

KOREAN WAVE EFFECT TOWARDS GROWTH OF KOREAN FOOD BUSINESS :  
KOREAN BBQ/GRILLED RESTAURANT IN BANGKOK , THAILAND



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กระแสเกาหลีที่มีผลกระทบต่อการขายกิจการร้านอาหารเกาหลีประเภทร้านอาหารปิ้งย่างใน  
กรุงเทพมหานคร ประเทศไทย



วิทยานิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต  
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( KOREAN WAVE EFFECT TOWARDS GROWTH OF KOREAN FOOD BUSINESS : KOREAN BBQ/GRILLED RESTAURANT IN BANGKOK , THAILAND) อ.ที่ปรึกษา

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การวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาและวิเคราะห์เกี่ยวกับการเติบโตของธุรกิจร้านอาหารปิ้งย่างเกาหลีในพื้นที่กรุงเทพมหานคร สืบเนื่องจากในปัจจุบันนี้ ธุรกิจร้านอาหารปิ้งย่างเกาหลีเพิ่มขึ้นจากในอดีตอย่างต่อเนื่อง จึงมีความต้องการที่จะศึกษาภาพรวมของร้านอาหารปิ้งย่างเกาหลีในกรุงเทพฯ กล่าวคือเกี่ยวกับที่ตั้งของร้าน, รสชาติ, ประเภทของร้านอาหารปิ้งย่างที่มีหลายระดับต่างกัน ผ่านทางผู้ผลิต โดยการเข้าไปสัมภาษณ์เจ้าของร้านปิ้งย่างเกาหลีจำนวนหนึ่งที่ตั้งอยู่พื้นที่ต่างกัน เพื่อให้ได้รับมุมมองพร้อมกับข้อมูลที่หลากหลาย ในส่วนของผู้บริโภคได้ทำการสำรวจกลุ่มตัวอย่างผู้บริโภคในกรุงเทพฯ ที่ชื่นชอบปิ้งย่างเกาหลี เกี่ยวกับความคุ้นเคยในวัฒนธรรมเกาหลีที่นำมาสู่การเข้ามาเป็นผู้บริโภค ปัจจัยที่ทำให้เกิดความพึงพอใจจากประสบการณ์ ลักษณะการมารับบริการ รวบรวมข้อมูลดังกล่าวเพื่อค้นหาสาเหตุว่ามีปัจจัยอะไรบ้างที่ทำให้ร้านอาหารปิ้งย่างเกาหลีได้รับความนิยมอย่างในปัจจุบัน

จากผลการศึกษาพบว่ากระแสเกาหลีที่เข้ามาในประเทศไทยจนถึงในปัจจุบันเป็นตัวกระตุ้นและเป็นปัจจัยสำคัญรวมถึงมีอิทธิพลดึงดูดให้ผู้บริโภคชาวไทยหันมาสนใจหรือว่ามีอาหารเกาหลีเป็นหนึ่งในทางเลือกมากขึ้น ด้วยความต้องการที่เพิ่มขึ้นทำให้มีผู้เข้ามาเปิดกิจการร้านอาหารเกาหลี โดยเฉพาะร้านอาหารประเภทปิ้งย่างตามพื้นที่ต่าง ๆ ในกรุงเทพมหานครเพิ่มขึ้นเรื่อย ๆ ทว่า เพียงแค่กระแสเกาหลีตามสื่อต่าง ๆ อย่างเดียวก็ไม่ได้ทำให้ธุรกิจร้านอาหารปิ้งย่างเกาหลีนั้นประสบความสำเร็จได้แต่ประกอบกับมาตรฐานและคุณภาพของอาหารที่ใกล้เคียงหรือเหมือนกับอาหารเกาหลีต้นตำรับแท้ ๆ ที่ทำให้ผู้บริโภคมารับประทานซ้ำและทำให้ร้านอาหารปิ้งย่างเกาหลีเหล่านั้นคงอยู่ได้

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KOREAN WAVE EFFECT TOWARDS GROWTH OF KOREAN FOOD BUSINESS :

KOREAN BBQ/GRILLED RESTAURANT IN BANGKOK , THAILAND. Advisor:

Assoc. Prof. Piti Srisangnam, Ph.D.

The purpose of this research was to study and analyze The Growth of Korean Grilled restaurant in Bangkok, Nowadays, Korean Barbeque restaurant has increased continuously from the past also gained popularity among Bangkok consumers in different age gap and various occupation then researcher wanted to study about landscape of Korean Barbeque restaurant in Bangkok such location , shop space , taste through interview with owner of Korean Barbeque restaurant that located in different area for various information and made survey of sample group from Bangkok consumer, about factors that led to customer satisfaction, behavior of consumption, expected to find out what factors that made Korean Barbeque restaurant gain a lot of popularity at the present.

Research findings were as follows Korean Wave is an important motivation for attract Thai consumers have more interest in Korean food or has Korean food in one of their selection. Due to increasing demand, led to increase of owners that came to run Korean restaurant business especially Grill restaurant in many different area in Bangkok. However, only Korean Wave through medias isn't made Korean Grill restaurant business became successful but with maintained standard and quality of food which nearly or similar as original Korean food that can attract customers to visit again and can maintain good status of restaurant for the future.

Field of Study: Korean Studies

Student's Signature .....

Academic Year: 2019

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## TABLE OF CONTENTS

	Page
ABSTRACT (THAI).....	iii
ABSTRACT (ENGLISH).....	iv
ACKNOWLEDGEMENTS .....	v
TABLE OF CONTENTS .....	vi
LIST OF TABLES .....	viii
LIST OF FIGURES .....	ix
CHAPTER I INTRODUCTION .....	1
1.1 Research Background.....	1
1.2 Research Question .....	7
1.3 Hypothesis .....	7
1.4 Research objective.....	7
1.5 Scope of study.....	8
1.6 Research Significance.....	9
1.7 Expected Outcome .....	9
CHAPTER II LITERATURE REVIEW .....	10
2.1 Definition Terms .....	10
2.2 Review of related theories .....	15
2.2.1 McCarthy's 4 Ps theory .....	15
2.2.2 Theory of Demand and Supply .....	17
CHAPTER III RESEARCH METHODOLOGY.....	19
3.1 Data Collection .....	19

3.2 Conceptual framework .....	20
20	
3.3 Theoretical Framework .....	23
CHAPTER IV ORIGIN OF KOREAN FOOD.....	25
4.1 Review of relevant researches and related article .....	25
CHAPTER V DATA ANALYSIS AND DISCUSSION .....	37
5.1 The Landscape of BBQ restaurant in Thailand .....	41
5.2 Why Korean restaurant becomes popular in Thailand .....	49
5.3 How to becomes success in Korean BBQ business.....	50
CHAPTER VI CONCLUSION AND SUGGESTION.....	68
6.1 Conclusion of the research .....	68
6.2 General suggestion .....	72
6.3 Research Limitation .....	73
6.4 Future work suggestion .....	73
Appendix .....	76
REFERENCES .....	95
VITA.....	98



## LIST OF TABLES

	Page
Table 1 Different between Korean Barbeque, Japanese Barbeque and Thai Barbeque .....	13
Table 2 4ps and description .....	15
Table 3 The factors that influence Demand and Supply .....	17
Table 4 Korean restaurant landscape in Bangkok (2019).....	41
Table 5 Korean Grilled restaurant Landscape in Bangkok.....	45
Table 6 Some Korean Grill Restaurant Owner perspective interview summary.....	66



## LIST OF FIGURES

	Page
Figure 1 Korean drama ‘Let’s Eat 3’ (2018).....	4
Figure 2 Korean Drama ‘Weightlifting Fairy Kim Bok Joo’ (2016) .....	4
Figure 3 Korean Historical drama ‘Dae Jang-Geum’ (2003).....	5
Figure 4 Bangkok map divided by area of district. ....	10
Figure 5 Conceptual Framework during research.....	20
Figure 6 Number of Korean restaurant in Bangkok in each area.....	41
Figure 7 Result from survey - Age.....	51
Figure 8 Result from survey - Occupation.....	53
Figure 9 Result from survey: income divided by range.....	53
Figure 10 Result from survey – Korean culture relation/background .....	54
Figure 11 Result from survey – Frequent of consumption.....	55
Figure 12 Result from survey – preference restaurant location.....	55
Figure 13 Result from survey – Consumption factor.....	56
Figure 14 Result from survey – Consumption spending per meal .....	57
Figure 15 Result from survey – Group people.....	57
Figure 16 Result from survey – Wanted improvement factor .....	58
Figure 17 Result from survey – Repeat consumption factor .....	59
Figure 18 Result from survey – Additional Menu suggestion.....	59
Figure 19 Result from survey – Period of time per meal .....	60
Figure 20 Result from survey – type of meat preference .....	60
Figure 21 Result from survey – Service preference .....	61

Figure 22 Result from survey – Type of restaurant preference.....	61
Figure 23 Reference Group 1 : Mid-age customer .....	62
Figure 24 Reference Group 2 : Teenager customer .....	63
Figure 25 Reference Group 3 : New acquisition group .....	64
Figure 26 Korean Grilled Restaurant ‘DOORAE’ at Korean Town, Asok .....	65
Figure 27 Reference Business framework : Korean Grilled restaurant.....	75



## CHAPTER I

### INTRODUCTION

#### 1.1 Research Background

There is story-telling mentioned that grilled food which received a lot of love from people in many country, occurred since Mongol era. Traditional ancient grilled meat started from Mongol soldier during rest in battlefield then they were hungry but didn't have any equipment for cooking so they used Mongol military hat, which was aluminum, for grilled those meat instead. After that, the stove design became similar with soldier hat which has curve at the middle. Anyway, this story-telling didn't have clearly evidence. However, first discovered evidence about grilled food was in 1918 at Hokkaido, Japan. According to the plan by the Japanese government to increase the flock to one million sheep, five sheep farms were established in Japan. However, all of them were demolished except in Hokkaido. Because of this, Hokkaido's residents began eating the meat from sheep that they sheared for their wool. The first Jingsukan dedicated restaurant was a "*Genghis House*" that opened in Tokyo in 1936.

Korea has developed and expand their business in many department such electronics, music and entertainment, manufacturing and another that has grown a

lot from the beginning and became popular ,not only among Koreans but also foreigner and overseas country, is food and cuisine. Foods can be one of representative for each culture because those national local food also has their own unique characteristic. Korean foods have their own aesthetics: symbolic, meaning behind, attractive visual from ingredients natural colors.

**Korean cuisine** has evolved through centuries of social and political change. Originating from ancient agricultural and nomadic traditions in the Korean peninsula and southern Manchuria, Korean cuisine has evolved through a complex interaction of the natural environment and different cultural trends which is largely based on rice, vegetables, and meats.

Because of Korean peninsula surrounded by three sides of sea, Korean ethnic food in the past time mostly were vegetable, fish and seafood but meat consumption wasn't high due to area limitation because the country has small size also majority of landscape are mountain and hills. However, agriculturist tried to raise some cows in foothills and other island that located around there. Anyway, pig and chicken were commonly raised.

When quantity of meat was limited, Korean people still tried to cook and make it delicious then it became an origin of Korean Grilled meat. In the past, Korean Grilled

meat was popular royal cuisine and ate among elite but nowadays because of economic development, the country became industrial country then beef import from overseas was increased so ordinary people can consume grilled meat extensively in not quite high price.

In Korean language, 'Bul' means fire and 'Gogi' means meat, when two words come together it will mean 'Grilled meat' or 'Barbeque'. This dish was tasty dish and became popular in large restaurant. People will eat in family special occasion also for festival celebration or welcoming party for important guest. So Bulgogi is well-known food among foreigner and most-order when foreigner come to Korean restaurant. Bulgogi, mostly used beef but sometimes may used pork , chicken or lamb which cooking process and way to grill same as Bulgogi so someone said that bulgogi is 'way to cook' grilled food by followed Korean recipe. Talking about Method, First, cut or slice that meat into thin piece then marinate with soy sauce and put sesame, sesame oil, garlic and other favorite ingredient. Next, put it on curved stove with half circle similar as hat in the middle then grilled by charcoal stove or gas but Korean people believed that charcoal stove will give a better taste for grilled meat. When it finished, people mostly used chopsticks to put grilled meat on vegetable followed by garlic, fresh chili, preserved soy and wrap up to eat. Grilled meat will serve with Kimchi and various side dishes.

‘Hallyu’ or we can call it ‘Korean Wave’ started from 1998. Major consumption are K-drama/series/films in first period, K-pop/music industry in second period and followed by life style such as beauty cosmetics/products/food etc. in third period. Anyway until nowadays, Korea always fully promote their country such as interesting history, traditional culture, life style, transportation and especially food through TV series/drama such Dae-Jang Geum, Let’s Eat or in food variety program.

Figure 1 Korean drama ‘Let’s Eat 3’ (2018)



Figure 2 Korean Drama ‘Weightlifting Fairy Kim Bok Joo’ (2016)



Talking about the beginning point, there is Korean history drama called ‘Dae Jang-Geum’ which aired on MBC Korean TV channel in 2003, becoming known as one of the primary proponents of the Korean Wave by widening the spread of Korean culture

abroad. This drama emphasized about life of Seo Jang-Geum who became the first female royal physician of the Joseon Dynasty. The main points are the present of perseverance of her and portrayal of traditional Korean culture, including food and cuisine and traditional medicine through the drama. This drama made Thai people knew more about Korean culture and history.

Figure 3 Korean Historical drama 'Dae Jang-Geum' (2003)



จุฬาลงกรณ์มหาวิทยาลัย

Later, K-pop music has been known more in Thailand, also number of Korean restaurant has been expanded big time. As well as, Korean food gain more and more popular here in Thailand especially teenager through first jobber group of people. With the development of technology all around the world nowadays, with all of social media on the internet that we can share and access any information, for an example when people see those youtuber or those who do 'mokbang' with food that look delicious then one person share it to their friends and their friend might



share it to another, that may be one of reason that make Korean food can spread abroad faster. This growth is so interesting since Thai food is the best for Thais but Korean food segment can grew up and get well perception from Thai people. The research will find out the key success factor, perception, growth rate and future opportunity.

Overall restaurant in Thailand is around 160,000 places in 2017. Interesting facts is the growing of foreigner restaurant for many years back and Korean food is the highest growth in last 3 years. The growth is significant especially in Bangkok area. The location of expansion separated by 2 types which is Stand-alone shop and In Mall store. Nowadays, in capital city of Thailand like Bangkok, there are many food and beverages business that has been invested in the area with many different type such rice, noodles, dessert especially Barbeque restaurant. Korean Barbeque restaurant has gain big popularity among Thai people and can expand many different branches in Bangkok area.

Anyway, this research will breakdown the reason that why Thai people are welcome Korean foods and possibility factors that made Korean Barbeque restaurant gain popularity in Bangkok. And what do they think about Korean food taste and quality as well. Most important to understand the landscape of Korean Barbeque restaurant market in Thailand.

## 1.2 Research Question

1. How is landscape of Korean food restaurant, divided by type of main dish in each restaurant, in Bangkok, Thailand nowadays?
2. What are direct and indirect factors that made Korean Barbeque restaurant gain popularity in Bangkok, Thailand?
3. Why Korean Barbeque restaurant business became successful while competition rate of restaurant are getting higher nowadays?

## 1.3 Hypothesis

1. Although there're various type of Korean food that expand their business in Bangkok , Thailand but Barbeque restaurant has many different branch than other type.
2. Due to quality of ingredient and taste that similar to original, good service can be one reason that made Korean food in type of Grill/Barbeque restaurant gain popularity from Thai people also can lead to customer satisfaction.

## 1.4 Research objective

1. To explore and analyze the growth of Korean Barbeque restaurant in Bangkok, Thailand.

2. To observe about Korean Barbeque restaurant landscape in Bangkok, Thailand including location, shop space and taste.
3. To study the perception of Thai consumer in Bangkok about Korean Barbeque food and how they response to it.
4. To find out about significance part that made Korean Barbeque restaurant different from other type of Barbeque restaurant.

### 1.5 Scope of study

1. To ensure that we coverage across related parties, the scope will cover with different sources of information. The scope will be starting from market data through the landscape and real feedback from the ground both demand and supply side. This scope will help the study get full of view and can understand the reason why Korean Barbeque restaurant business has been expanded in Thailand.
2. Classify type of grill restaurant in Bangkok, which one is Thai, Korean or Japanese Barbeque restaurant that quality doesn't similar to the quality of original for choose Korean Barbeque restaurant in Bangkok that has same quality as restaurant at Korea. (ex. Taste, side dish, quality of meat, atmosphere etc.)

### 1.6 Research Significance

To know and understand the reason why Korean food gain big popularity and factor that made Korean food business expand more and more until now also in near future. To observe the market and landscape for Korean food Business in Bangkok, Thailand through supplier and consumer view.

### 1.7 Expected Outcome

1. To know and understand the reason why Korean Grilled restaurant became very popular among Thai people.
2. Understand the market and landscape for Korean food business in Bangkok, Thailand.
3. Understand behavior of Thai consumers in Bangkok that consume Korean Grilled restaurant.

## CHAPTER II

### LITERATURE REVIEW

#### 2.1 Definition Terms

Figure 4 Bangkok map divided by area of district.



Source Wikipedia (2019)

- Overall 100 restaurants. There are 3 Korean restaurants that has many branches in common department store.
- Clearly that majority of Korean restaurants located in CBD area and Inner part of Bangkok, which is quite center location of all Bangkok area.

As I found and observed on internet, website, blog, google map and some real location there are about 100 Korean restaurants which active their business in Bangkok area nowadays in various location for the example, in Wattana, Patumwan, Khong Thoei etc. With various type of food for different target customer such as Rice stream, Soup, Grilled/BBQ, Seafood, noodles, fried chicken, Korean street food which came in individual dish and also other fusion. An interesting point is there are 53 Korean Grilled/BBQ restaurant while the rest of type are 47 restaurants, shows that Korean Grilled restaurant gain more popularity in Thailand then many people want to invest for this business. Anyway, each restaurant also has their own style, different atmosphere, cheap price or expensive price and surely have dissimilar quality of food material.

Due to many disparate, led to different of Korean-like level. In this research, will pick a group of Korean Grilled/BBQ restaurant which still run in Bangkok area until now that have most look-alike Korean restaurant in Korea in term of ingredients, taste and overall quality to analysis by field survey, read a review and compare quality, taste, visual with original Korean Grilled restaurant in Korea.

From my observation, Majority of Korean Grilled restaurant in Bangkok are buffet means that customers have to pay once, starting from about 200thb per each person. Although each restaurant has a different rate of price, but similar thing is customers can eat all of food in line up menu of restaurant with no limit, unlimited

period of time for some restaurant, and with this net-price. Interestingly, even in that cheap price, many Korean Grilled restaurants still keep a good quality like Grilled restaurants which located in Korea.






### *Concept of Ethnic foods*

**Ethnic foods** are defined as foods that originally from a heritage and culture of an ethnic group who use their knowledge of local ingredients. So, both Thai food whether Northern food , Southern food or local food that has special cuisine, unique characteristic from that area and Korean food are also considered as an ethnic food when it's outside of their own countries. (Dohee Kim 2018)

### *Concept of Korean Wave*

**Korean Wave** or **Hallyu** are words that describe the rising popularity of Korean culture which was spread out to publish or towards to another culture and variety society also exploded in the media across the World. Hallyu is Chinese character which made up from two root words, that combined and refers to 'the flow of Korea' (Sue Jin Lee 2011) (Chanika Siriwat 2017)

**Table 1** Different between Korean Barbeque, Japanese Barbeque and Thai Barbeque

	Korean BBQ	Japanese BBQ	Thai BBQ
Visual Appearance			
Type of stove			
Meat	Beef, Pork that already marinated with soy sauce and sesame oil.	The cut pieces of meat which high quality are neatly served together with raw vegetable and dipping sauces like ginger, soy sauce separately.	Sliced piece of pork, sometimes mix with sauce but sometimes not.
Way to cook	Rely on heat of stove for making meat cooked from outside to inside.	Use real coal, for making meat cooked from inside to outside.	Put on fire under the stove for cooked sliced piece of pork.
Way to eat	Wrapped in lettuce leaves with Kimchi, garlic, chili, sauce then eat it together.	Grilled meats are first dipped into various dipping sauce and using chopsticks to eat.	Pork will grill on the middle stove and surrounding by soup with vegetable.
Side dish	Various type of Kimchi, fresh vegetable, candied lotus, noodles , dried squid, Lettuce salad, Stir-fried Zucchini, Spicy Radish salad etc.	Miso soup , Sauce ,Rice	Sauce, Vegetable ,Soup , Boiled egg



Japanese BBQ or Yakiniku, which means “grilled meat” in English, are generally grilled meat dishes in Japanese cuisine. The modern meaning of this word bears some similarity to what people think of what Korean BBQ is: the grilling of portioned meat cuts and vegetables using charcoal or electric grill. The appeal of yakiniku reached Japan during the 20th century and experienced persistent growth even during the Second World War. The contemporary approach of a lot of yakiniku restaurants have also been influenced by the preparation and cooking styles of most Korean restaurants that are based in Osaka and Tokyo, which had been around since the 1940s. It has also been known that yakiniku’s bulgogi variant has been developed by Korean chefs so that the Korean food market will also appeal to the Japanese. This further reinforces the fact that the common cooking techniques in yakiniku were significantly influenced by the typical fares in Korean cuisine, particularly Galbi and Bulgogi.

Korean BBQ meal usually has more variety of side dishes than a typical yakiniku. Sides during a yakiniku will usually just be raw vegetables that are served on the side of the uncooked cuts of meat, whereas Korean BBQ side dishes can be kimchi, candied lotus, noodles, and dried squid, among others.

In a Korean BBQ restaurant, you’ll usually be served with marinated meat that’s ready for grilling. Sometimes, the meat cuts that will be served to you are already cooked. It is also not uncommon for the servers to cut the meat for you using scissors and to actually grill them right in front of you. Meats on yakiniku restaurants,

on the other hand, are generally not marinated when served. Instead, the cut pieces of meat are neatly served on a plate together with some raw vegetables. Dipping sauces like ginger, soy sauce, and ginger are also served on the side for you to dip your meat in so that it will have more flavor. Most Korean BBQ meats are wrapped in lettuce leaves together with kimchi, garlic clove, and chili paste and then eaten like a burrito. This method of eating is a bit sloppy but is still considered a part of the overall authentic Korean BBQ experience. In a yakiniku, however, grilled meats are first dipped into various dipping sauces and then eaten using chopsticks.

## 2.2 Review of related theories

The analysis of the research will base on two theories which are the marketing mix theory also known as 4 Ps by McCarthy and the other is theory of Demand and Supply that tend to be useful for the research and possible necessary theories for doing restaurant business and analyze consumers behavior.

### 2.2.1 McCarthy's 4 Ps theory

Table 2 4ps and description

4ps category	Description
Product	Refers to things that has quality that meet consumer's satisfaction, can be goods, services , ideas and experience that customer want.
Price	Amount a customer pays for product including Price strategy, Price-setting.

Place	Considers providing convenience for consumers. Available in right place, right time such distribution, membership, location and transport.
Promotion	Marketing communications such advertising, PR, direct marketing and sales promotion.

Source (Creative Commons Attribution-ShareAlike License 2019)

The **marketing mix** also known as the **4 Ps** has been defined as the set of marketing tools that the firm uses to pursue its marketing objectives in the target. Thus the marketing mix refers to four broad levels of marketing decision, namely: product, price, promotion, and place. Marketing practice has been occurring for millennia, but marketing theory emerged in the early 20th century. The contemporary marketing mix, or the 4 Ps, which has become the dominant framework for marketing management decisions, was first published in 1960.

The marketing mix, or 4 Ps theories, originally proposed by marketer and academic E.Jerome McCarthy, provides a framework for marketing decision-making. McCarthy's marketing mix has since become one of the most enduring and widely accepted frameworks in marketing.

4ps also can apply when doing restaurant business. In case of restaurant business, Product refers to food and service such as quality of food like taste and flavor, also employee's service which led to consumer satisfaction. Price refers to value of money that customers have to pay for each meal. Place refers to location of restaurant, distribution and membership that provide convenience for consumers.

Lastly, Promotion refers to advertising and promote through many type of medias such television program, social network, newspaper, magazine etc.

### 2.2.2 Theory of Demand and Supply

The Theory of Demand and Supply is a central concept in the understanding of the Economic system and its function. The quantity demanded of a good or service is the amount that consumers plan to buy during a particular time period, and at a particular price.

**Demand** refers to quantity of a product or service is desired by buyers. The quantity demanded is the amount of a product people are willing to buy at a certain price at a particular time. **Supply** represents how much the market can offer. The quantity of supplied refers to amount of a certain good producers are willing to supply when receiving a certain price. (Adam Hyes 2018)

Table 3 The factors that influence Demand and Supply

Factors that influence	
Demand	Supply
<ul style="list-style-type: none"> <li>- Price</li> <li>- Price of related goods</li> <li>- Level of consumer's income</li> <li>- Consumer tastes and preferences</li> <li>- Change in population</li> </ul>	<ul style="list-style-type: none"> <li>- Price</li> <li>- Cost of production</li> <li>- Natural Conditions</li> <li>- Technology</li> <li>- Transport Condition</li> </ul>

<ul style="list-style-type: none"><li>- Income distribution</li><li>- State of trade</li><li>- Climate and weather</li></ul>	<ul style="list-style-type: none"><li>- Government's Policies</li><li>- Price of related goods</li><li>- Competitors</li></ul>
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Source (Smriti Cland 2018) (Nitisha 2018)



## CHAPTER III

### RESEARCH METHODOLOGY

#### 3.1 Data Collection

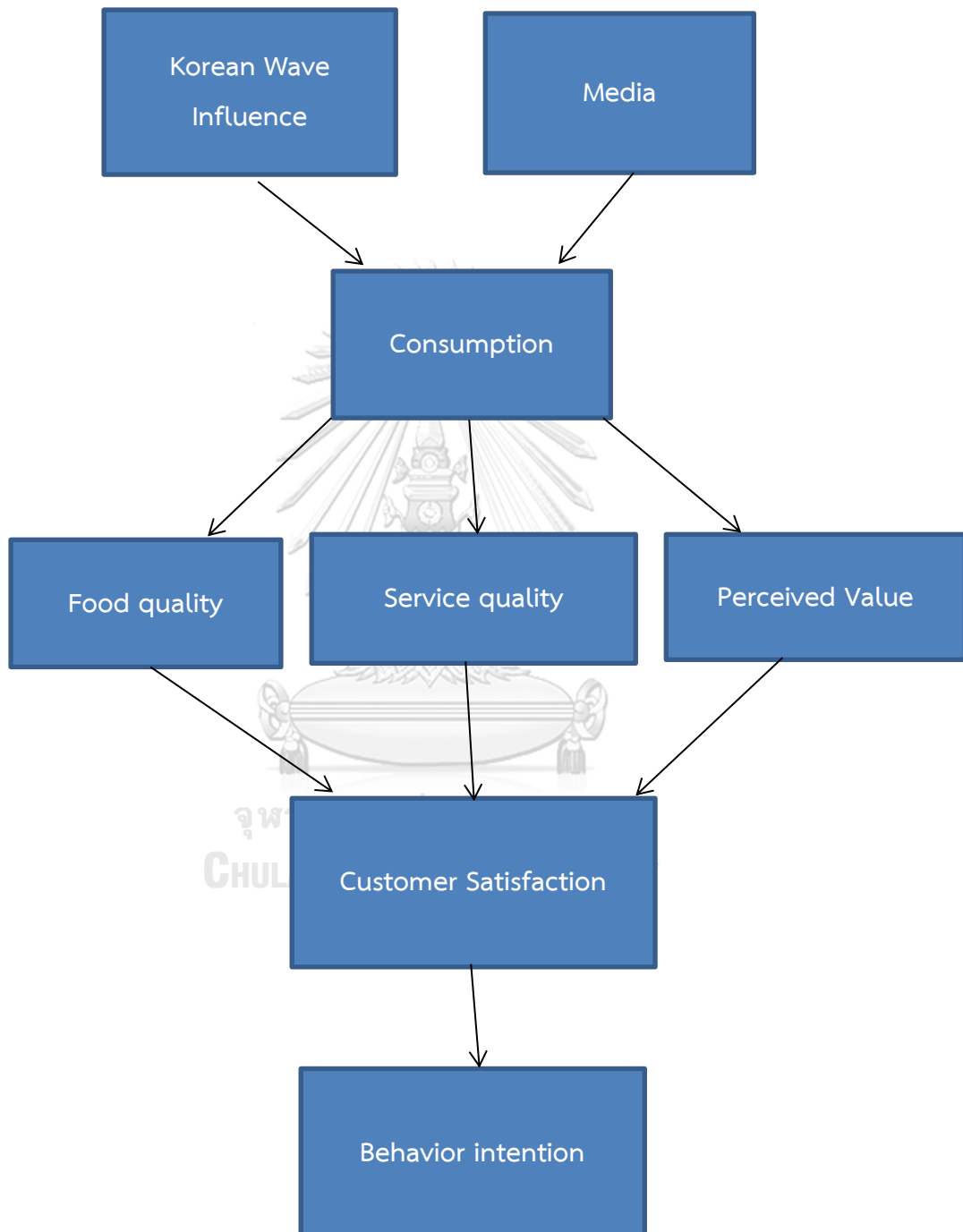
The quantitative research, the questionnaire, surveyed from consumer in Bangkok age between 10-40 years old, Total sampling group of users will be 150 people. The sample size will be addressed with group of questions. The sampling group has been included employed and unemployed. Then do a field survey in some actual area for observation consumer behavior.

The questions in the questionnaire are divided into 3 parts. First, consider the cause why Thailand consumer consume Korean restaurant. Second, how satisfaction for Thailand consumers experience from restaurant. Last but not least, future consumption of Thai consumers related with Korean Grilled Restaurant.

Also have a short interview with three Korean Grilled restaurant owners whose restaurant located in different location, different type of menu for various perspective and information about doing Korean Grilled restaurant business such motivation, competitive landscape, key challenge, key success, overall image, future plan and intention.

### 3.2 Conceptual framework

Figure 5 Conceptual Framework during research



From the research methodology, we do have clear target group to ensure that the result will be addressed and analyzed by clear assumption. And to get another view of business, every restaurant for our interviewing, will be included restaurant owner for the business point of view and feedback.

Starting from the target group which are biggest population through the owner who provide this business insight. The analysis will be clearly give 360 degree view point for the Korean business in Thailand both consume and organize part.

The questions will be as total 15 questions to ensure that we cover as total 3 parts of categories

In order to reveal the causes, experiences and consequences of ethnic food consumption at Korean restaurants in Bangkok, a survey was designed into three sections based on a through literature review to answer the following three research questions group:

1. What causes Bangkok consumers to consume Korean food at Korean restaurants in Bangkok?



2. How's Bangkok consumers satisfied after they consume Korean food at Korean restaurants in Bangkok?

3. What are future behavioral intention of Bangkok consumers eating Korean food at Korean restaurants in Bangkok?

With the above questions, we will scope down to the major conceptual in each particular group of questions. This is important to align the objective overall and clarify clearly with fully mood and tone of the survey. Each group will get clear designed objective to manage and control the further question. Major factors has been integrated to each group of questions as following

No.1, the journey of causes to visit Korea restaurant will be consider as following

- Korean background – Familiar with Korean culture, trend and friends
- Marketing communication – Social, Material, Event and specific group
- Taste of food – Asian style with good taste

No.2, the satisfaction factor for Bangkok consumer to experience Korean restaurant

- Environment – Restaurant condition, environment, convenience and Decoration
- Foods – Variety of menu, taste, quality and dish décor

- Location – Place of restaurant, convenience and public transportation

No.3, future engagement with restaurant

- Frequency of visiting – How's often to visit restaurant
- Advocate – How many times to recommend to others for the great restaurant
- New restaurant visit – How expand the visit to new restaurant

### 3.3 Theoretical Framework

The research will be applied based on foundation of marketing which is Demand and supply theory. With this foundation, consumers behaviors is depend on demand and supply rules.

3.3.1 Demand, per designed questions, consumer will be asked by related of factor that generate the demand as following,

- Price
- Location
- Taste of foods
- Services
- Quality
- Decoration

- Promotion
- Variety of Menu

3.3.2 Supply, this research has been covered with Korean restaurant owners. This will made the information can be cover even more area to consider from both side such business owner and consumer.

- Total cost of ownership
- Margin
- Store expansion
- Labor management
- Material
- Government support
- Marketing 4P
- Payment gateway
- Competition landscape



## CHAPTER IV

### ORIGIN OF KOREAN FOOD

#### 4.1 Review of relevant researches and related article

##### Part1. Background of original Korean food

The author pointed that Korean food made a hit in the world from the aspects of nutrition, cooking science and culture. The author tried to understand Korean food culture by analyses of Korean traditional music and paintings then explain in deep detail about Korean food with the symbolic significance and different meaning behind Korean cuisine also show the Aesthetics of Korean food by explain different type of dish separately, and as the showed up picture point out that foods show the aesthetic of beauty. Considering Korean food, there are many great visual factors such as the natural colors of ingredients containing beauty that's hard to find anywhere else. In my point of view, Knowing and understanding about background of original Korean food or identity and relationship between food and culture is quite useful when it comes to Korean food-related research.

Hae Kyung ,Chung. Hye Jeong ,Yang. Dayeon , Shin. Kyung Rhan ,Chung.

**“Aesthetics of Korean foods : The symbol of Korean culture.”** Journal of Ethnic Foods (14 Sep. 2016.) :178-188 <<http://journalofethnicfoods.net>>

The author pointed that Korean food made a hit in the world from the aspects of nutrition, cooking science and culture. Food also can be a representative

of culture and needs to be developed as an excellent cultural product. The author tried to understand Korean food culture by analyses of Korean traditional music and paintings then explain in deep detail about Korean food with the symbolic significance and different meaning behind Korean cuisine. The name of each food majority came from Chinese character. This paper also shows the Aesthetics of Korean food by explain different type of dish separately, and as the shown up picture point out that foods show the aesthetic of beauty.

Considering Korean food, there are many great visual factors such as the natural colors of ingredients containing beauty that's hard to find anywhere else. Finally, the conclusion classified and examined Korean food into five categories: foods that show the aesthetics of harmonization and convergence, waiting and patience, caring, beauty with various colors, and refinement. Besides visual and uniqueness that some of people may familiar, this article describe the meaning behind popular dishes such Tteok-kuk, Bulgogi , Song-pyon and rice cake in detail that can made reader understand about Korean traditional food more and more.

In this article, the author also mentioned case of Korean drama, Dae Jang-geum which was a great hit in many Asian countries that not only in China even African countries, shows how cooking can make a region as the grounds for sustaining our food life and showed how Korean food can become globalized. Daejanggeum was not only show visual of Korean food directly and got big hit but it also revealed that

cooking affects other lives while using the resource of social relationship and local resource which is an interesting point. With the big popularity of Dae Jang-geum, many foreigners have more understood in Korean food and they wanted to taste also learn more about Korean food culture. So that is food needs to be developed as a great cultural product at the same time as cultural contents. (Hae Kyung 2016)

## **Part2. Case study growth of Korean food business in Europe country**

According to this research, Interesting point is we all knows that Korean food became popular among Asian countries but this case study is talking about push factors such K-pop, drama, movie , socializing with others , travel experiences , contents from social media and mass media which can motivate people to come to Korean restaurant, and pull factors such flavor, presentation, appearance, healthiness , variety of food , service and design, for consume Korean food at Korean restaurant in Sweden which located at Europe.

The Author mentioned that Korean owners who has been running the business for over 20 years claimed that every Korean restaurant in Stockholm has been profitable. Another owner also agreed that his Korean restaurant has increasing profits year by year since it started, which is 8 years ago. Then He recalled that the peak was in 2012 when a Korean song named ‘Gangnam Style’ came out. Most of customers who came to Korean restaurants are not only Korean residents in Sweden

but also local Swedish people especially Swedish people who have been to Korea, who are interested in Korean culture such drama, music or even language.

Dohee ,Kim. **“Causes, Experiences, and Consequences of Ethnic Food Consumption : A Case Study of Korean Restaurants in Sweden.”** Master thesis of Department Geography and Economic History :1-39

According to the article, the author used term of ethnic food connected with case of Korean restaurants in Sweden. In Sweden, interests in Korean food has been continually increased since KOTRA in Stockholm is the public-private Korea Trade-Investment Promotion Agency, led to growth of Asian food market that has influence on the increase of Korean food sales.

The Author also pointed out about Push and Pull Factors that might be caused of food consumption at ethnic food restaurants such as mobility factors which mentioned about domestic consumers who lived outside ethnic food’s origin might go to restaurant to eat ethnic food. Then Tourism factors mentioned that when we travel to any country, you will have a chance to taste those national food and as a tourism, food is not only a basic human requirement but also part of every tourist’s daily that might attract them because of visual or tastes etc. Lastly, food consumption factors when consumers are attracted to ethnic food by wishing to travel to a destination or memory from travel experiences, as a role of food that

ethnic food can transport scent and flavor of a place which consumers wish that they could recall their good memories from travel.

Moreover, the increase of consuming ethnic food can be explained by the fact that food is not consumed only for getting some energy , satisfying hunger or just physical needs but also has other factors related to personal preferences for price and convenience and belief such cultural familiarity, health benefits and food safety especially in migration and tourism. Consumers go to ethnic restaurants to taste new flavors and experience new culture. In case of Korean food, researchers stated that Australian consumers spending money on Korean food are influenced by wide variety of taste which exotic and interesting such tangy, salty also spicy taste.

In case of Korean restaurants in Sweden, There are five Korean restaurants in Stockholm. All of restaurants owned by Korean owners who has been running the business for over 20 years claimed that every Korean restaurant in Stockholm has been profitable. Another owner also agreed that his Korean restaurant has increasing profits year by year since its start, which is 8 years ago. Then He recalled that the peak was in 2012 when a Korean song named ‘Gangnam Style’ came out and got big hit around the world with 27 million views on Youtube in just 2 months since it was uploaded. After Korean pop or ‘K-pop’ , gain more popularity Sweden also was not an exception. Most of customers who came to Korean restaurants are not only Korean residents in Sweden but also local Swedish people especially Swedish



people who have been to Korea, who are interested in Korean culture such drama, music or even language.

Interestingly, it seems like even though those Korean restaurants in Stockholm lack of professional help, their business still has been growing. Swedish local newspaper claimed that Korean restaurants here have high rate return visits and effects of word-of-mouth even they do not perform any marketing activities. Because of most businesses are small and owned by Korean families so they are not able to get professional management in interior, design and also marketing.

This study separately analyzed about push factors such K-pop, drama, movie , socializing with others , travel experiences , contents from social media and mass media which can motivate people to come to Korean restaurant also pull factors such flavor, presentation , appearance , healthiness , variety of food , service and design which are characteristic and visual of food and restaurants that can attract customer's eyes. Also factors that made customer satisfied from their experiencing Korean food at Korean restaurants, the result shown up in order. Not surprising that flavor, appearance, cleanliness and healthiness of food are on the top of table. Then, respondents were asked to indicate their behavioral intention after consuming Korean food at Korean restaurants in Stockholm.

Result shows that consumer at Korean restaurants in Stockholm have positive behavior intention particularly visiting Korea is the highest which means food experience at an ethnic restaurant in foreign country can be an effect and increasing intention to visit the origin country of those food that they've tried. Following by intention to cook or shop Korean food also want to recommend the Korean restaurants to friends or family, led to increasing interest in Korea and lastly want to become a repeat customer to the restaurants.

Overall, according to examine push and pull factors of consuming Korean food and find that consumers consider restaurant's food and employee's service are the most significant pull variables for consuming Korean food at Korean restaurants. While restaurants interior or location do not show the significant level as food and service. This result supports that food and service is an essential part in restaurant business. On the other side, cultural familiarity was the most significant push variables for consuming at Korean restaurants, supports that cultural familiarity can enhance ethnic food experiences. The great efforts to introduce Korean culture in Sweden may help Korean restaurants attract more customers by help individuals to get familiar with Korean culture. (Dohee Kim 2018)

### **Part3. Korean food and culture in Thailand**

Korean town, located at Sukhumvit 12, which gathered many Korean restaurant both food and dessert also supermarket where sells Korean products and

snacks all in one place. This article mentioned about history from beginning, since 1999 when Business man named Kyu Won jo came to invest and open his Jewelry shop then from word of mouth about doing business in Sukhumvit area led to many Korean people stepped in to contact for rent to open Korean restaurant as what we've seen nowadays. 98 percent of Korean restaurant that located here are Grilled/Barbeque restaurant style and majority of chef are Korean chef as a main chef. Those articles mentioned about Korean Wave such K-pop, Korean drama which is one of a motivation that made Thai people to have more interest about Korean culture led to preference increasing in Korean food.

Kanittha Thepjon. **“Korean Town located in Heart of Bangkok.”** Thairath online (28 Sep. 2009) <<https://www.thairath.co.th/content/35912>>

In Thailand, there is a place called ‘Korean Town’ located at the center of Bangkok which is Sukhumvit 12 or in the other words nearly BTS Sky Train Asok station. This location originally was named Sukhumvit Plaza. Until became Korean Town as the present that people've seen, Sukhumvit Plaza used to be building that build for use in commercial, started by Chief Executive Officer of Apex Development Public Company Limited around 1992. At first, there are some Thai actors came to invest and open restaurant or pub but because of Tom yum goong crisis, those restaurants shut down in very short period. After that, there is one Korean restaurant named ‘Jang Won’ came to open but still not quite that popular.

Until 1999, Business man named Kyu won jo came to invest and open his Jewelry shop then from word of mouth about doing business in Sukhumvit area led to many Korean people stepped in to contact for rent to open Korean restaurant as what we've seen nowadays. 98 percent of Korean restaurant that located here are Grilled/BBQ restaurant style and majority of chef are Korean chef as a main chef.

At that time period of Korean restaurant increasing, Korean Wave such food, eating, drinking also Kpop music in Thailand has gain a lot of popularity through media such as magazine, television, internet. People who came to eat also buy Korean products especially food ingredients and snack here.

Moreover, this location is the right place for doing business also comfortable transportation than other areas in Bangkok. At the present, Korean Town has completely 20 years of anniversary but still continuously gain more and more customer who love Korean food and culture until now. (KanitthaThepjon 2009)



Parinda.r. **“Cultural Transmission via Korean Drama: Dae Jang-geum.”**

Bangkok University Executive Journal (2011):65-71

Korean Historical drama Dae Jang-Geum is a Melodrama TV series and Entertainment business of culture builder in drama that will motivate viewers to interest and stay tune for it. Including relay of Korean culture from the drama such as food and cuisine, medical, costume. Moreover, this drama has an influence to

viewers in tourism side because when actors or actress made viewers impressed, so they want to travel to Korea for sightseeing.

‘Korean wave’ as known as ‘Hallyu’ which happened in 1990 means Korean popularity that gradually spread into East Asia and South East Asia region because this was cross culture phenomenon that can went over economic, politics, social influence of powerful country like United State of America. Among Globalization in the World of digital age, Korean Wave is popularity of Korean pop culture. Export of Korean Entertainment industry cost about two billion dollar or almost seventy billion the, led to continuously spread of Korean entertainment into those regions include Thailand. Korean TV series entertainment that gain popularity in Thailand is Korean Historical drama Dae Jang-Geum with Melodrama style that similar to Thai drama which has some excitement, provocative and intense of plot and characters that fully convey of feelings. So although it is a historical drama but not that boring. Other than that, there are many things that convey through the drama such as support some social norms like when you made merit, good things will come back to you or when you put hard effort, things will get better and successful same as Dae Jang-Geum who tried to learn a way to cook until she can made delicious food. Later, she put an effort to study about medical until successfully became a doctor. Also this drama specified role of social behavior and can be a forum for bring up sensitive point to debate by different opinion from viewers.

According to the article, writer pointed about Korean Food and cuisine Cultural transmission through Dae Jang-Geum which is because of Dae Jang Geum was the person who in charge of cooking for the King and royal dynasty, so viewers can see the way of cooking in the royal kitchen where use ingredients that chose carefully to follow old Korean recipe. For the example, if you want to made good taste of soy sauce, you should put it in jar and embed under the tree. It will help soy sauce can ferment faster and has better taste. Moreover, for each Korean meal, will have Kimchi which is pickle that made from Chinese cabbage, Turnip, Cucumber and red chilli. Kimchi is only one of side-dish that bring up for eat together with rice. Through Korean drama 'Dae Jang-Geum' also made viewers recognized about Kimchi which is Korean national food. After Dae Jang-Geum was aired in Thailand, made many Thai people knew more about Korea. (Parinda 2011)



Chanika,Siriwat. **“Korean Wave and Korean Food Franchise expansion in Bangkok Thailand.”** Master thesis of Korean Studies Chulalongkorn University (2017)  
:20-25

Refer to the research, Korean drama series are regarded as very successful product in Thailand with appealing performers and screenplay that also can attract Thai viewers well. Korean Wave influence in Thailand started from 2002 then Korean Historical drama called Dae Jang-Geum gain a lot of popular in 2005. Thai people

learn more about Korean culture through drama which made them can understand more and paid more attention to Korean foods. Because most of script and scene in the drama presented about Korean food recipes, table manners, royal meal to the audiences. So when target market increased, it can help new business set up. However, there is no evidence about the first Korean restaurant in Bangkok but since around 2014 until nowadays, Thai consumers have Korean food as new choice, at Siam and Asok, there are multiple different Korean restaurant and desserts. After K-pop extended its influence in Thailand which was the evolution era of Korean restaurants in Thailand since many restaurants were opened around. Most of them are barbeque type restaurants. It could be pork or beef which would be grilled on the coal stove then eat with fresh vegetable, Kimchi and sauce. It is similar to Thai food as Korean food is tasty, full of flavor and spicy. However, Korean food is quite expensive since the raw materials are imported from foreign country. Later, Korean food has improved their recipes to be more suitable for Thai tastes and cheaper.

(Chanika Siriwat 2017)

## CHAPTER V

### DATA ANALYSIS AND DISCUSSION

The result of this research is relevant with the current trend in Thailand about Korean Barbeque restaurant. The data came from different type of sources which is helping the analysis get more accuracy such Survey form online, direct conversation and interviews with target persons, reference by real location. For the background, Korean culture has been touched to Thailand in many years back with different kind of trends. The Korean wave was started from Drama series, K-POP music, Fashion, Beauty and Cosmetic, Foods, Electronics, etc.

Korean wave has been come to Thailand with different of impact. Some of impact is deep or light, it's really depends on the different timing and trend. And if we step back to see the history background, It is not uncommon to watch Korean dramas on TV abroad or listen to Korean pop music on the street in other countries. Additionally, several Korean celebrities can be easily seen on even commercial advertisement overseas. Since the late 1990s, Korean popular culture has been enjoyed by many people all over the world. Started from TV dramas, such as, "Winter Sonata", "Dae Janggeum", Korean pop music, for example, Psy's "Gangnam style" has been also beloved. A term "Korean wave" is used to mention a kind of popular Korean entertainment and culture overseas (Shim, 2006). As Korean wave



has got a growing acceptance and popularity through many countries, the Korean celebrities in K-drama and K-pop got to be famous and have many overseas fans.

Korean wave can be understood as the case of cultural globalization. People from all over the world can enjoy the international flow of popular culture and purchase foreign items. Popular culture is quite influential to those people following the trend, and in other words, popular culture can be said to have power on consumers' behavior, like purchase intention. As the popularity of Korean wave grew, the interest in Korean fashion and lifestyle has also increased. This interest has improved the perception of related Korean products, and Korean cosmetics are one of them (Han, 2011). In fact, CNN analyzed that the popularity of Korean cosmetics among Chinese came from the long for Korean drama and Korean celebrities (Peter, 2014).

From the analysis and survey, many information and data are showing the trend and result of current market. We've arranged 360-degree survey both face to face and form. The analytic has been shown the co-relation between the data and status. Overall, the market is still positive for Korean foods and restaurant especially in Bangkok area. The Korean wave still continue to drive the new behavior of Thai people and create the new value chain of food and restaurant business.

From the survey and interview session, the main customer segment is interesting from the analysis. Leading group is first jobber such 41.7% which consider leading the

group of customers and follow by Students by 35% and business owner by 13.3%. This is aligned with the trend from Korean Wave trend which come to first jobber and follow by Students. With top 3 customer segment, owner can also plan to address those customer need by leading the segmentation marketing such online, queuing, location, etc. This is also can address the specific campaign such point collection, discount, loyalty program including the period promotion such after work hours.

Another result is the income of target customer, overall is full alignment since students is big portion and income is aligned with not that high income as big portion. So, this is impact with the promotion or pricing set up. And this is under consideration of some restaurant owner to change business model from itemize to buffet, this can help to address clearly customer target with entry level of income.

The result has been shown in many of categories and it's all related with the core major factors. The combination of customer journey in Korean BBQ restaurant are ..

- Trend: This is the important component to acquire the new customer base
- Age range: Getting clear view of segmentation
- Average spending per meal: Understand the basket size of customer
- Occupation: Different profile to visit the restaurant
- Location: By profile, Restaurant and Spending

- Various dish: Different menu and type of dish
- Price: Critical factor to align with demand
- Services: Restaurant services is important for Thai consumer
- Frequency to visit: Direct impact with the business

By conclusion, the Korean BBQ landscape is interesting by considering of few core major factors. For starting of consumer profile, spending, location, factor to consume restaurant including feedback for localization. And the growth of business is even more interesting due to the Korean wave has been impacted from 2 major trend such Music and Drama. The revolution is yet start for Korean restaurant in Thailand, the main reason is business owner norm that stick with business nature including nationality. The opportunity is huge for Thailand considering the advantage factor such premium, location, spending, customer profile and age range. The summary from the analysis has been show as following..

## 5.1 The Landscape of BBQ restaurant in Thailand

Figure 6 Number of Korean restaurant in Bangkok in each area



Table 4 Korean restaurant landscape in Bangkok (2019)

Restaurant Name	Location area	Type of dish	Price
Masizzim	Bangkhae	Grilled Buffet	299/499 thb.
Sam Poong	Bangrak	Grilled Buffet	250-500 thb.
Norang Norang	Bangrak	A la carte Korea cuisine	250-500 thb.
BBQ Korea One	Bangna	Grilled Buffet	299 thb.
Hae O Reum	Bangna	Grilled, Hot pot	
Factory Buffet	Bangna	Grilled Buffet	300 thb.
Kokinaemsae	Bangna	Grilled Buffet	298 thb.
K BBQ	Bangna	Grilled Buffet	329 thb.
Hana Korean BBQ	Bangsue	Grilled Buffet	299 thb.
Hanyang	Chatuchak	A la carte	100-250 thb.
Baanoppa	Chatuchak	Fried chicken, Jjimdak	100-250 thb.

SangKung	Chatuchak	Grilled A la carte	100-250 thb.
Momonae	Chatuchak	Korean Casual Dining	100-250 thb.
Nene Korean BBQ	Dindaeng	Grilled Buffet	299/499 thb.
Kim's full house	Huai khwang	A la carte, Kimchi soup	100-250 thb.
Drum BBQ	Huai Khwang	Grilled A la carte	300-500 thb.
Won	Huai Khwang	Jajangmyun, Bibimbap	100-250 thb.
New Mapogalmaegi	Huai Khwang	Grilled A la carte	250-500 thb.
Dal Dal	Huai Khwang	A la carte	100-250 thb.
Doorae	Khongtoei	Grilled A la carte	250-500 thb.
Kwang Han Roo	Khongtoei	Grilled Buffet	300 thb.
Salroman	Khongtoei	Fried chicken	200-600 thb.
Jang Won	Khongtoei	Grilled A la carte	500-1,000 thb.
Myeong Ga	Khongtoei	Grilled A la carte	250-500 thb.
Mapo Galbi	Khlongtoei Phra Kanong	Grilled Buffet	299 thb.
Banjoo BBQ	Khlongtoei	Grilled A la carte	250-500 thb.
Dong E	Khlongtoei	Grilled A la carte	250-500 thb.
Kaborae	Khlongtoei	Grilled A la carte	300-400 thb.
KimKun Korean Style Bistro	Khlongtoei	Fried chicken, Hot pan	100-250 thb.
Choi Choi	Khlongtoei	Chicken Buffet, Stir Fried pork	250-500 thb.
Gangnam Korean BBQ	Khlongtoei	Grilled Buffet	289 thb.
Dongdaemun	Khlongtoei	Grilled A la carte	250-500 thb.
Arai Soondae	Khlongtoei	Grilled, Pork Wraps	500-1,000 thb.
Ko Kung	Khlongtoei	Grilled Set Menu	250-500 thb.
Don Chicken	Khlongtoei	Fried chicken	200-300 thb.

Viking Korean BBQ	Khlongtoei	Grilled Buffet	359 thb.
Hangang	Khlongtoei	Jjimdak, soup, Bibimbap	100-250 thb.
Myeong Dong	Khlongtoei	Stir fried	250-500 thb.
Arrirang	Khlongtoei	A la carte Korea cuisine	500-1,000 thb.
Hansik	Laksi	Grilled Buffet	299 thb.
Ewawon	Lat Phrao	Grilled A la carte	150-250 thb.
Seoul Grill	Latphrao	Grilled BBQ	250-500 thb.
Woori chicken	Min Buri	Fried chicken	100-250 thb.
Hongdae	Pathumwan	Grilled Buffet	299 thb.
Kongju	Pathumwan	Grilled Buffet	850 thb. 500-1,000 thb.
Red sun	Pathumwan	Hot pot, Fried rice /Buffet	250-500 thb. 299/399 thb.
Nice Two Meat U	Pathumwan	Grilled A la carte	500-1,000 thb.
Tongkeun-Gui	Pathumwan	Grilled Set Menu	500-1,000 thb.
Kimju	Pathumwan	Budejike Buffet	408/308 thb.
Kayageum	Pathumwan	Korean food Buffet	250-500 thb.
Yeolbong	Pathumwan	Jimddak	250-500 thb.
Cheese Owl	Pathumwan	Hot pot Buffet	250-500 thb.
Yoogane	Pathumwan	Meat stir fried	250-500 thb.
Num Num	Pathumwan	Korean Street food Buffet	199/230 thb.
Palsaik	Pathumwan	Grilled Set Menu	990 thb./set
Kimchi hour	Payathai	Fried chicken	119-300 thb.
Korean MA	Payathai	A la carte, fusion	250-500 thb.
Joha	Payathai	Bibimbap	300-399 thb.
Annyeong Bangkok	Payathai	Korean fusion	100-250 thb.
Shinla	Phra Kanong	Grilled Buffet	290+ thb.

Bookmagol	Phra Kanong	Pork Wraps	500-1,000 thb.
Nammaejip	Prawet	Grilled A la carte	250-500 thb.
Dong Dae Moon	Pranakorn	Grilled Buffet	310 thb.
Jangteo	Pranakorn	Grilled Set Menu	380 thb.
Salang	Rachathewi	Grilled Buffet	330 thb.
Supia	Ratchathewi	Grilled Buffet	299 thb.
SeoulChon	Ratchathewi	Fried chicken, Kimchi soup, A la carte	100-250 thb.
Wings Factory	Rachathewi	Fried chicken Buffet	279 thb.
Super Seoul cafe	Sathron	Hot pan	250-500 thb.
54 BBQ	Suan Luang	Grilled Buffet	399/499 thb.
Chonking	Talingchan	Chicken Buffet	199 thb.
Korean Spoon	Wang Thonglang	Grilled A la carte	250-500 thb.
Jang Geum	Wang Thonglang	Grilled Buffet	299+ thb.
KIANI	Wattana	A la carte	250-500 thb.
Kochirae	Wattana	Grilled Buffet	299 thb.
Jin Seng	Wattana	Grilled Buffet	339/439 thb.
Manchan	Wattana	Korean cuisine	250-500 thb.
Ja Guem song	Wattana	Jajangmyun	250-500 thb.
Seoul BBQ	Wattana	Grilled Buffet	299 thb.
Bulgogi Brother	Wattana	Fried beef	250-500 thb.
Han Kook Kwan	Wattana	Grilled A la carte	250-500 thb.
Youchun	Wattana	Grilled Set Menu	340 thb.
Andong Jjimdak	Wattana	Jjimdak, A la carte	250-500 thb.
Buk Kyung	Wattana	Jajangmyun	250-500 thb.
Sura	Wattana	Grilled A la carte	250-500 thb.
Special K	Wattana	Buffet	299 thb.
Seoul Jib	Wattana	Grilled A la carte	250-500 thb.
GokiSeki	Wattana	Grilled Buffet	399/499/599 thb.
The BBQ	Wattana	Grilled A la carte	500-1,000 thb.

Jjang	Wattana	Jjimdak	250-500 thb.
Pangsen	Yannawa	Buffet	399 thb.
Sarang Chae	Yannawa	Grilled Buffet	250-500 thb.
Surakan	Yannawa	Grilled A la carte	250-500 thb.
Maru	Yannawa	Grilled Buffet	299 thb.
Nara	Yannawa	A la carte	250-500 thb.
Kyochon	Many Branches in Department store	Fried chicken	250-500 thb.
Sukishi	In Department store	Grilled A la carte /Buffet	250-500 thb.
Dak Galbi	Many Branches in Department store	Fried pan	250-500 thb.
The Bibimbap	Many Branches in Department store	Bibimbap	250-500 thb.
Tudari	Many Branches in Department store	Hot pot, A la carte	250-500 thb.

From the location chart above, it's reflection with the price per group of area. The co-relation will be tied into the location group base. Different type of restaurant will contribute the revenue / income for restaurant owner. The restaurant type and location type has been related with the price directly.

Table 5 Korean Grilled restaurant Landscape in Bangkok

Restaurant Name	Location area	Type	Price /person, menu
Hana Korean BBQ	Bangsue	Buffet	299 thb.
Masizzim	Bangkhuae	Buffet	299/499 thb.
Sam Poong	Bangrak	Buffet	250-500 thb.
Factory Buffet	Bangna	Buffet	300 thb.



Kokinaemsae	Bangna	Buffet	298 thb.
BBQ Korea One	Bangna	Buffet	299 thb.
K BBQ	Bangna	Buffet	329 thb.
SangKung	Chatuchak	A la carte	100-250 thb.
Nene Korean BBQ	Dindaeng	Buffet	299/499 thb.
Drum BBQ	Huai Khwang	A la carte	300-500 thb.
New Mapogalmaegi	Huai Khwang	A la carte	250-500 thb.
Myeong Ga	Khongtoei	A la carte	250-500 thb.
Doorae	Khongtoei	A la carte	250-500 thb.
Kwang Han Roo	Khongtoei	Buffet	300 thb.
Jang Won	Khongtoei	A la carte	500-1,000 thb.
Banjoo BBQ	Khlongtoei	A la carte	250-500 thb.
Dong E	Khlongtoei	A la carte	250-500 thb.
Kaborae	Khlongtoei	A la carte	300-400 thb.
Gangnam Korean BBQ	Khlongtoei	Buffet	289 thb.
Dongdaemun	Khlongtoei	A la carte	250-500 thb.
Ko Kung	Khlongtoei	Set Menu	250-500 thb.
Mapo Galbi	Khlongtoei	Buffet	299 thb.
Hansik	Laksi	Buffet	299 thb.
Ewawon	Lat Phrao	A la carte	150-250 thb.
Hongdae	Pathumwan	Buffet	299 thb.
Kongju	Pathumwan	Buffet	500-1,000 thb.
Nice Two Meat U	Pathumwan	A la carte	500-1,000 thb.
Tongkeun-Gui	Pathumwan	Set Menu	500-1,000 thb.
Palsaik	Pathumwan	Set Menu	990 thb./set
Dong Dae Moon	Pranakorn	Buffet	310 thb.
Jangteo	Pranakorn	Set Menu	380 thb.
Nammaejip	Prawet	A la carte	250-500 thb.
Shinla	Phra Kanong	Buffet	290+ thb.

Salang	Ratchathewi	Buffet	330 thb.
Supia	Ratchathewi	Buffet	299 thb.
54 BBQ	Suan Luang	Buffet	399/499 thb.
Korean Spoon	Wang Thonglang	A la carte	250-500 thb.
Jang Geum	Wang Thonglang	Buffet	299+ thb.
Kochirae	Wattana	Buffet	299 thb.
Jin Seng	Wattana	Buffet	339/439 thb.
Seoul BBQ	Wattana	Buffet	299 thb.
Han Kook Kwan	Wattana	A la carte	250-500 thb.
Youchun	Wattana	Set Menu	340 thb.
Special K	Wattana	Buffet	299 thb.
Sura	Wattana	A la carte	250-500 thb.
Seoul Jib	Wattana	A la carte	250-500 thb.
GokiSeki	Wattana	Buffet	399/499/599 thb.
The BBQ	Wattana	A la carte	500-1,000 thb.
Sarang Chae	Yannawa	Buffet	250-500 thb.
Surakan	Yannawa	A la carte	250-500 thb.
Maru	Yannawa	Buffet	299 thb.
Nara	Yannawa	A la carte	250-500 thb.
Sukishi	In Department store	A la carte /Buffet	250-500 thb.

The BBQ restaurant landscape in Thailand is very unique and interesting. From the analysis, it's showing many information that reflect both side of consumer and business owner. From consumer perception, Korean BBQ restaurant is more and more popular and acquire new customer from time to time. As well as, business owner has solid nature to run the business especially native Korean owner. Most of the shop will be located as stand-alone area rather than in department store or

hypermarket place. Most of original Korean BBQ restaurant will not expand much in Thailand or even Bangkok area. The landscape still hasn't changed much during many years such decoration in restaurant where is still remains the same and didn't much change the style as well. Total of restaurant location is still broader around Bangkok. The way that they operate the restaurant is the same such queuing, order process, menu list, etc. This is consideration as part of characters that consumer is happy with this kind of native characters. Another landscape which is interesting is the taste of foods that is keeping Korean foods character. Not much restaurant that mix up with local such Thai foods taste. This is good to keep the foods character clear and it has been made all consumer get original taste as always. The major landscape of Korean restaurant is following ..

1. Location: Most of Korean restaurant still be around Bangkok such 70% and only few branches has been located in Nationwide. This was created high competition in Bangkok area and especially the business competition
2. Major customer group: Majority customer for BBQ Korean is 62% woman and 38% man. And age is not over 25 years old as such a big group. This can be address based on nature and behavior of this major group.
3. Spending pocket: Customer spent in high portion per meal per person comparing with other type of restaurant. This is help restaurant to get secure of the visiting and can bring the good quality of dish to customer as well.

4. Restaurant environment: Very unique for the Korean BBQ restaurant environment such Furniture, Decoration, etc. From the research, most of restaurant yet to change the theme to do the business. Most of them is the same such decoration, Menu list, etc.
5. Overall Market: Very potential market with growth. Thai people still welcome Korean BBQ restaurant as part of major restaurant in Thailand. And taste of Korean BBQ is very close with the popular taste of Thai people.

## 5.2 Why Korean restaurant becomes popular in Thailand

1. Korea Wave trend: From many years that Korea culture has become to grow in Thailand. The 1<sup>st</sup> wave was from Korean drama and follow by Music. As current, a few core trend is coming more such Foods, Cosmetic, Dress, Electronics, etc.
2. Korea culture mix: Most of Korea culture has been started to tied with Thai people especially teenager. In the market, we started to see the living style being close mix with Korean people such fashion, eating, activities, café, etc.
3. Korean food taste: This is another main reason that made Korean BBQ becomes popular more and more for Thai people. The taste is first as Asean taste and with the closer taste with Japanese foods that made Korean BBQ growing fast here in Thailand

4. Market gap: Within Thai foods market, we have not much close with Grill or BBQ for Thailand. That's make Korean BBQ can be the destination when people need to enjoy BBQ. With clear leading of specific type of foods then Korean BBQ is leading no. 1 for Grill and BBQ in Thailand.
5. High engagement: One of another factors from analysis is Thais behavior that always love high engagement during the meal such conversation, talk, chat, etc. Korean BBQ is quite high engagement during the time spend because type of BBQ needs to grill from fresh and lot of side dishes they can have.

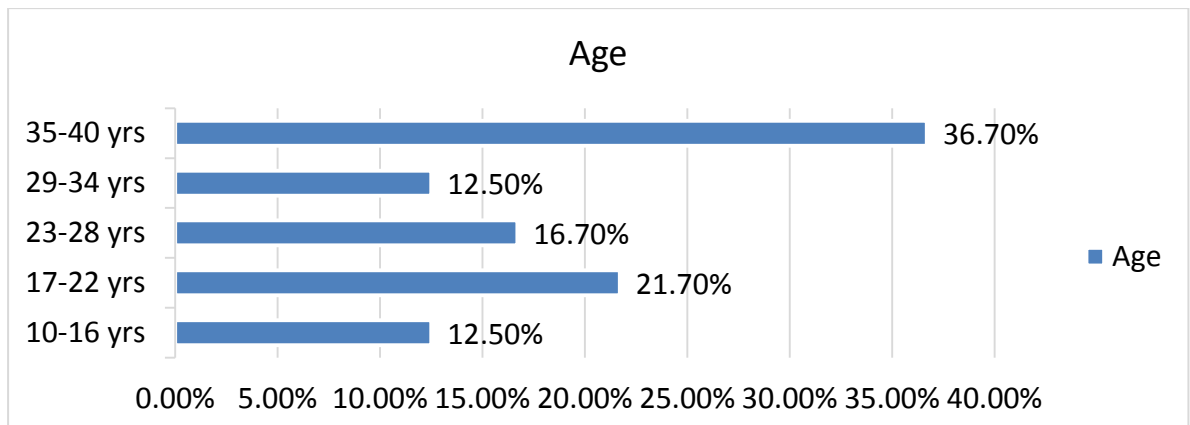
### 5.3 How to becomes success in Korean BBQ business

1. Pick the right location: Mostly of Korean BBQ restaurant will be located along Sukhumvit road then for the starting period, business owner should find the location around this popular area then it can be increased the possibility of success.
2. Create the viral such digital marketing to promote the restaurant. Most of customer are teenager and first jobber, Business owner must pick up the right media. And create the content as such popular social media .. Youtube, Facebook, Twitter and Instagram. This can be differentiated from other in the market. And most important is to create the new content to address the new behavior of millennial group of people.

3. Foods taste: To create the new and innovated, create the mix between taste of Thai and Korea at the same time. This can be tied stronger of Korean BBQ with Thai Style. It can be integrated well for both type of foods. And make the restaurant get variety of foods not only Korean, should be few dishes from Thai and mixed the culture.
4. Customer loyalty: Part of customer journey and ensure to know your customer (KYC), business owner should create the customer loyalty program to stick customer with restaurant. This will be different from others in the market and address Thais practice for such promotion, communication, privilege and connected relationship with restaurant.
5. Raw material: It can be mixed between imported and local for raw material. This will be given customer the highest quality of the dishes as well as get the best quality by category of material. Many of Thai's food material is the best in the world and combination with Korea sources. This can help to create the new menu and address the best in class of food taste for Thai customer.

Here below is the reference chart from the research both survey and face to face interview.

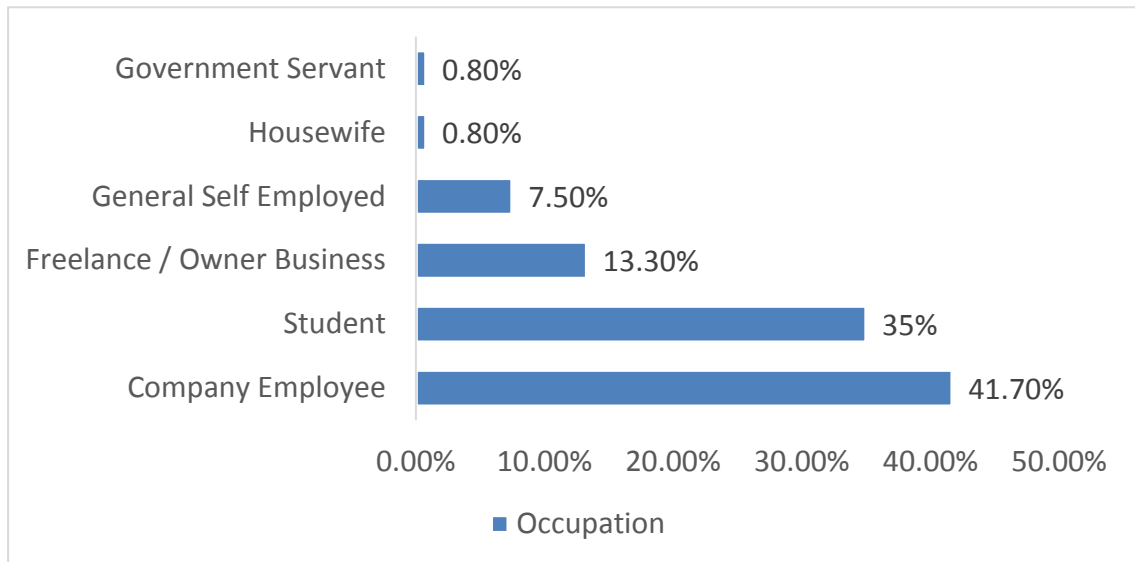
Figure 7 Result from survey - Age



From the no.1 chart, Age Range has been shown the group of people who're experience with Korean restaurant. Biggest portion is people who are under the working age such 35-40years and this group is mostly come to restaurant after work. And 2<sup>nd</sup> rank is the Age around 17-22 years old who are mostly of Students and few are first Jobber.

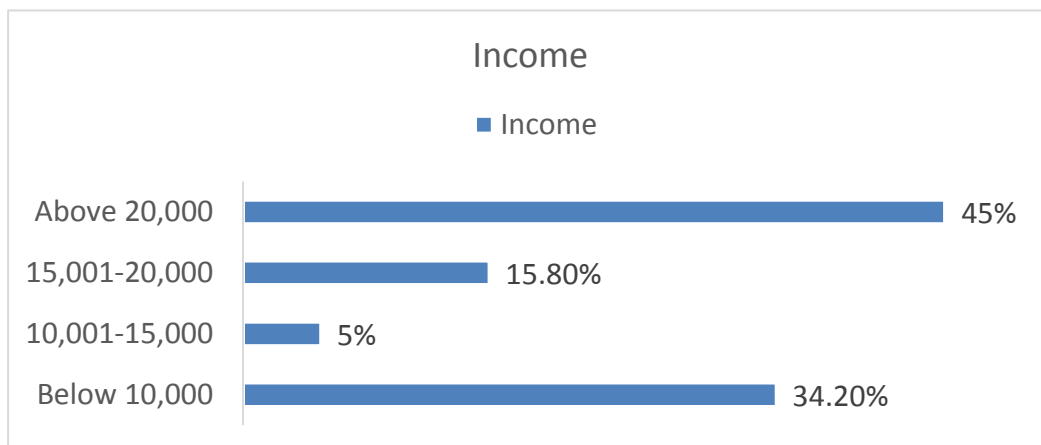
With those top 2 proportion of user range, the business is supposed to develop the services model to address these 2 consumer. The needed is probably different but we can address both at the same time. The restaurant can be start at Shop decoration, Menu, Foods list and other services. Considering the time to consume services is different such Student will come during the working hour and after work, will be served another target group of users.

Figure 8 Result from survey - Occupation



This is very aligned with the Age range that we did get information. The leading portion is Company employee and follow by Student. The occupation is always effect the behavior and the restaurant can address the demand. The customize menu can be prepared follow the timetable and detail. This is big opportunity for restaurant to up-sell and cross-sell.

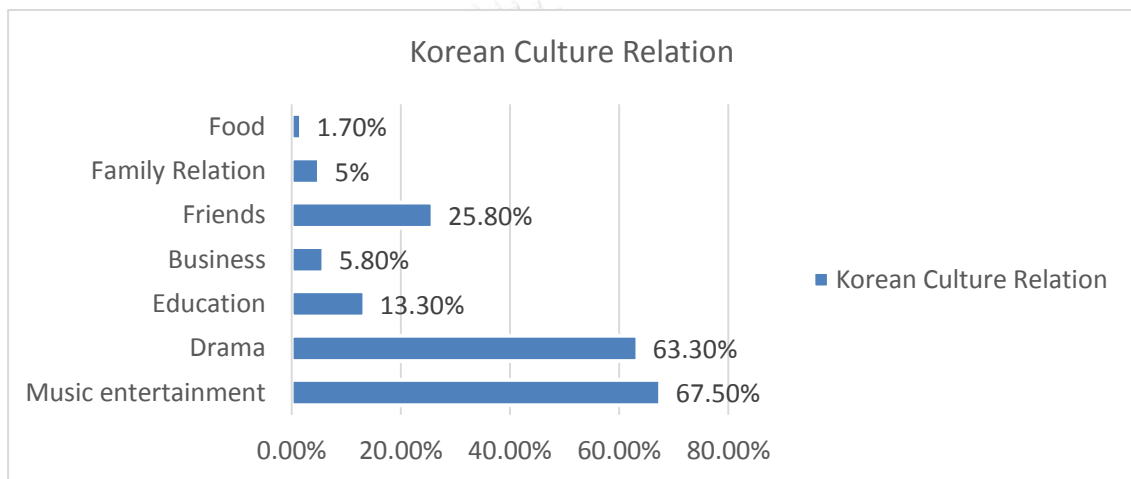
Figure 9 Result from survey: income divided by range





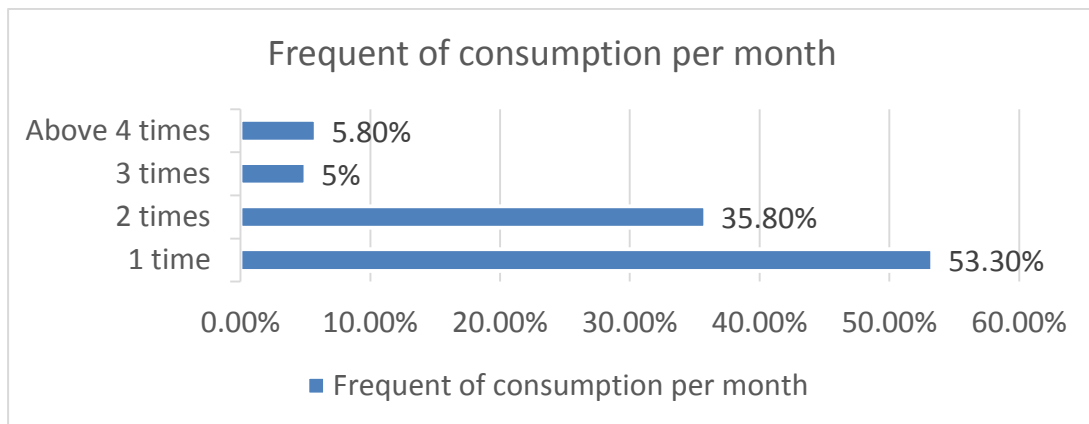
The income analysis has been come out with the clear consumer profile who're experience with Korean foods. By the profile, they are mostly high-profile income and can spend to effort high dish where Korean foods is one of their choices. The profile of spender is high potential to bring incremental to the restaurant and it can be bring more premium to the consumer.

Figure 10 Result from survey – Korean culture relation/background



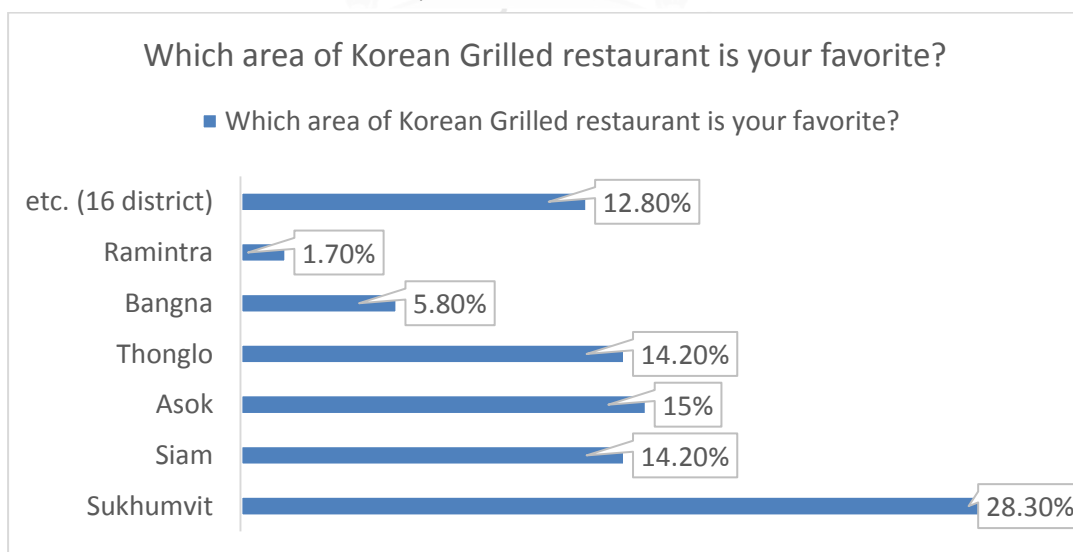
The related Korean wave has been come follow the 2 big trend such leading by Music trend which is very huge fans in Thailand. Moreover, the music trend is get growing every quarter. The new Thai fans is increasing with various of age range, occupation, nationality, etc. And another legacy trend is Korea drama, and still growing. This both trend is leading the demand in the market and can create ECO systems of economy which related with Korean culture.

Figure 11 Result from survey – Frequent of consumption



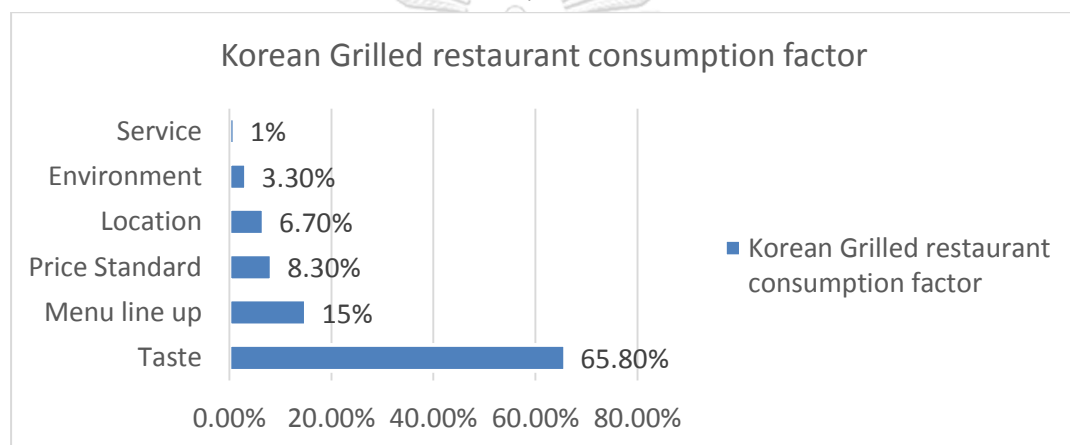
This is one of the information that need to address and consideration. With more than a half of people, just came and consume only once a month which is consider very less comparing with other type of foods. The important is to figure it out and understand the customer demand and bring more intention to visit the restaurant. By average of restaurant, most of the popular one get more than 3 times per month.

Figure 12 Result from survey – preference restaurant location



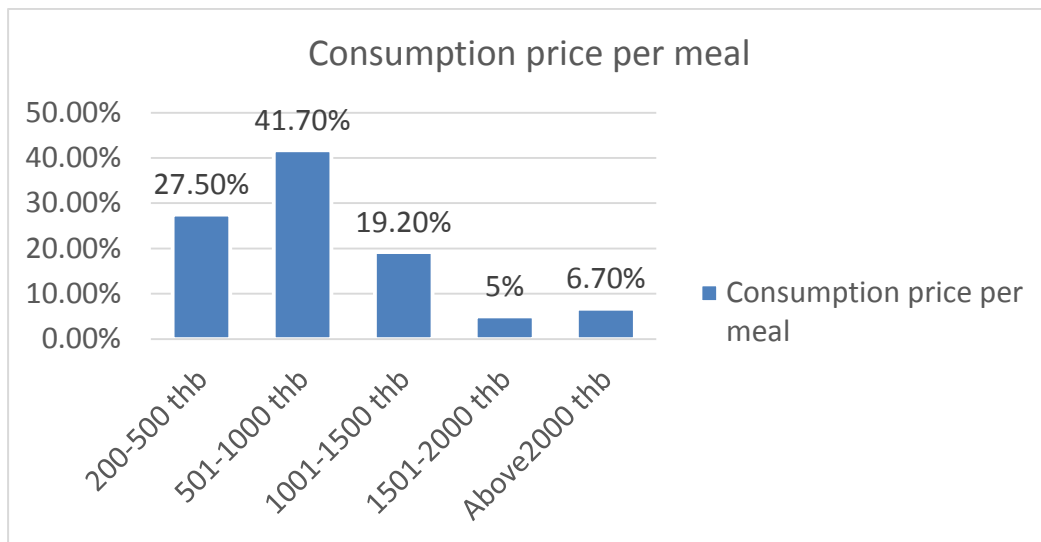
The location is a matter for people and this is same as Korean restaurant. If we combine the location such Sukhumvit, Siam and Asoke, this is more than 50% of all people who visit for those area. This may be a norm for all people who will try Korean foods as default. This probably one of key factor to set the restaurant which need to consider to set up at those area to ensure that consumer traffic will be there.

Figure 13 Result from survey – Consumption factor



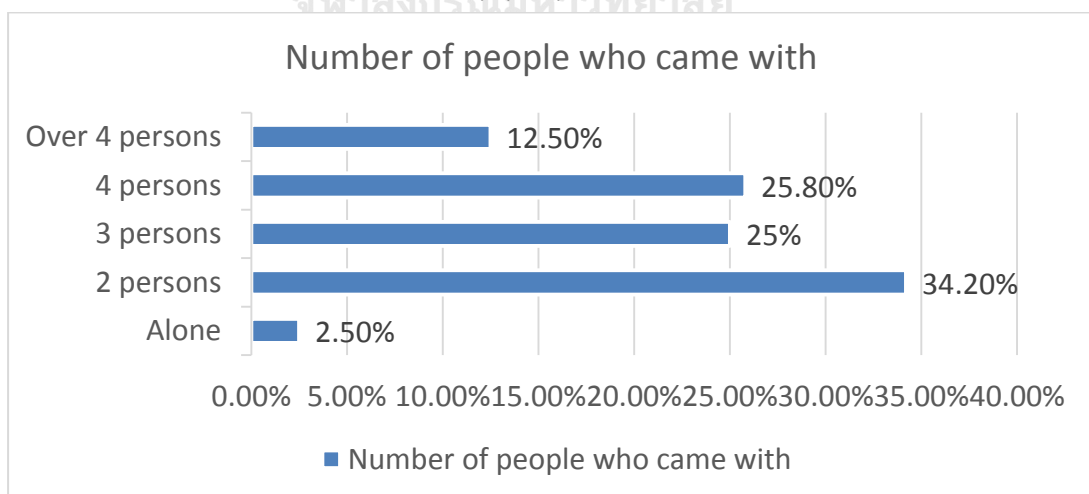
The consumption factor is quite the same with all of foods and restaurant which is the taste. The key of success that follow the taste is the menu list and line up. This is the combination of 2 core factors to get success in restaurant. The restaurant will consider all core factor together such profile, spending, location, menu and another condition. This is considering to address by business owner to improve and understand consumer behavior insight.

Figure 14 Result from survey – Consumption spending per meal



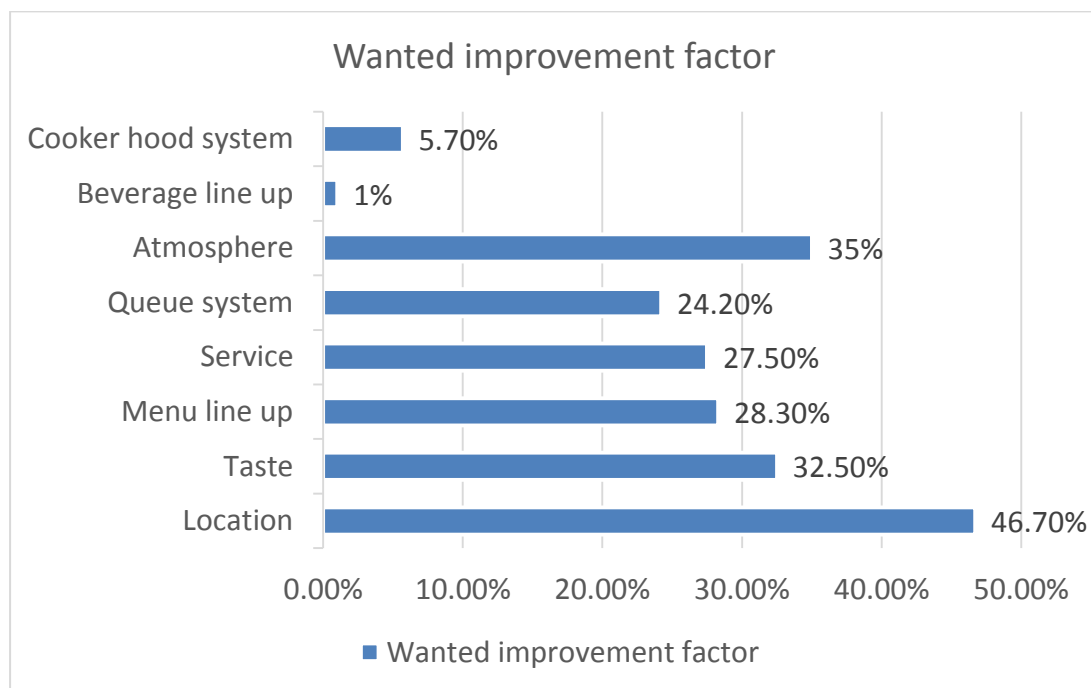
For Korean foods, the good thing is about the premium perception from consumer that can be spend more with good quality of foods. Most important is the mindset of consumer that can be spend across the menu list. This is even give high chance for industry to grow beyond other categories.

Figure 15 Result from survey – Group people



Not that much food industry that get traction to have more than 3 or 4 people come to join per meal. This is drive the high value per meal as well as the core activities in restaurant.

Figure 16 Result from survey – Wanted improvement factor

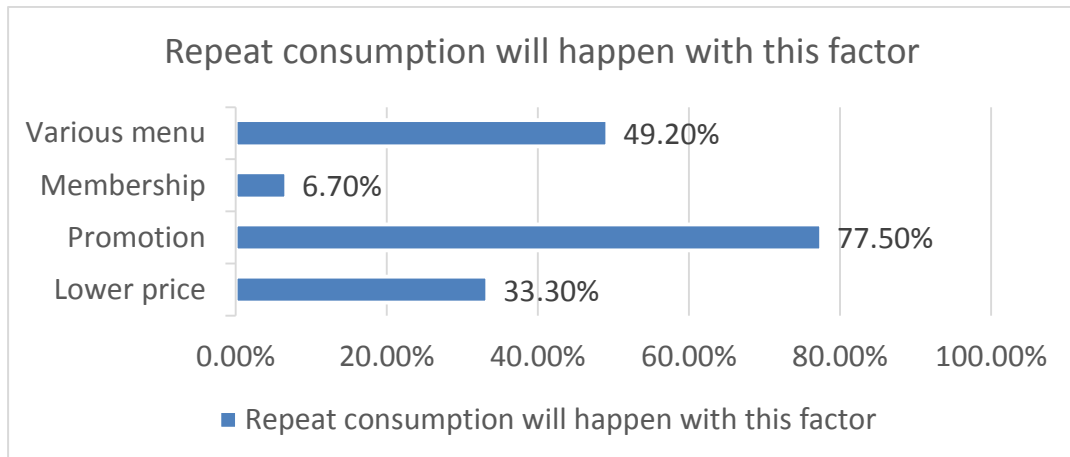


The feedback from consumer is leading by Location where is likely only 3 locations the most. Most of Korean restaurant is located at Sukhumvit, Asoke and Siam area.

When restaurant are located there with very pack, probably customer is not convenience due to traffic and transportation. And 2<sup>nd</sup> feedback the most is Atmosphere that business owner must consider improving better for environment.

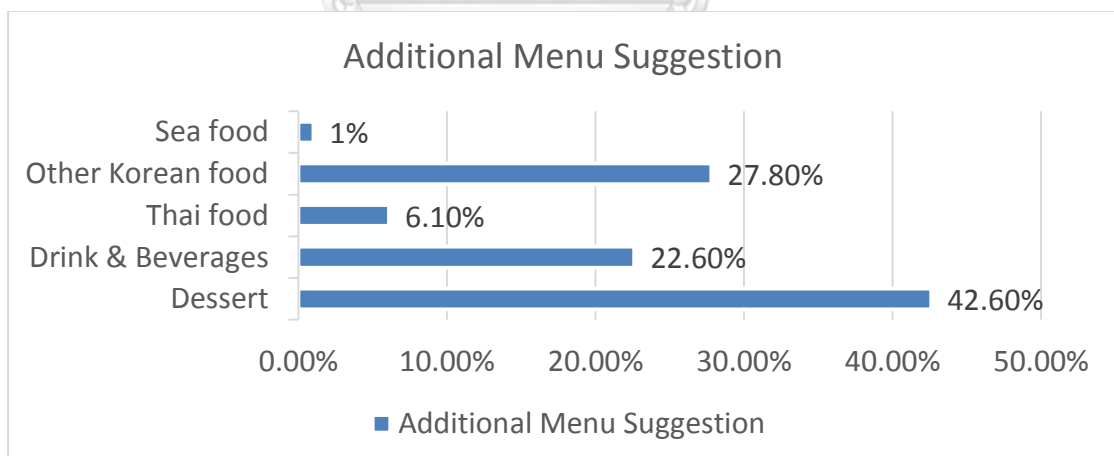
Most of Korean restaurant is very old and lack of maintenance in the proper level.

Figure 17 Result from survey – Repeat consumption factor



The most reason that consumer to back and repeating to consume the restaurant is 'promotion' and this is not normal with Korean nature. Normally Business owner is not create much promotion and campaign. This is opposite with the result from the survey that owner should address if they would like to grow the business.

Figure 18 Result from survey – Additional Menu suggestion



Part of international business, localization is a must and from the survey, business owner should consider the localization from direct customer's feedback. From the

main dish should be fine but business owner must consider other menu to connected with Thai consumer and expand the services to wider area and segment.

Figure 19 Result from survey – Period of time per meal

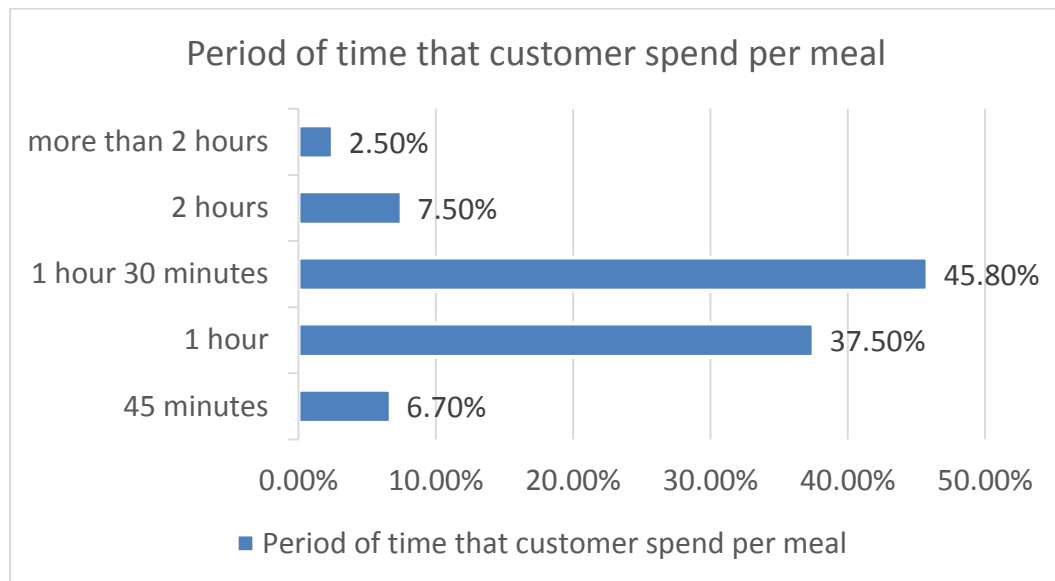


Figure 20 Result from survey – type of meat preference

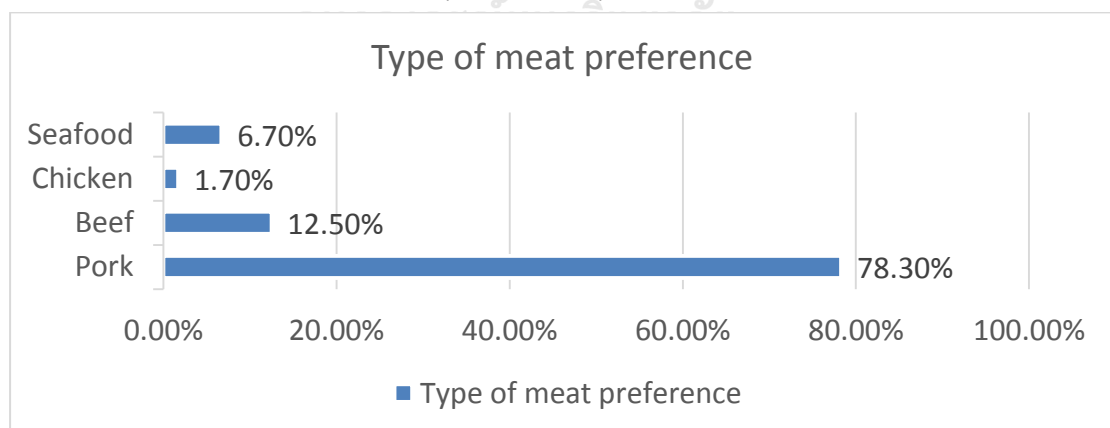
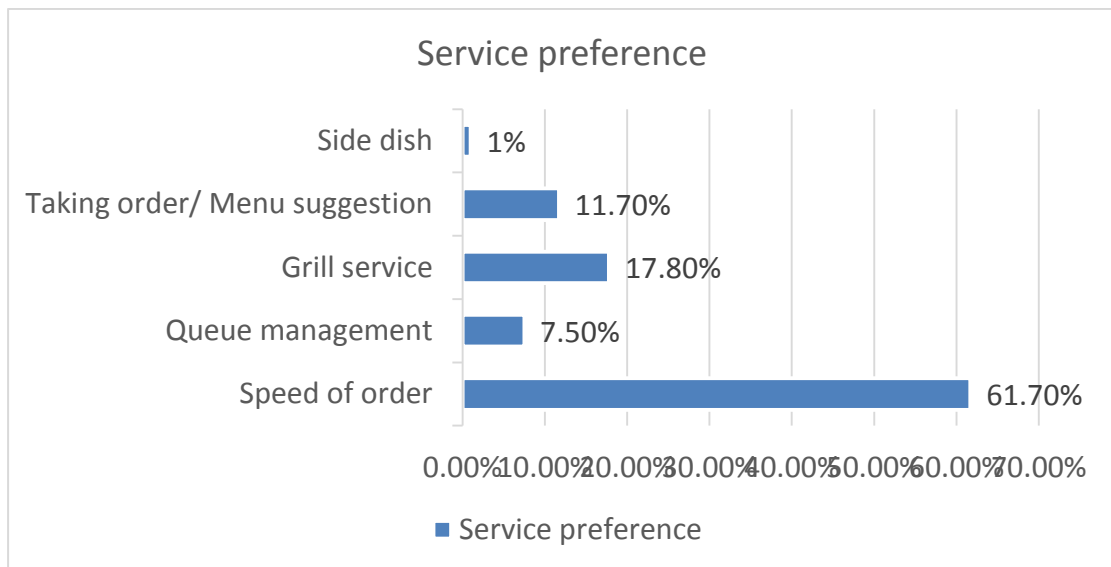


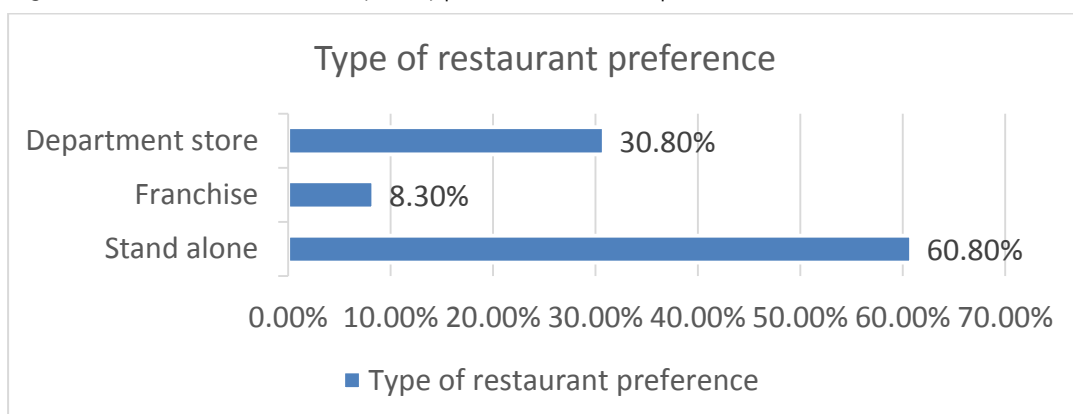
Figure 21 Result from survey – Service preference



As overall, few insight to understand more for consumer feedbacks such services preference whether the services that consumer needed, how long they spending the time per meal, Meat that Thai consumer preferred as well. If business owner can consider and drive the business to address all demand, this can be the growth lever of their business in the future.

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Figure 22 Result from survey – Type of restaurant preference



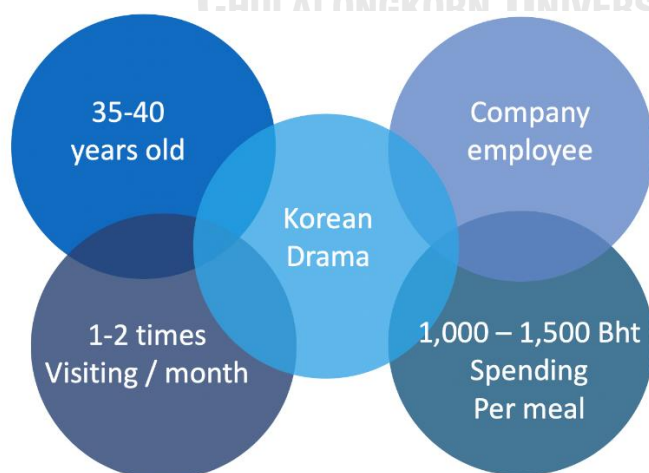


From overall result by category, co-relation for the result that must be consideration when manage the restaurant. Different country will be get different landscape and Thailand is the one that have clear profile and character about consumer who keen in Korean BBQ restaurant. The summary of Thailand, the insight is pretty clear for the information and co-relation will be considered.

#### Target customer analysis:

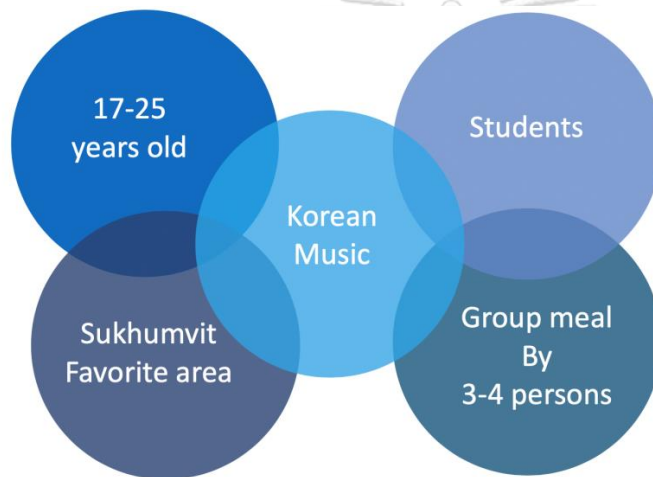
**1. Mid-age group:** This is the biggest group of customer portion with the status of company employee that will have age range around 35-40 years old. The character will be related with others follow by Income by 20,000 up, Knowing Korean by Drama, Visit 1-2 times per month and restaurant need to improve for the services. Restaurant owner can leverage this profile to develop further for marketing campaign such promotion, media, social and pricing strategy.

Figure 23 Reference Group 1 : Mid-age customer



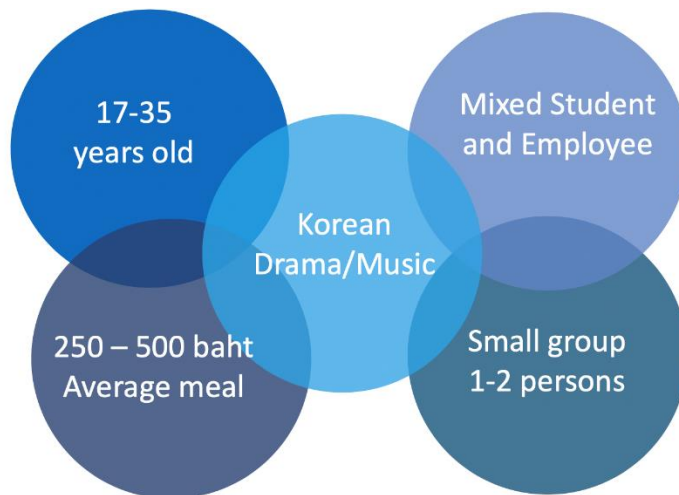
**2. Teenager customer:** This customer group is 2<sup>nd</sup> rank of Thailand addressable market who are keen in Korean BBQ restaurant. The age range of this group is around 17-25 years old with character such being students, Korean music, visiting restaurant 2-3 times per month. This customer group love to spending time more in the restaurant, join the meal by bigger group and Sukhumvit is one of their favorite area / location.

Figure 24 Reference Group 2 : Teenager customer



**3. New customer group:** This is new acquisition customer and first experience in the Korean BBQ restaurant. This group of customer is growing from time to time due to the interview with Restaurant owners. The trend of Korean culture including food and restaurant still up high in Thailand. It has been happened by few component such recommendation from friends, Korean entertainment, Korean product in other categories, Food taste and location.

Figure 25 Reference Group 3 : New acquisition group



- What is made customer come to restaurant:

From the survey and interview, lot of interesting points from customer feedback and shared. Firstly, we can understand why most of customer come to visit restaurant. This is very aligned with Korean wave as mentioned earlier at beginning of article. Korean wave has been impacting in broader of customer group. We've seen the data which Top 3 popular trend from Korean Wave is Drama series, K-POP music and no. 3 rank is friend refer friend. The expansion of BBQ restaurant was from this trend.

Few elements to drive consumer goes to restaurant is another 2 main drivers by foods taste and location. The biggest ratio is taste of foods which is normally consideration factor in restaurant segment. The taste of Korean BBQ is really match with Thai consumer style and even better to get original of foods taste in many

restaurants. This made consumer get higher standard of Korean BBQ food taste and made clear expansion in Thailand. Another important factor is location, most of consumer feel the most proper location is ‘Sukhumvit’ area where’s the most popular for teenager and so convenience regarding to BTS sky train.

Consumer is also recommended by improving the restaurant as well. Few elements that may need to consider. Most of recommendation is actually native Korean style and not that easy for owner (especially Korean owner) to consider and improve. Major factor to improve is around queuing process which is long and just wait without things to do, Restaurant environment is still not change to modern, Foods items didn’t have new item out especially desert that not much available in Korean BBQ restaurant.

Figure 26 Korean Grilled Restaurant ‘DOORAE’ at Korean Town, Asok



- What's the owner share their view on business:

**Table 6** Some Korean Grill Restaurant Owner perspective interview summary

Restaurant	1	2	3
Area	Khongtoei	Bangna	Wattana
Years	20	8	2
Motivation	Open Korean restaurant which taste like real Korean food in Thailand	Not many Korean Grill restaurant which similar to original taste in this area	Franchise from Korea, This restaurant has many branches in Korea
Type	A la carte	Buffet	Set Menu
Competitive Landscape	In this area, quite high competitive since many Korean restaurant until nowadays	Quite normal since it isn't center of city but it might be higher in the near future	Although many Korean restaurant located around this area but still not much Korean Grill restaurant.
No. of Branches	2	3	1
Key Challenge	Make regular customer try a new menu instead of same menu	Maintain old customer and attract new customer at the same time	Maintain quality like original same restaurant brand from Korea
Key Success	Taste, service, maintain quality of food, Take good care of employee	Taste, service and quality that meet valuable price	Taste, service, atmosphere and location
Future plan	Plan to open another branch but not yet decided.	In process of expand fourth branch which soon to open	-

First of all, the interview session has been arranged one by one and most of owners are supportive the interview very well. Overall, they mentioned about the business that need to manage cost tighten and big challenges for them are mostly on the way to manage people since the restaurant use big group of people. And the material such meat, vegetable, etc. are key factor and need to control the quality closely. The type of restaurant is different such Dish based or Buffet. If Buffet type, owner must expand the location until the Economy of scale has been hit the threshold while the dish based are fine by the model.

They explore the strategy to manage the business which is very interesting. The owners didn't manage business in very aggressive way but mostly are in conservative mode. Even some needs to expand the location due to buffet model but yet to speed. They would like to keep focus on the food quality, taste of foods, take care employee in the restaurant. And they're also not promoting much especially through online which can consider no. Most of the reference has been from friend refer friend once, customer happy so they will back to the restaurant again. With this thought process, I am personally thinking it's good for business in very longer terms regarding high level of trust and sincerely. This is key main factors to drive Korean BBQ is getting big crowd daily and most customer come even more often from 1 to 3 times a month. The culture has been paid back to the business strongly.

## CHAPTER VI

### CONCLUSION AND SUGGESTION

#### 6.1 Conclusion of the research

Since Korean Wave has motivated Thai people more interested into Korean culture, especially food and cuisine led to various type of Korean restaurant came to open in Thailand. From observation, gather information then classify type of main dish from each restaurant, result found out that among 102 Korean restaurant which still active in Bangkok, Korean Grilled restaurant has more proportion than other type of Korean restaurant by 55:47. Even Japanese Grilled restaurant and Thai-style Grilled restaurant gained many popularity from Bangkok citizen for long time ago but nowadays Korean Grilled restaurant also still gain more attention and more new faced customers continuously until Korean restaurant included in many areas in Bangkok not only at the center of city.

For this research, researcher has try to find about Korean food, Background of Grilled food, different point and significance between Korean, Japanese and Thai-style of Grilled food such visual appearance, type of stove that using, way of meat marinated, way to eat and also side dish. Including add one interesting case of Korean food business from Sweden which found out that even in Europe country, Korean music or K-pop can be one of motivation that made Swedish people have more interest and want to taste Korean food. Then lastly, Korean food Business in

Thailand including background of Korean Town which gathered many Korean restaurant both food and dessert also supermarket where sells Korean products and snacks all in one place.

In part of collecting information, divided into demand and supply side by surveyed sample group which are Thai consumers who live in Bangkok and had experience in Korean Grilled restaurant consumption total 150 people separated by occupation/job and range of income through survey form that not over 20 questions about First, consider the cause why Thailand consumer consume Korean Grilled restaurant. Second, how satisfaction for Thailand consumers experience from restaurant. Last but not least, future consumption of Thai consumers related with Korean Restaurant. Also Short interview with Thai consumer who has strong interest in Korean food and Thai consumers who have no interest in Korean Grilled food for find a reason and understand their perception also point of view about Korean food.

On supply side, researcher went to interview with owners of Korean Grilled restaurant which located at three different area, Siam, Asok and Bangna by picked restaurant that has different style of menu like set, a la carte or buffet for various information through in-depth interview about doing Korean Grilled restaurant business in Bangkok area such restaurant background, reason that pushed for starting this restaurant, competitive landscape, key challenge, management style, successful factors and future business plan and marketing plan etc. Researcher gathered all above information for study, analyze and understand direct and indirect factors that



made Korean Grilled restaurant business grew up more than other Korean restaurant in Bangkok.

According to the survey result, majority motivation for Korean food interest of Thai consumers was entertainment industry like music and drama showed that Korean Wave has some influence towards Thai consumers, followed by friends, education and business. Main reason that majority of consumer came to Korean Grilled restaurant is taste of food. According to 4ps theory, in terms of product, means that those restaurants made quality of products which can meet customer satisfaction. However, in terms of place may still yet meet customers satisfaction because restaurant location and restaurant atmosphere are the most two factors that consumer concerned since some restaurant wasn't located at area where easy to approach by public transportation or easy to find and also restaurant atmosphere which full of smell and smoke from stove that stick with customers after finish their meals.

For the supply side result, Researcher has spent time to interview some Korean owner of Korean Grill restaurant, with about 7-8 questions, which ran their business longer than 3 years, that located in different area in Bangkok and different pattern of promotion also menu line-up but still maintain quality like Korean Grill restaurant in Korea, in term of marinated meat, way to grill, various side dish, atmosphere also became successful and has many customer came to eat especially in weekend. From briefly interviewing, can found similar point as following, First, in the past these

owners came to Thailand and when they tried Korean restaurant at that time, it wasn't delicious also different taste from their hometown so they decided to open Korean restaurant that has same quality of taste like Korean food in Korea. Also nowadays, even many Korean grill restaurant increased in Bangkok but the owners believed that if restaurant can maintain quality, taste, service, this will attract new customers and also keep old customers at the same time. Last similar point of view is those owners not yet has proper promote plan for their restaurant beside facebook or Instagram and mostly word of mouth from customers to other such family, friends etc. However, their business plan is quite different. Since the restaurant that interviewed are all first branch so one owner plan to open like five branches in different area for various target customers.

In the other side, other owner just want to manage and maintain quality of first branches for have good standard but the reason that she ran second branches because when the restaurant located at center of Bangkok, some customer commented about bad traffic, so she chose other area to opened the second branches finally. Anyway, she still doesn't have plan for the third. Overall for interview, Korean wave, such music, drama or life-style, and interesting of Korean culture among Thai consumers can be one of motivation that made Korean grill restaurant business became successful nowadays but most important point is quality, if restaurant can maintain process, taste, visual of food like Korean food in

Korea which some of consumer might have seen from medias and want to try. The restaurant will blend with those consumers taste well.

## 6.2 General suggestion

According to result from sample group and short interview with Thai consumer who live in Bangkok, found factors that majority of consumer want to adjust is restaurant location because some Korean Grilled restaurant in some area quite not easy to approach since it isn't locate in public transportation line. In researcher opinion, think that if restaurant can locate in area that easy to find or more convenience to approach, might attract people who pass by around that area to be new-faced customer. Followed by restaurant atmosphere which some consumer said that because after a meal, there was smell of grilled pork/meat and smoke strongly stuck on their body, so they didn't came for consume frequently in one month. Researcher thinks that if restaurant can adjust good quality of cooker hood system for reduce problem of smell and smoke, also it will increase good atmosphere for restaurant and can impressed more customer to come and eat more frequently.

Moreover, according to one related article named a case of Korean restaurant in Sweden, in that article mentioned that Korean owners didn't have proper business and marketing plan but relied on word of mouth by customer to other which conform with Korean Grilled restaurant owners that researcher has an interview with.

Because the owners said that they didn't have serious marketing or business plan or some restaurant which has many customers for a while, yet didn't plan to expand their branches into another area. In researcher opinion, if restaurant has proper marketing plan, promotion plan for restaurant, might get wider target group of customer.

### **6.3 Research Limitation**

During finding and collecting information, there's some limitation such as researcher can't approach every Korean Grilled restaurant that still active in Bangkok for survey in real location and interview owners because some restaurant located at location that difficult to find also can't survey every Thai consumers who lived in Bangkok and has experience of Korean Grilled restaurant consumption since it's a huge amount of people or can't interview with every Thai consumers who prefer and not prefer to consume at Korean Grilled restaurant. So, researcher can't know every opinion of Thai consumers who lived in Bangkok and has experience of Korean Grilled restaurant consumption also point of view from every Korean Grilled restaurant owners with those all above limitation.

### **6.4 Future work suggestion**

As this research is focusing on Overall Korean Grilled restaurant in Bangkok, from survey Korean restaurant in Bangkok about number of branches in Bangkok,

significance, factors of popularity, owner's point of view, customer's opinion and consumer behavior. However, among Korean Grilled restaurant which still active in Bangkok, there is some restaurant that quite became successful than others. Therefore, researcher would recommend the authors and researchers who interest in Korean Grilled restaurant business, Korean Wave's influence study delve into Korean Grilled restaurant which has gain more income than others, about direct and indirect factors of successful or marketing tactics that different from others for compare with Korean Grilled restaurant which gain less customer and lower income for find reason and different point.

In summary, from the data research the recommendation framework to get success for this business success for restaurant owner. By step of business owner should focus and learn from the data. It can be started by ..



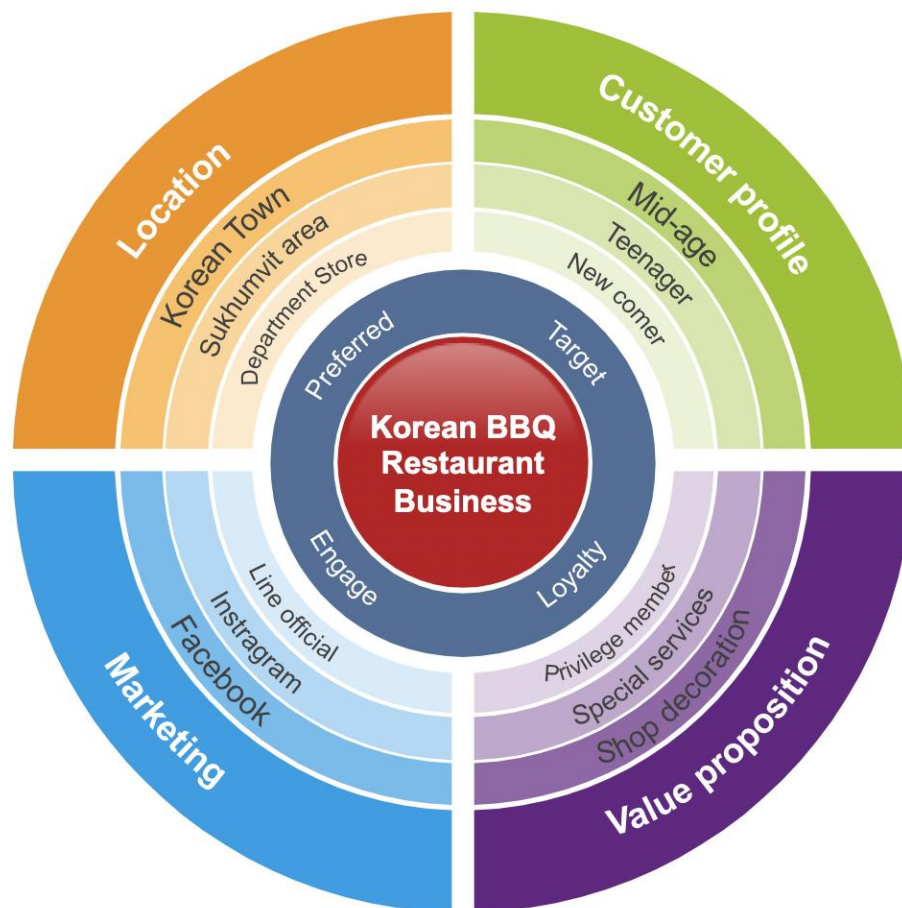
1. Pick the right type of restaurant: Choose the right type of restaurant such BBQ or other type of restaurant. This related with consumer profile, spending, etc.
2. Select the right location of restaurant: After finalizing the restaurant type and pick the right location for each restaurant categories.
3. Promoting the restaurant by segmentation: Hyper personalization is one of very key success to reach the user segmentation. Considering to leveraging the media such social, communication, etc.

4. Design the restaurant: After pick the type, location and way to promoting.

Business owners should develop the restaurant to get high engage from the target addressable customer.

Value added proposition: This is critical factor to make thing different for the restaurant comparing the others. The value proposition can be starting to develop such as decoration, menu, services, messages, material, privilege and loyalty program.

Figure 27 Reference Business framework : Korean Grilled restaurant



Reference Business framework : Korean BBQ restaurant



## ภาคผนวก

จากการสำรวจรวบรวมข้อมูลในปี 2018-2019 ที่ผ่านมาแม้จะพบว่า ธุรกิจร้านอาหารเกาหลีประเภทต่าง ๆ ได้ขยายตัวเพิ่มไปยังหลายพื้นที่ในกรุงเทพมหานครที่ไม่ใช่แค่ใจกลางเมือง แต่หากแยกเพียงแค่ประเภทร้านอาหารปิ้งย่างเกาหลี จำนวนรวมก็จะหายไปกว่าครึ่ง ถึงอย่างนั้น ก็ยังมีหลายร้านในหลายพื้นที่ที่ขึ้นชื่อเรื่องของความอร่อยเหมือนประเทศเกาหลีที่เป็นต้นฉบับ จุดประสงค์ของการเขียนภาคผนวกนี้จึงต้องการจะพาไปรู้จักร้านอาหารปิ้งย่างเกาหลีที่ได้ทำการสำรวจและคัดเลือกเฉพาะร้านที่มีลักษณะ ภาพลักษณ์และคุณภาพใกล้เคียงกับร้านอาหารปิ้งย่างเกาหลีต้นตำรับ โดยแบ่งเป็นย่านแนะนำร้านคร่าว ๆ รวมถึงทำเลที่ตั้งวิธีการเดินทางพอสังเขป เพื่อรวบรวมให้ผู้ที่สนใจจะหาร้านอาหารปิ้งย่างเกาหลีที่ได้มาตรฐานสามารถค้นหาได้สะดวกขึ้น โดยขอเน้นไปที่สี่เขตหลัก ๆ คือ คลองเตย วัฒนา ปทุมวัน ที่จำนวนร้านปิ้งย่างเกาหลีมาเป็นสามอันดับแรก และบางนา ที่เป็นทางเลือกของคนที่ไม่สะดวกเข้ามาในบริเวณใจกลางเมือง





จากแผนผัง จะสามารถสังเกตเห็นได้ว่าธุรกิจร้านอาหารปิ้งย่างเกาหลีนั้นไปรวมกันจำนวนเยอะ ๆ อยู่บริเวณใจกลางเมืองเป็นส่วนใหญ่ ก่อนจะค่อย ๆ กระจายตัวออกมารอบนอกประปราย หากแต่ก็ยังไม่ได้อยู่ทั่วกรุงเทพฯขนาดนั้น เพราะฉะนั้น ถ้าพูดถึงร้านอาหารปิ้งย่างเกาหลีแล้ว สองเขตแรกที่ใคร ๆ ก็นึกถึงและต้องแวะไปแน่นอนว่าเป็นคลองเตยและวัฒนา ที่หลายคนรู้จักกันดีกว่าเป็นบริเวณแนวรถไฟฟ้าสถานีโศกและทองหล่อ ที่มี Korean Town อันเป็นศูนย์รวมร้านอาหารเกาหลีแท้ ๆ ที่ใกล้เคียงกับต้นตำรับไว้มากที่สุดในกรุงเทพฯ และซอยทองหล่อย่านที่มีร้านอาหารหลากหลายประเภทตามทาง ซึ่งจากการสำรวจทั้งสองแห่งมีจำนวนร้านอาหารปิ้งย่างเกาหลีที่เท่า ๆ กัน และยังตั้งอยู่ไม่ห่างกันมากนัก หากพูดถึงจุดที่แตกต่างระหว่างทั้งสองที่นั่น จากการลงพื้นที่สรุปได้ว่าย่านวัฒนามีร้านอาหารปิ้งย่างเกาหลีที่ขายในประเภทบุฟเฟ่ต์เยอะกว่าที่คลองเตย ถึงอย่างนั้นการเดินทางไปร้านอาหารปิ้งย่างเกาหลีในเขตคลองเตยส่วนใหญ่ กลับมีความสะดวกและอยู่ใกล้ขนส่งสาธารณะอย่างรถไฟฟ้าบนดินและใต้ดินมากกว่าวัฒนาที่ต้องใช้เวลาในการเดินทางนานกว่า และตั้งอยู่แบบกระจายตัวมากกว่า จึงเป็นจุดที่อาจจะทำให้กลุ่มเป้าหมายลูกค้ามีความแตกต่างกันเล็กน้อยด้วย

#### รายชื่อร้านอาหารปิ้งย่างเกาหลีเขตคลองเตย

ชื่อร้าน	ตำแหน่งที่ตั้ง	ประเภท	ราคาโดยประมาณ
Myeong Ga	Korean Town ชั้น 1	A la carte	250-500 thb.
Doorae	Korean Town ชั้น 1	A la carte	250-500 thb.
Jang Won	Korean Town ชั้น 1	A la carte	500-1,000 thb.
Dong E	Korean Town ชั้น 1	A la carte	250-500 thb.
Kaborae	Korean Town ชั้น 1	A la carte	300-400 thb.

Kwang Han Roo	Korean Town ชั้น 1	Buffet	300 thb.
Viking BBQ	Korean Town ชั้น 1	Buffet	359 thb.
Dongdaemun	ถนนอโศกมนตรี ดึก PS Tower	A la carte	250-500 thb.
Banjoo BBQ	สุขุมวิท 20 66/4, 201 Mille Malle ชั้น 2	A la carte	250-500 thb.
Ko Kung	สุขุมวิท ซอย 26	Set Menu	250-500 thb.
Gangnam Korean BBQ	25/7 สุขุมวิท ซอย 16	Buffet	289 thb.

ร้านที่ผู้เขียนอยากแนะนำ : (A la carte) Myeong Ga, Doorae, Kwang Han roo | (Buffet)

Viking BBQ

ขอเริ่มต้นจากร้านอาหารปิ้งย่างเกาหลีในเขตคลองเตยซึ่งแน่นอนว่าทุกคนคงนึกถึง Korean Town เป็นอันดับแรก ส่วนตัวคิดว่าจุดที่ทำให้ Korean Town ค่อนข้างได้เปรียบคือการเป็นสถานที่ที่ตั้งอยู่ใจกลางเมืองและใกล้รถไฟฟ้า คือสถานีอโศก ทางออก 2 รวมถึงติดถนนสายหลักที่คนทั่วไปมักจะเดินทางผ่านไปผ่านมา ทำให้แทบไม่ต้องสังเกตหรือมองหาที่เห็นได้ชัดเจน อีกทั้งในปัจจุบันนี้มีสะพานเชื่อมหรือ Sky walk มาจากสถานีรถไฟฟ้าแล้ว ทำให้การเดินทางขึ้นลงนั้นง่ายและสะดวกขึ้นมาก ระยะทางที่ต้องเดินก็ได้ชั้บซ้อนใด ๆ เพราะเมื่อเข้าบริเวณของ Korean Town แล้ว ก็จะพบกับเว็จร้านอาหารปิ้งย่างเกาหลีที่เรียงรายกันเป็นครึ่งวงกลมอยู่ตรงหน้าโดยไม่ต้องเดินขึ้นหรือลงไปไหน แต่ส่วนใหญ่ร้านจะเปิดทำการตั้งแต่เวลา 11:00น. ยาวไปถึงประมาณ 21:00น. โดยเฉลี่ย และลูกค้าจะ

ค่อนข้างแน่นในเวลาเย็นหลังเลิกงาน รวมถึงคนเยอะเป็นพิเศษในเย็นวันเสาร์อาทิตย์ ที่หากใครอยากกินแบบไม่ต้องรอคิวคงต้องเผื่อเวลาการเดินทางประมาณหนึ่ง

เพียงแค่เห็นลูกค้ายืนรอคิวบริเวณหน้าร้านก็เป็นส่วนหนึ่งสามารถหารันตีได้ส่วนหนึ่งว่ารสชาติอร่อยอย่างแน่นอน แม้ว่าใน Korean Town จะมีร้านอาหารปิ้งย่างเกาหลีที่อยู่ในพื้นที่เดียวกันเป็นจำนวนมาก ถึงอย่างนั้นแต่ละร้านก็ยังมีรสชาติที่แตกต่างกันไป ไม่เพียงแต่หมูหรือเนื้ออย่าง แต่ว่าอาหารประเภทอื่นในเมนู กระทั่งเครื่องเคียงก็รสชาติไม่เหมือนกันอีกด้วย หลายร้านเป็นร้านที่เปิดกิจการมานาน เลยมียั้งลูกค้าประจำและลูกค้าชาวแะเวียนมาอยู่เรื่อย ๆ จากรีวิวในเว็บไซต์ หรือจากการแนะนำต่อกัน ซึ่งจากการเข้าไปสัมผัสด้วยตัวเองบ้าง และอ่านรีวิวมามากอีกจำนวนหนึ่ง ค้นพบว่าโดยรวมมีรสชาติที่ดี แต่หากเป็นร้านที่ขายแบบสั่งแยกเมนู ราคาจะค่อนข้างสูงเล็กน้อย แต่ว่าก็สมเหตุสมผลเมื่อเทียบกับคุณภาพอาหารและการบริการอย่างมีพนักงานมาอย่างเมนูที่สั่งให้ ถึงอย่างนั้นในส่วนของร้านที่เป็นบุฟเฟ่ต์ ส่วนตัวผู้เขียนมีความเห็นว่าถ้ากินได้เยอะ บุฟเฟ่ต์เป็นทางเลือกที่ดีกว่า เพราะว่าคุณภาพของเนื้อและเครื่องเคียงที่นี่มีความคุ้มค่ากับราคาพอสมควร ถือว่าเป็นย่านที่มีร้านอาหารปิ้งย่างเกาหลี ที่บรรยากาศและรสชาติโดยรวมเหมือนกับต้นตำรับที่ประเทศเกาหลีอยู่มากที่สุดในตอนนี้ ที่ไม่ว่าจะมีรถยนต์ส่วนตัวหรือไม่ก็มีเส้นทางได้สะดวกเช่นกัน

#### รายชื่อร้านอาหารปิ้งย่างเกาหลีในเขตวัฒนา

ชื่อร้าน	ตำแหน่งที่ตั้ง	ประเภท	ราคาโดยประมาณ
Han Kook Kwan	สุขุมวิท17 (200 เมตรจากสถานีรถไฟฟ้าวโศก)	A la carte	250-500 thb.
Sura	สุขุมวิท39 (500 เมตรจากสถานีรถไฟฟ้าวพร้อมพงษ์)	A la carte	250-500 thb.

Seoul Jib	สุขุมวิท33/2 (400 เมตรจากสถานีรถไฟฟ้าวัดพร้อมพงษ์)	A la carte	250-500 thb.
The BBQ	1221, 4 สุขุมวิท61	A la carte	500-1,000 thb.
Kochirae	97 สุขุมวิท55 (เข้าซอยมาประมาณ 100 เมตร)	Buffet	299 thb.
Jin Seng	13 สุขุมวิท15 ชั้นล่างโรงแรมแมนฮัตตัน	Buffet	339/439 thb.
Seoul BBQ	54 ถนน โอศุภมนตรี ข้างตึกแกรมมี	Buffet	299 thb.
Special K	อาคาร อเนกวิช ชั้น3 ซอยทองหล่อ, เดินประมาณ9นาที่จากสถานีรถไฟฟ้าวัดทองหล่อ ทางออก3	Buffet	299 thb.
GokiSeki	147/1 สุขุมวิท39	Buffet	399/499/599 thb.
Youchun	สุขุมวิท5 Grace Hotel (400 เมตรจากสถานีรถไฟฟ้าวัดนานา)	Set Menu	340 thb.

ร้านที่ผู้เขียนอยากแนะนำ : (A la carte) Han Kook Kwan, Sura | (Buffet) Kochirae, Jin Seng  
 ต่อจากเขตคลองเตยนั้น เป็นย่านใกล้เคียงอย่างเขตวัฒนา ที่มีร้านอาหารหลากหลายสัญชาติรวมอยู่ในเขตเดียว ร้านอาหารปิ้งย่างเกาหลีในบริเวณนี้ จะต่างจากฝั่งคลองเตยตรงที่ค่อนข้างตั้งอยู่แบบกระจายตัวกว้างขวาง ไม่ได้อยู่ใกล้กันมากนัก และหากเดินทางโดยขนส่งสาธารณะประกอบกับการเดินเท้า ก็จะใช้เวลามากกว่าพอสมควร รวมถึงในส่วนของที่จอดรถก็ขึ้นอยู่กับแต่ละทำเลที่ตั้งของร้าน

นั้น ๆ แต่ราคาโดยภาพรวมทั้งแบบ A la carte และบุฟเฟ่ต์โดยเฉลี่ยยังไม่แตกต่างกันมากนัก ทั้งยังมีร้านที่ขึ้นชื่อเรื่องรสชาติที่อร่อยอยู่กว่าครึ่งเช่นเดียวกัน โดยเฉพาะใครที่รักการรับประทานแบบบุฟเฟ่ต์ที่ทั้งปริมาณและคุณภาพคุ้มค้ำกับราคา ในย่านนี้จะมีให้เลือกหลายร้านมากกว่าฝั่งคลองเตย จากการศึกษาและลงพื้นที่ด้วยตัวเอง ส่วนตัวผู้เขียนมีความเห็นว่าหากพุดถึงร้านอาหารปิ้งย่างเกาหลีในกรุงเทพฯ เขตวัฒนาเองก็เป็นทางเลือกที่ดี และคุณภาพโดยรวมสู้ใกล้เคียงกับเขตคลองเตย เพียงแต่อาจจะต้องใช้เวลาในการหาร้านเล็กน้อยสำหรับใครที่ลองไปเยือนเป็นครั้งแรก

### รายชื่อร้านอาหารปิ้งย่างเกาหลีในเขตปทุมวัน

ชื่อร้าน	ตำแหน่งที่ตั้ง	ประเภท	ราคาโดยประมาณ
Hongdae	สยามแสควร์วัน ชั้น5	Buffet	299 thb.
Kongju	โรงแรมปทุมวันปริ้นเซส มาบุญครอง	Buffet	500-1,000 thb.
Nice Two Meat U	สยามแสควร์ ซอย3	A la carte	500-1,000 thb.
Tongkeun-Gui	สยามแสควร์ ซอย1	Set Menu	500-1,000 thb.
Palsaik	สยามเซ็นเตอร์ ชั้น2 ใกล้ทางเชื่อม สยามดิสคัฟเวอรี่	Set Menu	990 thb./set

ร้านที่ผู้เขียนอยากแนะนำ : Tongkeun-Gui (ปริมาณของชุดอาหารที่ขายในเมนูสามารถรับประทานได้สูงสุด 3-4คนและภายในชุดมีหลากหลายเมนูที่โดยรวมคุ้มค้ำกว่าสั่งแยกจาน เพิ่มความสะดวกให้ลูกค้าที่มาบริโภค)

อย่างที่กล่าวไปข้างต้นว่าหากพุดถึงร้านอาหารปิ้งย่างเกาหลี เขตที่มีร้านดี ๆ ปักหลักอยู่เยอะเป็นพิเศษนั้นมียู่ด้วยกันสองเขต ซึ่งนับว่าตั้งอยู่ในบริเวณกลางเมือง ถึงอย่างนั้นอีกหนึ่งย่านที่อยู่ใจกลาง

เมือง ที่แม้จะมีร้านอาหารปิ้งย่างเกาหลีจำนวนมากน้อยกว่าเมื่อเทียบกับเขตคลองเตยและวัฒนา แต่ก็เดินทางสะดวกผ่านขนส่งสาธารณะ จอดรถแล้วเดินเท้าได้ อีกทั้งหาร้านง่ายในเส้นทางที่ไม่ซับซ้อน เป็นย่านร้านอาหารปิ้งย่างที่ผู้เขียนได้ลองรับประทานและใช้บริการมาแล้วครบทุกร้านในรายชื่อข้างต้น สามารถพูดได้ว่าโดยรวมอาหารมีรสชาติที่ดีทีเดียว ได้คุณภาพและความรู้สึกของปิ้งย่างเกาหลีพอสมควร ถึงอย่างนั้น ด้วยความที่ทำเลที่ตั้งอยู่ในบริเวณจุดศูนย์กลางของกรุงเทพฯ ราคาโดยประมาณจึงค่อนข้างสูงกว่าสองเขตด้านบน เปรียบเทียบกับความคุ้มค่าและปริมาณที่ได้ในอีกสองเขต ผู้เขียนจึงไม่มีร้านที่ต้องการจะแนะนำมากนัก แต่หากใครออกมาทำธุระในบริเวณใจกลางเมืองแล้วอยากแวะรับประทาน ร้านที่ระบุอยู่ในรายชื่อนี้ก็นับเป็นอีกทางเลือกหนึ่งได้เช่นกัน

#### รายชื่อร้านอาหารปิ้งย่างเกาหลีในเขตบางนา

ชื่อร้าน	ตำแหน่งที่ตั้ง	ประเภท	ราคาโดยประมาณ
Factory Buffet	บางนา-ตราด 42 (เลียบบนน)	Buffet	300 thb.
Kokinaemsae	58 อาคาร Bizzo ชั้น 1 ซอยบางนา-ตราด 23	Buffet	298 thb.
BBQ Korea One	อาคารวินอุดมสุข ซอยอุดมสุข 1 100 เมตร จากสถานีรถไฟฟ้าอุดมสุข	Buffet	299 thb.
K BBQ	71 ถนนบางนา-ตราด ในซอยหลังเซ็นทรัลบางนา	Buffet	329 thb.

ร้านที่ผู้เขียนอยากแนะนำ : K BBQ, BBQ Korea One

บางนาเป็นเขตรอบนอกของกรุงเทพฯ ที่ผู้เขียนได้ลงพื้นที่จริงและลองรับประทานเกือบทุกร้านแล้ว เช่นกัน ก่อนอื่น ร้านอาหารปิ้งย่างเกาหลีในย่านนี้มีไม่มากนัก อีกทั้งอยู่ในทำเลที่ตั้งที่กระจายตัวกัน ทำให้ผู้ที่ใช้รถยนต์ในการเดินทางจะสะดวกกว่าใช้บริการขนส่งสาธารณะที่อาจจะเข้าถึงบางร้านได้ยากเล็กน้อย ลักษณะของร้านอาหารในเขตรอบนอกของกรุงเทพฯ นั้น จะต่างกับร้านในย่านใจกลางเมืองอย่างเห็นได้ชัดคือเรื่องพื้นที่ โดยรวมค่อนข้างเป็นร้านแสดนด้อะโลนที่มีพื้นที่ใช้สอยกว้างขวาง ทั้งภายใน ที่สามารถรองรับลูกค้าได้จำนวนมาก และภายนอกเช่นเรื่องจอดรถ แม้กระทั่งในเวลาเย็นถึงค่ำที่คนทยอยเข้ามาอย่างแน่นขนัด ก็ยังพอมือที่จอดรถเหลืออยู่บ้างหรือไม่ก็รอเพียงครึ่งเดียวไม่นานมากเท่าไร ประเภทของร้านอาหารปิ้งย่างเกาหลีในเขตบางนานั้น ตามที่ระบุไว้ในตารางข้างต้น คือเป็นร้านบุฟเฟต์ทั้งหมด และราคาโดยรวมหากเปรียบเทียบกับเขตคลองเตย วัฒนา และปทุมวัน ก็จะถูกกว่าพอสมควร ในขณะที่เดียวกันก็สมเหตุสมผลกับคุณภาพของวัตถุดิบและรสชาติที่ได้รับ ซึ่งต้องยอมรับว่าอาจจะไม่ได้เทียบเท่าร้านชื่อดังแถบใจกลางเมือง แต่หากเป็นผู้ที่อยู่อาศัยในบริเวณรอบนี้หรือเขตใกล้เคียง ร้านที่ผู้เขียนได้แนะนำไปก็นับว่าเป็นอีกหนึ่งทางเลือกที่เหมาะสมกับคนรักการรับประทานบุฟเฟต์แต่ไม่อยากจะเผชิญรถติดฝ่าเข้าไปในเมืองเช่นกัน

จุฬาลงกรณ์มหาวิทยาลัย  
CHULALONGKORN UNIVERSITY

#### รายชื่อร้านอาหารปิ้งย่างเกาหลีในเขตอื่น ๆ

ชื่อร้าน	ตำแหน่งที่ตั้ง	ประเภท	ราคาโดยประมาณ
Hana Korean BBQ	เขตบางซื่อ 1118 ถนนประชาราษฎร์ 1	Buffet	299 thb.
Masizzim	เขตบางแค เดอะมอลล์บางแค ชั้น 4	Buffet	299/499 thb.
Sam Poong	เขตบางรัก SV City หัวมุมถนน นราธิวาสฯ กับถนนสุรวงศ์	Buffet	299 thb.

SangKung	เขตจตุจักร	A la carte	100-250 thb.
Nene Korean BBQ	เขตดินแดง รัชดา ซอย3	Buffet	299/499 thb.
Drum BBQ	เขตห้วยขวาง ซอยรัชดาภิเษก14 ตรงข้ามทอมแมนชั่น	A la carte	300-500 thb.
New Mapogalmaegi	แยกห้วยขวาง ฝั่งโรงแรม swissotel 79เมตรจากสถานีรถไฟใต้ดินห้วยขวาง	A la carte	250-500 thb.
Hansik	เขตหลักสี่ The Avenue แจ้งวัฒนะ	Buffet	299 thb.
Ewawon	เขตลาดพร้าว ซอยนาคนิวาส16	A la carte	150-250 thb.
Dong Dae Moon	เขตพระนคร ซอยชนะสงคราม	Buffet	310 thb.
Jangteo	เขตพระนคร ถนนพระอาทิตย์ ซอยรามบุตรี หลังวัดชนะสงคราม	Set Menu	380 thb.
Nammaejip	เขตประเวศน์ ซีคอนแอสควร์ ศรีนครินทร์ชั้น2 โซนโลตัส	A la carte	250-500 thb.
Shinla	เขตพระโขนง 101 third place ชั้น3	Buffet	290+ thb.
Salang	เขตราษฎร์เทพฯ ซอยคอนโดปทุมวันรีสอร์ท 200เมตรจากสถานีรถไฟฟ้ามหานคร	Buffet	330 thb.
Supia	เขตราษฎร์เทพฯ 500เมตร จากสถานีรถไฟฟ้ามหานครสายวิภาวดีฯ ตรงข้ามสวนสันติภาพ	Buffet	299 thb.



54 BBQ	เขตสวนหลวง ซอยพัฒนาการ54	Buffet	399/499 thb.
Korean Spoon	เขตวังทองหลาง Crystal Design Center ชั้น2	A la carte	250-500 thb.
Jang Geum	เขตวังทองหลาง 588 ถนนประดิษฐ์มนูธรรม แขวงพลับพลา	Buffet	299+ thb.
Sarang Chae	เขตยานนาวา SV City พระราม3	Buffet	250-500 thb.
Surakan	เขตยานนาวา SV City พระราม3 ชั้น1	A la carte	250-500 thb.
Maru	เขตยานนาวา 1067 ถนนพระราม3 ซ่องนนทรี	Buffet	299 thb.
Nara	เขตยานนาวา ซอยสาธุประดิษฐ์19 นาราเพลส นาราธิวาส24	A la carte	250-500 thb.
Sukishi	ตั้งอยู่ในหลายห้างสรรพสินค้า	A la carte /Buffet	250-500 thb.

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ร้านที่ผู้เขียนอยากแนะนำ : (A la carte) Korean Spoon, Ewawon | (Buffet) Shinla, Supia

นอกเหนือจากคลองเตย วัฒนา ปทุมวัน และบางนาแล้ว ร้านอาหารปิ้งย่างเกาหลีในเขตอื่น ก็ปักหลักอยู่กระจายตัวกันไปอย่างละร้านหรือสองร้าน โดยมีทั้งร้านที่ตั้งอยู่ในอาคาร หรือห้างสรรพสินค้า ร้านแอสตันดอลันที่ตั้งอยู่เดี่ยว ๆ ระหว่างทางข้างถนน มีร้านที่อยู่ใกล้เคียงกับขนส่งสาธารณะอย่างสถานีรถไฟฟ้าหรือรถไฟฟ้าใต้ดิน และร้านที่ต้องใช้เวลาในการเดินทางเข้าถึงมากกว่า ถึงแม้สภาพแวดล้อมการเดินทาง และทำเลที่ตั้งจะมีความหลากหลาย แต่ว่าเท่าที่ได้ลงพื้นที่ด้วยตัวเองรวมถึงอ่านรีวิวใน

อินเทอร์เน็ต ร้านตามรายชื่อที่ได้คัดแยกมานั้น โดยรวมเป็นร้านปิ้งย่างเกาหลีที่ได้ผลตอบรับที่ค่อนข้างพอใช้ได้ไปจนถึงดีจากลูกค้าที่มารับประทาน ทั้งลูกค้าประจำและคนที่ผ่านไปผ่านมา จึงถือว่าเป็นจุดหมายที่ดีสำหรับผู้บริโภคที่อาศัยอยู่ในบริเวณใกล้เคียง ที่สามารถรับประทานได้สะดวก โดยที่ไม่ต้องเดินทางเข้ามาในเมืองหรือไปไหนไกล

จากการสำรวจ ค้นหาข้อมูล รวมถึงลงพื้นที่ด้วยตัวเองในบางส่วนนั้น ร้านอาหารปิ้งย่างเกาหลีในกรุงเทพฯ ค่อนข้างตั้งอยู่ในทำเลที่หลากหลาย กระจายตัวตามเขตต่าง ๆ ได้ทั่วถึงพอสมควร ถึงอย่างนั้นก็ปักหลักกันเป็นจำนวนมากในแถบใจกลางเมือง ในส่วนของเขตบริเวณกรุงเทพฯรอบนอก ยังคงมีจำนวนร้านไม่มากเท่าไรนัก แต่หากเปรียบเทียบกับหลายปีก่อนหน้าก็นับว่าธุรกิจร้านอาหารปิ้งย่างเกาหลีขยายตัวเพิ่มขึ้นในกรุงเทพฯเยอะขึ้นพอสมควร อีกทั้งมีคุณภาพและรสชาติที่ดีจนทำให้ได้รับคำชมจากลูกค้า ไม่ว่าจะเป็นประเภทจานเดียวหรือว่าบุฟเฟ่ต์ก็ตาม ที่แม้ราคาจะอยู่ในขอบเขตที่กว้างต่างกันไป ก็ยังคงมีความสมเหตุสมผลเมื่อเทียบกับคุณภาพของในแต่ละแห่ง

สำหรับข้อควรระวังที่ผู้เขียนค้นพบระหว่างการสำรวจคือ อย่างแรก แน่นอนว่าการเข้าไปรับประทานร้านอาหารปิ้งย่างเกาหลี เพียงแค่ขึ้นชื่อว่าปิ้งย่าง สิ่งก็ตามมาก็คือกลิ่นและควันที่ติดตัวอย่างห้ามไม่ได้ อีกทั้งด้วยความที่ระบบดูดควันของแต่ละร้านไม่ได้ทำงานอย่างมีประสิทธิภาพที่เท่ากัน กลิ่นที่ติดตัวก็จะมีระดับมากน้อยต่างกันไป ต่อมาอย่างที่สองนั้น คือมีหลายทำเลที่ตั้งของร้านมาก ๆ ที่ค่อนข้างหาที่จอดรถลำบาก หรือไม่มีพื้นที่เพียงพอที่จะรองรับรถยนต์จำนวนมาก ทำให้ลูกค้าที่นำรถยนต์ส่วนตัวไป อาจจะต้องเผื่อเวลาล่วงหน้า ไม่อย่างนั้นก็หาที่จอดรถในบริเวณใกล้เคียง และอย่างสุดท้าย ไม่ว่าจะปิ้งย่างร้านที่ตั้งอยู่ในเขตย่านไหน ต่างก็มีลูกค้าเดินทางเข้ามาใช้บริการแน่นเป็นพิเศษในช่วงเวลาเย็นของวันเสาร์กับวันอาทิตย์ หากมาถึงช่วงเย็นพลบค่ำอาจต้องยืนรอคิวเป็นเวลานานพอสมควร จึงมีคำแนะนำว่าควรวางแผนเวลาไปก่อนน่าจะเป็นสิ่งที่ดี

สุดท้ายนี้ ผู้เขียนหวังว่าข้อมูลที่ได้มาแจกแจงจะเป็นประโยชน์แก่ผู้บริโภคที่กำลังมองหาร้านอาหารปิ้งย่างเกาหลีที่มีคุณภาพ และได้มาตรฐานตามต้นตำรับ ณ ประเทศเกาหลีในกรุงเทพฯอยู่ ขอให้รับประทานอย่างมีความสุขค่ะ



## Survey Question

เพศ

- ชาย
- หญิง
- อื่นๆ \_\_\_\_\_

อายุ

- 10-16 ปี
- 17-22 ปี
- 23-28 ปี
- 29-34 ปี
- 35-40 ปี

อาชีพ

- นักเรียน/นักศึกษา
- พนักงานบริษัท
- อาชีพอิสระ
- ธุรกิจส่วนตัว
- ข้าราชการ/รัฐวิสาหกิจ
- รับจ้างทั่วไป
- อื่นๆ \_\_\_\_\_

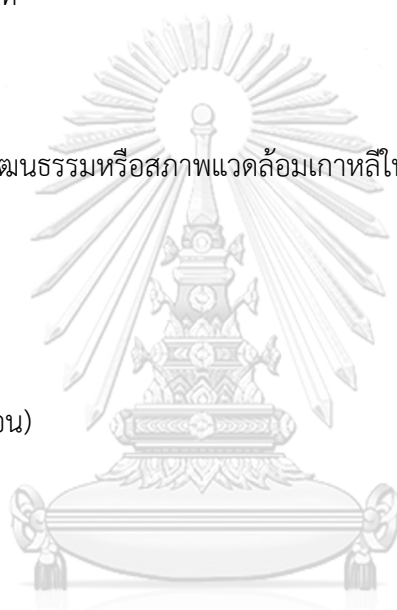


รายได้

- น้อยกว่า 10,000 บาท
- 10,001-15,000 บาท
- 15,001-20,000 บาท
- มากกว่า 20,000 บาท

1. คุณมีความเกี่ยวข้องกับวัฒนธรรมหรือสภาพแวดล้อมเกาหลีในด้านไหนบ้าง

- ละคร
- เพลง
- การศึกษา (เรียน, สอน)
- ทำธุรกิจ
- เพื่อน
- ครอบครัว ญาติพี่น้อง
- อื่นๆ \_\_\_\_\_



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2. คุณมาที่รับประทานอาหารที่ร้านอาหารปิ้งย่างเกาหลีกี่ครั้งต่อเดือน?

- 1 ครั้ง
- 2 ครั้ง
- 3 ครั้ง
- มากกว่า 4 ครั้ง

3. ร้านอาหารปิ้งย่างเกาหลีในพื้นที่ไหนที่คุณชอบไป?

- สุขุมวิท
- บริเวณสยาม
- ลาดพร้าว
- ทองหล่อ (ซอยทองหล่อ-เพชรบุรีตัดใหม่)
- แนวรถไฟฟ้าอโศก (Korean Town)
- อื่นๆ โปรดระบุ

4. อะไรคือปัจจัยสำคัญที่ทำให้คุณมาที่ร้านปิ้งย่างเกาหลี?

- สภาพแวดล้อม
- รสชาติอาหาร
- เมนูที่หลากหลาย
- ราคา
- การบริการ
- ที่ตั้ง/สะดวก ใกล้บ้าน
- อื่นๆ โปรดระบุ

5. ราคาต่อคนในการบริโภคปิ้งย่างเกาหลีต่อหนึ่งมื้อของคุณ

- 200-500 บาท
- 500-1,000 บาท
- 500-1,000 บาท



- 1,500บาท ขึ้นไป
6. จำนวนคนที่มาร้านอาหารปิ้งย่างเกาหลีกับคุณโดยส่วนใหญ่
- คนเดียว
- 2คน
- 3คน
- มากกว่า 4 คน
7. ปัจจัยไหนที่คุณอยากแนะนำให้ร้านอาหารปิ้งย่างเกาหลีพัฒนา
- ที่ตั้ง
- รสชาติ
- ระบบคิว
- การบริการ
- สภาพแวดล้อม
8. อะไรที่จะทำให้คุณมาใช้บริการที่ร้านอาหารปิ้งย่างเกาหลีบ่อยๆ
- ราคาถูก
- โปรโมชั่น
- บัตรสมาชิก
- ที่ตั้งที่เหมาะสม
9. คุณใช้เวลาที่ร้านอาหารนานเท่าไรต่อหนึ่งมื้อ
- 30 นาที
- 45 นาที
- 1 ชั่วโมง



มากกว่า1ชั่วโมง

10. เมนูเพิ่มเติมที่คุณอยากให้เพิ่มในร้านอาหารปิ้งย่างเกาหลี

ของหวาน

เครื่องดื่ม

เมนูไทย

เพิ่มเมนูเกาหลี

อื่นๆ โปรดระบุ

11. ประเภทของเนื้อที่คุณชอบมากที่สุด

เนื้อวัว

เนื้อหมู

เนื้อไก่

อาหารทะเล

อื่นๆ\_\_\_\_\_



12. ชนิดของการบริการไหนที่คุณคิดว่าดีที่สุดในร้านอาหารปิ้งย่างเกาหลี

ระบบคิว

บริการ

เจ้าของ

การจัดการออเดอร์



○อื่นๆ โปรดระบุ

13. คุณพึงพอใจในร้านอาหารประเภทไหน

- แฟรนไชส์
- ตั้งอยู่เดี่ยวๆ
- ร้านในห้างสรรพสินค้า
- อาหารจานด่วน

14. ร้านอาหารปิ้งย่างเกาหลีที่คุณชื่นชอบและมาบ่อย

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#### Interview Question with Korean Grilled Restaurant Owner

1. Brief the restaurant background such how many years of services, no. of branches, employee, etc.
2. What's the competitive landscape about restaurant in Thailand?
3. What's your key challenges to manage restaurant business in Thailand?
4. What's your business plan to expand the restaurant in future?
5. What's key success for your restaurant to getting success?
6. What's your marketing plan to promote the restaurant?

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