1) to examine the perception and attitude toward Korean cultural consumption among Thai people. In present study, Kim-chi was used representing the Korean cultural product that was transmitted to Thai people and 2) to investigate the dominant factors that have influenced Thai people's consumption of Kim-chi. The question items concentrated onto Korean entertainment medium or Korean cultural currency that has been currently so popular that it causes the influx of Korean culture into Thailand. The sample participants included those Bangkok people who had ever consumed the Kim-chi food. The online questionnaires were instrumental to gather data from 400 respondents. For data analysis, the descriptive statistics used included frequency distribution, percentage, means, and Pearson's correlation while data processing was done using statistical computer program. Analysis of the consumers' overall behavior was performed based on related theories. The results showed that the respondents admired the Korean culture and Korean entertainment media greatly, which they came in form of dramas and films, especially, "the Great Jang Geum" Korean film, which once had ever been on air in Thailand country. The film influenced Thai people's decision on trying intake of Kim-chi. The results revealed that Korean entertainment medium has influence while the introduction of Kim-chi became more acceptable to Thai people. In addition, Kim-chi has prevailed more widely over Thailand. It reflected the success of Korean cultural diffusion in form of products into Thailand to higher extent. Meanwhile, consumption behavior and perception of Kim-chi among Thai people represented the Korean symbolic consumption and implicitly reflecting the values and modernity.

Field of Study: KOREAN STUDIES

Academic Year: 2010

Student's Signature

Advisor's Signature

พณรัตน์ ใจประดิษฐ์  
Worawet Suwanrada

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ศูนย์วิทยทรัพยากร  
จุฬาลงกรณ์มหาวิทยาลัย

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 จุฬาลงกรณ์มหาวิทยาลัย

# CHAPTER I

## INTRODUCTION

### 1. Research Background

In the present, we can see cultural floating which is crossing the border in globalization. Especially, the markets of East and Southeast Asia asked high simultaneously after the middle of 1990 and then they accepted culture of Japan, Taiwan, and Korea and so on more than ever before. After 1990, the preference of loving Korean popular culture which is Korean wave started in Asian area especially in China. Korean wave started with drama mainly, and Korean wave could found its own place in many sides through the export of cultural products such as drama series, films, songs, games and so on. (Damrong Thandee, 2010: online)

In Thailand, The trend of the Korean pop culture as a major cultural input can be traced from 2001; presently this phenomenon is quite visible on TV drama. The new millennium saw again a rise of Thai interest in South Korea when television stations broadcast series of Korean TV movies. Especially starting from early 2001, Thai viewers have been exposed to Korean modern life-styles from such movies, along with the TV documentary films shown during the World Cup and the Asian Games. Young generations wholeheartedly embrace Korean culture.

TV Korean drama is one of exclusively featured as Korean Wave and also the wide-ranging activities and products of Korea and Koreans, i.e., music, games, Taekwondo, commercial products, cultural studies and language. To elaborate, 'My Sassy Girl,' aired in May 2002, was considered the first successful movies on the Thai TV screen while 'Autumn in My heart' the most successful one, Song Hae-Gyo and her image made a long lasting impression on the Thai people. The same was true for the actor, Song Seung-Hyun, as his poster became very popular among Thai youth. Later, 'Winter Sonata' also gained high popularity.

For the Korean music entertainment, the first Korean singer group invited to the Kingdom was Baby V.O.X. and made a success by selling more than 200,000 CDs. The Seven and Rain, top singers, also gained popular in 2003 and then

became Seven's fan club. In the same time, online game has been winning recognition. The first Korean game to enter Thai online market was "Ragnarok". Later, "Mu" and "Laghaim" entered the market. The games became over popular to the teenagers.

Moreover, on the language and cultural side, there are many Korean language institutions teaching for Thai students and workers. Three state universities of Thailand provide BA degree in Korean Language while over six higher institutions offer the language as Electives. The courses, for example, Korean Society and Culture, Korean History, and Korea Politics are regularly taught in most universities. In term of Korean products are flooded in Thai market as well included; cell phones and equipments, cars, electric household appliance and durable goods. The export of Korean movies is worth over one million dollars per year (Ibid) whereas a number of Thai tourists annually visited South Korea in 1998 is 27,505. It has increasingly gone up to 54,027 and 105,742 in 2002 and 2007 respectively or a 96 and 284 percent higher than the year of 1998. (Natha Kietbaramee, 2008: 1-2)

With the rapid spread of Korean wave or South Korea pop in Thailand, including not only South Korea drama, film, music, cosmetics, dance, the online games, clothing, electronic products but also food. Many Korean foods and restaurants have also sprung up in Thailand. Korean food has become increasingly known in Thai society especially in recent years due to its exposure through media, specifically "Jewel in the Palace" or the story of "Dae-jang-geum". It was periodic series, and created Daejanggeum Theme Park became a lot of tourist attraction. In addition to the main scenes in the series as tourists spot, Korean food was extremely promoted. The main story was about Korean food cooking. When this series was shown in any country, Korean food became more interesting. Drama fans were also interested in Korean food. (Montira Tada-amnuaychai, 2006:1-2)

In Thailand, the impaction of Korean food culture has continually increased observing from Korean restaurant were increased in Thailand. Thai people were stimulated to be known in Korean food by many media. For example, Thai Channel 3 created activity during "*Dae-jang-geum*" was airing by cooperating with Kong Ju restaurant in Pathumwan Princess Hotel and inviting stars and audiences to cook Korean food together. Channel 3 also made Korean food teaching program by

Han Sang Kung (Dae Jung Geum's cooking teacher) and aired at noon on Monday to Friday in 2005 to create the stream of Dae Jung Geum fever stronger. (Ibid)

Currently, it can be seen that Korean wave is still highly succeed in Thailand. The result is that the Thai consumers are satisfied in culture and need more Korean Cultural products as mentioned all. These products invade the everyday lives of consumers and consumers have to accept the Korean product consumption unavoidably. This phenomenon caused the numerous coming of Korean foods and restaurants in Thailand, there are group of Thai consumers who like and always consume Korean food and related products. It can be found amount of Thai teenagers along with working ages who have interested in eating Korean food.

Among Korean diet, the best known dishes and the most widely served on the table of Korean is "Kim-Chi". It has been the basic elements in a Korean meal. Kim-Chi has been served daily with every meal throughout Korean generations for more thousands years. Nowadays it is one of Korea's most well-known food and because of the result of designation as an official food in the significant events such as 1998 World cup (Lee Chung Ja, 1998:12), thousands of foreigners were introduced to perceive Kim-Chi as Korean national food and was throughout famous from then on. Kim-Chi can be regarded as a symbol of Korean culture and a mark of cultural transmission. (Chu Young Ha, 1995: 18)

Kim-Chi is the most well-known of Korean food through Thai people. In the present, Kim-Chi is product sold and distributed in over supermarket and department store in Bangkok. Either Japanese restaurants or Korean restaurants bring up a lot of menu in Kim-Chi. Furthermore, a few products such as snack and instant-noodle have used Kim-Chi to be ingredient. It is picture or explicit example to show Kim-Chi as fashionable food, in the same time, when considering in Kim-Chi in Thai society, it is one of Korean cultural products; that is to say, it was changed in form of product and also the meaning or value itself that affect Thai consumers by several factors.

## **2. Research problem**

The reason why writing this research, that is because of the trend of Korean wave effecting Thai people in many aspects while Korean food is the question for studying the consumption behavior by bringing up Kim-chi which is the most Korean well-known food and symbol of Koreans. This research strongly intends to study consumption behavior toward Kim-Chi in Thai society. The questions are included behaviors, causes, factors, relationships and consumer perception among behaviors in consuming Kim-Chi of the sample group. In the same time, this study is conducted by the phenomena of Korean wave; it is the question to examine Thai consumer behaviors influenced by Korean wave. Besides, to exemplify Kim-Chi in term of cultural product or fashionable food that effect to the sample group.

## **3. Research objective**

3.1 To study consumption behavior of Korean cultural product “Kim-Chi in Bangkok Metropolis.

3.2 To study the related factors and consumer perception affecting Kim-Chi’s consumer behavior.

## **4. Hypothesis**

4.1 Influence of Korean Wave has a significant impact on the consumption of Kim Chi of Thai people in nowadays.

4.2 The consumption of Kim Chi of Thai people has an effect on the consumption of sign of the cultural products.

## **5. Scope and limitation**

5.1 Scope of content: this research focuses on studying Kim-Chi consumption behavior includes causes, behaviors, and factors affecting consumption decision and so on. Kim-Chi in this study means foreign food or a Korean cultural product affecting consumers’ perception in context of Thai society. It will be



representation as the symbol of Korean food or Korean culture affecting Thai behavior among influence or phenomena of Korean wave.

5.2 Scope of population: the research is to study a group of Thai samples who have ever consumed Kim-Chi in various place and restaurants. (It is not limited to only one restaurant).

5.3 Scope of region: this study is conducted to those who live in Bangkok only. This aims to show the causes and factors that reflect how people and culture in urban society receive and adapt to such culture which arouse many questions in the research.

## **6. Research significance**

6.1 To shows consumption behavior of Korean Cultural product of Thais in Bangkok Metropolis.

6.2 To identify the factors influence behavior toward Kim-Chi.

6.3 To understand the influence of factors on behavior of Thai consumers and change in Kim-chi in term of cultural product in Thai society.

6.4 To provide the research result which Korean food industry or Korean restaurant can opt for guideline in making business decision to be in line with consumer behavior.

6.5 To be used in further study.

## **7. Definition of Terms**

7.1 Kim-Chi: In this research, Kim-Chi refers to fresh pickling vegetable, which can be in form of any food or products using Kim-Chi as ingredients, including food and sweets, found in Thailand.

7.2 Korean Cultural Product: In this research, cultural product refers to any products or services that imply Korean cultural messages and express its hidden messages to the customers or buyers in which Thai customers can use the products or services as a way to learn Korean culture. These include many kinds of products and

services such as movies, music, TV series, books, comics, magazines, websites, online games, and et cetera. Thus, this research has classified Kim-Chi, the well known Korean food among Thai people, as one of the Korean cultural products.

7.3 Consumer Behavior: In this research, consumer behavior refers to consumer behavior toward Kim-Chi, which includes behaviors, causes, factors, and relationships among behaviors in consuming Kim-Chi of the sample group.

7.4 Consumer Perception: In this research, consumer perception refers to perceiving, thinking and feeling process, including attitudes toward Kim-Chi that affect decision making, purchasing and consumption behavior of the sample group.

## **8. Composition of Thesis**

In order to present this research, 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, 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 this research.

Chapter 3: Research methodology.

Chapter 4: Summary of data from questionnaires, data analysis from quantitative research, hypothesis testing and discussion.

Chapter 5: Conclusion and suggestion of research result.

## **CHAPTER II**

### **THEORETICAL FRAMEWORK AND LITERATURE REVIEWS**

The study “Consumption Behavior of Korean Cultural product “Kim-Chi” in Bangkok” was conducted to develop concepts and ideas by reviewing various literatures on the subject. There are three parts as follow to present in this chapter.

1. Concepts and theories related
2. Relevant research

#### **1. Concepts and Theories Related**

The related theory and concept that are used as a guideline to analyze information and data gathering from various sources are as followed:

##### 1.1 Cultural Product

###### 1.1.1 Korean Cultural Product

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#### **1.1 Cultural Product Concept**

Consumer Product is any items associated with culture. It can be clothes, cuisines, interior-exterior decoration, cars, mobile phones, etc. These products are the medium to express cultural meaning. The cultural meaning can be clearly seen or hidden. However, the consumers normally can perceive the meaning of cultural products. Conversely, these products can fully control and direct the consumer behavior. It is said that consumer product is the cultural product. Generally,

we can understand the tender culture by observing people's activities which serve as a cultural blueprint. Building a tangible culture is building culture through the product. Product is somewhat cultural tangible items that have their own identity. People regularly create products' categories by putting the meaning of gender, age, occupation into the products. Then, the products themselves will reflect those out. We can conclude that product helps culture to build up tangible identity (Siriporn Sombunburana, 2538: 9-13).

Product is any item which makes culture tangible and helps express human being's culture. Product is clarified into 2 characteristics. These are general product and cultural product which is media product. The main feature of cultural product is its value that does not depend only on its function but also hidden cultural benefit. Most products end in themselves but cultural product can be linked to other types of products (Narin Numchareon 2548). When comparing media product with other types of products such as soap, detergent, refrigerator, etc, we found that there are differences and similarities among them. In the case of production and production's objective, media products have different characteristic from other types of products. To be more specific, to watch a foreign movie will create different consequences from driving an imported car because there are lifestyle, value and ideology in the movie. (Kanjana Kaewteap, 2544: 203)

Suwit Maysintree (2550) concludes that cultural products are composed of "3C" concepts, which are Create, Contents and Culture. These are to create creative idea, relevant contents, and cultural substance in which include many other minor factors such as music, art performance, sport, etc. However, the most important concept is creativity because a cultural product needs to be able to attract consumers and create consumers' interesting in order to be sold. The critic point is to creatively use art media such as movie, series, stage play, etc, for selling a product.

### 1.1.1 Korean Cultural Product

Nowadays, everything is connected with consumption. Even abstraction can be sold. New consumption concepts are created by using many kinds

of sign value, leading people to be drawn into the cycle of endless consumption. Here, culture is the most clearly and in trend example which is the process or marketing strategy of using culture as the selling point (Cultural Marketing) through Asian culture's trend. Cultural products are presented to people in many countries. It can be said that globalization gives people more choices. Cultural products such as music, series, movies, which are the production of cultural diffusion, are greatly created. This is a new kind of change that occurs at many centre market places.

Korea has expanded its culture through different types of media forms. Cultural products such as movies, TV series, and songs are the main media which can broadly reach wide range of viewers. When examining those media, we found that Korea has put its Korean pop culture into hit movies, series, songs, and TV shows. The success of series, movies, and song are then served as the product's showrooms which lead to the progresses of many types of business such as tourism, cuisines, health products, movies, actors, fashions, cosmetics, languages, novels, animations and online games later on. Underneath the hit series, we found that those romantic shooting locations are in Korea, the shooting car is Hyundai, the shooting mobile phone is Samsung, and even the TV series' soundtrack is also Korean language. All of them are not coincidental but they are Korean government's intention to use the culture, especially the modern culture which is called as "Pop Culture" in order to gain an additional income to the country.

When bringing the concept of "how effective the role of Korean wave and importing Korean cultural product into Thailand is" to analyze. There are two main issues to be considered. These are cultural diffusion and Cultural Hybridization.

## **1.2 Cultural Diffusion Concept**

Cultural Diffusion is a main culture in cultural societies that has spread and expanded to cover board area and become a center of culture or cultural diffusion. There are various cultural centers. Thus, when cultural centers expand their influences, it can lead to exchanges and acceptances of cultures. However, if both

cultures cannot adjust or accept each others, the cultural conflict may cause collision or war such as race conflicts or religious conflicts and so on.

Regarding Korean cultural diffusion, it is noticeable that Korean government has a “cultural expansion to other countries” policy by transferring its culture into products as a strategy. This government’s strategy is to set up an organization to improve Korea traditional and cultural context by putting Korean culture into the entertainment media and then systematically export them to other countries. Korea creates a marketing strategy by using its culture as a selling point. This is to put its culture into the entertainment media, build a value for cultural products, and then use the created value to expand its business benefits such as developing travel programs to follow the places and sceneries which have been shown in the Korean series, cuisines, music, actors, fashions, cosmetics, languages, novels, short stories, animations, or online games. Another clearly example is Korean Tourism Organization in Thailand in which its role is to develop activities to promote Korean tourism and Korean fever. Besides, there are Korean Trade-Investment Promotion Agency (KOTRA) in many countries, including Thailand, in which its role is to encourage Korean trading and investment. These organizations are responsible to look for opportunities to use Korean fever to increase income for the South Korea.

From the above information, we can see that Korean cultural diffusion is set up intentionally and systematically for its economic basis and national income. The cultural diffusion in this globalization era is no longer the unintentionally cultural diffusion but an intentionally cultural diffusion, aiming to gain business benefits. Korean wave or Korean fever in many countries around Asia, including Thailand shows that such a strategy is quite successful.

### **1.3. Cultural Hybridization Concept**

Cultural Hybridization refers to a cultural process resulting from other cultural components from culture sources such as the mixture of the world culture and local culture. Here, we will refer to the hybridization of Korean culture and Thai culture, resulting from Korean fever in Thailand. From initial observation, Korean culture has taken a part in Thai society, especially in term of cultural products that

target at teenagers. These may result from Korean wave, which is popular among teens, has become mainstream culture. In addition to the increasing amount of importing Korean products, we also found many products have been combined with Korean cultural value in order to fit with Thais such as Kim-Chi flavored fish snack, Kim-Chi flavored by Tasto brand, Kim-Chi flavored seaweed by TaoKaeNoi brand, Bul-Go-Gi grill pork flavored by Lay brand, Bul-Go-Gi grilled chicken with rice etc. It is also clearly seen that many advertising are nowadays developed on Korean theme basis. These indicate that nowadays Koreanism is the representative of being in trend.

The adaptation of products is to mix and match to suit Thai people in order to meet consumers' need based on the theory of adapting products to make consumers to feel "close to home" and adapting products by mixing globalization culture and local culture (Glocalization). Obviously, when culture has been diffused globally and different cultures have interacted, which lead to the process of cultural hybridization, finding a way to adapt to the original culture is a must. Based on actual cultural phenomenon, the experts mentioned that cultural globalization is a side of globalization's impact which speeds up cultural hybridization. Cultural hybridization may result from cultural globalization's process. In the case of Korean fever, Korean cultural products are pushed into the world market. Korean cultural products are adjusted to fit with different societies and countries such as Korean food in Thailand, Korean song featuring in Thai language, and many Thai products which apply Thai language with Korean language.

#### **1.4 Consumerism Concept**

Nowadays, consumerism has played a significant role in people's daily life in which everything is connected with consumption.

The Harper Collins Dictionary of Sociology (1991: 81) defines Consumer culture as the mainstream culture. In this capitalist society, the in-trend of marketing target, product consumption and service consumption, the differences in position and market, the various culture in this mainstream society, and individuals' preference does not only represent a consumer's age, gender, occupation, nationality but social value and personal lifestyle.

Thailand economics is rapidly progressive in the last 30 years. The expansion of city and the development of the country from agriculture to industry create changes in social and cultural structures such as from extended family to single family, from sufficient production to trading production, and the arising of trade competition which create consumerism and changes in Thai social and cultural structures. (Yui Nakamura, 1996) Consumerism has expanded to every levels, genders, and ages of people which complicate Thai simple lifestyle.

This evolution creates new conscious in people, called “Consumption Conscious” which has never existed before in the history. It emphasizes on people’s satisfaction in consumption in which human being’s pleasure is only determined by the satisfaction of consuming products. Even though, change in consumption among human being is unequally in the society and the response to the consumption maybe insufficient. However, consumption becomes a part of human being’s life which is influenced by the combination of mass media and advertisements in order to create endless need for consumption.

Moreover, Surichai Wankaew (2540: 1-3) mentioned that consumer culture is mainstream culture in this modern society, which emphasizes on marketing, product and service consumption. Therefore, consumption becomes a characteristic of modernity in all societies around the world.

Consumption often refers to using specific products such as smoking foreign cigarettes, drinking foreign alcohol beverage, etc. However, in the late modern society, needs and attempts in human beings’ consumption are similar to “want to be upper class”. This means needs for lifestyle, needs for possessing everything, needs for being in-trend like a lifestyle’s status they want to be. This type of consumption is called “The consumption of Lifestyle”.

The issues above show that the consumerist culture in current society is consumption for mental response rather than physical response because it enables an individual or personal group to feel different from others. Therefore, consuming is not just for functional benefits but for product images in order to express the difference and the distinction. Moreover, consumption for a product image can happen to human being of all ages and genders.



#### 1.4.1 Consumerism of Sign

Kasean Dechapera (2540: 21-23) said that consumerism is a consumption for consumerism of sign. For instance, buying a car is not because it is a car but its brand such as Benz or Volvo, etc. Moreover, consumerism can exist even people in a society have unequal consumption power such as in American society has both extremely wealthy people and extremely poor people. The unequal consumption power is clearer in Thai society as well. People who can consume more and less can be noticeable in Thai society because of unequal distribution of wealth. This condition creates a huge gap between people and makes people realize that poorer people who cannot afford the same amount of consumption as prior but they still have to face with the same stimulation from mass media in this consumerist society that creates the need of consumption.

Jean Baudrillard (1994: 22-24) was a well known French sociologist. He presents that value of an object in the consumerist society is set upon organized system or structure. On the other word, in addition to its functional benefit and price, an object is set as a part to create a type of value system among various types of value system in this modern society. He described four aspects of values in connection with consumption in today society.

1. Utility value –object is seen as tool that responses the needs in term of utility, for examples, bus moves the passengers from one place to another place.
2. Exchange value – object is seen as a product in the marketplace. The value of the object is designated by society in respect of exchange and comparison, for examples, a car values equivalent to amount of 1,200,000 Baht.
3. Symbolic value – object is seen as a symbol that represents the social status, identification, way of living, honor or power of a person, for examples, driving an expensive care represents the social status of the driver as a rich man.
4. Symbolic value in exchange - objects is positioned as a gift representing the relationships, and it's not an object according to law. It's s unable to separate itself from relationship or exchange of relationship between two persons. In this way, the object is not independent and it has no value of utility and exchange, but its meaning comes from relationship comparison between symbolic objects.

For example, consuming a McDonald hamburger is not only to respond to an individual hunger but to consume its consumerism of sign which is the western civilization. This is because in the current context of Thai culture, MacDonal hamburger is set as a type of value system that represents the western civilization. Moreover, Russia youths are willing to pay high price for Levi's Jeans. It is not because the functional benefit of long trousers or the value of exchange in which supply is less than demand. However, it is because Levi's Jeans are successful in creating its differentiation which makes them distinguishable from other brands and becomes a sign of modernization and westernization.

Suluk Sivaruk (2538: 131) said that consumerism is the ability to use advertisement to create an image that induces people to believe in the necessity of an object. Especially, the more mass media is developed to increase the ability to induce people to believe more in the necessity of an object, the more companies increase their budgets for advertisements to induce people to believe that consumption of an object will lead to happiness.

Symbolic consumption in this study reflected the modernity in consumption where the meaning of consumption has been more focused than the actual utility. In this way, it would be analyzed along with decision-making on selecting the consumption in the sample consumers, particularly, the meaning that is latent in consumption behaviors.

#### 1.4.2 Consumerism through mass media channel

The current role of media is very important, particularly the television advertisement or television cartoons which have effects on children. It makes children's need arising from whatever they exposed to. Mass media has a significant role in arousing consumers to create need. Thus, the role of mass media has effects to consumer behavior, including children. Therefore, we cannot deny that mass media has become a part of people's life and incessantly stimulated people's consuming need. This study is aimed to understand how mass media factor affects Kim-Chi consumption.

Television becomes a basic element for every family in present. It presents news, stories, or even cartoons. Moreover, the televisions can also respond to the needs of different groups of viewers. (Project of promoting mass media for children, 2536)

George Grebner & Lary Gross are the psychology teachers at the University of Pennsylvania. They studied the influence of television on home viewer. They found that television can change the viewers' behavior. Even though the behavior changes are not immediately seen but they slowly occurs. For instance, children slowly learn what they have been exposed from television which will arise their needs. Therefore, the television has great influence on children behavior. It arouses children's need and consumerist behavior that will remain to the age of adult.

Lumpai Gadevadee (2536) mentioned that the influence of mass media nowadays plays an important role to children products. Television can directly reach the target children because it is easier for children to comprehend messages conveyed in the television than other types of media. Currently, cartoons on television are used to draw children's attention to make purchases. This becomes the most effective strategy.

Mass media causes people to live under the wing of consumerism. It has determined another value in addition to parents and school. The role of advertisement in nowadays is to present products. Consumerism also deceives consumers to believe that if they buy or use a product, it will bring happiness (Surak Sivarat, 2538). The advertising nowadays conveys the image of commodity rather than the product itself.

Consumerism through mass media can be used to explain the Kim-Chi consumption pattern of Thais at the present. Consumers are stimulated to consume by Korean cultural media industry which has exported cultural products such as songs, music, movies, language, etc, including Kim-Chi, a national product to Thais.

### 1.4.3 Consumerism of Teenager

Teenager group plays a major role in creating consumerist culture. It is noticeable that the majority of customers in department stores and trade centers are teenagers. Thus, creating new markets for teens has played a critical role in marketing. There are two processes of teen cultural consumption phenomenon which are imitation process and distinction process (Yui Nakamura, 1989, cited in Viparat Panritdam, 2001).

1.4.3.1 Imitation Process: Thai teenagers always catch up the latest foreign trends, especially from the United State of America, Europe and Japan. Teenager culture thus focuses on modernity. They prefer to purchase popular products such as USA “Levi Jeans” or Japanese stationary “SANRIO products”. Even though the price is more expensive than products from manufacturers’ countries, but they are still willing to purchase those well-known products. Furthermore, new sources of fashion information like the Internet, television, magazines, singers, actors, displays in department stores or trade center, and friends play important role in influencing teenager’s fashion and lifestyle.

1.4.3.2. Distinction Process: This process can happen within the teen peers group. The teenagers usually emphasizes on harmony within group, they always follow what peers do. Members in group are aware and want to be superior to other groups. There are many ways for teenagers to show their distinction. This is not just to be different based on friends’ relationship but school relationship, economic condition and family society.

Currently, advertisers and marketers like to target teenagers because teenagers are free from social rules or norms. They are easily influenced by friends, very sensitive to new fashions, and quickly catch it up.

Consumerism can be applied to explain Kim-Chi consumption research, which is a type of Korean food. In addition to consuming Kim-Chi for fulfilling hunger, it implies other context such as consuming Kim-Chi as a symbol of new generation or fashion consumption. These reflect the consumerism of sign and consumerism through mass media channel, especially teen-cultural consumption

relevant to environmental condition, friend, society, imitation and distinction to express their own status.

### **1.5 Consumer Behavior Concept**

Consumer Behavior is behaviors in which individual searches, purchases, consumes, evaluates and spends for a product or service and expects that it will satisfy the need. (Schiffman and Kanuk, 1994, cited in Siriwan Sarirat, 2538)

Consumer Behavior is a process of making decision and behaviors in which individual evaluates, searches, consumes and spends for a product or service. (Engel, Blackwell and Minard, 1993, cited in Siriwan Sarirat, 2538)

From the definitions of Consumer Behavior mentioned above, Thongchai Santiwong (2533) also defined the correct meaning of Consumer Behavior does not refer to consumption but purchasing, which emphasizes on buyers. Purchasing is just a part of decision making process. Therefore, investigating consumer behavior is to study decision making process. This means to study on the process of consumer purchasing decision or factors influencing consumer decision making.

Consumer decision making process is the cause of purchasing behavior. Consumers can be influenced by various factors such as internal and external factors. When both factors are emerged together, it may lead to purchasing decision. Thus, understanding factors influencing consumer decision making is needed (Seri Wongmonta, 2542). Factors influencing consumer decision making is divided into internal and external factors.

#### **1.5.1 Internal Factors**

Internal Factors come from within a person in form of thinking and expression that are based on circumstance or environment. Internal Factors consist of many elements such as needs, wants, desires, motives, personality, attitude, perception and learning.

1.5.1.1 Needs, Desired, Wants have similar meaning and can be substituted. However, want is most frequently used to express the meaning. Individual's need always arouses the need for consuming product and service. When a need or want arises mentally or physically, an individual will find a way to satisfy that need or want.

1.5.1.2 Motive: When an individual faces mental or physical problems and those problems are not sufficiently intense, the individual might let it go, not consider about it or not make any decisions. However, if those problems enlarge or become more intense, the motive in attempting to solve that problem will occur. For instance, a consumer wants to use a cell phone but he or she does not think it is a necessary, thus he or she decides to postpone the purchasing decision. However, the beautiful appearance, the image of mobile user, and the necessary of a cell phone for that consumer who drives at night are the motives for using a cell phone, which arouse dissatisfaction and tension and try to solve the arising problems by purchasing a cell phone.

1.5.1.3 Personality is an overall individual's pattern of traits that is formed by thinking, beliefs and characters and other long-term motives. Every individual's personality reflects different kind of an individual reaction. This reaction is usually the same in every environmental stimulus. For instance, leadership trait person will exhibit or respond confidently and dare to express own opinions. They are self-assurance. However, unconfident persons do not dare to express the opinions; they are also easily influenced by others. They prefer to follow others.

1.5.1.4 Attitude is an individual evaluation of feeling and opinion toward objects. Attitudes affect changed in an individual behavior. Therefore, to change a person's behavior, changing attitude is the first step to take. However, the attitudes are difficult to change because it is formed inside. Thus, adapting to consumer behavior is much easier than changing consumer attitude that requires deep comprehension, efforts, and long time.

1.5.1.5 Perception is a person's process of accepting others' opinions and behaviors. Creating product's perception must be done prior to stimulate or build consumer's need by building the valuable brand image toward the consumer's perspective. Successful product's Acceptance among consumers lead to return on sales.

1.5.1.6 Learning is changes in personal behavior resulting from personal observation and experience. This is an individual long-term changing. Then, if a person acknowledges but does not change the behavior, learning is not accomplished. For example, students acknowledge that if they do not do homework, they will be punished. However, they still do not do homework. Furthermore, an adult who knows that watching murder movie have negative effects on children behavior, but they still allow children to watch. Moreover, people who know that smoking can harm their health and nearby people's health but they still do not quit smoking. Beside, the fast driving people who see a car accident usually drive slower for a while, then turn to drive fast again. These examples are not called "learning".

#### 1.5.2 External Factors:

External factors are environmental factors surrounding an individual which have great influences on consumer opinion and behavior. External factors are divided into 4 factors.

1.5.2.1 Economy: It determines a consumer's purchasing power. It can be in form of money or other relevant factors.

1.5.2.2 Family: Rising from different family background makes people diverse. For instances, an individual response to a product's need can be influenced by family. Thus, family is more effective in influencing consumer behavior than other institutions because a childhood life of an individual, which is the age of learning and absorbent, can set an individual unique habit for the entire life.

1.5.2.3 Social: Social groups surrounding an individual have effects on consumer behavior's changing to get along in the society. Human beings want to be accepted as a part of society. This is called "socialization". Socialization includes lifestyles, social values and beliefs. Furthermore, society can be categorized into urban society or rural society. This demands marketers to study the characteristics of societies in order to understand the social factors, especially social norms that influence an individual.

1.5.2.4 Culture: it is the way of life created by a society and handed down or accepted from generation to generation in order to make a better society. People in the same society must follow the culture in order to be a part of society. Culture is a part of basic values, perception, need and behavior that can be learned by being a social member in family, community and society. Therefore, it is a lifestyle that majority in a society accepts. Culture includes expression value, product consumption value and the way they think.

Both internal and external factors of concept of Consumer Behavior are relevant to the Kim-Chi consumer behavior research. In this research, have chosen some of all factors related to Kim-chi consumer behavior in the figure 1, which are included needs and wants, motive, attitude, learning from internal factors and external factors are economy, social and culture. These factors can be used to study and explain to understand clearly about consumer behavior factors, especially understanding the decision making process, the cause of consumption, other sources of influences and the relationship between surrounding environments of the consumers such as economic, society and culture that have an effect on Kim-Chi consumer behavior in this research.



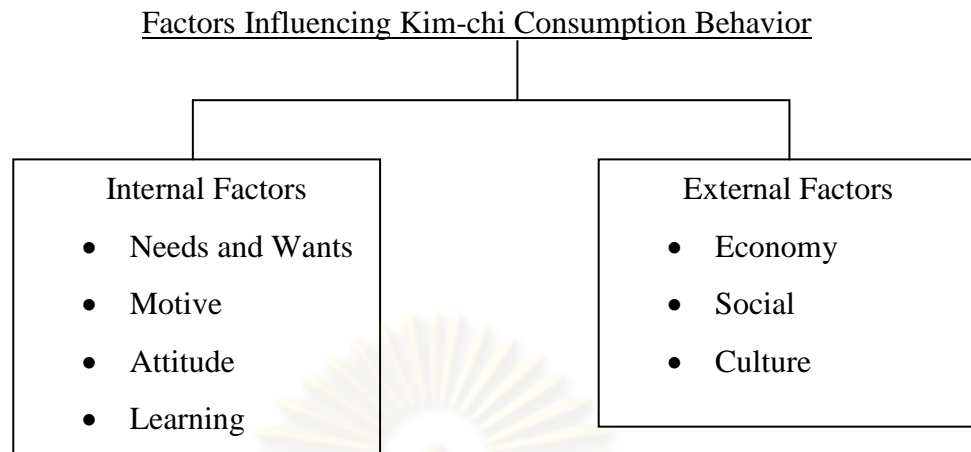


Figure 1: Factors influencing Kim-chi consumption behavior

## 2. Related Study

In the study of “Kim-Chi consumption behavior of Thais in Bangkok Metropolis” have investigated many documents, including books, journals and researches that are relevant. This will be a guide that leads to the understanding and further analysis. This study is divided into 3 topics as follows:

2.1 Kim-Chi (Its origin and relevant culture)

2.2 Kim-Chi in Thailand

2.3 Thais’ consumer behavior toward exotic food or products

### 2.1. Kim-Chi

There are a number of studies that relate to Kim-Chi. Many sources such as books, journals, tourist handbooks, and internet, etc. have showed history, culture and related information of Kim-Chi. In this research, will mention overall image of Kim-Chi by presenting information in term of culture from books and related documents.

Kim-Chi is an indispensable element in every Korean meal. It is spicy souse, served with the main course. It is a side dish which must be provided in every meal, everyday throughout the year. Without Kim-Chi, it means that the meal loses

the Korean's identity. It has been known that Kim-Chi becomes the symbol of Korean food. Based on the facts, Koreans like to have fresh vegetable as Thais and people living in other countries around the world. Thais are lucky because the country is located in tropical area where plants grow all years round. Thus, it is unnecessary for Thais to store the vegetable for scarce period. However, in Korean's cold winter, the land will be covered by snow for months. As a result, Koreans cannot grow any plants for three or four months in each year. Then, they have to find the way to preserve the vegetable by fermentation or preservation for consuming during the long winter period according to the procedures developed by Korean in ancient time. At the present, Kim-Chi is also a necessary element for every meal throughout the year. Therefore, Kim-Chi becomes the important culture which can be seen in every family or every restaurant inside and outside the country. Another reason, in the history, rice is the main food but it is usually inadequate for the country's demand. If whatever meals, rice is inadequate for all family members, they will eat Kim-Chi, substituting for rice. (Damrong Thandee, 2010: online)

### 2.1.1 The origin of Kim-Chi

Many historical evidences have shown that people around the world like to eat souses for over 4,000 years. (Ibid) Chinese cabbages, Cauliflowers, Carrots are mostly used as the main ingredients for fermentation. For Asian people, it said that people living in the North of India are the first tribe who grew the cabbage. Then, the cabbage was introduced to the South of China around 2030 B.C. Later, the Chinese cabbages were planted across Asia and brought to ferment and store for consuming throughout the year in China, Mongolia, and Korea Peninsula. Furthermore, there is a memorandum written that in the last 2,000 years, the workers who had built the Great Wall of China, had eaten salt pickling cabbages and rice whisky. This made them work energetically and vigorously. Afterward, last 1000 years, the souses were brought and spread into Europe by Genghis Khan. Thus, the souses have appeared on European menu since then.

At the earliest period of Korean, people usually used various kinds of vegetable, pickling in salt with varied spicy seasoning and soy sauce. After that, Chinese cabbages were introduced in United Shilla period. Koreans have also modified pickling procedure for a better taste. This appeared on the essay written by Ye Kobo (1168-1241 A.D.) in Koryo dynasty (918-1392 A.D.). The essay also described the process of pickling local cabbages (Korean's small local cabbages) which is slicing the cabbage into small pieces, called "Tongchi'imi", and used for consuming.

The popular red spicy Kim-Chi in nowadays was first appeared around the 17<sup>th</sup> century by Portuguese merchant who worked at Nagasaki in Japan. He brought red chili from Latin America and spread them across Korea. Later, Koreans added red chili into Kim-Chi ingredients. This was stated in a cookbook written in 1765 A.D. showing that was the first time red chili was used in Kim-Chi. Red chili not only made Kim-Chi taste better but it helped preserving Kim-Chi to always be fresh and crispy. Red Chili also led Kim-Chi became a health food which contains many types of vitamins and prevents many kinds of diseases. Later, at the beginning of 1800 A.D., Kim-Chi's composition was written in two cookbooks, both mentioned that red chili is the most important ingredient for making Kim-Chi. This composition is widely used at the present. The composition of Kim-Chi has developed to increase its nutrition by adding other ingredients such as pears, apples, soy, onions, spring onions, seaweeds, fish, squids, shells, etc. During 18-19<sup>th</sup> century, many documents showed that Kim-Chi can be categorized by its main ingredients, regions or seasons.

### 2.1.2 The word of Kim-Chi

The word Kim-Chi has two possible origins. Some people believe that it evolved from the native Korean words ji or jim-chaе (meaning vegetables soaked in salted water), then later changed its pronunciation to Tim-chaе or Dim-chaе, then to Jim-chi, and finally Kim-Chi. Another possible origin is as a Korean pronunciation of the Chinese character Ham-tse or Kam-tse (meaning processed with salted water or pickle vegetables). The earliest recorded account of Kim-chi is found in the Book of Si-Kyong. (A collection of Chinese poetry that was written between 2,600 and 3,000

years ago). It contains a stanza which says, "A cucumber has grown on the bank of the field, and pickle it for worshipping ancestor." This worship was wishing longevity and happiness. Many Koreans at the time of Si-Kyong lived in the Manchurian region, and it is believed that they made Kim-chi to preserve the vitamins and minerals in vegetables for the long, cold winters in Manchuria. (Chu Young Ha, 1995: 18)

### 2.1.3 Types of Kim-Chi

From nutritionists' studies, they found that Kim-Chi has more than 300 types which are produced and consumed in tribes on Korea peninsula. Kim-Chi can be categorized broadly into 4 kinds (Damrong Thandee, 2010: online):

a) Omchangchae: It is souse, pickling in salt and red chili for consuming in winter time.

b) Chachae: it is souse, pickling in salt and rice.

c) Chechae: it is small slice vegetable, pickling with squid (similar to shrimp Paste), ginger, garlic and vinegar.

d) Chochae: it is vegetable pickling with squid, ginger, garlic and vinegar. It gives the combining taste of salty, sour and spicy.

Omchangchae is a type of Kim-Chi which must pass the producing procedure of pickling vegetable in water or squid water before fermentation, it also consumes longer time for fermentation than other types of Kim-Chi. On the other hand, Chachae, Chechae, Chochae can be eaten immediately after short period of fermentation.

Moreover, another group of nutritionists has categorized Kim-Chi into 2 kinds:

i) Seasonal Kim-Chi: Koreans will use different types of vegetable found in each season to pickling Kim-Chi for consuming. Therefore, different kinds of vegetable used vary from season to season and region to region. This is because all kinds of vegetables can be used to make Kim-Chi.

ii) Winter Kim-Chi: Koreans will use cabbages and turnips to make Winter Kim-Chi. They usually take longer time for fermentation according to Winter Kim-Chi's composition.

<b>Kim-chi in Four Seasons</b>	
Winter	Baech'u Kimchi, Chonggak Kimchi, Jang kimchi, Bae Kimchi, Ggaktugi, Bossam Kimchi
Spring	Nabak Kimchi, Minari Kimchi, Samdongch'u Kimchi, Baech'u Minari Kimchi
Summer	Oi Sobagi Kimchi, Yeolmu Kimchi, Beach'u Kimchi, Gaji Kimchi, Kongnip Kimchi
Fall	Kongnip Kimchi, Goldulbaggi Kimchi

Figure 2: Examples of Kim-chi's names in four seasons (Cultural Spotlight, 2010: online)

From above, we learn that Kim-Chi is categorized broadly by types of vegetables used, periods of fermentation. Additionally, steps for making Kim-chi are taken from the traditional steps. (Damrong Thandee, 2010: online) However, the process of making Kim-chi or the use of some ingredients can be slightly different which varies from family to family, city to city, and region to region, including different preference of taste of people in each region. For example, the weather in the North of Peninsula (The North of North Korea) is cold. Kim-Chi there is white (Bossom Kim-Chi), using cabbages to ferment with fish and various vegetable. However, tongch'imi Kim-Chi with red chili is not popularly used here.

While Koreans in the Southwest usually make spicy Kim-Chi, Koreans in the Southeast prefer to eat salted Kim-Chi. Moreover, there are some differences in Kim-Chi's ingredients. Koreans in the North and the Midland usually use shrimps and shells as the main ingredients, while Koreans in the South widely use Kei shrimp (a type of shrimps) as the main ingredient. In addition, while Kim-Chi in the North of

North Korea is well known for its sour flavor, Kim-Chi in Pyeong-yang and Kaesong Industrial Region which was very popular for Chinese in Ming and Han dynasty is well known for its delicious flavor. For example, the southern provinces (North and South Cholla Provinces and North and South Kyongsang Provinces) tend to use more salt and seafood so the taste is stronger and sweeter. To the north, Kim-chi tastes less salty and is very mild.

It can conclude that there are many types of Kim-Chi which can be categorized by the differences. There are more than a hundred known kinds of Kim-Chi that exist. Types of Kim-chi differ from region to region, depending on harvest and weather conditions. Each family also has its own recipe handed down from generation to generation. The number of specific Kim-chi types cannot be easily counted. However, the Korean Food Academy has categorized over hundred different types in the process of making seasoning, the use of ingredients and vegetable, the preference of taste of local people in each region or family members.

#### 2.1.4 Kim-Chi's culture and way of life

Kim-Chi is the most relished food in Korea. In Korean food culture, no other food has the importance Kim-Chi has. For instance, a meal without Kim-Chi is unthinkable, and even if such existed, the meal is not “complete”; it is considered to be lacking in style and grace. Rice and Kim-Chi constitute the basic elements in a Korean meal. As Koreans have been eating fermented vegetables since prehistoric times, it is not only an integral part of diet but a symbol of philosophy of life and cultural legacy. Through Kim-Chi, Koreans feel a connection with the life of their descendants. Kim-Chi is thus a symbol of all aspects of Korean life and has become a part of modern life that every family daily consumes. There is Kim-Jang which is a traditional Korean event in which Kim-Chi is prepared for the coldest months of winter. (Korean Cultural Highlights, 2010: online)

Making Kim-Chi is also a way to build the rapport among neighbors. In every October, the housewives usually greet each other by asking “Have you done Kim-Chi?” The culture of making Kim-Chi is also called “Kim Jang”. This culture helps Koreans, especially housewives to enhance the relationship among themselves

during the time when many families join together to make Kim-Chi. Making Kim-Chi as a group helps new marriage couples learn the right procedure of making Kim-Chi. This can also strengthen the relationship among family members and neighbors. However, in current era, most Koreans live in the city and reside in the apartments in which the environment is different from the countryside. This causes an inconvenience in preparing and making Kim-Chi. Consequently, hundred companies in South Korea started to produce and sell canned Kim-Chi in the price range between 15,000-20,000 won per 20 kilograms of Kim-Chi. The products are placed and sold at many places like the markets, supermarkets and department stores.

Nowadays, Kim-chi is one of Korea's most well-known foods. After the Summer Olympic Game in 1988, Producing Kim-Chi Industry has widely expanded and operated due to an announcement indicated that Kim-Chi is the symbol of Korean food. Many foreigners were introduced to Kim-Chi as Korean national food. Kim-Chi is selling well in Japan and many other countries. The worldwide demand for Kim-chi as a health food as well as a delicacy has increased. Doosan Group's Chonggajib Kim-Chi is the big producer and gains the Korea Standard from the government. The company focuses on controlling the product's quality, research and development. These increase the company's popularity. The company currently produces 17 types of Kim Chi such as cabbage Kim-Chi, Radish Kim-Chi, Cucumber Kim-Chi, etc. In 1995, the company exported Kim Chi to foreign countries which reached a total trade value of \$53 million, and 70% was exported to Japan. Moreover, over 10 international markets such as the United State of America, Europe, India, North Ireland, Ghana, Senegal, and etc have imported Doosan's Kim-Chi. Subsequently, the rate of export significantly increased about 20-30% per year. (Damrong Thandee, 2010: online)

From January to July in 1999, Koreans exported Kim-Chi to 40 countries. The total value of exporting Kim-Chi reached \$220 millions, 11.8 million exporting to Japan, 61.4 million exporting to the United State of America and 61.4 million exporting to Europe. In 2001, the Agriculture Organization of the United Nations announced that Korea's Kim-Chi is the benchmark. This news made Koreans

feels proud and happy because Kim-Chi was originated by Koreans, and has become the international food. (Ibid)

## **2.2 Kim-Chi in Thailand**

There is no evidence indicated when Kim-Chi had appeared in Thailand. The beginning of Korean culture in Thailand officially started when Thailand sent soldiers to assist the Republic of Korea in the Korean War in 1949. It became very close and the two countries were in very good. Thai militaries came back to Thailand with the memory of 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”). Then, the Korean culture rapidly flowed into the Thai culture especially after the 1970’s. The relationship between these two countries turns to concentrate on economic relationship. The Republic of Korea exported many types of merchandises such as electric appliances, televisions, car, and computer and so on to Thailand. (Surangsri Tonseingsom, 2007: 358-413)

In the same time, The Korean culture heavily flowed into Thai society in 1980’s due to the economic success of the Republic of Korea. There are Thai songs that have Korean melodies with Thai lyrics. There are also many Korean tourists visiting Thailand. There are a large number of Korean movies in Thailand both in theatres and on television, such “Shiri” (1999), “My sassy girl” (2002), “Il mare” (2003). There are very popular because of the story and beautiful sceneries. They are enthusiastically promoted by embassy of the Republic of Korea, The Korean National Tourism Organization and Korean companies such as Samsung and Hyuandai. Moreover, Academic and cultural exchanges between Thailand and the Republic of Korea explicitly also appeared. There are Korean studies and classes on Korean language rapidly expanding in Thailand nowadays. Many Thais are more interested in Korean culture than ever before. (Ibid)

Therefore, Korean culture especially, Korean Wave trend about Kim-Chi in Thailand begins to be well known in Thai society. With the rapid spread of Korean wave, Kim-Chi as Korean well-known food has become increasingly famous toward Thais. In recent years due to its exposure through media, Korean culture has



been pushed through in many TV series and movies. One of them is the story of “Dae-jang-geum” (aired in 2005 by Channel 3). This story created the stream of Korean food trend. Many Korean foods and restaurants in Thailand have also sprung up and became trendy in Thailand from that time on. (Montira Tada-amnuaychai, 2006:1-2)

In 2007, with the continuous Korean trend, the Korean food festival in the concept of “Korean Food Lovers” was firstly hold at the Siam Paragon department store. Then Siam Paragon and Emporium department store hold again in the concept of “Taste of Korea” in order to promote and import Korean food especially, Kim-Chi to sell for Thai customers. Since then many department stores annually arrange Korean Food Festival until now.



Figure 3: Poster showing Korean food festival in Bangkok in 2007.

(Source: [http://jkdramas.com/news/pr/2007/1207\\_ATasteOfKorea.htm](http://jkdramas.com/news/pr/2007/1207_ATasteOfKorea.htm))

As a result, this becomes the question for the researcher to study about Thai’s consumption behavior and perception on Kim-Chi. From the investigating and surveying, it shows that Korean and Japanese restaurants in Thailand generally provide Kim-chi on their menu; they usually adapt the taste and menu to suit Thai’s lifestyle. In the present, Kim-Chi in these restaurants is represented as healthy food and be popular for customers. For example, some Japanese restaurant in Thailand, Kim-Chi will be served quite small on every menu set. The price of Kim-Chi per dish

is about 50 baht. In the same time, in Korean restaurant, Kim-chi can be served freely as side dishes.

Nowadays, Kim-chi can be purchased at any department stores and supermarkets. It comes in different forms of packing such as bag packaging, bottle packaging, and partial selling. Some are imported product from the Republic of Korea and some are manufactured in Thailand. Furthermore, there are many products that use Kim-Chi as an ingredient such as Kim-Chi flavored instant noodle, Kim-Chi flavored biscuits, Kim-Chi flavored fish snack, etc. These product are stimulated for customers especially, group of teenagers by TV media, advertising, famous singer and star film. Therefore, Several Kim-chi products in Thailand are found in general in many places and in diverse forms shown in figure 4 and 5.



Figure 4: Kim-chi packing in department stores in Bangkok



Figure 5: Examples of “Kim-Chi” products in Thailand

### **2.3 Consumer Behavior toward exotic food and products.**

There are many consumer behavior's researches in which the researcher has studied and gathered the information related to Consumer behavior toward exotic food and products. These researches show the popularity of purchasing the exotic food and products among Thais which implies that Japanese food, western food and other exotic products have already entered into Thai society, and Thais are very interested in them. The researcher has also studied on the consumer behavior and factors affecting consumption. These indicate the importance of cultural products that emerged in to Thai society which lead to this research on Kim-Chi, a kind of Korean food emerging in Thai society that have the same consumerism pattern as researches mentioned below.

Panita Sankunakorn (2004) "Sushi Tempura Wasabi: Japanese food and consumer behaviors" studied the student's consumption behavior, attitude and factors affecting consuming decision of Japanese food. Students are the representative of new generation that is so significant to Thai society. This information can be used to analyze the changing of teenagers' consumption behavior. She had interviewed and observed a group of 30 students who prefer eating Japanese food. She found that Japanese food's culture in Thai society has developed together with the emerging relationship between Japan and Thailand. Japanese food in Thai in term of food and restaurant pattern is adapted to suit Thai consumers. Students' consumption on Japanese food is not to respond to only physical need but imply a significance of mental and physical consumption. The advent of globalization, the media thus has big influence on students. The students obtain Japanese food's culture from environmental factor and society's trend. These stimulate the students' need. Especially, colleges are the strongest influencer for the students.

Uthairat Yisunted (2003) "Behaviors and factors affecting Japanese food consumption among consumers in Bangkok Metropolis" This Thesis attempts to analyze the consumption behaviors and identify the factors, personal and marketing, affecting Japanese food consumption among consumers. The primary data obtained from 400 samples that used to have meal at Japanese restaurant within 1 year. The

research finding indicated that the most of the samples had meal at Japanese restaurant less than one a month and spend around 201-300 baht per person each time. The most popular Japanese restaurant mentioned was Fuji. The most frequently mentioned reason for choosing to eat Japanese food was a change of eating atmosphere. The most frequently-mix factor on Japanese food consumption was product. Place was the second important factor. Price factor was the third and last was promotion. The result showed that the group sample with relatively high monthly income, higher education and older samples group tended to consume Japanese food more frequently.

Sunthorn Onnkedphol (2005) “Fast-food consumption behavior: a case study of Chulalongkorn university students” The research was conducted to find out the behavior, factors affecting their behavior and social attitude of Chulalongkorn university students about fast-food consumption. The variables used in this research were following: personal characteristics i.e., gender, age, incomes, knowledge about nutrition and fast food, the attitude toward social value and fast food and form of life style of consumer and assess to related information. Research result showed the numbers of female sample were close to male sample. They had low level of knowledge of nutrition and fast food. Some had a positive attitude toward fast food, social value and others had a negative one. Those who had a positive attitude stated that they enjoyed fast food because they received good services, and could order by phone. Besides, fast food is delicious, convenient and easy to buy and eat. They learnt about fast food from different types of mass media and only tried to taste it.

Suttiaphat Ausawawichiroj (2005) “Buying behavior and factor affecting buying decision of ready to drink green tea” studied the consumer’s buying behavior and factor affecting buying decision of ready to drink tea. He investigated the consumers’ characteristics, the relationship among consumers affecting the buying decision. The marketing and economic theories had also been applied into this research. The researcher applied survey method by conducting questionnaires. The result showed that the majority of consumers are undergraduate students. They also have high level of green tea knowledge and understanding. On the other hand, elder

consumers are interested in health, thus they considered more on taste and sugar level in drinks as the main criteria for making purchase. In buying decision part, found that Oishi is the brand that most consumers can recall because they feel real taste Japanese tea taste from its brand image. Moreover, the consumers tend to repeat purchasing the same brand. Besides, the characteristics of consumers such as genders, the income level of students and workers are relevant to the size or the quantity of purchased drinks. Additionally, the marketing communication factors such as product, price, place (distribution), and promotion have strong influences on consumers' attitude and buying decision.

Yui Nakamura (1996) "The dynamics of consumer culture and lifestyles of the Thai metropolitan youths: a case study of Junior and senior high school students in metropolitan Bangkok". This research aimed to study the creation of brand's symbolization, marketing events of the product and the effects of product to Thai young consumers as well as the student's consumption trend and lifestyle pattern. These factors will be analyzed together with the socioeconomic condition. Here, he studied on the purchasing of Japanese SANRIO's products, which are the representative of Japanese culture and have gained the popularity from teenagers in Bangkok Metropolitan area. A group of samples for this study is schoolgirls in Grade 9 from 3 schools in Bangkok Metropolitan area. The conclusion under the study reviewed that the consumption pattern of products with cartoon design is the new main cultural trend. They feel a part of teenager identity. The samples tried to imitate as well as be different by using products with cartoon design to show that they have the same wealth and luxurious lifestyle as others or even wealthier and more luxurious than others. Products with cartoon design are very popular among friend group, or same age group, SANRIO products are also viewed as symbol of the consumer's socioeconomic status because they are all made in Japan and quite expensive.

A-Jaree Nopchinda (2008) "Consumer buying behavior and perception of marketing criteria for Korean Cosmetics in Bangkok" The Thesis studies 1) consumers' behavior related to Korean cosmetics purchased 2) the difference

between marketing criteria that effect consumer perceptions regarding Korean cosmetics buying decisions classified by age, education level, occupation, income and marital status. The data was collected from woman consumers that had experience from using Korean cosmetics in Bangkok via means of questionnaire. The study that make up was the most popular product category of Korean cosmetics and department store counters were mostly preferred as the buying channel. The main reason why they decided to buy Korean cosmetics was to give it a try and major influences were from their personal consideration and magazine advertisements. Each item bought between 500-1,000 baht and was purchase once month, as they use daily. Resulted derived showed that price was the most important marketing factor that influenced the Korean cosmetics buying decision; followed by product, promotion and place which were at the moderately important level.

Pichai Niramansakhum (1996) “Factors Affecting Purchasing Behavior Upon Foreign Brand Name Fashion Products” found 3 factors affecting the consumer’s purchasing and consumption behavior: 1) Socioeconomic factors such as variations by gender, age, occupation significantly affect purchasing behavior upon foreign brand name products; however, the variations by family structure, educational background, level of monthly income, house or car owners do not affect such purchasing behavior. 2) Information exposure behavior such as exposure to mass media or specialization media among consumers is strongly related to purchasing behavior, however, the personal media is especially more effective in encouraging purchasing behavior than other medias. 3) Attitude toward foreign brand name product is significant relevant to consumer’s purchasing behavior.

Nithat Jaisue (2008) “Behaviors and marketing factors influence for consume the imported whisky of consumers in Bangkok” studies the consumer behavior, marketing factor influence for consume the imported whisky and relation between personal factor and consumer factor. The study was conducted through survey method by using questionnaire. The results of this study concluded that most of samples were male, single status, age between 20-25 years old, bachelor degree or equal, officer or government officer and average income less than 10,000 baht per

month. They prefer taste, color and odor of the imported whisky. They bought imported whisky from the entertainment place such as pub. Normally they consume the imported whisky 1 bottle per time, less than 1 time per week and their friends were influence with the consuming to drink the imported whisky. The factors in product, price and place were high important level and factor in promotion was moderate level for them. The results of test show that sex and occupation relate to frequency and consumption the imported whisky and the personal factor influence with the important level of the marketing factors.

Chawalit Kittikusolatham (2007) “Consumer behavior and factors in marketing that affect the decision to buy I-berry’s Premium ice cream in Bangkok” studies consumption behavior and marketing factor that affect personal factors for deciding to buy I-Berry brand. The result of study shows that the most samples are female, aged from 15-25 years old. Their education was at Bachelor degree, and most of them were office workers with had monthly income more than 30,001 baht. The result of the behavioral study shows that most of the sample flavor unique ice cream flavors that cannot be found in other brands, and the main reason to decide to purchase I-berry’s ice cream is the enjoyment of the taste. Most samples buy and consume in the shop for an estimated time of 15-45 minutes when meeting with friends, and decision to buy is done by them with no corporative concern. The time and day of purchase is unplanned and they will buy from a branch depending on their social meeting point.

Sirinthorn Jareonkajorn (2001) “Coffee house: meanings in the cultural sphere of Thai consumerism” The thesis attempts to understand the relationship between a man and commodities in the context of sign communication and identity formation in Thai Consumerism Culture. Because of its wide varieties of social meaning and value provided through advertising, Starbucks Coffee House is chosen and considered as an example of identity commodity. This thesis shows that coffee drinking had been a part of elite culture before passing to the middle class people and spread all over the population finally. Recently, there are many “Premium” coffee houses rapidly grown up in Thai society. The coffeeshouse, Starbucks which is one of

them, furnished themselves with varieties of social meaning and value. They did its mission through the most advanced and complicated advertising and public relation processes. Starbucks owns its identities in this way just like all other commodities in Consumerism culture. Most of Starbucks customers are middle class well-educated people. The use of English in advertising and the adoption of American “standard” for its goods and services thus fit with the taste of its customers. The middle class people consume the sign value from the Starbucks, to emphasize both their personal and their social identities.

Those researches mentioned above are related with consumer behavior toward exotic food and products. They provide perspective and guideline for the research of “Kim-Chi Consumption Behavior of Thais in Bangkok Metropolis”, which have never been studied before. Those researches are the foundation for understanding consumer behavior, consuming exotic food and products, factors creating consumption need, especially the mass media in form of surreptitious advertising, marketing influence, TV series, friend group and social trend which have strong influence to stimulate the consumer behavior.

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Table 1: Conclusion researches of consumer behavior toward exotic food and products.

<b>Topic (Object of studies)</b>	<b>The main point of research</b>	<b>Methodology (Data collection &amp; Analysis)</b>	<b>Result</b>
Japanese food (Panita, 2004)	Study the student's consumption behavior, attitude and factors affecting consuming decision of Japanese food.	Interviewed and observed a group of 30 students who prefer eating Japanese food. (Qualitative research)	Students obtain Japanese food's culture from environmental factor and society's trend. It stimulated the students' need; especially colleges are the strongest influencer for the students.
Japanese food (Uthairat, 2003)	Analyze the consumption behaviors and identify the factors, personal and marketing, affecting Japanese food consumption among consumers.	Survey method by using 400 questionnaires from samples who used to have meal at Japanese restaurant area. Data analysis was collected by Chi-square and F-test. (Quantitative research)	"Fuji" is the most popular Japanese restaurant. They consume change of eating atmosphere. The group samples are relatively high monthly income, higher education and older samples group.
Fast-food (Sunthorn, 2005)	Find out the behavior, factors affecting their behavior and social attitude of Chulalongkorn university students.	Survey only Chulalongkorn university students by using 317 questionnaires. Data analysis was collected in percentage and chi-square. (Quantitative research)	The numbers of female sample were close to male sample. They had low level of knowledge of nutrition and fast food. Some had a positive attitude toward fast food, social value and others had a negative one.

Topic (Object of studies)	The main point of research	Methodology (Data collection & Analysis)	Result
Green tea (Suttiphat, 2005)	Study the consumer's buying behavior and factor affecting buying decision.	Survey method by using 400 questionnaires. Data analysis was collected by marketing and economic theories. (Quantitative research)	"Oishi" is the brand that most consumers can recall because they feel real taste Japanese tea taste from its brand image. The four marketing communication factors have strong influences on consumers' attitude and buying decision.
Japanese SANRIO's products (Yui, 1996)	Study the creation of brand's symbolization, marketing events of the product and the effects of product to Thai young consumers.	Interviewed and observed a group of samples for this study is schoolgirls in Grade 9 from 3 schools in Bangkok Metropolitan area. (Qualitative research)	Japanese SANRIO's products are the representative of Japanese culture and have gained the popularity from teenagers. They are also viewed as symbol of the consumer's socioeconomic status because they are all made in Japan and quite expensive. They feel a part of teenager identity.
Korean Cosmetics (A-Jaree, 2008)	Study the consumer buying behavior and perception of marketing criteria for Korean Cosmetics in Bangkok.	Survey method by using 400 questionnaires only women in Bangkok area. Data analysis was collected by T-test, F-test and LSD. (Quantitative research)	The main reason why they decided to buy Korean cosmetics was to give it a try and major influences were from their personal consideration and magazine advertisements.

<b>Topic (Object of studies)</b>	<b>The main point of research</b>	<b>Methodology (Data collection &amp; Analysis)</b>	<b>Result</b>
Foreign Brand Name Products (Pichai, 1996)	Study factors Affecting Purchasing Behavior Upon Foreign Brand Name Fashion Products.	Survey method by using 400 questionnaires. Data analysis was collected by marketing and economic theories.	Three factors affecting the consumer's purchasing and consumption behavior which are Socioeconomic, Information exposure behavior and Attitude toward foreign brand name product.
Imported whisky (Nithat, 2008)	Study the consumer behavior, marketing factor influence and relation between personal consumer factors.	Survey method by using 400 questionnaires who have ever drunk in Bangkok Metropolitan area. Data analysis was collected by Chi-square, T-test, F-test and LSD. (Quantitative research)	Marketing factors are influenced on consumer behavior (product, price, place and promotion)
I-berry's Premium ice cream (Chawalit, 2007)	Study consumption behavior and marketing factor that affect personal factors for deciding to buy I-Berry brand	Survey method by using 400 questionnaires from samples. Data analysis was collected through descriptive and inferential statistics. (Quantitative research)	The main reason to decide to purchase is the enjoyment of the taste and social meeting point. Most of them were office workers with had high monthly income.
Starbucks Coffee House (Sirinthorn, 2001)	Study the relationship between a man and commodities in the context of sign communication and identity formation in Thai Consumerism Culture.	In-depth interview coffee's consumers in Starbucks Coffee Houses in Bangkok. (Qualitative research)	Starbucks Coffee House is chosen and considered as an example of identity commodity and Consumerism. Most of Starbucks customers are middle class well-educated people. They consume the sign value and express their personal and their social identities.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This chapter is provided to describe the detail of research methodology of the study “Consumption Behavior of Korean Cultural product “Kim-Chi” in Bangkok”. This study will be carried out through;

1. Study design and conceptual framework
2. Population and sample Size
3. Research instrument
4. Questionnaire testing
5. Data collection
6. Data analysis

#### **1. Study Design and Conceptual Framework**

The best approach of this research is “Descriptive Studies” by using questionnaire as survey study method which collects data within the specified period and summarizes statically. The research method will be conducted to study the perception and attitude toward Korean cultural consumption among Thai people. In study, Kim-chi was used representing the Korean cultural product and to investigate the dominant factors that have influenced Thai people’s consumption of Kim-chi. Therefore, this research includes behaviors, causes of consumption, factors influencing consumption and perception of Kim-chi affecting consumption.

The conceptual framework of this study is focus on Kim-Chi consumption behavior. This framework will consist of concept of cultural product, main cause of consumption (to examine Thai consumer behavior influenced by Korean cultural product or trend of Korean wave), leading to illustrate significant relationship of consumer behavior and perception of Kim-Chi in Thai samples group. In addition, the concept of consumerism and factors influencing consumer behavior could be the model for more understanding in consumer behaviors and could be used

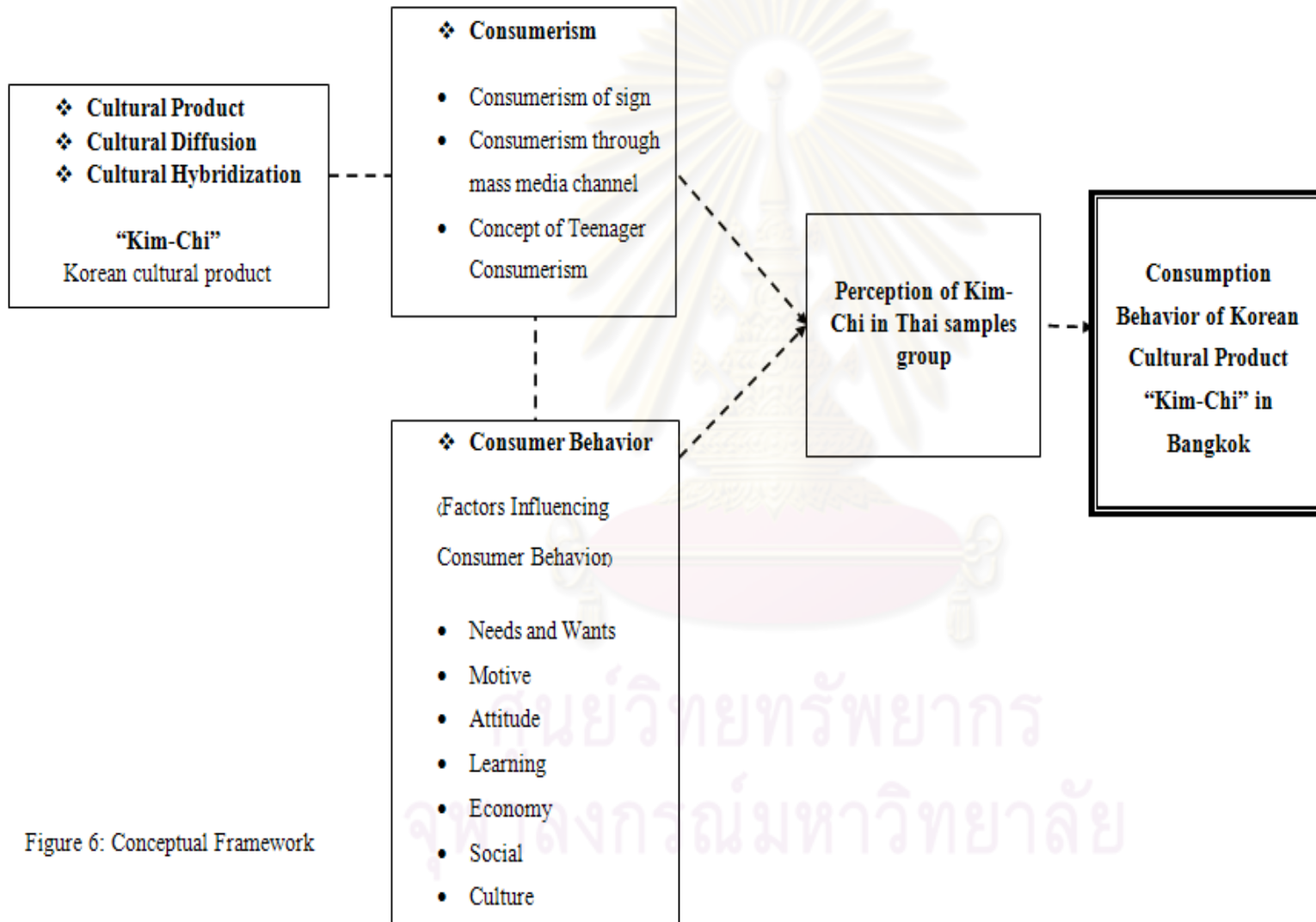


Figure 6: Conceptual Framework

to concisely analyze the result of behaviors in finally. In order to clarify, I have explained by diagram in the figure 6.

## 2. Population and Sample Size

This study focuses on a group of Thai sample who have ever consumed Kim-Chi in various place and restaurants. This research is not limited period and place in eating Kim-Chi. In order to study consumption behavior and examine the research hypothesis which Thai consumer behaviors influenced by Korean wave or not, the sample could be both who have been favor of Korean wave and those who have never interested of it. In the same time, the majority of the sample group is Thai consumers who live in Bangkok Metropolitan area.

The sample size was calculated based on Yamane T. (1967) formula<sup>1</sup> with  $\pm 5\%$  precision level, 95% confidence level and the population size of 5,702,595 which is a number of Thais living in Bangkok Metropolitan in 2009<sup>2</sup>. The estimated sample size is from formula as below:

Formula

$$n = \frac{N}{1+N(e)^2}$$

When

n = Number of sampling

N = Number of population

E = ...Error of sampling (5% or 0.05)

Therefore

$$n = \frac{5,702,595}{1+5,702,595(0.05)^2}$$

$$n = 399.97$$

<sup>1</sup> The formula table is presented in appendix A.

<sup>2</sup> Department of Local Administration. Statistics of 2009 Bangkok Metropolitan Population [online]. Bangkok Metropolitan Administration Data Center. Available from: [http://203.155.220.230/stat\\_search/stat\\_06/stat06\\_01.html](http://203.155.220.230/stat_search/stat_06/stat06_01.html) [May 9, 2010]

So the sample size in this research is 399.97 people but for convenience and correctly information, the researcher will collect the sample size as amount of 400 people.

### **3. Research Instrument**

Questionnaires development with quota sampling method is instrument for survey study method. In this research, questionnaire is used as an instrument to gather the primary data from the respondents. The Primary data is gathered by directly distributing 400 questionnaires to a group of Thai samples who have ever consumed Kim-Chi and lived in Bangkok Metropolis. The constructing questionnaire is performed by designing questions to cover all the topics such as problems, objectives, theoretical framework, and so on. It can be classified in to four main parts to meet objective of the research. These parts can be categorized as follows.

Part 1: Characteristics of sample groups (age, gender, education, occupation and monthly income)

Part 2: Perception and attitude affecting Kim-chi consumption behavior

Part 3: Factors and causes affecting Kim-chi consumption

Part 4: Consumerism of sign toward Kim-chi as Korean cultural product

In order to achieve the objective of this study, a series of closed-fixed response questions including multiple choices and rank ordering were used with a few open-end questions to obtain the opinions of the respondents. The soft file of questionnaires is distributed via e-mail as well as via internet website on community web board posting such as pantip.com, facebook.com, jeban.com and popcornfor2.com and so on. This study employed internet survey because it allows the researcher to reach a large number of respondents, to monitor real-time data and it can specify in group of respondents who are in favor of Korean culture for this research. This questionnaire, which took around ten minutes to complete and was translated into Thai so as to provide a better understanding to respondents.

The source of research questionnaire was online at <http://www.quicktionnaire.com/ShowQuestion.aspx?sid=25199&lang=th>

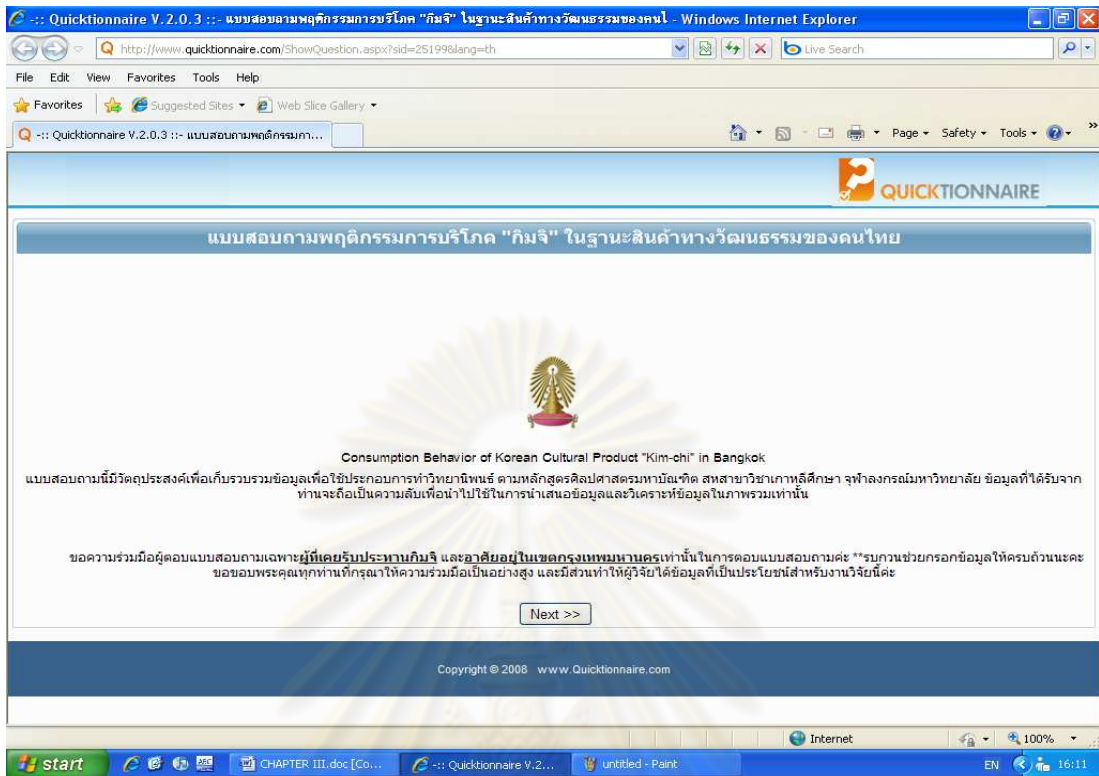


Figure 7: Introduction and welcome page of research questionnaire

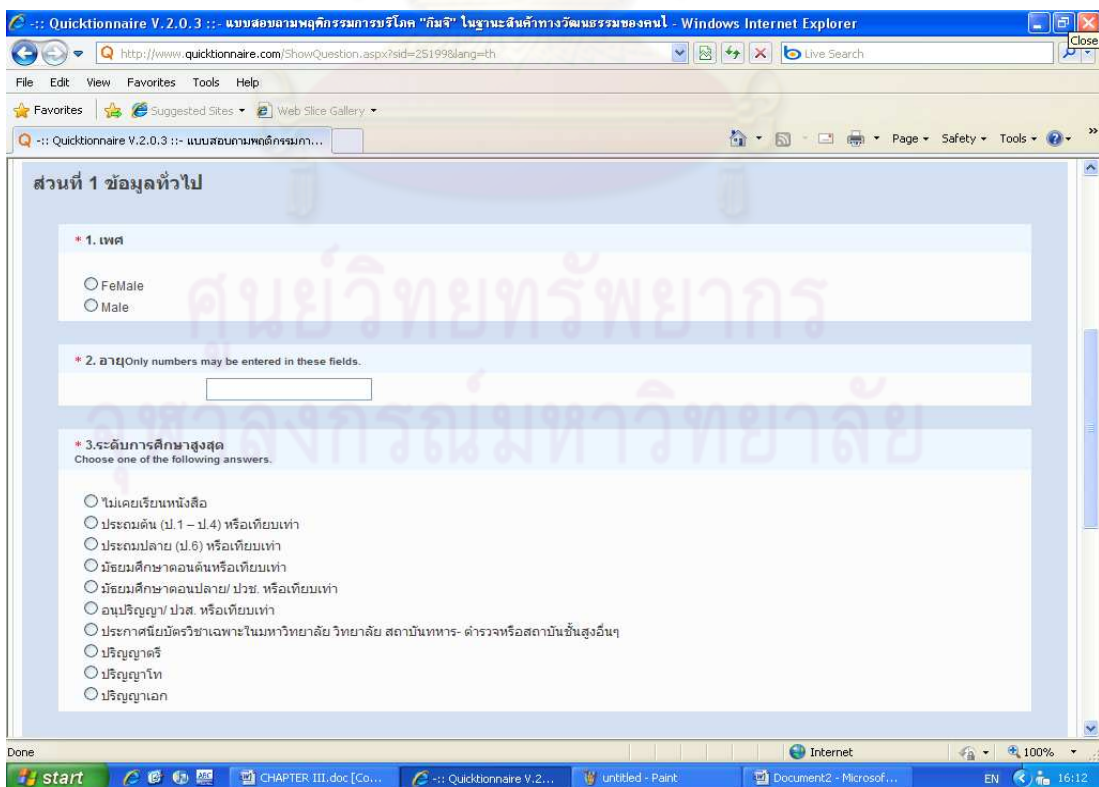


Figure 8: Questionnaire in the first part



Quicktionnaire V.2.0.3 -- Windows Internet Explorer

http://www.quicktionnaire.com/ShowQuestion.aspx?sid=251998&lang=th

File Edit View Favorites Tools Help

Quicktionnaire V.2.0.3 :-

### ส่วนที่ 2 ภาพการรับรู้ที่ส่งผลต่อการบริโภคและพฤติกรรมการบริโภคกิมจิของคนไทย

\* 6. ท่านคิดว่ากิมจิเป็นอาหารสุขภาพดี  
Choose one of the following answers.

เกาหลี  
 ญี่ปุ่น  
 จีน  
 ไทย  
 ไม่แน่ใจ

\* 7. เมื่อพูดถึง "กิมจิ" ท่านนึกถึงอาหารประเภทใดบ้าง/ ตามที่สนใจของท่านข้อใดคือ "กิมจิ" (ตอบได้มากกว่า 1 ข้อ)  
Check any that apply

ผักกาดขาวดอง  
 ผักกาดต่างๆ เช่น แดง กวางดอง, ไซเห่าดอง, พริกดอง, ขิงดอง  
 อาหารทะเลดอง เช่น กุ้งดอง, ปลาหมึกดอง, ปูดอง, หอยนางรมดอง  
 อาหารประเภทต่างๆ ที่มีกิมจิเป็นส่วนประกอบ เช่น ข้าวผัดกิมจิ, น้ำแกงกิมจิ, หมูผัดกิมจิ  
 ผลิตภัณฑ์ในประเทศไทยที่ใช้กิมจิเป็นวัตถุดิบหรือส่วนประกอบ เช่น ปลาเส้นรสกิมจิ, มันฝรั่งทอดกรอบรสกิมจิ, นมหมักรสกิมจิ, สาหร่ายทอด-อบรสกิมจิ, พืชข้าวกิมจิ  
 อื่นๆ โปรดระบุ (Other):

\* 8. ท่านบริโภค "กิมจิ" ชนิดใดบ้าง (ตอบได้มากกว่า 1 ข้อ)  
Check any that apply

Done Internet 100%

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Figure 9: Questionnaire in the second part

Quicktionnaire V.2.0.3 -- Windows Internet Explorer

http://www.quicktionnaire.com/ShowQuestion.aspx?sid=251998&lang=th

File Edit View Favorites Tools Help

Quicktionnaire V.2.0.3 :-

### ส่วนที่ 3 สาเหตุ/อิทธิพล/ปัจจัยที่ส่งผลต่อการบริโภคกิมจิของคนไทย

\* 16. ท่านชื่นชอบวัฒนธรรมและสื่อบันเทิงเกาหลีต่างๆ หรือไม่  
Choose one of the following answers.

ใช่  
 ไม่ชอบเลย

\* กรุณาเลือกระดับความชื่นชอบ  
Choose one of the following answers.

มากที่สุด  มาก  ปานกลาง  น้อย  น้อยที่สุด

\* 17. อิทธิพลของสื่อบันเทิงเกาหลีหรือคลื่นกระแสวัฒนธรรมเกาหลี (Korean Wave) มีผลการลงหรือตัดสินใจรับประทานกิมจิและอาหารเกาหลีของท่านหรือไม่  
Choose one of the following answers.

ใช่  
 ไม่ใช่ (กรุณายืนยันไปข้อ 20)

\* กรุณาระบุอาหารที่ท่านทาน  
Choose one of the following answers.

รับประทานเฉพาะกิมจิ  รับประทานทั้งกิมจิและอาหารเกาหลี

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Figure 10: Questionnaire in the third part

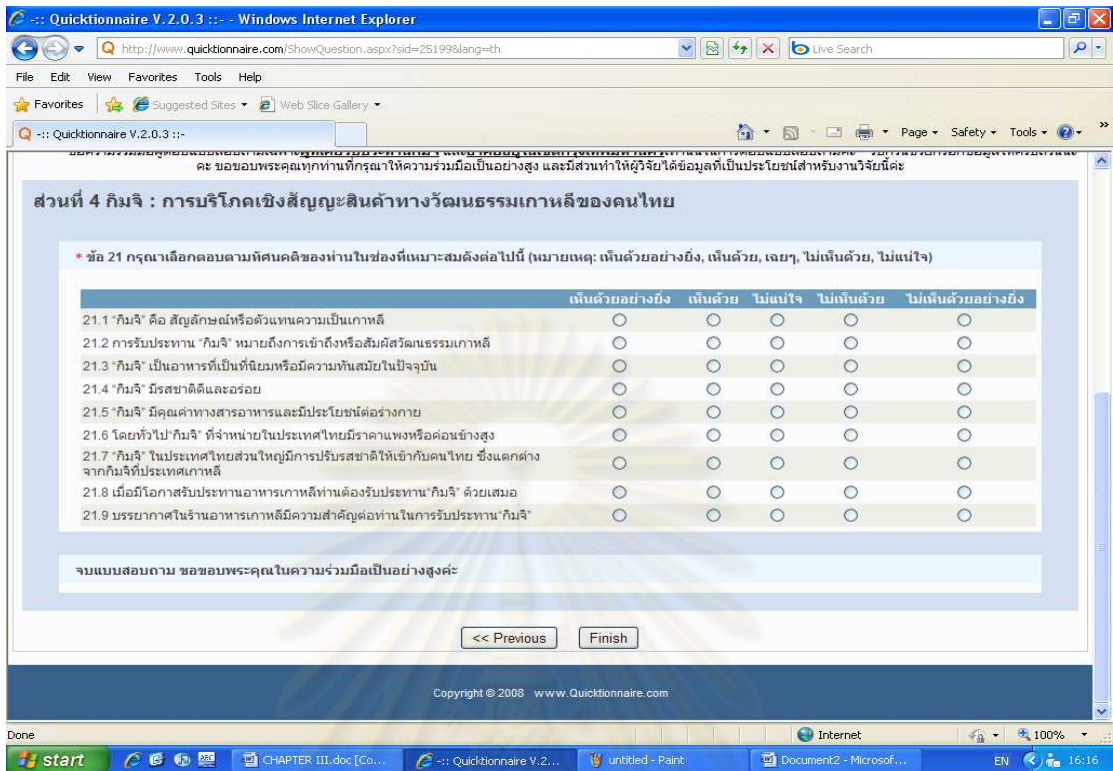
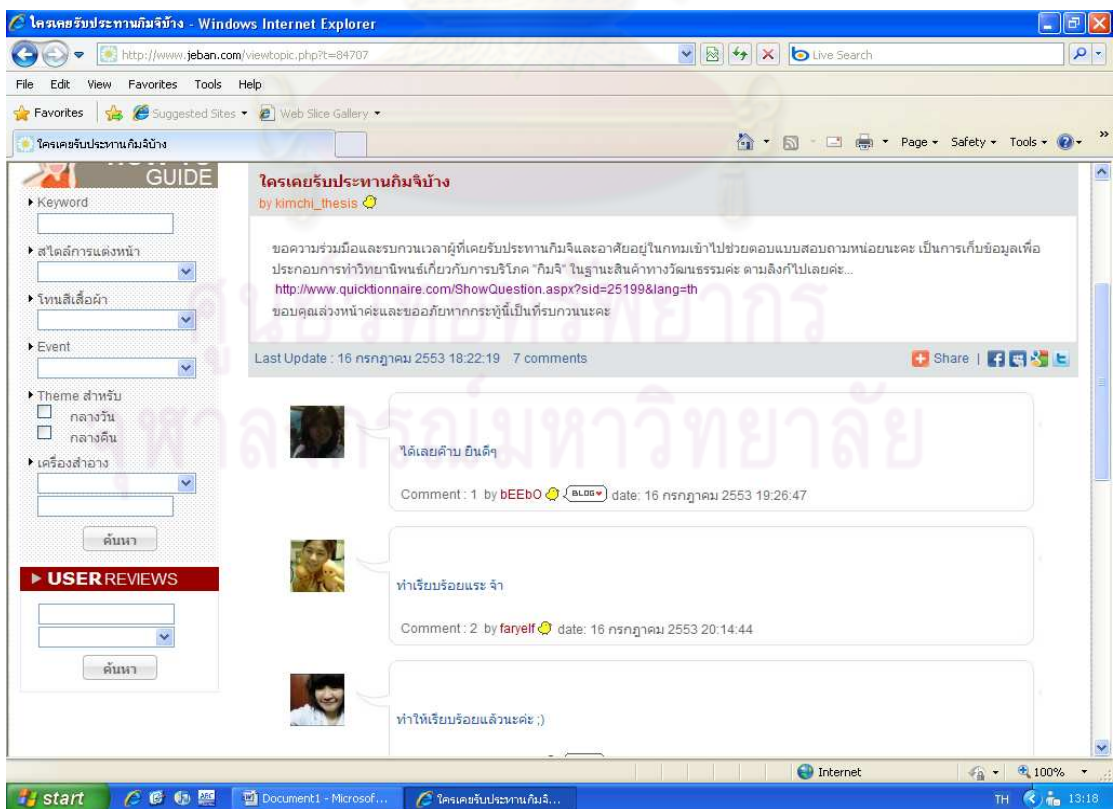


Figure 11: Questionnaire the fourth part

Figure 12: An example of invitation of posting on website <http://www.jeban.com>

#### 4. Questionnaire Testing

The process of pre-test of questionnaires is done according to below detail:

4.1 Content Validity: To ensure that all questions cover the problems and objectives that researchers would like to know by having the content validity, the researchers brought the questionnaire to get the consulting from the advisor to investigate and make the collection until all questions were validated to be effective for use in real survey. This process is to check the appropriateness and clearness of language and scale measurement used in each question so that they can be analyzed to answer the problems most accurately.

4.2 Reliability: Cronbach's Alpha is used to measure the reliability of the questionnaire with few exceptions the reliability reach 0.70 or higher. It means that most of measures show adequate measurement qualities (Wichian Kaesing, 1988: 93) as follows by;

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

When  $k$  is the number above.

$V_i$  is the variance of each score.

$V_t$  is the variance of scores and all questions.

The result shows, when run separately into two parts; 1) the relationship analysis between influence of Korean wave and consumption "Kim Chi" of Thai people nowadays: Alpha = 0.7104 and 2) the relationship analysis between consumption of sign of the cultural products and consumption "Kim Chi" of Thai people nowadays: Alpha = 0.7348 that means it can be concluded that the questionnaire is a reliable and proper sample instrument to be used for conducting a survey. The sample group of 30 respondents was asked to complete the questionnaires and the reliability analysis.

## **5. Data Collection**

The data gathering that contributed with this research comes from 2 kinds of resources are following:

5.1 The primary data that is gathered by directed distributing 400 questionnaires included those Bangkok people who had ever consumed the Kim-chi food. After each respondent in the questionnaires, it is re-checked for ensuring completeness before collecting and analyzing data. The period of data collection was in one month time; that was July 13, 2010 to August 13, 2010.

5.2 Secondary data that the researcher studied from library research, related theories from researches, journal, related documents, textbooks and internet sites.

## **6. Data Analysis**

6.1 Editing: Edit procedure were conducted to make the data ready for coding and transferring to data storage. Each questionnaire was examined the error data before coding. An audit was carried out on the consistency and completeness of the answer.

6.2 Coding: All parts are pre-coded in numerical form before transferring data to computer program and verified.

6.3 Data Processing: All collected data of completed questionnaires were entered into a data file and analyzed by using statistical computer program to determine descriptive statistic. Frequency counts, percentage distribution, and means were calculated and analyzed. Whereas, Inferential Statistics is used to do hypothesis in this research testing by Pearson's product moment correlation. In this study the 0.05 significant levels (95% probability of making a correct statement) is chosen for testing. Finally, the result of research will be explained by descriptive information following completely data collecting, answer the hypothesis and analyzed by theoretical framework.

6.4 Measurement of Rating Variables: The research has established measurement to rating variables are as follow:

6.4.1 To assess the exposure attitude of Kim-chi consumer toward Korean cultural product by using Likert scale method, the score is divided into five levels as follows:

#### Significant level of preference

Very much	5	points
Much	4	points
Average	3	points
Least	2	points
Very least	1	point

#### Significant level of attitude

Strongly agree	5	points
Agree	4	points
Fair	3	points
Disagree	2	points
Strongly disagree	1	point

Then, mean ( $\bar{X}$ ) and standard deviation (S.D.) were used to explain and interpret the level of attitude by dividing into five levels for significant as follows:

Scores between 4.21 - 5.00 means strongly positive attitude

Scores between 3.41 - 4.20 means positive attitude

Scores between 2.61 - 3.40 means moderate attitude

Scores between 1.81 - 2.60 means negative attitude

Scores between 1.00 - 1.80 means strongly negative attitudes

6.4.2 To assess the level of correlation (correlation coefficient) considering into five levels (Joseph F. Hair: 2006: 358) as follows:

Correlation coefficient between 0.00-0.20 means very low relationship.

Correlation coefficient between 0.21-0.40 means low relationship.

Correlation coefficient between 0.41-0.70 means a moderate relationship.

Correlation coefficient between 0.71-0.91 means high relationship.

Correlation coefficient between 0.90-1.00 means very high relationship.



## CHAPTER IV

### KIM-CHI CONSUMPTION BEHAVIOR ANALYSIS

This chapter is provided to describe the detail of data analysis. The study “Consumption Behavior of Korean Cultural product “Kim-Chi” in Bangkok” was conducted by the quantitative research obtained from the survey questionnaires. The sample size as amount of 400 people included those Bangkok people who had ever consumed the Kim-chi food. The descriptive statistical data analysis is determined by frequency counts, percentage distribution, means and Standard Deviation. For the data analysis the researcher has set the symbol used in the analysis below;

N is number of sample

$\bar{X}$  is mean

S.D. is Standard Deviation

r is Pearson’s Product Moment Correlation Coefficient

p is Significant Value

\* is significant statistically at 0.05

#### **1. Characteristics of sample groups**

Characteristics of sample groups contain gender, age, education, occupation and monthly income. The frequency distributions and percentage are summarized as follows.

Table 2: Frequency and percentage of background characteristics of the respondents

Personal information of sample groups	Frequency	Percentage
Gender		
Male	130	32.5
Female	270	67.5
Total	400	100.0
Age		
15-20 years old	93	23.3
21-25 years old	115	28.7
26-30 years old	121	30.3
31-35 years old	51	12.3
36-40 years old	10	2.5
40-45 years old	7	1.7
46-50 years old	5	1.3
Total	400	100.0
Education		
Secondary School or Equivalence Certificate	12	3.0
High School/ Vocational Certificate or Equivalence Certificate	82	20.5
High-Level Vocational School or Equivalence Certificate	78	19.5
Bachelor Degree	143	35.7
Master Degree	76	19.0
Doctor's Degree	9	1.3
Total	400	100.0



Working (Occupation)		
Government Officer	10	2.5
State Enterprises Officer/Government	38	9.5
Private Corporate Officer	98	24.5
Business Owner/ Self Business	101	25.3
Employee	43	10.7
Non-working		
Studying	89	22.3
Housewife	16	4.0
Looking for a job/unemployment	5	1.3
Total	400	100.0
Monthly salary/per month (Full time job)		
Lower than 10,000 baht	75	18.7
10,001-20,000 baht	178	44.5
20,001-30,000 baht	83	20.7
30,001-40,000 baht	44	11.0
40,001-50,000 baht	15	3.7
Upper than 50,001 baht	5	1.3
Total	400	100.0

From table 2, it shows that from total 400 samples, 270 samples or 67.5% of total consumers surveyed are female, while 130 samples or 32.5% are male.

Majority of consumer surveyed are in 26-30 years old which is considered as 30.3% of the total. 28.7% of consumers surveyed are in 21-25 years old. 23.3% are in 15-20 years old. 12.3% are in 31-35 years old. 2.5% are in 36-40 years old. 1.7% is in 40-45 years old, and the last group 1.3% is in 46-50 years old. There is no sample that younger than 14 and older than 51 years old.

Education levels of samples are 35.7% bachelor degree, 20.5% are high School or vocational certificate or equivalence Certificate, 19.5% are high-Level vocational certificate or equivalence Certificate, and 19% are master

degree, 3% are secondary school or equivalence Certificate, and 1.3% is doctoral degree.

For working status, there is many occupation; 25.3% of consumers surveyed are business owner or self business. 24.5% are private corporate officer, 10.7% are employee, 9.5% are state enterprises officer or government and 2.5% are government officer. For non-working, 22.3% of consumers surveyed are studying, 4% are looking for a job or unemployment, and 1.3% is housewife.

In term of salary per month, 44.5% of consumers' surveyed gain 10,001-20,000 baht, 20.7% has 20,001-30,000 baht, 18.7% have less than 10,000 baht, 11% have 30,001-40,000 baht, 3.7% have 40,001-50,000 baht, and 1.3% gain more than 50,001 baht.

## 2. Perception and attitude affecting Kim-chi consumption behavior

Table 3: Frequency and percentage of the sample group who have behavior consumption toward Kim-chi classified by original country of “Kim-Chi” in their perception

Kim-Chi belongs to	Frequency	Percentage
Korea	352	88.0
Japan	48	12.0
Total	400	100.0

From table 3, it shows that the majority of respondents answered that Kim-Chi belongs to Korea are 88% and answered Japan are 12%.

Table 4: Frequency and percentage of the sample group who have behavior consumption toward Kim-chi classified by kinds of Kim-chi in their perception

Kim-chi	Frequency	Percentage
1.Pickling cabbages	268	67.0
2.Pickling vegetable such as pickling cucumber, radish, pickled chili, pickled ginger	174	43.5
3.Pickling seafood such as pickling shrimp, pickling octopus, pickling crab, pickling oyster	13	3.3
4.Different kinds of food which has Kim-Chi as ingredient such as Kim-Chi fried rice, Kim-Chi soup, pork fried with Kim-Chi	23	5.7
5.Products in Thailand that use Kim-Chi as a raw material or ingredient such as Kim-Chi flavored fish snack, Kim-Chi flavored biscuits, Kim-Chi flavored instant noodle, Kim-Chi flavored fried-baked seaweed, Kim-Chi flavored Pizza	11	2.7

\*\* Multiple answers are allowed (n=400)

From table 4, it shows their respondents' perception when talking about Kim-Chi. The majority of respondents think that Kim-chi is pickling cabbages represented as 67%. Follow by 43.5% who think of Pickling vegetable such as pickling cucumber, radish, pickled chili, and pickled ginger, 5.7% think of Different kinds of food which has Kim-Chi as ingredient such as Kim-Chi fried rice, Kim-Chi soup, pork fried with Kim-Chi, 3.3% Pickling seafood such as pickling shrimp, pickling octopus, pickling crab, pickling oyster and 2.7% are Products in Thailand that use Kim-Chi as a raw material or ingredient such as Kim-Chi flavored fish snack, Kim-Chi flavored biscuits, Kim-Chi flavored instant noodle, Kim-Chi flavored fried-baked seaweed, Kim-Chi flavored Pizza respectively.

Table 5: Frequency and percentage of the sample group who have behavior consumption toward Kim-chi classified by kinds of consumption

Consumption “Kim-chi”	Frequency	Percentage
1.Pickling cabbages	305	76.3
2.Pickling vegetable such as pickling cucumber, radish, pickled chili, pickled ginger	65	16.3
3.Pickling seafood such as pickling shrimp, pickling octopus, pickling crab, pickling oyster	3	0.7
4.Different kinds of food which has Kim-Chi as ingredient such as Kim-Chi fried rice, Kim-Chi soup, pork fried with Kim-Chi	25	6.3
5.Products in Thailand that use Kim-Chi as a raw material or ingredient such as Kim-Chi flavored fish snack, Kim-Chi flavored biscuits, Kim-Chi flavored instant noodle, Kim-Chi flavored fried-baked seaweed , Kim-Chi flavored Pizza	40	10

\*\* Multiple answers are allowed (n=400)

From table 5, it shows that the majority of respondents consume Kim-Chi in kind of pickling cabbages represented as 76.3%. Follow by 16.3% eat pickling vegetable such as pickling cucumber, radish, pickled chili, pickled ginger, 10% eat Different kinds of food which has Kim-Chi as ingredient such as Kim-Chi fried rice, Kim-Chi soup, pork fried with Kim-Chi, 6.3% eat Different kinds of food which has Kim-Chi as ingredient such as Kim-Chi fried rice, Kim-Chi soup, pork fried with Kim-Chi and Pickling seafood such as pickling shrimp, pickling octopus, pickling crab, pickling oyster and 0.7% is Pickling seafood such as pickling shrimp, pickling octopus, pickling crab, pickling oyster respectively.

Table 6: Frequency and percentage of the sample group who have behavior consumption toward Kim-chi classified by the first place consuming Kim-chi

The first place of Consumption “Kim-chi”	Frequency	Percentage
at Korea	35	8.7
at Japan	27	6.7
at Korean restaurant in Thailand	85	21.3
at Japanese restaurant in Thailand	227	56.7
Bought Kim Chi from department store/ supermarket.	11	2.7
Other	15	3.7
Total	400	100.0

From table 6, it shows that the majority of respondents ate Kim-Chi Japanese restaurant in Thailand for the first time represented as 56.7%. Follow by 21.3% at Korean restaurant in Thailand, 8.7% ate at Korea, 6.7% ate at Japan. There are 2.7% bought Kim Chi from department store/ supermarket and others are 3.7% respectively.

Table 7: Frequency and percentage of the sample group who have behavior consumption toward Kim-chi classified by the years

Years of Consumption “Kim-chi”	Frequency	Percentage
Before 1990 A.D.	28	7.0
1990 -1994 A.D.	21	5.3
1995-1999 A.D.	39	9.7
2001-2004 A.D.	103	25.7
2005-2009 A.D.	193	48.3
2010 A.D.	16	4.0
Total	400	100.0

From table 7, it shows that the majority of respondents ate Kim-Chi at first time in the period of 2005-2009 A.D. represented as 48.3%. Follow by 25.7% ate the period of 2001-2004 A.D. 9.7% are 1995-1999 A.D, 7% are before 1990 A.D. There are 5.3% eating in 1990 -1994 A.D. and 4.0 are in 2010 A.D. respectively.

Table 8: Frequency and percentage of the sample group who have behavior consumption toward Kim-chi in the present

Consumption “Kim-chi” in the present	Frequency	Percentage
Yes	241	60.3
No	159	39.8
Total	400	100.0

From table 8, it shows that the majority of respondents have still eaten Kim-Chi in the present represented as 60.3% and 39.8% are consumers who have not eaten in the present.

Table 9: Frequency and percentage of the sample group who have behavior consumption toward Kim-chi classified by the place to eat or buy Kim-Chi in Thailand

The place to eat or buy Kim-Chi in Thailand	Frequency	Percentage
Korean restaurant	138	34.5
Japanese restaurant	243	60.7
Department store/supermarket	6	1.5
Korean product zone e.g. Korean Town	5	1.3
Others	8	2.0

\*\* Multiple answers are allowed (n=400)

From table 9, it shows the place that consumers eat or buy Kim-Chi in Thailand. The majority of respondents eat at Japanese restaurant represented as 60.7%. Follow by 34.5% are at Korean restaurant, other place is 2%, while buy at department store/supermarket is 15% and 1.3% buy at Korean product zone e.g. Korean Town respectively.

Table 10: Frequency and percentage of the sample group who have behavior consumption toward Kim-chi classified by frequencies

Frequencies of Consumption “Kim-chi”	Frequency	Percentage
3-4 times per week	19	4.7
1-2 times per week	56	14.0
Once per month	103	25.7
Once per 3-6 month	24	6.0
Once per year	31	7.7
Occasionally	167	41.7
Total	400	100.0

From table 10, it shows frequencies of consumers. The majority of respondents have eaten Kim-chi occasionally represented as 41.7%. Follow by 25.7% have eaten once per month, 14% are 1-2 times per week, 7.7% eaten once per year, while 6% is once per 3-6 month and 3-4 times per week at 4.7% respectively.

Table 11: Frequency and percentage of the sample group who have behavior consumption toward Kim-chi classified by forms consuming Kim-chi in restaurants

Forms of Consumption “Kim-chi” in restaurants	Frequency	Percentage
1.Eat Kim-Chi because it comes with a set meal	351	87.7
2.Intentionally order a dish of Kim-Chi	136	34.0
3.Intentionally order many dishes of Kim-Chi	32	8.0
4.Eat food that use Kim-Chi as an ingredient	45	11.3

\*\* Multiple answers are allowed (n=400)

From table 11, it shows that the majority of respondents eat Kim-chi because it comes with a set meal represented as 87.7%. There are 34% intentionally order a dish of Kim-Chi while many dishes are 8%. Eat food that uses Kim-Chi as an ingredient is 11.3% respectively.

Table 12: Frequency and percentage of the sample group who have behavior consumption toward Kim-chi in the future

Consumption “Kim-chi” in the future	Frequency	Percentage
Yes	323	80.7
No	27	6.7
Not sure	50	12.5
Total	400	100.0

From table 12, it shows that the majority of respondents keep eating Kim-chi in the future represented as 80.7%, while do not eat 6.7% and not sure at 12.5%.



### 3. Factors and causes affecting Kim-chi consumption

Table 13: Frequency and percentage of consumers in the sample group who prefer Korean culture and entertainment media

Korean culture and entertainment media	Frequency	Percentage
Yes		
very much	64	16.0
much	98	24.5
average	109	27.3
least	9	2.3
very least	5	1.3
Total (Yes)	285	71.3
Not at all	115	2.87
Total	400	100.0

From table 13, it shows that the majority of respondents who are Kim-chi consumers prefer Korean culture and entertainment media represented as 71.3%. The level of preference is; average is at 27.3%, much is at 24.5%, very much is at 16%, least is at 2.3% and very least is at 1.3% respectively. There are 2.87% for all of respondents who are not preferred at all.

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Table 14: Frequency and percentage of consumers in the sample group who got the influence of Korean entertainment media or Korean wave that affect their decision on try Kim-Chi or Korean food

Influence of Korean entertainment media or Korean wave	Frequency	Percentage
Yes		
Eat only Kim-Chi	90	22.5
Eat both Kim-Chi and Korean food	310	77.5
very much	65	16.3
much	81	20.3
average	93	23.3
least	17	4.3
very least	13	3.3
Total (Yes)	269	67.3
No	131	32.7
Total	400	100.0

From table 14, it shows that majority of respondents group who got the influence of Korean entertainment media or Korean wave and eat both Kim-Chi and Korean food Eat at 77.5% while eat only Kim-Chi at 22.5%. The level of both factors that affect on consumption is; average is at 23.3%, much is at 20.3%, very much is at 16.3%, least is at 4.3% and very least is at 3.3% respectively. There are 32.7% for all of respondents who eat Kim-chi but do not get the influence from Korean entertainment media or Korean wave.

Table 15: Frequency and percentage of consumers in the sample group who got the influence of Korean entertainment media or Korean wave classified by each factors that could persuade to try Kim-Chi

Factors of Korean entertainment media or Korean wave	1 <sup>st</sup>		2 <sup>nd</sup>		3 <sup>rd</sup>		None <sup>***</sup>	
	N (400)	%	N (400)	%	N (400)	%	N (400)	%
1. Korean Movie/Korean Series	155	38.8	62	15.5	53	13.3	130	32.4
2. Korean Actors and Singers	79	19.8	184	46.0	57	14.3	80	19.9
3. Korean computer game/ Korean online games	78	19.5	50	12.5	50	12.5	222	55.5
4. Korean TV channel/ Korean Cable channel	64	16.0	57	14.3	90	22.5	189	47.2
5. Korean Songs	68	17.0	51	12.8	21	5.25	261	64.9
6. Korean Tourism Advertising	57	14.3	43	10.8	155	38.8	145	36.1
7. Korean TV game shows	94	23.5	49	12.3	64	16.0	193	48.2

<sup>\*\*\*</sup> The answer is not chosen by the most three important factors.

From table 15, it shows factors of Korean entertainment media or Korean wave by choosing the most three important factors in their opinion that could persuade to try Kim-Chi. Most of consumers in the sample group choose the factor of Korean movie and Korean series as the first importance; total 155 consumers represented as 38.8%. The second factor is Korean actors and Korean singers; total 184 consumers represented as 46%. The third factor is Korean tourism advertising; total 155 consumers represented as 38.8%.

Table 16: Frequency and percentage of consumers in the sample group classified by the factor of “Dae-jung-guem” Korean series (aired on TV 3 in Thailand 2548 B.E.) that have an effect on their try decision or interesting toward Kim-Chi

Dae Jang-geum Series	Frequency	Percentage
Yes		
very much	53	13.3
much	104	26.0
average	84	21.0
least	10	2.5
very least	4	1.0
Total (Yes)	255	63.8
No	145	36.3
Total	400	100.0

From table 16, it shows that “Dae-jung-guem” Korean series have an effect on respondents to try decision or interesting toward Kim-Chi represented as 63.8%. The level of importance is; much is at 26%, average is at 21%, very much is at 13.3%, least is at 2.5% and very least is at 1%. There are 36.3% for all of respondents who eat Kim-chi but do not get the influence from “Dae-jung-guem” Korean series.

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Table 17: Frequency and percentage of consumers in the sample group classified by other factors which are not related in Korean wave

Other factors	1 <sup>st</sup>		2 <sup>nd</sup>		3 <sup>rd</sup>		None***	
	N (400)	%	N (400)	%	N (400)	%	N (400)	%
1. Yourself	150	37.5	92	23.0	66	16.5	92	23.0
2. Friend's suggestion	86	21.5	145	36.3	75	18.8	94	23.5
3. Family/ Relative's suggestion	44	11.0	50	12.5	106	26.5	200	50.0
4. Packaging/ Product (label/ Korean language/ Beauty)	57	14.3	93	23.3	140	35.0	110	27.5
5. Distribution Channel (Japanese- Korean restaurant/ Department store)	68	17.0	54	13.5	87	21.8	191	47.7

\*\*\* The answer is not chosen by the most three important factors.

From table 17, it shows other factors which are not related in Korean wave or besides the entertainment media by choosing the most important factors or the most influence on their trial or consuming decision toward Kim-Chi and Korean food. Most of consumers in the sample group choose the factor of eat by yourself as the first importance; total 150 consumers represented as 37.5%. The second factor is Friend's suggestion; total 145 consumers represented as 36.3%. The third factor is packaging or product (label/ Korean language/ beauty); total 140 consumers represented as 35%

#### 4. Consumerism of sign toward Kim-chi as Korean cultural product

Table 18: The interpretation of attitudes and behavior consumption in term of consumerism of sign toward Korean cultural product in the sample group by consideration from mean value

Consumerism of Sign	Strongly agree	Agree	Fair	Disagree	Strongly disagree	Level of Attitude		
						$\bar{X}$	S.D	Interpret
1. “Kim Chi” is a symbol or representative of Korea.	141 (35.3%)	193 (48.3%)	52 (13.0%)	8 (2.0%)	6 (1.5%)	4.14	0.83	Positive attitude
2. Consuming “Kim Chi” is to sense Korean culture.	121 (30.3%)	204 (51.0%)	27 (6.8%)	28 (7.0%)	20 (5.0%)	3.95	1.05	Positive attitude
3. “Kim Chi” is the popular and modern food in the current.	189 (47.3%)	90 (22.5%)	102 (25.5%)	12 (3.0%)	7 (1.8%)	4.11	0.99	Positive attitude
4. “Kim Chi” is tasty and delicious.	72 (18.0%)	103 (25.7%)	142 (33.5%)	77 (19.3%)	6 (1.5%)	3.38	1.10	Moderate attitude
5. “Kim Chi” is healthy and nutrient-rich foods.	62 (15.5%)	93 (23.3%)	150 (37.5%)	80 (20.0%)	15 (3.8%)	3.32	1.27	Moderate attitude
6. “Kim Chi” generally	161 (40.3%)	151 (37.8%)	58 (14.5%)	21 (5.3%)	9 (2.3%)	4.09	0.98	Positive attitude

sold in Thailand are expensive or quite expensive.								
7. Most “Kim-Chi” in Thailand is adapted to Thais’ taste which is different from Kim-Chi in Korea.	117 (29.3%)	184 (46.0%)	64 (16.0%)	28 (7.0%)	7 (1.8%)	3.94	0.94	Positive attitude
8. Whenever you eat Korean food, you always eat “Kim Chi”.	74 (18.5%)	171 (42.8%)	97 (24.3%)	52 (13.0%)	6 (1.5%)	3.64	0.98	Positive attitude
9. The atmosphere in Korea restaurant can influence you to eat “Kim Chi”.	128 (32.0%)	188 (47.0%)	57 (14.3%)	23 (5.8%)	4 (1.0%)	4.03	0.89	Positive attitude
<b>Total of attitude</b>						3.84	0.32	Positive attitude

From table 18, it shows the interpretation of attitudes and behavior consumption in term of consumerism of sign toward Korean cultural product. It found that there are attitudes of positive and moderate as follow;

Consumers in the sample group who have attitude of positive toward messages (ranked in order of mean value from max to min); “Kim Chi” is a symbol or representative of Korea with the mean value of 4.14, “Kim Chi” is the popular and modern food in the current with the mean value of 4.11, “Kim Chi” generally sold in Thailand are expensive or quite expensive the mean value of 4.09, The atmosphere in Korea restaurant can influence you to eat “Kim Chi” with the mean value of 4.03, Consuming “Kim Chi” is to sense Korean culture with the mean value of 3.95, Most “Kim-Chi” in Thailand is adapted to Thais’ taste which is different from Kim-Chi in Korea with the mean value of 3.94, and Whenever you eat Korean food, you always eat “Kim Chi” with the mean value of 3.64 respectively.

Meanwhile, consumers in the sample group who have attitude of moderate toward messages (ranked in order of mean value from max to min); “Kim Chi” is tasty and delicious the mean value of 3.38, and “Kim Chi” is healthy and nutrient-rich foods the mean value of 3.32 respectively.

The overall attitude of consumers in the sample group who have attitudes and behavior consumption in term of consumerism of sign toward Korean cultural product is positive with the mean value of 3.84.



## 5. Hypothesis testing analysis

Hypothesis 1) Influence of Korean Wave has a significant impact on the consumption “Kim Chi” of Thai people in nowadays.

Table 19: The correlation between influence of Korean wave and consumption “Kim Chi” of Thai people nowadays

Influence of Korean Wave	Correlation coefficient (r)	Significant Value (p)
1. Korean culture and entertainment media	0.301*	0.041
2. Factors of Korean entertainment media or Korean wave	0.529*	0.028
3. Dae Jang-geum Korean Series	0.991*	0.010
Total	0.763*	0.018

\* Significant statistically at the 0.05 level

From table 19, it shows the testing of the correlation between influence of Korean wave and consumption “Kim Chi” of Thai people nowadays. The result of correlation coefficient is based on significant statistically at the 0.05 level as follow:

1. The relation of Korean culture and Korean entertainment media and consumption “Kim Chi” of Thai people nowadays shows the significant value at 0.041 and correlation coefficient at 0.301. It means that Korean culture and Korean entertainment media has the correlation with behaviors toward Kim-chi at the level of significance 0.05 with the low relationship. Then, it can be concluded that the more Korean culture and Korean entertainment media has, the more consumption “Kim Chi” of Thai people nowadays is also increased.

2. The relation of factors of Korean entertainment media or Korean wave and consumption “Kim Chi” of Thai people nowadays shows the significant value at 0.028 and correlation coefficient at 0.529. It means that a factor of Korean entertainment media or Korean wave has the correlation with behaviors toward Kim-

chi at the level of significance 0.05 with a moderate relationship. Then, it can be concluded that the more factors of Korean entertainment media or Korean wave has, the more consumption “Kim Chi” of Thai people nowadays is also increased.

3. The relation of watching Dae Jang-geum Korean Series and consumption “Kim Chi” of Thai people nowadays shows the significant value at 0.010 and correlation coefficient at 0.991. It means that watching Dae Jang-geum Korean Series has the correlation with behaviors toward Kim-chi at the level of significance 0.05 with very high relationship. Then, it can be concluded that the more watching Dae Jang-geum Korean Series has, the more consumption “Kim Chi” of Thai people nowadays is also increased.

Therefore, the relation of influence of Korean wave and consumption “Kim Chi” of Thai people nowadays totally shows the significant value at 0.018 and correlation coefficient at 0.763. It means that influence of Korean wave has the correlation with behaviors toward Kim-chi at the level of significance 0.05 with a high relationship. Then, it can be concluded that the more influence of Korean wave has, the more consumption “Kim Chi” of Thai people nowadays is also increased. It is accepted hypothesis1) that influence of Korean wave has a significant impact on the consumption “Kim Chi” of Thai people in nowadays.

Hypothesis 2) the consumption “Kim Chi” of Thai people has an effect on the consumption of sign of the cultural products

Table 20: Relationship analysis between consumption of sign of the cultural products and consumption “Kim Chi” of Thai people nowadays

the consumption of sign of the cultural products	Consumption “Kim-chi” in the present	
	Correlation Coefficient (r)	Significant Value (p)
1. “Kim Chi” is a symbol or representative of Korea	0.032*	0.025
2. Consuming “Kim-Chi” is to sense Korean culture	0.006*	0.003
3. “Kim-Chi” is the popular and modern food in the current.	0.023*	0.040
4. “Kim-Chi” is tasty and delicious	0.095*	0.009
5. “Kim-Chi” is healthy and nutrient-rich foods	0.014*	0.007
6. “Kim-Chi” generally sold in Thailand is expensive or quite expensive	0.030*	0.029
7. Most “Kim-Chi” in Thailand is adapted to Thais’ taste which is different from Kim-Chi in Korea.	0.022*	0.006
8. Whenever you eat Korean food, you always eat “Kim-Chi”.	0.030*	0.005
9. The atmosphere in Korea restaurant can influence you to eat “Kim-Chi”.	0.005*	0.024
Total	0.014*	0.037

\* Significant statistically at the 0.05 level

From table 20, it shows the testing of the correlation between attitude of consumption of sign toward cultural products and consumption “Kim Chi” of Thai

people nowadays. The result of correlation coefficient is based on significant statistically at the 0.05 level as follow:

1. The relation of “Kim Chi” is a symbol or representative of Korea and consumption “Kim Chi” of Thai people nowadays shows the significant value at 0.025 and correlation coefficient at 0.032. It means that “Kim Chi” is a symbol or representative of Korea has the correlation with behaviors toward Kim-chi at the level of significance 0.05 with the low relationship. Then, it can be concluded that the more attitude of “Kim Chi” is a symbol or representative of Korea has, the more consumption of sign that Kim-chi is cultural products is also increased.

2. The relation of consuming “Kim-Chi” is to sense Korean culture and consumption “Kim Chi” of Thai people nowadays shows the significant value at 0.003 and correlation coefficient at 0.006. It means that consuming “Kim-Chi” is to sense Korean culture has the correlation with behaviors toward Kim-chi at the level of significance 0.05 with the low relationship. Then, it can be concluded that the more attitude of consuming “Kim-Chi” is to sense Korean culture has, the more consumption of sign that Kim-chi is cultural products is also increased.

3. The relation of “Kim-Chi” is the popular and modern food in the current and consumption “Kim Chi” of Thai people nowadays shows the significant value at 0.040 and correlation coefficient at 0.023. It means that “Kim-Chi” is the popular and modern food in the current has the correlation with behaviors toward Kim-chi at the level of significance 0.05 with the low relationship. Then, it can be concluded that the more attitude of “Kim-Chi” is the popular and modern food in the current has, the more consumption of sign that Kim-chi is cultural products is also increased.

4. The relation of “Kim-Chi” is tasty and delicious and consumption “Kim Chi” of Thai people nowadays shows the significant value at 0.009 and correlation coefficient at 0.095. It means that “Kim-Chi” is tasty and delicious has the correlation with behaviors toward Kim-chi at the level of significance 0.05 with the low relationship. Then, it can be concluded that the more attitude of “Kim-Chi” is tasty and delicious has, the more consumption of sign that Kim-chi is cultural products is also increased.

5. The relation of “Kim-Chi” is healthy and nutrient-rich foods and consumption “Kim Chi” of Thai people nowadays shows the significant value at 0.007 and correlation coefficient at 0.014. It means that “Kim-Chi” is healthy and nutrient-rich foods have the correlation with behaviors toward Kim-chi at the level of significance 0.05 with the low relationship. Then, it can be concluded that the more attitude of “Kim-Chi” is healthy and nutrient-rich foods has, the more consumption of sign that Kim-chi is cultural products is also increased.

6. The relation of Kim-Chi” generally sold in Thailand is expensive or quite expensive and consumption “Kim Chi” of Thai people nowadays shows the significant value at 0.029 and correlation coefficient at 0.030. It means that Kim-Chi” generally sold in Thailand is expensive or quite expensive have the correlation with behaviors toward Kim-chi at the level of significance 0.05 with the low relationship. Then, it can be concluded that the more attitude of Kim-Chi” generally sold in Thailand is expensive or quite expensive has, the more consumption of sign that Kim-chi is cultural products is also increased.

7. The relation of most “Kim-Chi” in Thailand is adapted to Thais’ taste which is different from Kim-Chi in Korea and consumption “Kim Chi” of Thai people nowadays shows the significant value at 0.006 and correlation coefficient at 0.022. It means that most “Kim-Chi” in Thailand is adapted to Thais’ taste which is different from Kim-Chi in Korea have the correlation with behaviors toward Kim-chi at the level of significance 0.05 with the low relationship. Then, it can be concluded that the more attitude of most “Kim-Chi” in Thailand is adapted to Thais’ taste which is different from Kim-Chi in Korea has, the more consumption of sign that Kim-chi is cultural products is also increased.

8. The relation of whenever you eat Korean food, you always eat “Kim-Chi” and consumption “Kim Chi” of Thai people nowadays shows the significant value at 0.005 and correlation coefficient at 0.030. It means that whenever you eat Korean food, you always eat “Kim-Chi” have the correlation with behaviors toward Kim-chi at the level of significance 0.05 with the low relationship. Then, it can be concluded that the more attitude of whenever you eat Korean food, you always eat “Kim-Chi” has, the more consumption of sign that Kim-chi is cultural products is also increased.

9. The relation of the atmosphere in Korea restaurant can influence you to eat “Kim-Chi” and consumption “Kim Chi” of Thai people nowadays shows the significant value at 0.005 and correlation coefficient at 0.030. It means that the atmosphere in Korea restaurant can influence you to eat “Kim-Chi” have the correlation with behaviors toward Kim-chi at the level of significance 0.05 with the low relationship. Then, it can be concluded that the more attitude of the atmosphere in Korea restaurant can influence you to eat “Kim-Chi” has, the more consumption of sign that Kim-chi is cultural products is also increased.

Therefore, the relation of consumption of sign of the cultural products and consumption “Kim Chi” of Thai people nowadays totally shows the significant value at 0.037 and correlation coefficient at 0.014. It means that consumption of sign of the cultural products has the correlation with behaviors toward Kim-chi at the level of significance 0.05 with low relationship. Then, it can be concluded that the more consumption of sign of the cultural products has (from nine messages above), the more consumption “Kim Chi” of Thai people nowadays is also increased. It is accepted hypothesis 2) that the consumption “Kim Chi” of Thai people has an effect on the consumption of sign of the cultural products.

## **6. Finding and discussion**

This study examined the factors influencing Kim-chi consumption, a traditional fermented Korean dish representing a Korean cuisine that has currently becoming famous among Thai consumers, and investigated whether and how such factors as Korean drama, film, superstars have influenced the Kim-chi consumption in Thai consumers, and examined symbolic consumption that has reflected the consumption of Korean cultures among Thai people. All these questions would be discussed below.

### Kim-chi as Korean Cultural Product

In chapter 2, the researcher described the history of Kim-chi, a Korean food rooted in cultures for centuries. Kim-chi is a Korean traditional food which has been famous and accepted at international level. Until today, Kim-chi is not only Korean food, but also a cultural product which has been famous and known to more countries. Kim-chi is considered a cultural product that has infiltrated in Thailand distinctively. Consistent with Kanchana Kaewthep (2006)'s cultural product concept, stating that "cultural product is a mass product". The feature of cultural product is that value of the product is not depended upon utility, but cultural benefit latently. While other products are self-ended, the cultural product is linked to other kinds of products. In short, Korean cultural product makes its culture become a product (objectively and abstractly) and be propagated with the intent through state policy that focuses on propagating the culture through media expansion, especially different kinds of Korean entertainment media which the Pop-style Korean culture was infiltrated into the films, music, and hot television programs (e.g. Korean Wave) as a showroom, leading to the business growth. Regarding to Kim-chi, it found that Korean cultural industry has causes the Kim-chi become well-known worldwide, including Thailand country.

### Kim-chi in Korean Entertainment Industry

In amidst of the globalization and technology advancement in borderless communication era, the information flow is ubiquitous. The potential of entertainment industry in Korean has emerged since 1991. Until now, the Korean entertainment media has reached to Thailand expressly and plays important role to Thai consumers. South Korea has focused on producing the cultural products as core product for export. It's the collaboration between government and private sector that has induced a phenomenal of Korean fever fashion. Since Korean government is seeking for propagating Korean culture to outsiders, the cultural-infiltrating strategies; either be film, drama, music, and other aspects of media, have been implemented, including cultural communication that has been informed through mass media.

Mass media is a key element. It's not only served as medium to bring about the social interaction, but also become a tool transmitting language, tradition, attitude, belief, values, and culture from country to country at both individual and cross culture level. As media industry does not produce the general consuming products, but it produce the cultural product and ideological messages that have influenced people's thought (Wipa Uttamachan, 2544, p.144). In addition, media industry described the nature of the production of news, art, cultural and entertainment that it's a product primarily targeting to satisfy the market demand and customer's need to expand the markets to the extent that it can be known widely with highest profit. Its' is a process at international level where capital and plan management are required to lead to the media and cultural imperialism. Obviously, the "Hollywood" is under the full-service U.S industry.

In case of South Korean production of cultural product for export purpose, it's well-known that Korean has become known to Asian countries, including Thailand, through cultural product. Country image-promoting policy which covers art and culture, virtue, way of living, community, value and tourist attractions have been implemented through mass media and entertainment, for examples, online game, Korean cartoon, film, music, and drama. Not only Asia countries, but also some western countries have been influenced by Korean culture. Thailand is an Asian country where Korean culture has been fluxed in a great deal. Korean cultural thriving has been resulted from the influence on mass media on people of all ages and sex. This probably is a simply channel of the influx of the Korean culture into Thailand; namely, mass media is a medium transmitting the way people think and behave, and traditional and cultural pattern. Given that the government is a backup in transmitting the concepts and information to people in the country, it's assumed that the regulation and surveillance will be done by government easily nationwide.

Therefore, mass media is a reflection that reflects social behavior to general public. On one hand, if mass media transmits the positive information to people, the desired behavior pattern is followed. On contrary, if mass media transmits the negative information and scandal to people, the undesired behavior pattern is followed. As realizing of the great influence of mass media on people's way of living, South Korean tries to seek for industrial expansion in channels other than advance



technology, meaning that its effort to make other countries assimilate Korean cultures until it has been admired and so extremely enthusiastic that leads Korean to gain trading naturally. Kim-chi is a long-time traditional cultural product and has been positioned into the entertainment industry. Today Kim-chi is welcomed ubiquitously in Asian countries and some western countries, Japan, Philippines, and Thailand, including other Korean cultural products, for examples, music, film, superstar, and singer. South Korean promotes the production of cultural products. Korean TV series have been transmitted to Asian countries. At the same time, it devotes capital for human resource development in the country and focusing on producing the qualified personnel to produce the cultural media that attracts the interest of the people to admire the TV-broadcasted Korean culture and attract the foreign visitors to experience the unique culture; this meant the influx of enormous income and economic growth.

Kim-chi in term of cultural product, according to studies, it found that Korean entertainment media, especially; dram and film, have influenced to Thai people's preference on Korean unique style. Cultural process in relation to product generates the formation of superstar, artist, and singer protocol, including the assimilation of recognition of drama and films in message receivers, which these all have been emerging in Thai society inevitably as resulted from the influence of media that brings forth the preferences on cultures, values, tradition, way of Korean living, or even products. In particular, Thai youth and teenagers have been influenced by the drama film entitled "Dae Jang Geum", reflecting the cultural promotion for Korean food, and attracting more Thai consumers to try the Korean foods. It's evident that Thai people open to receive the Korean entertainment.

#### Kim-chi: A reflection of perception on entertainment media in Thai society

As earlier discussed in Chapter 4, the causality and factors influencing Thai's Kim-chi consumption, the participants showed preference in pop Korean culture expressly. K-pop has become populated in Thailand, especially in form of drama and films, surmounting the cultural products, cosmetics, electric appliances and

food. In present study, Kim-chi represented a cultural product that has been obvious widely in Thailand.

Most participants (70.3%) preferred Korean culture. Korean entertainment or Korean wave has influenced decision-making by 57.3% for people to try Korean food and Kim-chi. Three powerful factors influencing decision-making on Korean food consumption included drama and film, superstar, and tourism public relationship media, respectively.

Television drama promoted and created the country's image through the cultural product. It stimulated the viewers to be interested in Kim-chi consumption. The study reflected that up 48.3% participants were interested in eating Kim-chi during 2005-2009. Meanwhile, the film "Dae Jang Geum" (which was on air through TV3 Thai channel in 2005) considerably influenced the consumers to try Korean food and Kim-chi by 63.8% or accounted from 26.0% of overall respondents.

"Dae Jang Geum" a story of South Korean food promotion, ignited the popularity in Korean entertainment consumption. It created image that attracted the consumers to Korean product and encouraged more Thai consumers to try on Korean foods. Korean culture was reflected through the history in the film presentation while Korean culture; especial consumption culture and values were assimilated to audiences. As the film transmitted Korean eating culture, the teenagers were interested to try the taste of Korean food. The success of strategy implementation was viewed through Kim-chi as cultural capital. It not only generated income to the country through cultural products such as drama and film, it also reflects the propagation of Korean culture successfully in Thai society.

#### Kim-chi: Effect of Cultural Diffusion and Cultural Hybridization

Today Kim-chi has been renowned among Thai people. Obviously, it represents the Korean nation. The results indicated that Kim-chi has been known among the Thai participants as Korean food by 88%, this reflected the success of cultural diffusion to the consumers. The consumers perceived Kim-chi as a fermented cabbages by 67.0%, and other fermented vegetables, for examples, cucumber, parsnip, chili, ginger, and various type of foods with Kim-chi ingredients, for

examples, Kim-chi fried rice, fried rice with pork and Kim-chi, and seafood with fermented Kim-chi ingredients, for examples, prawn, cuttlefish, crab, and oysters, and so on. In addition, it found that Thai food products contain ingredient like Kim-chi, for examples, Kim-chi - flavored fish, Kim-chi -roasted potato chip, Kim-chi French Fried semi-finished noodle, and Kim-chi -topped pizza, etc. These were consistent with the cultural hybridization that Korean culture has been applied consistently with Thais' trait and represented the Korean fashion.

It's noted that Kim-chi has been known among Thai people as Korean food. However, it found that in respect of consumption behavior, most participants ate Kim-chi for the first time at Japanese restaurants located in Thailand (56.7%), followed by Korean food stores in Thailand (21.3%), whereas they ate or bought Kim-chi at Japanese restaurants mostly (60.7%). Noted that despites Kim-chi has been known among Thai consumers as cultural product, but Thai people paid attention to Japanese restaurants because they were more acquainted with Japanese food than Korean food, so they were more likely to get into Japanese restaurant than Korean restaurant. Regarding to frequency of consumption, the results showed accessional eating mostly (41.7%), followed by once a month (25.7%), reflecting that Kim-chi has not been a menu the consumers eat frequently, but occasionally. Different from Korean society where Kim-chi is always served each meal. All these reflected the consumption behavior and symbolic consumption which will be discussed in next section.

#### Kim-chi-Eating Behavior and Symbolic Consumption

“Symbolic Consumption” a concept proposed by Jean Baudrillard states that traditional economics fails to describe the consumption much sufficiently because Today society has become a society of consumption where the role of utility has been eliminated completely and replaced by the differences and symbolic consumption. In modern society, the objects are determined as element of atmospheric creation in values system. For examples, PORCHE car is more expensive than others because it provides the driver a sense of difference; it also represents the modernity and richness of the owners. Therefore, explanation on consumption in

context of traditional economics is not enough for modern society. It's said that current consumption is a social dimension while symbolic culture represents the socio-economic family status and style which can be reflected in the products (Ramon Chompreda, 2004: 19)

“Symbol” according to Baudrillard, is meant that consumption represents not only objective, but symbolic context simultaneously. In addition to utility, the objects are designed as element of atmospheric creation in values system that has been existed a great deal in modern society. Eating fast food in modern style outlet is not meant only to intake of bread, meat, and vegetables, but it represents the modernity that come with western civilization. Unlike American society, such meaning occurs in the conceptual context of Thai people only. On the other hand, in American's viewpoint, fast food is a menu for those who are hurried or relative worse financial status. A transformation into symbolic consumption has caused the resultant effects. Human consumes endlessly as they are not only hungry for objects, but they also need for borderless symbolic fulfillment. In addition, the symbolic context determines the consumption pattern as symbol frames the cultural scope in consumption (class, values, and consumer's quality). Obviously, the obsolete objects are thrown away because of its end of symbolic values. For examples, changing new dresses is not because of wear and tear, but because it's out of fashion. Similarly, other products are replaced by the newly coming ones because of the effect of symbols. (Kanchana Kaewthep, 2544: 159-162)

Baudrillard described four aspects of values in connection with consumption in today society. (Vagee Reungpornvisut, 2010: online)

1. Utility value –object is seen as tool that responses the needs in term of utility, for examples, bus moves the passengers from one place to another place.
2. Exchange value – object is seen as a product in the marketplace. The value of the object is designated by society in respect of exchange and comparison, for examples, a car values equivalent to amount of 1,200,000 Baht.
3. Symbolic value – object is seen as a symbol that represents the social status, identification, way of living, honor or power of a person, for examples, driving an expensive care represents the social status of the driver as a rich man.

4. Symbolic value in exchange - objects is positioned as a gift representing the relationships, and it's not an object according to law. It's unable to separate itself from relationship or exchange of relationship between two persons. In this way, the object is not independent and it has no value of utility and exchange, but its meaning comes from relationship comparison between symbolic objects.

Kim-chi in term of cultural product was unveiled that Korean entertainment, especially, drama and film, was a powerful influence in stimulating the preferences of Korean style in Thai consumers. Materializing a cultural product has derived from superstar, artist, and singer exemplar, including the values in the drama and film presented to the audiences which they have been prevailing over Thai society undeniably. Korean fashion is not only a success of South Korean, but it also attracts income into the country through channel of cultural products, drama, film, tourism. In addition, it's considered a success of Korean style propagation smoothly through the implementation of strategies that generates meaning and value in the products, leading to symbolic consumption and the expression of consumers' behavior in term of value and feeling of recognition.

The concept "symbolic consumption" in this study reflected the current consumption that focused more on interpretation than actual utility of the product. Namely, consumers eat Kim-chi because they thought that Kim-chi is a Korean representative or symbol, but they don't quite recognize the values and tastes of the food. The results showed that the respondents reported moderate level of their attitude toward taste and nutrition value of Kim-chi. Consistent with Baudrillard's symbolic consumption theory, saying that current consumption is not simply for utility purpose, but also symbolic consumption simultaneously. In respect of exchange value, symbolic value, and symbolic exchange value, the finding show that symbolic value was rated positive mostly by the respondents in the question items, "Kim-chi is Korean symbolic or reprehensive." (Mean = 1.14), followed by "Kim-chi is a famous and modern menu." (Mean = 1.11) Such 2 question items were consistent for respondent's positive attitude as below;

Utility value	<ul style="list-style-type: none"> <li>● “Kim-Chi” is tasty and delicious</li> <li>● “Kim-Chi” is healthy and nutrient-rich foods.</li> </ul>
Exchange value	<ul style="list-style-type: none"> <li>● Most “Kim-Chi” in Thailand is adapted to Thais’ taste which is different from Kim-Chi in Korea.</li> </ul>
Symbolic value	<ul style="list-style-type: none"> <li>● “Kim Chi” is a symbol or representative of Korea.</li> <li>● Consuming “Kim-Chi” is to sense Korean culture.</li> <li>● “Kim-Chi” is the popular and modern food in the current.</li> <li>● “Kim-Chi” generally sold in Thailand is expensive or quite expensive.</li> </ul>
Symbolic value in exchange	<ul style="list-style-type: none"> <li>● Whenever you eat Korean food, you always eat “Kim-Chi”.</li> <li>● The atmosphere in Korea restaurant can influence you to eat “Kim-Chi”.</li> </ul>

Obviously, a current consumption of Korean cultural production represented various symbols. More consumers need cultural products not only for utility solely, but also symbolic consumption (or event for symbolic consumption purpose only). As symbol becomes crucial to represent human being’s self and social recognition, the competition multiplies. The business operators make every effort to make their product distinctive and different. Luxurious and elegant decoration attracts the teenagers. As we’ve seen that many Thai products have been inserted with Korean style as much as possible during the few years. Kim-chi becomes an ingredient food, for examples, “Super Crisp” Kim-chi - flavored crispy seaweed, Tao Kae Noi brand, ” Kim-chi - flavored potato chip, ” Kim-chi - flavored Taro fish, etc. At the same time, the superstars and singers have been taken as presenter. Moreover, the Korean and Japanese restaurant atmosphere have influenced the consumer participants. Some promote wider types of Kim-chi arrangement and cooking demonstration. Today Kim-chi becomes a cultural product representing the people’s identification, not only to satisfy the physical hungry. Other symbolic consumption, for examples, luxury and modernity, have been populated today. The research found that Thai consumers,

especially in teenagers, prefer the products in Korean package and label which it's assumed that it represented the elegance and modern. This is the simple way how meaning has been created and values added to the cultural product as symbolic consumption.

In addition to Korean wave and entertainment media which have been reported the utmost influence on consumers' trying Korean menu like Kim-chi, it found that the most leading factor influencing consumers' trying Kim-chi is an individual, followed by peer's recommendation, and packaging (label, language, and elegance in Korean style), respectively. In present study, overall consumption behavior was consistent with two logics under the materialism. Firstly, logics for difference, consumption that makes the individuals sense of their better self-image, more modern, and more distinctive than others, for examples, higher socio-economic position. Secondly, logics for imitation, as we've often seen that consumers imitate themselves from superstar and singer presented on advertisement and follow peers so that they can share idea among friends who study in the same grade with personality of modern-looking and styles to restore the social status. Such idea leads people to determine others by outward appearances; such as dressing, ornament, belongings, and values of living, and even consumption. The consumers pay more attention to what they eat because what they eat represents their symbolic consumption, characteristics, and values that makes them different and superior. Symbolic consumption influences people who are in the same status admire each other on Kim-chi-eating behavior with hidden meaning, that's called "symbolic consumption"

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 1. Conclusion result of the research

##### 1.1 Demographic variables of consumers surveyed

Majority of consumer surveyed or 67.5% are women, while men are 32.5%. Most of sample at 30.3% are between 26-30 years old. Majority of education levels of samples group are bachelor degree at 35.7%. For working status, Most of sample at 25.3% are business owner or self business while non-working are studying at 22.3%. In term of salary per month, 44.5% of consumers' surveyed gain 10,001-20,000 baht.

##### 1.2 Perception and attitude affecting Kim-chi consumption behavior

The part is designed to find out the perception and all behavior toward the Kim-Chi. The majority of respondents answered that Kim-Chi belongs to Korea are 88% and answered Japan at 12%. When talking about Kim-Chi. The majority of respondents think that Kim-chi is pickling cabbages represented as 67%, in the same time; they also consume Kim-Chi in kind of pickling cabbages represented as 76.3%. The majority of respondents ate Kim-Chi Japanese restaurant in Thailand for the first time represented as 56.7% and ate in the period of 2005-2009 A.D. represented as 48.3%.

The majority of respondents have still eaten Kim-Chi in the present represented as 60.3%. They eat or buy Kim-Chi at Japanese restaurant in Thailand at 60.7%. However, they have eaten Kim-chi occasionally represented as 41.7% and they eat Kim-chi because it comes with a set meal represented as 87.7%. Finally, the majority of respondents keep eating Kim-chi in the future represented as 80.7%.



### 1.3 Factors and causes affecting Kim-chi consumption

This part is to study the factors influencing Kim-chi consumption and strongly intends to find research hypothesis. This part could be examined Korean wave affecting Kim-Chi consumption behavior of Thai on Bangkok. This research shows that the majority of respondents who are Kim-chi consumers prefer Korean culture and entertainment media represented as 71.3%. They got the influence of Korean entertainment media or Korean wave that affect their decision on try Kim-Chi or Korean food at 77.5% while eat only Kim-Chi at 22.5%. Most of consumers in the sample group choose the factor of Korean movie and Korean series as the first importance; represented as 38.8%. The second factor is Korean actors and Korean singers at 46%. The third factor is Korean tourism advertising at 38.8%. Meanwhile, the factor of “Dae-jung-guem” Korean series (aired on TV 3 in Thailand 2005 A.D.) has an effect on respondents for trying decision or interesting toward Kim-Chi. After watching this series, they try eating Kim-chi at 63.8%.

Besides the entertainment media or Korean wave, another factor that has the most influence on your trial or consuming decision toward Kim-Chi and Korean food is oneself represented as 37.5%. The second factor is Friend’s suggestion at 36.3%. The third factor is packaging or product (label/ Korean language/ beauty) represented as 35%.

### 1.4 Consumerism of sign toward Kim-chi as Korean cultural product

This part is to examine symbolic consumption that has reflected the consumption of Korean cultures among Thai people by studying attitude of respondents who eat Kim-chi. The overall attitude of consumers in the sample group who have attitudes and behavior consumption in term of consumerism of sign toward Korean cultural product is positive with the mean value of 3.84. It related to the concept “symbolic consumption” with questions under concept of consumerism of sign.

## **2. General Suggestions**

1. The results reflected the success of Korean cultural products in Thailand territory. Kim-chi was selected as a case study. It found that Kim-chi becomes known and acceptable to more Thai consumers. It also unveiled the state policy or strategies to export the cultural products to be known across culture through mass media such as television program, advertisement, and public relation. Thai foods have been rooted in tradition and culture as long as Korean Kim-chi. However, Thai foods have been found on media slightly while government strategies do not work as effectively as Korean state policy.

2. The results reflected the accomplishment on Korean cultural propagation and cultural product that has become greatly populated in Thai society. Thai consumers exposed to the foreign entertainment media. Regarding to Thai consumers' behavior, it found that despite Korean Kim-chi has become well-known in Thailand, the Japanese restaurants have been paid greater attention than Korean restaurants by Thai consumers. Possibly this was because Thai people are more acquainted with Japanese food than Korean foods. In the researcher's viewpoint, number of Korean restaurants is small currently, they usually were found in the territory where Koreans are residents while the consumers entering into Korean restaurant often were not Thai nationals. On the contrary, the Japanese restaurants can be found more frequently in the department store and there are more options, reflecting that Japanese foods are more popular in Thailand than Korean foods. It's suggested that Korean restaurants should be promoted increasingly to be known in Thai society.

## **3. Future Work Suggestion**

1. This paper examined Kim-chi specifically as it represented the Korean cultural product in Thailand. There was limitation as other Korean menus were not included. For further investigation, other cultural products other than Kim-chi should be examined for comparison and to see they are popular like Kim-chi.

2. This research was examined during the popular currency of Korean culture. The Korean entertainment media has influenced Kim-chi consumption in term of cultural product presentation. For future work, this should be further investigated to see if Korean wave has been continued in Thai society and to see if it has influence on consumption of other Korean cultural products in Thai consumers.



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## **APPENDICES**

ศูนย์วิทยทรัพยากร  
จุฬาลงกรณ์มหาวิทยาลัย

## Appendix A

### Formula for Sample Size Calculation

Sample size for  $\pm 3\%$ ,  $\pm 5\%$ ,  $\pm 7\%$  and  $\pm 10\%$  Precision Levels Where Confidence Level is 95% and  $P=0.5$ .

Size of Population	Sample Size (n) for Precision (e) of:			
	$\pm 3\%$	$\pm 5\%$	$\pm 7\%$	$\pm 10\%$
500	a	222	145	83
600	a	240	152	86
700	a	255	158	88
800	a	267	163	89
900	a	277	166	90
1,000	a	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
>100,000	1,111	400	204	100

a = Assumption of normal population is poor (Yamane, 1967). The entire population should be sampled.

**Source:** Yamane, Taro. *Statistics, An Introductory Analysis*, 2nd Ed., New York: Harper and Row, 1967.

## Appendix B: The Questionnaire in English



### Questionnaire: Consumption Behavior of Korean Cultural Product “Kim-Chi” in Bangkok

This questionnaire is to collect information for composing a thesis, submitted in the requirements for the degree of Master of Arts in Korean Study Department of Chulalongkorn University. Any information obtained from respondents will be confidential and used for presenting and analyzing only.

Respondents are required to be those who have eaten Kim-Chi and those who live in Bangkok area. Please kindly fill out every detail in the questionnaire. Many thanks for your cooperation which help the researcher to be able to collect necessary information for academic purpose.

#### Part I General Information

1. Gender

- Male  
 Female

2. Age

- \_\_\_\_ years old

3. Highest Education Level

- Uneducated  
 Elementary School (Grade 1-3) or Equivalence Certificate  
 Elementary School (Grade 4-6) or Equivalence Certificate  
 Secondary School or Equivalence Certificate  
 High School/ Vocational Certificate or Equivalence Certificate

- High-Level Vocational School or Equivalence Certificate
- Vocational Certificate in University/ College/Royal Military Academy  
/Royal Police Academy / Other Related Institution
- Bachelor Degree
- Master Degree
- Doctor's Degree

#### 4. Current Occupation Status

- Working (Please select occupation)
  - Government Officer
  - State Enterprises Officer/Government
  - Private Corporate Officer
  - Business Owner/ Self Business
  - Employee
  - Other (please specify).....
- Non-working (Please select)
  - Studying
  - Looking for a job/unemployment
  - Housewife
  - Retirement
  - Illness
  - Disability/ Incapability
  - Other (please specify).....

#### 5. Monthly Salary (Full time job)

- No salary
- Lower than 10,000 baht
- 10,001-20,000 baht
- 20,001-30,000 baht
- 30,001-40,000 baht

- 40,001-50,000 baht
- Upper than 50,001 baht

## **Part 2 Perceptions that affect Thais' consumer behavior toward Kim-Chi**

6. In your opinion, which country does Kim-Chi belong to?
- Korea
  - Japan
  - China
  - Thailand
  - Not sure
7. When talking about Kim-Chi, what kind of food do you think of? / Base on your perceptions which of the following choices are Kim-Chi? (Multiple answers are allowed)
- Pickling cabbages
  - Pickling vegetable such as pickling cucumber, radish, pickled chilli, pickled ginger Pickling seafood such as pickling shrimp, pickling octopus, pickling crab, pickling oyster
  - Different kinds of food which has Kim-Chi as ingredient such as Kim-Chi fried rice, Kim-Chi soup, pork fried with Kim-Chi
  - Products in Thailand that use Kim-Chi as a raw material or ingredient such as Kim-Chi flavored fish snack, Kim-Chi flavored biscuits, Kim-Chi flavored instant noodle, Kim-Chi flavored fried-baked seaweed , Kim-Chi flavored Pizza
  - Other (please specify).....
8. What kind of Kim-Chi do you eat?
- Pickling cabbages

- Pickling vegetable such as pickling cucumber, radish, pickled chilli, pickled ginger Pickling seafood such as pickling shrimp, pickling octopus, pickling crab, pickling oyster
- Different kinds of food which has Kim-Chi as ingredient such as Kim-Chi fried rice, Kim-Chi soup, pork fried with Kim-Chi
- Products in Thailand that use Kim-Chi as a raw material or ingredient such as Kim-Chi flavored fish snack, Kim-Chi flavored biscuits, Kim-Chi flavored instant noodle, Kim-Chi flavored fried-baked seaweed , Kim-Chi flavored Pizza
- Other (please specify).....

**Note: From Question number 9 in this questionnaire, the researcher views “Pickling Cabbage Kim-Chi” as “Kim-Chi”.**

9. Where did you eat Kim-Chi for the first time?

- at Korea
- at Japan
- at Korean restaurant in Thailand
- at Japanese restaurant in Thailand
- Bought Kim Chi from department store/ supermarket.
- Other (please specify).....

10. When was the first time you ate Kim-Chi?

- Before 2533 B.E. (1990 A.D.)
- 2533 -2537 B.E. (1990 -1994 A.D.)
- 2538 -2542 B.E. (1995-1999 A.D.)
- 2543 -2547 B.E. (2001-2004 A.D.)
- 2548 -2552 B.E. (2005-2009 A.D.)
- 2553 B.E. (2010 A.D.)

11. Do you still eat Kim-Chi?

- Yes

No (Skip to Question 15)

12. At the present, where do you eat or buy Kim-Chi in Thailand? (Multiple answers are allowed)

- Korean restaurant
- Japanese restaurant
- department store/supermarket
- Korean product zone e.g. Korean Town
- Internet
- Self-cooking
- Other (please specify).....

13. How often do you eat Kim-Chi?

- Everyday
- 3-4 times per week
- 1-2 times per week
- Once per month
- Once per 3-6 month
- Once per year
- Occasionally

14. When you have an opportunity to eat Kim-Chi, which forms of Kim-chi do you prefer to have? (Multiple answers are allowed)

- Eat Kim-Chi because it comes with a set meal
- Intentionally order a dish of Kim-Chi
- Intentionally order many dishes of Kim-Chi
- Eat food that use Kim-Chi as an ingredient

15. In the future, are you keeping eating Kim-Chi?

- Yes
- No

- Not sure

**Part III Cause roots/Influences/ Factors that affect Thai's consumption toward Kim-Chi**

16. Do you prefer Korean culture and entertainment media?

- Yes (Please select the level of preference)  
 \_\_\_very much \_\_\_much \_\_\_average \_\_\_least \_\_\_very least
- Not at all

17. Does the influence of Korean entertainment media or Korean wave affect your decision on try Kim-Chi or Korean food?

- Yes  
 \_\_\_ Eat only Kim-Chi  
 \_\_\_ Eat both Kim-Chi and Korean food  
 (Please select the level of both factors that affect on your consumption)  
 \_\_\_very much \_\_\_much \_\_\_average \_\_\_least \_\_\_very least
- No (Skip to Question 20)

18. Which of the following Korean Media or Korean wave have an affect on your Kim Chi's consumption? Please select only the most three important factors in your opinion from 1 to 3 respectively (Note: 1 is the priority factor)

- \_\_\_ Korean Movie/Korean Series  
 \_\_\_ Korean Actors and Singers  
 \_\_\_ Korean computer game/ Korean online games  
 \_\_\_ Korean TV channel/ Korean Cable channel  
 \_\_\_ Korean Songs  
 \_\_\_ Korean Tourism Advertising  
 \_\_\_ Korean TV game shows



19. Does Dae Jang-geum Series (It was aired on TV 3 in Thailand 2548 B.E.) have an effect on your try decision or interesting toward Kim-Chi and Korean food?

- Yes (Please select the level of importance)  
 \_\_\_very much \_\_\_much \_\_\_average \_\_\_least \_\_\_very least
- No

20. Besides the entertainment media or Korean wave, which factor has the most influence on your trial or consuming decision toward Kim-Chi and Korean food?

- \_\_\_ Yourself  
 \_\_\_ Friend's suggestion  
 \_\_\_ Family/ Relative's suggestion  
 \_\_\_ Packaging/ Product (label/ Korean language/ Beauty)  
 \_\_\_ Distribution Channel (Japanese-Korean restaurant/ Department store)

#### Part IV Kim-Chi: Thais' Consumerism of Sign toward Korean cultural product

21. Please select the appropriate choice on your perception basis (Note: Strongly agree, Agree, Not sure, Disagree, Strongly disagree)

	Strongly agree	Agree	Not sure	Disagree	Strongly disagree
21.1 "Kim Chi" is a symbol or representative of Korea.					
21.2 Consuming "Kim Chi" is to sense Korean culture.					
21.3 "Kim Chi" is the popular and modern food in the current.					
21.4 "Kim Chi" is tasty and delicious.					

21.5 “Kim Chi” is healthy and nutrient-rich foods.					
21.6 “Kim Chi” generally sold in Thailand are expensive or quite expensive.					
21.7 Most “Kim-Chi” in Thailand is adapted to Thais’ taste which is different from Kim-Chi in Korea.					
21.8 Whenever you eat Korean food, you always eat “Kim Chi”.					
21.9 The atmosphere in Korea restaurant can influence you to eat “Kim Chi”.					

Ending questionnaire

Thank you for your cooperation

ศูนย์วิทยทรัพยากร  
จุฬาลงกรณ์มหาวิทยาลัย

## Appendix C: The Questionnaire in Thai



แบบสอบถาม : พฤติกรรมการบริโภคกิมจิในฐานะสินค้าทางวัฒนธรรมของคนไทย

ในเขตกรุงเทพมหานคร

แบบสอบถามนี้มีวัตถุประสงค์เพื่อเก็บรวบรวมข้อมูลเพื่อใช้ประกอบการทำวิทยานิพนธ์ ตามหลักสูตรศิลปศาสตรมหาบัณฑิตสาขาวิชาเกาหลีศึกษา จุฬาลงกรณ์มหาวิทยาลัย ข้อมูลที่ได้รับจากท่านจะถือเป็นความลับเพื่อนำไปใช้ในการนำเสนอข้อมูลและวิเคราะห์ข้อมูลในภาพรวมเท่านั้น

ขอความร่วมมือผู้ตอบแบบสอบถามเฉพาะผู้ที่เคยรับประทานกิมจิ และอาศัยอยู่ในเขตกรุงเทพมหานครเท่านั้นในการตอบแบบสอบถามค่ะ รบกวนช่วยกรอกข้อมูลให้ครบถ้วนนะคะ ขอขอบพระคุณทุกท่านที่กรุณาให้ความร่วมมือเป็นอย่างสูง และมีส่วนทำให้ผู้วิจัยได้ข้อมูลที่เป็นประโยชน์ในการศึกษาค่ะ

### ส่วนที่ 1 ข้อมูลทั่วไป

22. เพศ

ชาย

หญิง

23. อายุ

\_\_\_\_\_ ปี

24. ระดับการศึกษาสูงสุด

ไม่เคยเรียนหนังสือ

ประถมต้น (ป.1 – ป.4) หรือเทียบเท่า

ประถมปลาย (ป.6) หรือเทียบเท่า

มัธยมศึกษาตอนต้นหรือเทียบเท่า

- มัธยมศึกษาตอนปลาย/ ปวช. หรือเทียบเท่า
- อนุปริญญา/ ปวส. หรือเทียบเท่า
- ประกาศนียบัตรวิชาชีพเฉพาะในมหาวิทยาลัย วิทยาลัย สถาบันทหาร-ตำรวจหรือสถาบันชั้นสูงอื่นๆ
- ปริญญาตรี
- ปริญญาโท
- ปริญญาเอก

25. สถานภาพการทำงานปัจจุบัน

• ทำงาน (กรุณาเลือกอาชีพ)

- ข้าราชการ
- พนักงานรัฐวิสาหกิจ/รัฐบาล
- พนักงานบริษัทเอกชน
- กิจการส่วนตัว/นายจ้าง
- ลูกจ้างของผู้ประกอบกิจการส่วนตัว
- อื่นๆ (โปรดระบุ).....

• ไม่ได้ทำงาน เนื่องจาก (กรุณาเลือก)

- กำลังศึกษาอยู่
- กำลังหางาน / ว่างาน
- เป็นแม่บ้าน
- เกษียณ
- ป่วย
- ทูพพลภาพ
- อื่นๆ (โปรดระบุ).....

26. รายได้ต่อเดือน (อาชีพประจำ)

- ไม่มีรายได้
- ต่ำกว่า 10,000 บาท
- 10,001-20,000 บาท
- 20,001-30,000 บาท
- 30,001-40,000 บาท
- 40,001-50,000 บาท
- สูงกว่า 50,001 บาท

ส่วนที่ 2 ภาพการรับรู้ที่ส่งผลต่อการบริโภคและพฤติกรรมบริโภคกิมจิของคนไทย

27. ท่านคิดว่ากิมจิเป็นอาหารสัญชาติใด

- เกาหลี
- ญี่ปุ่น
- จีน
- ไทย
- ไม่แน่ใจ

28. เมื่อพูดถึง“กิมจิ” ท่านนึกถึงอาหารประเภทใดบ้าง/ ตามทัศนคติของท่านข้อใดคือ “กิมจิ”

(ตอบได้มากกว่า 1 ข้อ)

- ผักกาดขาวดอง
- ผักดองต่างๆ เช่น แดงกวาดอง, ไซเท้าดอง, พริกดอง, ชิงดอง
- อาหารทะเลดอง เช่น กุ้งดอง, ปลาหมึกดอง, ปลูดอง, หอยนางรมดอง
- อาหารประเภทต่างๆ ที่มีกิมจิเป็นส่วนประกอบ เช่น ข้าวผัดกิมจิ, น้ำแกงกิมจิ, หมูผัดกิมจิ
- ผลิตภัณฑ์ในประเทศไทยที่ใช้กิมจิเป็นวัตถุดิบหรือส่วนประกอบ เช่น ปลาเส้นรสกิมจิ, มันฝรั่งทอดกรอบรสกิมจิ, บะหมี่กึ่งสำเร็จรูปรสกิมจิ, สาหร่ายทอด-อบรสกิมจิ, พืชชาน้ำกิมจิ

อื่นๆ (โปรดระบุ).....

29. ท่านบริโภค “กิมจิ” ชนิดใดบ้าง (ตอบได้มากกว่า 1 ข้อ)

- ผักกาดขาวดอง
- ผักดองต่างๆ เช่น แดงกวาดอง, ไซเท้าดอง, พริกดอง, ขิงดอง
- ประเภทอาหารทะเลดอง เช่น กุ้งดอง, ปลาหมึกดอง, ปลูดอง, หอยนางรมดอง
- ประเภทต่างๆ ที่มีกิมจิเป็นส่วนประกอบ เช่น ข้าวผัดกิมจิ, น้ำแกงกิมจิ, หมูผัดกิมจิ, บะหมี่กึ่งสำเร็จรูปรสกิมจิ
- ผลิตภัณฑ์ในประเทศไทยที่ใช้กิมจิเป็นวัตถุดิบหรือส่วนประกอบ เช่น ปลาเส้นรสกิมจิ, มันฝรั่งทอดกรอบรสกิมจิ, บะหมี่กึ่งสำเร็จรูปรสกิมจิ, สาหร่ายทอด-อบรสกิมจิ, พืชชำหน้ากิมจิ
- ประเภทอื่นๆ (โปรดระบุ).....

หมายเหตุ ตั้งแต่ข้อ 9 เป็นต้นไปในแบบสอบถามนี้ ผู้วิจัยเลือก “กิมจิประเภทผักกาดดอง” อันหมายถึง “กิมจิ”

30. ท่านรับประทานกิมจิครั้งแรกจากที่ใด

- ประเทศเกาหลี
- ประเทศญี่ปุ่น
- ร้านอาหารเกาหลีในประเทศไทย
- ร้านอาหารญี่ปุ่นในประเทศไทย
- ห้างจ้อจากผลิตภัณฑ์ในห้างสรรพสินค้า/ซูเปอร์มาร์เก็ต
- อื่นๆ (โปรดระบุ).....

31. ท่านรับประทานกิมจิตั้งแต่ปีใด

- ก่อนปี พ.ศ. 2533 (ค.ศ. 1990)
- ปี พ.ศ. 2533 -2537 (ค.ศ. 1990 -1994)

- ปี พ.ศ. 2538 -2542 (ค.ศ. 1995-1999)
- ปี พ.ศ. 2543 -2547 (ค.ศ. 2001-2004)
- ปี พ.ศ. 2548 -2552 (ค.ศ. 2005-2009)
- ปี พ.ศ. 2553 (ค.ศ. 2010)

32. ปัจจุบันท่านยังคงรับประทานกิมจิหรือไม่

- ใช่
- ไม่ใช่ (กรุณาข้ามไปข้อ 15 )

33. ปัจจุบันท่านรับประทานหรือหาซื้อกิมจิจากที่ใดบ้างในประเทศไทย (ตอบได้มากกว่า 1 ข้อ)

- ร้านอาหารเกาหลี
- ร้านอาหารญี่ปุ่น
- หาซื้อจากผลิตภัณฑ์ในห้างสรรพสินค้า/ซูเปอร์มาร์เก็ต
- ย่านขายสินค้าเกาหลี เช่น Korean Town
- สั่งทางอินเทอร์เน็ต
- ทำเอง
- อื่นๆ (โปรดระบุ).....

34. ความถี่ในการรับประทานกิมจิของท่าน

- ทุกวัน
- 3-4 ครั้ง/สัปดาห์
- 1-2 ครั้ง/สัปดาห์
- เดือนละครั้ง
- 3-6 เดือน/ครั้ง
- ปีละครั้ง
- แล้วแต่โอกาส

35. เมื่อท่านมีโอกาสรับประทานอาหารกิมจิในร้านอาหารมักนิยมรับประทานในรูปแบบใด (ตอบได้มากกว่า 1 ข้อ)

- รับประทานเฉพาะที่มากับอาหารชุด (set) โดยไม่ได้สั่งเพิ่มเติม
- สั่งมารับประทานโดยเฉพาะ (จานเดียว)
- สั่งมารับประทานโดยเฉพาะ(จานเดียว) และมากกว่า 1 จาน
- รับประทานอาหารประเภทต่างๆ ที่มีกิมจิเป็นส่วนประกอบ เช่น ข้าวผัดกิมจิ, น้ำแกงกิมจิ, หมูผัดกิมจิ

36. ในอนาคตท่านจะยังคงรับประทานกิมจิต่อไป

- ใช่
- ไม่ใช่
- ไม่แน่ใจ

### ส่วนที่ 3 สาเหตุอิทธิพล/ปัจจัยที่ส่งผลต่อการบริโภคกิมจิของคนไทย

37. ท่านชื่นชอบวัฒนธรรมและสื่อบันเทิงเกาหลีต่างๆ หรือไม่

- ใช่ (กรุณาเลือกระดับความชื่นชอบ)  
 \_\_มากที่สุด \_\_มาก \_\_ปานกลาง \_\_น้อย \_\_น้อยที่สุด
- ไม่ชอบเลย

38. อิทธิพลของสื่อบันเทิงเกาหลีหรือคลื่นกระแสวัฒนธรรมเกาหลี (Korean Wave) มีผลต่อการลองหรือตัดสินใจรับประทานกิมจิและอาหารเกาหลีของท่านหรือไม่

- ใช่ \_\_รับประทานเฉพาะกิมจิ  
 \_\_รับประทานทั้งกิมจิและอาหารเกาหลี

(กรุณาเลือกระดับความสำคัญที่มีผลต่อการรับประทาน)

- ใช่ \_\_มากที่สุด \_\_มาก \_\_ปานกลาง \_\_น้อย \_\_น้อยที่สุด
- ไม่ใช่ (กรุณาข้ามไปข้อ 20)



39. อิทธิพลของสื่อบันเทิงเกาหลีหรือคลื่นกระแสวัฒนธรรมเกาหลี (Korean Wave) ใดที่มีผลต่อการเลือกบริโภคกิจกรรมของท่าน กรุณาเรียงลำดับ 3 ปัจจัยที่สำคัญ ตามทัศนคติของท่าน ในช่องที่เหมาะสมจากหมายเลข 1 ไป 3 (หมายเหตุ: 1 คือปัจจัยที่สำคัญลำดับแรก)

\_\_\_ ภาพยนตร์/ละครเกาหลี

\_\_\_ เพลงเกาหลี

\_\_\_ ดารานักร้องเกาหลี

\_\_\_ สื่อโฆษณาประชาสัมพันธ์การท่องเที่ยวเกาหลี

\_\_\_ เกมคอมพิวเตอร์เกาหลี/เกมออนไลน์เกาหลี

\_\_\_ รายการเกมโชว์ของเกาหลี

\_\_\_ ช่องโทรทัศน์/เคเบิลช่องเกาหลี

40. ละครเกาหลีเรื่องแดจังกึม (ออกอากาศทางสถานีโทรทัศน์ไทยทีวีสีช่อง 3 ประเทศไทย ปี พ.ศ. 2548) มีผลต่อท่านในการตัดสินใจทดลองหรือให้ความสนใจรับประทานกิมจิและอาหารเกาหลี

ใช่ (กรุณาเลือกระดับความสำคัญ)

\_\_\_ มากที่สุด \_\_\_ มาก \_\_\_ ปานกลาง \_\_\_ น้อย \_\_\_ น้อยที่สุด

ไม่ใช่

41. นอกเหนือจากสื่อบันเทิงเกาหลีหรือคลื่นกระแสวัฒนธรรมเกาหลี (Korean Wave) แล้ว ปัจจัยใดมีอิทธิพลมากที่สุดต่อการลองหรือตัดสินใจรับประทานกิมจิและอาหารเกาหลี

\_\_\_ ตัวท่านเอง

\_\_\_ กลุ่มเพื่อนแนะนำ

\_\_\_ ครอบครัว/ญาติพี่น้องแนะนำ

\_\_\_ บรรรจุภัณฑ์/ผลิตภัณฑ์ (สลากสินค้า/ภาษาเกาหลี/ความสวยงาม)

\_\_\_ สถานที่จำหน่ายสินค้า (ร้านอาหารญี่ปุ่น-เกาหลี/ห้างสรรพสินค้า)

ส่วนที่ 4 กิมจิ : การบริโภคเชิงสัญลักษณ์ค้าทางวัฒนธรรมเกาหลีของคนไทย

ข้อ 21 กรุณาเลือกตอบตามทัศนคติของท่านในช่องที่เหมาะสมดังต่อไปนี้ (หมายเหตุ: เห็นด้วยอย่างยิ่ง, เห็นด้วย, เฉยๆ, ไม่เห็นด้วย, ไม่แน่ใจ)

	เห็น ด้วย อย่าง ยิ่ง	เห็น ด้วย	ไม่ แน่ใจ	ไม่เห็น ด้วย	ไม่เห็น ด้วย อย่าง ยิ่ง
21.1 “กิมจิ” คือ สัญลักษณ์หรือตัวแทนความเป็นเกาหลี					
21.2 การรับประทาน “กิมจิ” หมายถึงการเข้าถึงหรือสัมผัสวัฒนธรรมเกาหลี					
21.3 “กิมจิ” เป็นอาหารที่เป็นที่นิยมหรือมีความทันสมัยในปัจจุบัน					
21.4 “กิมจิ” มีรสชาติดีและอร่อย					
21.5 “กิมจิ” มีคุณค่าทางสารอาหารและมีประโยชน์ต่อร่างกาย					
21.6 โดยทั่วไป “กิมจิ” ที่จำหน่ายในประเทศไทยมีราคาแพงหรือค่อนข้างสูง					
21.7 “กิมจิ” ในประเทศไทยส่วนใหญ่มีการปรับรสชาติให้เข้ากับคนไทย ซึ่งแตกต่างจากกิมจิที่ประเทศเกาหลี					
21.8 เมื่อมีโอกาสรับประทานอาหารเกาหลี ท่านต้องรับประทาน “กิมจิ” ด้วยเสมอ					
21.9 บรรยากาศในร้านอาหารเกาหลีมีความสำคัญต่อท่านในการรับประทาน “กิมจิ”					

จบแบบสอบถาม

ขอขอบพระคุณในความร่วมมือเป็นอย่างสูงค่ะ

## BIOGRAPHY

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