

KOREAN WAVE AND KOREAN FOOD FRANCHISE EXPANSION IN BANGKOK THAILAND



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บทคัดย่อและแฟ้มข้อมูลฉบับเต็มของวิทยานิพนธ์ตั้งแต่ปีการศึกษา 2554 ที่ให้บริการในคลังปัญญาจุฬาฯ (CUIR)
เป็นแฟ้มข้อมูลของนิสิตเจ้าของวิทยานิพนธ์ ที่ส่งผ่านทางบัณฑิตวิทยาลัย

The abstract and full text of theses from the academic year 2011 in Chulalongkorn University Intellectual Repository (CUIR)
are the thesis authors' files submitted through the University Graduate School.

A Thesis Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Arts Program in Korean Studies
(Interdisciplinary Program)

Graduate School

Chulalongkorn University

Academic Year 2017

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กระแสเกาหลีกับการขยายตัวธุรกิจแฟรนไชส์ร้านอาหารเกาหลีในเขตกรุงเทพมหานคร



วิทยานิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต

สาขาวิชาเกาหลีศึกษา (สหสาขาวิชา)

บัณฑิตวิทยาลัย จุฬาลงกรณ์มหาวิทยาลัย

ปีการศึกษา 2560

ลิขสิทธิ์ของจุฬาลงกรณ์มหาวิทยาลัย

ชนิกา ศิริวัฒน์ : กระแสเกาหลีกับการขยายตัวธุรกิจแฟรนไชส์ร้านอาหารเกาหลีในเขตกรุงเทพมหานคร (KOREAN WAVE AND KOREAN FOOD FRANCHISE EXPANSION IN BANGKOK THAILAND) อ.ที่ปรึกษาวิทยานิพนธ์หลัก: ผศ. ดร. ปัทพร สุคนธมาน, 67 หน้า.

งานวิจัยเรื่องนี้ มีวัตถุประสงค์เพื่อศึกษาความสัมพันธ์ระหว่างกระแสเกาหลีกับการขยายตัวทางธุรกิจแฟรนไชส์ร้านอาหารเกาหลีในเขตกรุงเทพมหานคร ประเทศไทยและเพื่อศึกษาถึงปัจจัยการตัดสินใจมารับประทานอาหารเกาหลีแบบแฟรนไชส์ของลูกค้าที่มาใช้บริการ เช่น ข้อมูลทั่วไปของลูกค้าที่มารับประทานอาหาร แหล่งที่มา ค่าใช้จ่ายในการรับประทานของลูกค้าและ แรงบันดาลใจในการรับประทานอาหารเกาหลี และอีกทั้งเพื่อเป็นแนวทางในการตัดสินใจทำธุรกิจร้านอาหารเกาหลีเนื่องจากกระแสนิยมเกาหลี โดยศึกษาการขยายและพัฒนาธุรกิจร้านอาหารจากมุมมองของเจ้าของกิจการร้าน เพื่อต่อยอดทางธุรกิจในอนาคต กลุ่มตัวอย่างในการวิจัยคือลูกค้าที่มารับประทานอาหารที่ร้านอาหารเกาหลีทั้งหญิงและชาย โดยแบ่งเป็นลูกค้าที่มารับประทานและเจ้าของกิจการร้านอาหารเกาหลี จาก 3 ร้าน โดยการให้แบบสอบถามแก่ลูกค้าที่มารับประทานอาหารและสัมภาษณ์แบบเชิงลึกกับเจ้าของธุรกิจร้านอาหารเกาหลีแบบแฟรนไชส์ โดยใช้การศึกษาในเชิงคุณภาพและเชิงปริมาณในการวิเคราะห์ข้อมูล ในส่วนกลุ่มตัวอย่างออกเป็นวันรุ่นกับวัยทำงานตามช่วงอายุ 15-40 ปี ผลจากการศึกษาพบว่าเหตุผลที่วัยรุ่นและวัยทำงานตัดสินใจเลือกมารับประทานอาหารเกาหลีอันดับแรก มาจากการรับสารโฆษณาทางโซเชียลมีเดีย เหตุผลรองลงมาคือการชักชวนของเพื่อน และจากการสำรวจเหตุผลที่ทำให้อาหารเกาหลีเป็นที่นิยมในไทย อันดับแรกคือ รสชาติของอาหาร เหตุผลรองลงมาคือชื่นชอบดารานักร้องเกาหลี ในส่วนของเจ้าของกิจการ เหตุผลที่เลือกเปิดธุรกิจแฟรนไชส์ร้านอาหารเกาหลีคือ ต้องการเปิดร้านอาหารแนวใหม่และวัฒนธรรมเกาหลีกำลังที่เป็นที่นิยมในสังคมไทยในปัจจุบันพอดี

สาขาวิชา เกาหลีศึกษา

ปีการศึกษา 2560

ลายมือชื่อนิสิต

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5887552620 : MAJOR KOREAN STUDIES

KEYWORDS: EXPANSION, FRANCHISE BUSINESS, KOREAN FOOD, KOREAN WAVE

CHANIKA SIRIWAT: KOREAN WAVE AND KOREAN FOOD FRANCHISE EXPANSION
IN BANGKOK THAILAND. ADVISOR: ASST. PROF. PATAPORN SUKONTAMARN,
Ph.D., 67 pp.

The objectives of this research were to investigate the relationship between Korean Wave and current Korean restaurant franchise business expansion in Bangkok and to investigate the factors affecting the decision of Thai customers who came to Korean franchise restaurants, such as general information, source of information, cost of meal, and motivation to have Korean food. This research aims to study the expansion and development of the Korean restaurant business in the case of changing popularity of Korea popular culture in the future from the perspective of Korean restaurant owners. The sample of research is customers who came to consume the Korean food at Korean restaurants in the Bangkok area and also the Korean restaurant owners from 3 stores. Questionnaires for customers were distributed and in-depth interviews with Korean business owners were conducted. The author uses quantitative approach and qualitative approach to analyze data. The sampling group are Thai teenagers and Thai workers aged 15-40 years old, the results show that, the first reason the samples customers decide to eat Korean food is because of social media. The second, is friend's invitation. Moreover, for the reason why Korean food become a popular food in Thailand, first is taste of food. And second is popularity of Korean singers. On the part of the business owners, it is interesting that they decided to open a Korean food franchise from Korea directly, because of the popularity of Korean culture in current time.

Field of Study: Korean Studies

Student's Signature

Academic Year: 2017

Advisor's Signature

ACKNOWLEDGEMENTS

The study of Korean wave and Korean food franchise restaurant expansion in Thailand could not have been successful without the help of some people. This study could not have been accomplished without them.

A special note of thanks to my advisor Assistant Professor Pataporn Sukontaman, Ph.D., she provided valuable guidance, enthusiastic encouragement and useful critiques of this research work.

I would like to express my sincere gratitude to my thesis committee, Emeritus Professor Chaiwat Khamchoo, and Assistant Professor Wichian Intasee, and Associate Professor Eun, Ki-soo, Ph.D. for their valuable and constructive suggestions during the planning and development of this research.

I would also like to acknowledge the support and special encouragement provided by my family during the preparation of my final master degree project. Also, I would like to thank all my beloved friends for their support and suggestions on the project.

Moreover, I would like to express my great appreciation that I have been honored from the three entrepreneurs of Korean cuisines for devoting their time on my work, and finally thank all the participants for their questionnaire responses.

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CHAPTER I

INTRODUCTION

1.1 Research background

It can be argued that food is the most important consumption in our life. We consume food for our body to work effectively and for survival. The consumption of food can also lead to the development of social ties as people gather to eat together. For more than six thousand years it has been proved that food is an integral part of regional cultures, some food traditions have been passed from one generation to the next for centuries. In theory, through the types of food consumed we are able to gain an understanding into different regions and countries. Since the globalization age, our world seems smaller, closer and more understandable. We have expanded our minds and our understanding of different cultures more than ever. More than that we have had enough courage to cross borders and share many things including: business, trading, migration, information and culture, including food. Foreign investors and capitalists are driving the world in this age and are key to spreading trends between cultures. In this regard, Korean people play a huge role in many countries especially in Thailand (Keeratiporn Jutaviriya 2011).

It can be suggested that Korea is eager to globalise its culture, and it is very likely that the beginning of this globalisation is through the introduction of the Korean food industry into the world wide market. Korean pop is already very successful worldwide, especially in America and Asia. The Korean International Market keeps increasing. The main place Korea exports to is China with 24.5 percent, second is USA with 10.7 percent, Europe with 9 percent, Japan 7.1 percent and 14.4 percent in ASEAN. One of the ASEAN countries that Korea trades with is Thailand. In 2012, Korea exported goods to Thailand with a value of USD 8,221million an increase of 2.87 percent from 2011. For Korea, the Thailand market is the 20th largest business partner and 5th in the ASEAN target (Royal embassy Thai 2003).

Fernand Braudel who is a French historian said that "the mere smell of cooking can evoke a whole civilization". Perhaps this is why the government of Korea, the land of kimchi, decided to launch a "Globalization Strategy of Korean Food". Moreover, the vision of this strategy is for Korean food to be ranked in the world's top 5 cuisines by the year 2017 Globalizing Korean (food 2009).

Most Thai people consume a wide variety of food, each region of Thailand has its own local food style. But Bangkok, the capital of Thailand, is used to international food because there are many expats and foreigners living there. From three-star hotels to six-star hotels, there are international buffets on offer to both guests and the general public to come and taste. Moreover, international restaurants

in Bangkok are continually growing every year with a variety of styles like Chinese, Italian, French, Japanese and mostly Korean restaurants. The popularity of Korean restaurants, either dessert or main meal food, in Bangkok is significantly increasing as seen in shopping malls. It can easily be said that Korean culture takes a big role in Thai people's lives (Larpenpop 2014).

Korean food is very popular among Thai teenagers and working age people especially in Bangkok, Thailand. Twenty years ago, Korean culture had no such influence. Since 2002, Thai teenagers have been influenced by Korean series' and Korean pop and are more likely to follow and appreciate Korean culture, fashion, food, and music. Korean series' affected Thais in many significant ways, for example, 'Wish Upon a Star', 'Autumn in my heart', 'Winter Love Song', and the three most popular series, 'Full House', 'Princess Hours' and 'Dae Jung Geum'. Korean Series' are the main factors that spread Korean wave to most Thais. Thais pay more attention to actors and actresses, screenplay and scene and landscape which gradually led to the imitation of Korean behavior among Thais. During the last ten years, Korea has become a popular tourist destination for many Thai people, numbers are estimated at more than one million visitors per year. The main activities Thais like to do in Korea are visiting the Korean series sets and tasting traditional Korean food (country 2001).

For people living in Bangkok the city environment affects their lifestyle, most of them have meals outside their house, because it is easier and more convenient. At

first Korean restaurants in Bangkok were only located in the place known as Korean Town. Korean restaurants have increased in popularity over the last ten years, almost as much as Japanese restaurants. Ms. Somjit Likidsathapron (Chairman of Thai Franchise Association and Manager of Franchise Focus Ltd., Co.) revealed that, K-pop bands and Korean stars have influenced the rise of Korean franchises in the Thai market. Since 2010, there have been more than ten Korean brands in Thailand such as cafes, (Red mango, TOM N TOMS, Hollys Coffee, Subiling Korean Dessert, Snow Fall and Ok Bingsul) Restaurants (Bonchon, Kyochon, Ukari, School Food, Red Sun, Yoogane, Kimju, Taduri, and Yeolbong Jjimdak) Cosmetic shops (the Face Shop, Etude, It's Skin, Innisfree and Bearutium) and also Korean language centers (Teenpublishing 2015).

Korean Restaurants in Thailand were established in the 1990s by Koreans who lived in Thailand. They were categorized into several types: First the Korean owned or family style restaurants mostly found in Korean town (Sukumvit 12). Most Korean restaurants are home cooked meals and Barbecue style food, the prices are quite expensive, with a meal costing in the range of 600 to 1,000 baht per person this is because of the high quality which is the same as Korean standard. Examples include Jang Won, Arirang, Doorae, Myeong Ga, Kaborae etc. Secondly, Korean franchise restaurants, these were introduced by Thai entrepreneurs after it was successful in Korean society. In addition two huge industries, the Korean food industry and the Korean drink industry are continuously expanding in Thailand. As an estimate there are

over 250 Korean restaurants in Bangkok, possibly because the taste of food is good to Thai people and therefore it attracts the consumers easily (Thairathonline, 2013).

In 2011, the first Korean franchise restaurant “Bonchon” was imported by Thaya Sriwattanasakul, which sells fried chicken as a main dish. Second, Kyo Chon, Yoogane, appeared in Thailand as well. Third, Sulbing Korean dessert café. Fourth, Thai owned restaurant, a Korean fusion food distributed by Thai entrepreneurs such as Tuduari, Kim Ju, Dak Garbi, Nice to meet you, Red Sun, Masizzim, Tiger tokoki, Chesse owl. These types of restaurants are easily found at food sections in department stores (Smith 2011).

The Background information of three Korean Cuisines franchise in Thailand.

1. Bonchon started in 2012, Bonchon has many branches around the world including in USA, China, Singapore and Bangkok. BonChon is a franchise from Korea, its style is exotic urban lifestyle, by Tanya Sriwattanasakul and Pornpimol Wongsirikul Managing Director, established in January 2011. BonChon is growing rapidly in both number of branches and sales In a 4 year period BonChon has expanded branches in Bangkok, to now have 11 branches, the most recent branch having opened at Terminal 21 in NaKhon Radchasima in Northeast of Thailand (guru 2016).

2. Tudari started in 2012, this Korean restaurant was established in Thailand by Ae Sasikarn, who is a well-known retired actress in Thailand, cooperated under Tudari FBC co., ltd. This restaurant is suitable for people who prefer to dine on original Korean

food such as Korean Hot pot, Bibimbub, and Korean fried chicken. There are 10 branches in Thailand – the first branch is located in Thonglor13 at Green Space. Since then the Tudari restaurant has grown in reputation and now they have started to expand the franchise into other provinces - Chiang Mai, Ayutthaya, Nakhon Ratchasima, etc. Moreover, the CEO of the company aims to extend Tudari into other countries in the AEC community such as Myanmar and Laos. The slogan of this restaurant is “Happy together” (Siam Edu News 2015).

3. Sulbing Korean Dessert café was established in 2013 in South Korea by Jeong Sun Heian. Currently, this café is the leader of Korea culture and now they have a total of 490 branches and have become the best dessert in Korea. The first branch was located at Siam square in 2015 and now it has 15 branches around Thailand, the latest branch is at Terminal 21 Korat. Sulbing is the Korean-style snowflake dessert and it is topped with various toppings that are imported from Korea (Thailand 2015).

1.2 Research questions

1. Is Korean wave one of the key factors explaining the expansion of the Korean restaurant business in Bangkok?
2. What is the reason why Korean food is more popular and more people consume Korean food in Bangkok?

1.3 Research objective

1. To study about the influence of Korean Wave on the consumption of Korean restaurant business opportunities in Bangkok.
2. To investigate about the factors affecting Thai customers behavior for current and future consumption trends of Korean food.

1.4 Hypothesis

1. The influence of Korean wave has opened opportunities for the Korean food franchise to increase business in Bangkok.
2. In the particular case of Thai teenagers and working age group, they consume Korean food because of the good taste.

1.5 Scope of the research

This study will focus on data collection of three Korean business owners, which are two Korean restaurant owners and one Korean dessert shop owner, and Thai people who are teenagers and adults (working age) who consume Korean food in one of the three Korean franchise restaurants.

1.6 Significance of the research

In this research study, the researcher uses qualitative research and quantitative research by giving out questionnaires and in-depth interviews directly. In theory this

research can be used to benefit the business owner. This research is particularly useful to people who are interested in and are looking for guidance on how to do business for an international restaurant. This research is also expected to benefit the business owners who would like to improve their own businesses to be more successful in the future, and to assess the changes and trends in Thailand society.

1.7 Research methodology

The research is qualitative and quantitative research by giving out questionnaires and in-depth interviews. The interviews are conducted with restaurant owners, Thai teenagers and Thai workers who consume Korean food in the three Korean franchise restaurants during two meal times which are lunch time and dinner time. Owners and customers of the following three Korean franchise restaurants will be surveyed.



1. Bonchon Chicken Restaurant.

- Owner of BonChon Chicken Restaurant.

- Customer of BonChon Chicken Restaurant who are Thai teenagers and Thai workers

(20 people)

2. Tudari Restaurant.

- Owner of Tudari Restaurant.

- Customer of Tudari Restaurant who are Thai teenagers and Thai workers (20 people)

3. Korean Dessert Cafe Sulbing.

- Owner of Korean dessert Cafe Sulbing.

- Customers of Korean dessert Cafe Sulbing who are Thai teenagers and Thai workers
(20 people)



CHAPTER II

CONCEPTUAL FRAMWORK AND LITERATURE REVIEW

2.1 Korean wave

Korean Wave is Korean culture that was spread out to publish or towards to another culture and various society. Being called that Hallyu, by a journalist of China. Hallyu is made up of two root words - Han (한) refers to a quality or state of being Korean while Ryu (류) means "to flow". Both words can be combined to form the compound word Hanryu (한류), usually romanized as Hallyu, which refers to "the flow and spread of Korea" and is translated into Indo-European languages as the Korean Wave. ("Korean Wave") There are a number of the origins of Korean Wave. First, mid-to-late 1990s, Korean Wave, hallyu, began to appear for the first time in China. Second, the term was used in Japan in late 1990s as part of the popular culture and it was a naturally occurring to other countries such as Thailand (Lee 2013).

Moreover, Korean wave is about the popularity of Korean culture among non-Korean people. South Korea has spread some of their cultural staples into other countries for example Thailand. Korean dramas have received a strongly positive response from Thai people. The drama "What is Love All About" was up-rated drama ratings top most viewed and is ranked second in the history of Chinese television, it is also in line with the liberalization of the media and the financial crisis in

Asia. According to Domrang the first Korean film screened without advertisement but at the end of each episode before that “Korean Tourism” was advertised. Some Korean dramas create a romantic mood and the production team act according to what is popular in order to make people interested in Korea and to promote Korean culture in general (Doobo 2011). Korean Wave has become more popular in Asia and specifically in countries such as Indonesia, Japan and Thailand. Many businessmen began to see a way to reduce costs by purchasing Korean film rights, they did this because the cost of Korean drama is cheaper than Japan or Hong Kong. And thus the value of exported Korean television has increased from 12.7 million dollars (about 420 billion baht) in 1999 to 150.95 million dollars (around 5. Baht 000 million) in 2007 and after 2004. The Korean government has announced themselves as “The years of Korean Wave” and aims to support and export Korean culture and to urge foreign tourists to visit Korea more. One part of the government even sent esteemed Korean artists to attend festivals in Thailand (Bangkokpostnews 2007).

After the rise of Korean Wave in Thailand, people aged between 14 and 25 years old are very interested in Korean culture, such as the way they dress, what they do and what they eat. This fascination with Korean culture means that many teenagers now follow Korean celebrities and Korean dramas, Korean music and Korean movies are also well received. Online media is expanding rapidly and it is no wonder that Korean Wave is popular in Thailand. But online media is not the only way Korean Wave is advertised, Korean products or products of Thailand with Korea

ambassadors can be seen in many places around Bangkok, such as department store on the station to the BTS sky train or center point as Siam Square area. Another reason is in late 2004, Managing Director of Korean Music Company started a campaign for Thai people who were in love with Korean culture and could speak Korean language. The idea was these people could join their company and be given training and preparation to become a singer in a Korean group before going to the worldwide market, it called debut as a new singer of Korean group. The bands that became popular both in Thailand and Korea are from three big companies; Nichkhun from 2PM Company, KanPimukPhuWanaGul or BamBam of GOT7 Company and Lisa of New girl group. In conclusion, Korean Wave affects young people more than adults; depend on period of exchange a new culture across culture to culture and supporting form the government with the business company also (Nongpayak 2009).

2.2 Korean wave in Thailand

After the spread of Korean culture, the culture becomes a popular trend among teenagers in Korea and expansion to Asia. One of those countries is Thailand. Thai teenagers response and pay attention to Korean wave and are extremely important to make Korean culture become a part of Thai people life. However, it is the establishment of a k-pop concert of Korean singers that made many people greatly interested in Korean culture. Korean Wave started with TV drama and popular music in mid-to-late 1990s. However, in recent years, Korean Wave is the meaning of being

expanded not only K-pop and television drama but also food, traditions, art, cosmetic, games, publishing and so on (Lee 2013). For the Korean series the show “Dae Jung Geum” is well known as Korean series, but it is one of the cultural products of Korea. Both government and any institutes in Korea also applied this Korean series to drive people to be interested in Korean culture and food. Therefore, “Dae Jung Geum”, was one tool to advertise Korea and successfully convince people around the world to be interested in Korean culture after this series launched widely. However, Korean food is the motivation towards market expansion of Korean franchise food (Panyapa 2013).

2.3 Consumption of sign

The consumption of sign by Jean Baudrillard explained about the different types of item consumption, especially consumption of sign in part of a single value or meaning from a single item or an item of cultural value in the format of the media. The consumption can specify our state in social society and our tastes, including division of social class. The theory is divided into 3 different parts (Thammarat 2002).

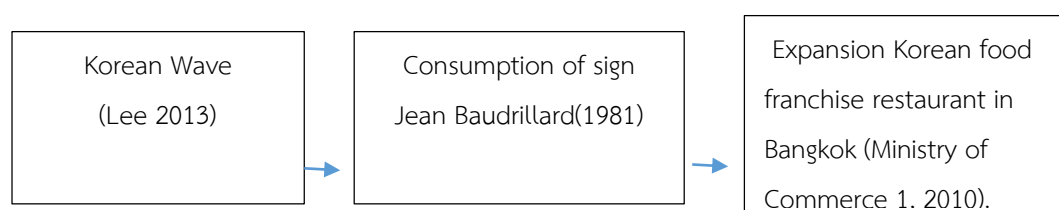
1. Goods is the production of goods in each different culture. Depending on the users that live in their culture, each product has its own meaning by putting the media for promoting it and also products that will be valuable in itself or what we call culture community. Cultural products such as Korean products were sold in many countries.

2. Sign is the important things between people and products or for response and needs of the particular item of utilization, such as buying clothes must be considered the advantage of quality fabrics or good items, even brand of product.

3. Food is consumed following trend such as the consumption of fast food in modern times, or eating behavior in that culture area (Jean Baudrillard 1981).

The concept of Jean Baudrillard's theory can be used to emphasize the meaning of the Korean restaurants in Thailand. When the current Korean culture became popular in the media such as drama series's, music, and film. When the audience saw scenes about eating Korean food or Korean cuisine they craved the same thing. But they were unable to travel to South Korea directly. How to make themselves feel that they can access the same Korean drama and lifestyle? The fact is they live in a different country but when they go to a Korean restaurant it makes them imagine they have left their own country to enter a new society that they adore.

Figure 1 Framework



From Figure 1, it is clear that Korean culture has become popular and now affects consumer trends. These figures can be used to investigate consumer behavior and to continue to expand the popularity of Korean culture in Thailand. By investigating

consumer trends businesses can see what new marketing and advertising strategies they need to use in order to increase their business. Many Korean restaurants have been established around Thailand because of these consumer trends, the audience of Korean dramas see Korean foods and instantly want the same. So business people decided to open more Korean restaurants and expansion has occurred due to the greater demand of consumers. As the theory of Jean Baudrillard mentioned about food culture, there is advertisement that can be both from media and compound sources. If the products are different from what is typically consumed, the value of the product will increase. Baudrillard's theory can be used to argue that Korean food is only popular because of the popularity of all the other things in Korea culture (the sign value). It is apparent that Korean food may have become popular in the subconscious mind and soul or spiritual commodity. There are many things that could be subconscious for example the taste of food, the price of the food and advertising. All of these things could affect consumers on a subconscious level and continue to increase the popularity of Korean food. These things can be treated as a single value, such as the advertising from Internet media called consumption of sign too (Thammarat 2002).

2.4 Related research

The first literature review was studied by Jaroengkwan Wongpen titled 'Effect of E-word of Mouth and consumer attitudes on brand loyalty of Korean restaurant

among customer in Bangkok area'. This study was about the relationship of electronic word mouth or E-wom of Thai people who use social networks to share photos of food and add comments on several social networks such as Facebook, line and instagram. These posts encourage customers to decide to dine in Korean restaurants. However, the purpose of this study was to study the attitudes of customers who decided to choose Korean restaurants and to study the effect of E-word of Mouth among customers that decide to dine in Korean restaurant in Bangkok (Wongpen 2015).

The second literature review was studied by Rossarin Wangwibookkij titled 'factor influencing repurchase intention of Thai female customers toward Korean cosmetics in Bangkok'. This study was about investigating the factors that influence the repurchase intention of Thai female customers toward Korean cosmetics that it is a high sales revenues in Bangkok. Moreover, one of the biggest influence is the strategy to take advantage of the so called "Korean Fever" to export its products. Korean Wave or Korean Fever is part of an entertainment drive meant to enlarge the popularity of South Korean culture across the world. Currently, customers tend to repurchase Korean cosmetics, if these products are in high demand and impress others, the popularity and demand spreads, attracting more and more consumers (Wangwibookkij 2011).

Pintum (2015) studied the factors which led to the decision to eat at the Korean restaurant Bon chon Chicken in Bangkok. The sample size was approximately 400

customers in Bonchon chicken, the results were collected through questionnaires. The results found that the main factor that customers decided to eat at this Korean restaurant was that they were impressed by the good service. The frequency of customers dining at this restaurant was about 1-2 times and the money spent each time was about 1,000-2,000 baht. However, the important results were that the food tastes good and there was opportunity to meet their friends at all times (Rungthongsri 2015).

Patcharaporn Deewong (2014) studied the “International Cultural Hybridization on Television”. To explain about the relationship between people and culture, the study found that Thai teenagers were very interested in Korean drama series’, the popularity of the Korean series’ spread Korean culture into Thai culture. Korean culture ‘crossed the border’ into Thai society through media, television and the inevitable stream of Korean culture that could not be avoided. “Korean fever” was instigated by Korean drama series’, Korean music even Korean food. Korean culture became a popular phenomenon current times, the audience of Korean dramas learned the personal characters of Korean actors or Korean singers that they liked. They are called “fan club” that follow the routines of the actors. Moreover, they copy Korean culture trends unaware of what they are doing now (Deewong 2013).

Wipada Sudarat (2012) conducted studies on the attitudes or factors of choosing Korean drama series’ on the television. The findings showed that many people are more interested in Korean culture and another important factor is that Thai

people are bored of old Thai drama series styles. People impersonate what they see in the dramas, whether it be a dress, hairstyle, Korean language, Korean singers and traveling to Korea as well. The Korean wave is popular because of these reasons in this time (Sudarat 2012).

There are many research studies about the influence of Korean Wave, however, my research is investigating the factors of Korean Wave and the expansion of Korean food franchise restaurants in Bangkok. It is also investigating the attraction to Thai people's lives exploring factors such as taste of food, following social media, friend's invitation, reasonable price and decoration/atmosphere of the restaurant/convenient transportation. Finally to study the attitude of customers and whether they decided to eat Korean food because of Korea Wave in Thailand or for other reasons.

2.5 The history of Korean food

In the aftermath of World War II, Korean culture was interfered by western culture, and also in the Korean War between 1945-1980 A.D. Koreans tried to protect their culture from American culture by searching their identity as a nation and investigate their cultural heritage. The government implemented restrictions and changed laws, funds, and institutions. Then in 1981-1992, the government promoted traditional and modern culture which concurrently put down the ten years master plan for cultural development. In 1993, the government changed their role from

restricting to be more supporting. They believed that cultural expansion was supposed to have economical cost (Pettid 2013).

Until 1998 A.D., the Korean government paid more attention to the importance of their homeland culture and its cultural industries which are movies, musics, VDOs, publications, ratios, designs, animations, edutainment. The government focused on integrating Korea's digital economy and society into the global market. Korean digital culture is a strong competitor in the global market, some believe that Korean culture is actually the market leader.

In 1999 A.D., the Korean government promoted Korean's cultural industrial policy and regulations with the purpose of increasing the growth of ability of competition among public organizations such as Korean Development Institute, Cultural Research Centre, Cultural & Educational Technology Institute. The achievement of cultural content industry is one of 10-year potential developed industrial major plan according to the perspective of Korean industrial plan of 2020.

(Kwan 2013), it's probable that Korea will be able to export cultural goods with the value of USD 13,761 million and employment rates would increase to a million and six hundred thousand people due to those plans.

In the past rice farmers didn't have their own farmland. The farmers had to sell their product to the government and also Korea's topography is mostly mountainous. Their soil is good for cultivating rice and grain. There are parts of the country that are

close to the ocean so seafoods are their favourite and most common food. However they don't like to do animal farming or husbandry or eat the animals they feed. The country is rich with vegetables and herbs which are their most important ingredients. Their native foods are seafood, vegetables and beans. They preserve their raw stuff such as Kimchi, Jeotgal **젓갈** is preserved by salt curing and Deonjang **된장** is preserved by soy bean. Koreans believe that food is medicine and that Korean foods have a high nutritional value. In addition, Korean foods have strong tastes, spicy and salty. There are 3 main dishes, steamed rice, soup and side dishes, and these are traditionally served at the same time. Serving start with three appetisers for common people and twelve for the royal family. Table settings depend on the type of dish such as noodle or beef, but the table setting is always strict. Korean people use spoons more than in China and Japan, especially when they serve soup (Cwierke 2014).

2.6 Korean food in Thailand

Korean drama series' are regarded as very successful products in Thailand, the screen play and the performers are appealing and amusing. Thais truly learn about and understand Korean culture. The influence of Korean wave in Thailand started in 2002. The first soap opera which was officially presented and was famous in Thailand is 'Wish Upon the Star'. Then 'Dea Jung Guem' was shown on the Thai Channel 3 which had significant power and captured the Thai's heart. Because of this series, people changed their minds and paid more attention to Korean Foods. Most of the script in the series,

Korean recipes, table manners, and royal meals were broadcast to the audiences. This made more people want to try and taste Korean foods. So the target market increased, helping new business's to be set up and run. There is no evidence found about the first Korean restaurant in Bangkok. However the oldest described Korean restaurant is in Korean town, Asok, but it's closed permanently now. Since around 2014 to now, Thais have had new choices to have Korean foods, at Siam and Sukhumvit, there are multiple different Korean restaurants such as in the department store. Korean food styles in the Thai department store obviously include fried dish, noodles dish, Korean barbecue, and dessert such as Bingsu and Korean refreshment. Other than Korean food, Bangkok has several Japanese restaurants. These have had massive popularity for so long (Korea 2001).

Table 1 Status of Korean food exports and imports

	<i>Top 5 recipients of Korean food exports</i>		<i>Top 5 sources of Korean food imports</i>	
	Country	Pct. Share	Country	Pct. Share
1	Japan	29.84%	United States	33.57%
2	China	15.98%	China	23.39%
3	ASEAN	14.90%	Australia	22.13%
4	United States	8.30%	Thailand	12.81%
5	EU	5.23%	New Zealand	8.10%

Source: Solution (2017).

This table above shows the percent share of top five source countries Korea exports to. The first is Japan with 29.84% the biggest market of consumers, then China (15.98%) and ASEAN (14.90%). One of ASEAN countries is Thailand (Solutions 2017).

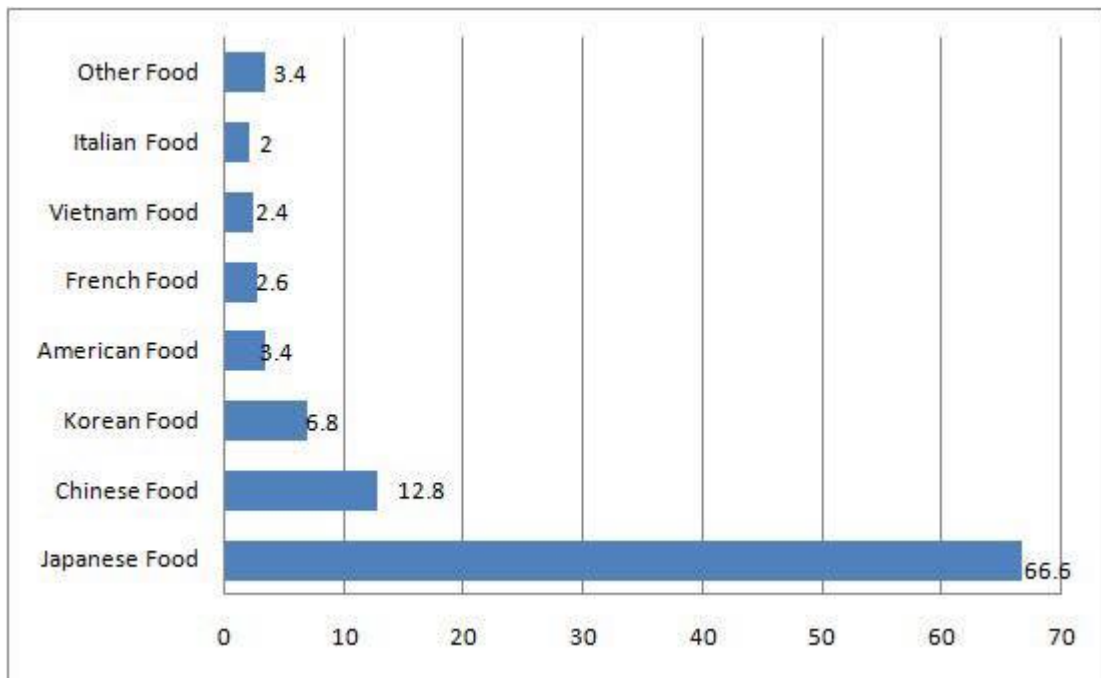
Japanese culture has been globalized in multiple formats, (Japanization). Mostly promoted by the Japanese government especially in Asia. Japanese culture has been an influence in Thailand since 1980, with Japanese cartoons, Japanese Games and Japanese music also known as J-pop. All of this influence has made Thai people big fans of Japanese culture. Another aspect of Japanese culture which became popular in Thailand was the consumption of healthy Japanese food. As a result, business investment opportunity grew as many Japanese restaurants opened in Thailand. However, the Japanese culture was attacked by Korean Wave because Korean culture came to dominate society in Thailand from 2002 to present. Many Thai teenagers are big fans of Korean singers, Korean actors and even Korean food, which is now more popular than Japanese restaurants were. As a result, the new business owners are interested in opening Korean food restaurants that integrate Thai flavor into their menus (Lo 2013).

2.7 The evolution of Japanese restaurants in Thailand

Before the Korean Wave, Japanese pop culture, including TV dramas and Japanese food had been popular in some parts of Asia such as (jung 2009). According to Thai society, there are many varieties of international restaurants that have

appeared in Thailand, not only Korean food but also Japanese food. There is no evidence to show when the first Japanese restaurant was opened. However, in the World War II period, Japanese soldiers likely went to Yahana, a Japanese restaurant in Sathorn. Then in 1977 A.D., Japanese food was very famous, but the price was expensive because all of the raw materials were imported from Japan. Next, in 1983 A.D., many Japanese business people came and stayed in Bangkok for many years. Fuji Japanese Restaurant was established by a Japanese man, Mr. Kenji Tanaka, with reasonable prices. The restaurants under this brand have been popular since then to now around Bangkok and outside as well. Japanese owned by Thais are also famous with cheaper prices than the Japanese owned ones. Japanese restaurant is the number one famous international food in Thailand, the common Japanese dishes are sushi, Sashimi, Hot Pot, Yakisoba, Okonomiyaki, Miso soup and Bentou (Jeerasombut.W 2005).

Figure 2 The food preference among Thai consumers in 2013



Source:Thailand(2016).

This graph shows international food consumption among consumers in Bangkok. In 2013, first of all, they preferred to dine on Japanese food by 66.6%, followed by Chinese food (12.8%) and Korean food (6.8%). Korean food is popular in Thailand in the third rank (Thailand 2016).

2.7 The evolution of Korean restaurants in Thailand

After K-pop extended its influence to Thailand, many Korean restaurants were opened around Thailand. Korea is a nationalistic country, they have an outstanding cultural identity. Koreans in Thailand mostly eat meals in Asok or Sukhumvit, the major center of Korean commerce, Korean people started to run businesses from this zone,

after that the area became known as Korean Town. Not just imported and exported goods, they also had authentically Korean restaurants where Korean business people got together. From two to three to ten restaurants, most Korean restaurants are barbecue type restaurants. It could be pork or beef which would be grilled on the coal stove and eaten with fresh vegetables, Kimchi and Korean sauce. It is similar to Thai food as Korean food is tasty, full of flavour and spicy. Korean food is expensive because the raw materials are imported from a foreign country. In Bangkok, Korean food has improved their recipes to be more suitable for Thai taste and to be cheaper (Smith 2011). Korean restaurants have three different business types which are Korean restaurant, Korean fusion restaurant and franchise. Firstly, most Korean restaurants serve traditional dishes, cooked in a traditional style and with imported products from Korea. The price in these restaurants is high, the atmosphere inside the restaurant feels very Korean and most of the customers are Koreans. Second, Thai Korean fusion restaurant, Korean food has improved and mixed to be more like Thai style or as it is known, fusion Korean foods. For this type of restaurant they will create a brand and some of them have expanded to have many branches and are easily found in department stores all around Bangkok. Raw materials are from Thailand, but still keep the Korean flavour, the price is friendly to teenagers and working age people. Most of this restaurant type run their business as buffet styles, so the customers can choose and try various Korean dishes. The last type is, Korean franchise from Korea. This style can likely be found in department stores as well. The flavour and fresh materials are

imported from Korea. Most of their brand ambassadors are K-pop stars. The famous restaurants are Bonchon, Bingsu and Korean toast (Chanipan 2006).

2.8 Franchise business in Thailand

The franchise business in Thailand has been established for more than 20 years since 1983. The first style of business to expand using the franchise model were food stores and mini-marts, for example 7-Eleven, Family Mart and so on. Franchise is the expansion business, its strategy is to spread out goods and increase the market worldwide. There will always be a franchisor and franchisee who normally have to make an agreement between themselves. A franchisee will have to pay the franchise fee to the franchisor before starting the business both in Thailand and Korea. After the influence of Korean wave came to Thailand, many Korean businesses entered Thailand. The first businesses to enter the Thai market were Korean restaurants, Korean cosmetics, and Korean language centers. The franchise business in Thailand has been increasing its development for 6-7 years while the Korea Ministry of Commerce has been supporting and coordinating with small businesses to promote and develop Thai businesses as an international standard. Consistent with the framework for development of national economic and social development plan in vol. 11 of Thailand government (Centre 2010).

2.9 Types of Korea food

The most popularly imported Korean products are rice and vegetables, Korean people believe that eating good food or eating a proper quantity can help our body become healthy and give us a long life. Korean food is normally spicy and a hot meal, it is the way to warm the body and blood system of Korean people. However it does depend on the weather and the season in Korea.

1. Bap and Rice steam (Juk) Rice steam is the main course that is essential in the daily life of Korean families, some rice steam includes red bean, green bean, bale, pumpkin, Ginseng, Mushroom and grain to add more taste and nutrition.

2. Soup (Guk) is a main meal served with rice or rice steam it includes pork bone, rib, fish, scallop, abalone and seaweed on soup, this dish is the most popular soup served with salted soya beans or miso and a spicy taste, it is usually served with hot stone blow.

3. Plants and leafy green vegetables. Na Mura is plants or leafy green vegetables boiled, fried or mixed with a little salt sometimes mixed with soy sauce, sesame seeds, sesame oil, garlic, onions and salty spices.

4. Seafood (jeotgal) is seafood marinated with salt, the taste is very salty and it is made from natural Korean methods. The food used is scallops, shrimp, oysters, eggs, fish, and sometimes fish belly.

5. Grill (Gui) is beef or pork grilled on a charcoal oven. This type of Korean food is a very popular menu in Korea called Bulgogi.

6. Steamed dumpling (Mandul) is made with flour, meat, mushrooms, melons, fried stuffed pad. Sprouts are sometimes used instead of beef, pork, and chicken or fish (Rungchai 2013).



CHAPTER III

METHODOLOGY

The methodology of the study about Korea wave and Korean franchise restaurants expansion in Bangkok Thailand, to describe as follows:

1. Research design
2. Sample groups
3. Research procedure
4. Research instrument
5. Data collection
6. Data analysis

3.1 Research design



This research is qualitative research and quantitative research for the topic of “Korean Wave and Korean food franchise expansion in Bangkok”. The characteristic of the research is survey by using in-depth interviews with open-ended questions and paper-based questionnaires.

3.2 Sample group

There are two groups of samples in this research which are Korean restaurant owners and consumers as follows:

- Three business owners or managers of Korean restaurants that control all the duties in their restaurants. They manage 3 different Korean restaurant styles, Bonchon chicken, Tudari and one dessert café, Sulbing Korean dessert.
- Thai consumers who eat or purchase Korean food. The sample groups are students and working age people totaling 63 people who are customers of one of the three restaurants. Divided into 2 times, lunch time and dinner time per day.

3.3 Research procedure

This research process included a survey of Thai customers to investigate the relationship between Korean Wave and the expansion of Korean franchise restaurants that have expanded in Bangkok. The data was collected from three Korean restaurant owners and Thai customers. It also came from previous related research, journals, textbook, article, data on the internet and various research which supports this research.

- A survey of the decisions of Korean restaurant owners by in-depth interview, the questions include general information, location, opinion, customer service, marketing plan and branch expansion in the future.
- A survey for people who decided to dine in Korean restaurants by using questionnaires, the sample groups are Thai students and working age people who decided to consume Korean food. The questionnaires include general

background and opinion of customers, the characteristics of the restaurant, the satisfaction from customer service in Korean restaurant and lastly, the future opportunity to re-consume.

3.4 Research instrument

This research uses in-depth interview technique to interview Korean business owners which are 3 Korean business owners, two Korean restaurants and one Korean dessert café. The research uses questionnaires answered by Thai students and working age people (60 people) who are customers of three Korean restaurants.

3.5 Data collection

The researcher collected the data by in-depth interviews with the business owner and with the following methods below:

- Data collection from Korean restaurants owner by in-depth interview
 - (1) Select the Korean restaurants in Bangkok.
 - (2) The researcher contacted the staff and contacted the owner to interview about the story of the restaurant, the motivation to open Korean restaurants and the expectation from doing business.
 - (3) Record the interview.
- Data collection from customers in the Korean restaurant by paper based questionnaires.

- (1) Select the Korean restaurants in Bangkok.
- (2) Observe the customers who decided to dine in the chosen Korean restaurants. The researcher contacted staff and gave the sampling group, questionnaires. The questionnaire asked about general information, the satisfaction of customer services in Korean restaurants and lastly, the future opportunity to come back again.

3.6 Data analysis

The data analysis uses the content analysis and the SPSS program to analysis the data .The researcher analyzes the data after collecting data by using the appropriate questions. The results of data analysis have be interpreted in the framework of an appropriate theory.

CHAPTER IV

DATA ANALYSIS

This research is the study of Korean wave and expansion Korean food franchise restaurant in Bangkok, Thailand by three Korean business franchise restaurants and 60 customers from three Korean franchise restaurants by using quantitative research and qualitative research by in- depth interview with three of Korean food restaurant managers and give a questionnaire to customers from on 3rd June to 3rd July 2017 at 6-8 in the evening. Therefore, we divided into 2 parts as following;

Part 1: the general information of Korean restaurant owner and customers from two Korean restaurants

Table 2 The percentage of customers from three Korean restaurants by gender

Gender	Quantity	Percentage
female	41	68.3
Male	19	31.7
Total	60	100

The table shows that main participants are female 68.3% and Male 31.7%

Table 3 The percentage of customers from three Korean restaurants by age

Age	Quantity	Percentage
15-20 years	7	11.7
21-25 years	33	55
26-30 years	12	20
31-35 years	6	10
More than 35 years	2	3.3
Total	60	100

This table shows that the participants who are the majority of consumers of Korean food restaurants are around 21 to 25 years old (55%). Only (3.3%) are consumers older than 35 years old.

Table 4 The percentage of customers from three Korean restaurants by education divided into customers who are studying and customers who have graduated

Studying	Frequency	Percentage
Educational level		
Primary school	-	-
Secondary school	2	3.3

Bachelor degree	18	30
Higher Bachelor degree	10	16.7
Graduated		
Educational level		
Primary school	-	-
Secondary school	-	-
Bachelor degree	24	40
Higher Bachelor degree	6	10
Total	60	100

The table shows that the majority of participants are people who are studying in Bachelor degree and only 3.3 percent are studying in secondary school. By contrast, the participants with a Bachelor degree are approximately 40 % and only 10% graduated in higher Bachelor degree for both females and males.

Table 5 The percentage of customers from three Korean restaurants by occupation

Occupation	Quantity	Percentage
Student	37	61.7
Employee of company	18	30
Government officer	2	3.3
Business owner	2	.3
Other	1	1.73
Total	60	100

The table shows that the majority of participants (61.7%) are students and 30% are company employees and only 2% are for government officers and business owner.

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Table 6 The percentage of customers from three Korean restaurants by level of income

Level of income	Quantity	Percentage
Lower than 5,000 baht	7	11.7
5,001-10,000 baht	20	33.3
10,001-15,000 baht	7	11.7
15,001-20,000 baht	3	5

More than 20,000 baht	23	38.3
Total	60	100

The table shows the level of income of participants (38.3%) of respondents earn more than 20,000 baht per month 33.3% earn 5,001 to 10,000 baht per month and 11.7% have income lower than 5,000 baht, and also 11.7% have income between 10,001 to 15,000 baht per month.

Part 2: The results and the factor of Korean Wave and Korean restaurants from customers' opinion who consume Korean food in Bangkok area as follows:

Table 7 How do you know about this restaurant?

Rank	Factor	Quantity	Percentage
1	Internet	44	73.3
2	Friend	40	66.7
3	Newspaper	7	11.7
4	TV/radio	5	8.3
5	Other	3	5.0

The table represents the major sources from which consumers know about the restaurants, we found (73.3%) knew from Internet/Social media. Follow by

(66.7%) who have heard from intimate friends. 11.7% represents newspaper and (8.3%) who heard from TV and radio and only 5% from other ways such as free magazines and walk-in.

Table 8 How often do you dine in this restaurant per month?

Time	Quantity	Percentage
First time	29	48.3
2-3	24	40
4-5	4	6.7
>5	3	5

The table shows how often participants dine at Korean restaurants. For 48.3%, it was the first time for them. Follow by 40% who dine 2-3 times per month.

Table 9 Could you rank 1-5 factors that inspire you to dine in this restaurant?

Rank	factor	Frequency (N=60)	Percentage
1	Following Social media	36	60
2	Friend's invitation	18	30.0

3	Taste of food	17	28.3
4	Reasonable price	18	30.0
5	Decoration/ Atmosphere of the restaurant/Convenient transportation	16	26.7

There are 5 choices to inquire about why they chose to dine at the particular restaurant and then they rank 5 choices from the most accurate reason to the least.

Here are the majority factors as follow;

1st Following trend by following social media (60%).

2nd Friend's invitation (30%).

3rd Reasonable price (30%).

4th Taste of food (28.3%).

5th Decoration/atmosphere of the restaurant/ convenient transportation (26.7%).

Table 10 What is your favorite menu of this restaurant? (Please specify)

Rank	Korean Food/dessert
1	Korean Chicken fries
2	Kimchi jjigae

The table represents the list of favorite menu from Bonchon chicken's participants by rank. Most participants choose Korean chicken fries and Kimchi jjigae.

Table 11 What is your favorite menu of this restaurant? (Please specify)

Rank	Korean Food/dessert
1	Korean Chicken fries
2	Korean hot pot

The table represents the list of favorite menu from Tudari participants by rank. What people choose the most is Korean chicken fries and Korean hot pot style.

Table 12 What is your favorite menu of this restaurant? (Specific)

Rank	Korean dessert
1	Strawberry Bingsu
2	Chocolate Bingsu

The table represents the list of favorite menu from Korean dessert café sulbing. What participants choose the most is strawberry Bingsu and chocolate Bingsu.

Table 13 Do you think qualities of ingredients and foods are reasonable?

Appropriate	Quantity	Percentage
Reasonable	44	73.3
Unreasonable	16	26.7
Total	60	100

The table shows that 73.3% think the qualities of ingredient and foods are reasonable but only 26.7% think they are unreasonable.

Table 14 On average, how much did you spend per time for dining this restaurant?

Level of expenditure	Frequency	Percentage
/per times		
Lower 500 Baht	4	6.7
501-1,000 Baht	20	33.3
1,101-1,500 Baht	29	48.3

1,500-2,000 Baht	5	8.3
Over 2,000 Baht	2	3.3
Total	60	100

This table shows the average of participants how much spend per time. By approximately, they spent 1,101 to 1,500 baht per times in (48.3%) and for (33.3%) of respondents, they spent 501-1,000 Baht per times. But only (3.3%) spent over 2,000 baht per times.

Table 15 Does Korea Wave influence you to dine at this restaurant?

Influence of Korea wave	Frequency	Percentage
Yes	35	58.3
No	25	41.7
Total	60	100

The table shows that for 58.3% of participants, Korea wave has an influence for them to select Korean restaurant/café.

Table 16 Does Korea Wave influence you to dine at this restaurant?
The percent of customers from 1st Korean restaurant (Bon Chon Chicken)

Influence of Korea wave	Frequency	Percentage
Yes	12	60
No	8	40
Total	20	100

From Table 16, it is shown that 12 customers dine at Bon Chon Chicken because of influence of Korea Wave (60%) and 8 customers dine at Bon Chon Chicken not because of Korea Wave (40 %).

Table 17 Does Korea Wave influence you to dine at this restaurant?
The percentage of customers from 2nd Korean restaurant (Tudari restaurant)

Influence of Korea wave	Frequency	Percentage
Yes	11	55
No	9	45

Total	20	100
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Table 17 shows that 11 customers dine at Tudari restaurant because of influence of Korea Wave (55%) and 9 customers dine at Tudari restaurant not because of Korea Wave (45%).

Table 18 Does Korea Wave influence you to dine at this restaurant?

The percentage of customers from 3rd Korean restaurant
(Sulbing Korean dessert cafe).

Influence of Korea wave	Frequency	Percentage
Yes	14	70
No	6	30
Total	20	100

Table 18 shows that 14 customers dine at Sulbing Korean dessert café because of influence of Korea Wave (70 %) and 6 customers dine at Korean dessert café not because of Korea Wave (30%).

Table 19 Which factors make Korean food popular in Thailand?

Rank	Factor	Freq.	Percent.
1	Taste of Korean food	31	51.7
2	Korean singers / actors	29	48.3
3	Advertisement of the restaurant	23	38.3
4	Korean culture	13	21.7
5	Korean language	8	13.3
6	Other	0	0

The table shows top 5 ranks for factors which make Korean restaurant/café popular in Thailand. First rank is taste of food (51.7%) and followed by Korean singers or actors (48.3%). The last is Korean language (13.3%).

Table 20 Which factors make Korean food popular in Thailand?
(Bonchon Chicken)

Rank	Factor	Freq. (20)	Percent
1	Taste of Korean food	19	95
2	Korean singers / actors	15	75
3	Advertisement of the restaurant	10	50
4	Korean culture	6	30
5	Korean language	2	20
6	Other	0	0

The table shows top 5 ranks for factors which make Bonchon Chicken popular in Thailand. First rank is taste of food (95%) and followed by Korean singers or actors (75%), advertisement of the restaurant (50%). The last is Korean language (20%).

Table 21 Which factors make Korean food popular in Thailand?
(Tudari Restaurant)

Rank	Factor	Freq.	Percent.
1	Taste of Korean food	15	75
2	Korean singers / actors	5	25
3	Advertisement of the restaurant	6	30
4	Korean culture	3	15
5	Korean language	0	0
6	Other	0	0

The table shows top 5 ranks for factors which make Tudari restaurant popular in Thailand. First is taste of food (75%) and followed advertisement of restaurants (30%), Korean singers or actors (25%). The last is Korean language culture (15%).

Table 22 Which factors make Korean food popular in Thailand?
(Sulbing Korean dessert café)

Rank	Factor	Freq.	Percent.
1	Taste of Korean food	10	50
2	Korean singers / actors	15	75
3	Advertisement of the restaurant	10	50
4	Korean culture	4	20
5	Korean language	6	30
6	Other	0	0

The table shows top 5 ranks for factors which make Sulbing Korean Dessert café popular in Thailand. First is Korean singer/actor (75%) and followed advertisement of restaurant (50%) and taste of Korean food (50%), however, Korean language (30%), and lastly Korean culture (20%).

Table 23 Do you still go out for Korean Food, if the Korea Wave would drop in Thailand?

Frequency	Quantity	Percentages
Normally	48	80
hardly	12	20
Not at all	0	0
Total	60	100

The table below shows the opinion of consumers towards Korean food if Korea wave would drop in Thailand. By 80%, they claim that they still go out for Korean food normally. On the other hand, some consumers (about 20%), they probably won't go out for Korean Food.

Table 24 Do you still go out for Korean Food, if the Korea Wave would drop in Thailand? 1st Bon chon Chicken.

Korean restaurant in Thailand	Quality		
	Normally	hardly	Not at all
Bon chon Chicken	90	10	0
Total	100		

The table below shows the opinion of consumer towards Korean food if Korea wave would drop in Thailand at Bon Chon chicken restaurant (90%), claim that they still go out for Korean food normally. On the other hand, some of consumers about (10%) say, they probably won't go out for Korean Food.

Table 25 Do you still go out for Korean Food, if the Korea Wave would drop in Thailand? 2nd Tudari Restaurant.

Korean restaurant in Thailand	Quality		
	Normally	hardly	Not at all
Tudari Restaurant	85	15	0
Total	100		

The table below shows the opinion of consumers towards Korean food if Korea wave would drop in Thailand at Tudari restaurant. (85%) claim that they still go out for Korean food normally. On the other hand, some consumers (15%) say, they probably won't go out for Korean food.

Table 26 Do you still dine Korean Food, if the Korea Wave would drop in Thailand? 3rd Sulbing Korean Dessert café.

Korean restaurant in Thailand	Quality		
	Normally	hardly	Not at all
Sulbing Korean Dessert café	75	25	0
Total	100		

The table below shows the opinion of consumers towards Korean food if Korea wave would drop in Thailand at Sulbing Korean Dessert café. 75% claim that they still go out for Korean food normally. On the other hand, some consumers (25%) say, they probably won't go out for Korean food.

Table 27 Have you ever travelled to Korea?

Experience	Quantity	Percentages
Never	25	41.7
Used to	35	58.3
Total	60	100

The table shows the percentage of participants who have ever travelled to Korea. The majority of them have travelled to Korea (58.3%).

Table 28 Which factors have an influence convincing you to travel to Korea?

Rank	Factors	Freq.	Percent.
1	Satisfied with the quality of Korean food, snack or drinks	26	43.3
2	Cheap cost for travelling	18	30
3	Shopping	16	26.6
4	Nice scenery	16	26.6
5	Preference for Korea's seasons	15	25
6	No Visa for tourist	14	23.3
7	Korean singer/actress	9	15
8	Cheap rate of currency	5	8.3

The table shows the factors which have an influence convincing consumers travel to Korea. First is 'satisfied with the quality of Korean food, snack, or drinks (43.3%). Follow by 30%, mentioning cheap cost for travelling and 26.6% shopping.

4.1 Interview of owners: 3 Korean cuisines

The researcher also asked the owners of each restaurant about the attitude of pioneers, background and strategy to overcome other restaurants among the Korean wave in Thailand. The researcher focused on one Korean dessert café and two Korean food restaurants.

1. The decisions of owners to establish Korean restaurant/ Korean café in Thailand was mainly influenced by Korean wave. Firstly, they have travelled in Korea, they have seen the reputation of Korean food and they were also impressed with Korean style. Secondly, they got the inspiration from that experience to expand famous Korean restaurants into Thailand. They think that Korean wave can be one motivation to increase people's interest in Korean food restaurants / Korean dessert café because in the past, there are few Korean restaurants unlike nowadays.

2. After Korean Wave came to Thailand, the market for Korean food expanded dramatically. Many Thai people are deeply interested in Korean culture and foods such as Kimchi and Korean barbeque. Also, people watch Korean series' and see the actors eating Korean style foods and they would like to have some. There are many Korean food restaurants and Korean dessert cafés found in Thailand. Thus, each restaurant has to think about strategies to promote their business. For example, Sulbing dessert café uses a point collection system, every five hundred spent exchanges to one point. The points will be exchanged for dessert or beverage for the next order. And also

posting their menus' picture on social media, Line, Instagram and Facebook, which can be one marketing path to make consumers aware of their brand as well. Overall, there are 1,000 - 1,500 customers per day on a weekday and about 2,000 - 2,500 people per day on the weekend. For Bonchon restaurant, they focus on the presenter, Mario Maurer, who is currently a famous actor in Thailand among teenagers, to assist with business promotion. Normally, this restaurant can gain money by approximately 200,000 Baht per day on weekdays and 250,000 - 260,000 Baht per day on weekends. For Tudari, the gimmick for this restaurant is the variety of menus that offer many options to the consumers. The strength is launching new special menus in every quarter to satisfy and attract customers to dine for longer. Likewise, they also participate in Citi Bank credit card promotion 10% discount to customers who have a bill higher than 880 Baht. This promotion is able to convince customers who normally pay by credit card. On a weekday, they earn about 60,000 baht per day in each branch and on the weekend, they received about 70,000 baht per day.

3. In the next ten years, the entrepreneurs must think that the market potential could drop. But the business could stay strong as most people still spend in rush hour, so consumers are concerned about fast-food and easy-eating. Korean restaurant/café is able to respond to consumers' desire. Even though Korean wave may drop in the future, entrepreneurs will still keep the quality of their restaurant. And also, they trust in their products which are very special and unique which are flavor, ingredients, and style. They believe that they can still progress in the next ten years. They have plans

to increase their branches around Thailand and into other ASEAN countries as well. Some of them believe that because they have already built a strong customer base they can easily expand their business, as Sulbing owner's opinion. Moreover, if they already have success before the potential drop in Korean wave they can still expand their brand and build on their loyal client base. For Tudari, they aim to extend 500 Tudari's branches around in Thailand in further.

4.2 The difference between the three Korean restaurant businesses in Bangkok

Nowadays Korean wave affects Thais in many ways especially food. The three businesses researched have clear identities and individuality, the three Korean restaurants and café are Bon Chon Chicken, Tudari and Sulbing. Firstly, the data revealed that Bon Chon Chicken is very popular for consumers, whether teenagers or working age people with various careers. Most of the customers use the service to get together with their friends. It was also found that, after school and after working hour's period is a busy time where each group takes about forty minutes to an hour to finish their dish. Interestingly, Bon Chon Chicken has no TV commercial advertisement, but the number of customers is still increasing. The interview investigated the reasons for choosing the restaurant and found the main reason was the delicious taste. Hence, the number of the branches is sharply increasing.

The second Korean restaurant is Tudari restaurant, where most of the customers are adults or working age people because of the high price. The crowded hours are noon and supper time. And they take at least an hour at the restaurant. The

distinctive point of this restaurant is the traditional Korean flavor with a little bit mixed with the Thai flavor. After interviewed, the restaurant owner said that the factor of making the decision for buying the Korean franchise, Tudari, is because of the extreme popularity of Korean wave in Thailand. Moreover, the owner also plans to increase the branches to the provinces.

The last one, Sulbing Korean dessert café, the investigation showed various groups of customers which are young ages or students, adults and foreigners as well. Around an hour to two hours after school and after working hours there is still demand for using the service. Furthermore, Sulbing Korean dessert café is the first Korean dessert franchise in Thailand. The interesting factor is this brand has a Korean actor as a brand ambassador. The result of interviewing with the owner is that in Thailand the weather is very hot and Korean wave is very popular here. Korea has not only food but it also has dessert. This sweet and cold dessert cafe is a new choice for consumers so this cafe is able to run in Thailand. In addition, this brand has the capacity to increase the branches.

In summary, all three restaurants, Bon Chon Chicken, Tudari and Sulbing, have different products and styles. But they all have the talent to increase the branches all around Thailand because of reliance and confidence of their taste and the shining of Korean wave in Thailand.

CHEAPTER V

CONCLUSION AND SUGGESTION

This research is about Korean Wave and the expansion of Korean restaurants in Bangkok, Thailand, it uses two methods which are qualitative and quantitative. The research studies the influence of Korean Wave on the opportunity for Korean restaurants, and the decision of Thai customers for the current consumption trend as well as the views of the owners of three Korean restaurant's regarding the situation in the next ten years. The conclusion and suggestions are as follows.

5.1 General information of participants in all three Korean food restaurants

The participants were both males and females from three Korean franchise restaurants and gave basic information such as gender, age, occupation, income and education was provided. It was found that the majority of participants were females and the age was approximately 21-25 years, the most common occupation was students and those who finished Bachelor Degrees, and the most common level of income is more than 20.000 baht per month. The most popular period of time is the evening.

5.2 Whether factors relating to Korean wave on opportunity for Korean food franchise business in Bangkok area.

The results show that all participants knew about the Korean restaurants from the internet or social media such as Facebook, Instragram, Line or even from the web

site of the restaurants. Moreover, most of the participants dined at each particular Korean restaurant for the first time,

However, for the factors that consumers chose to dine at these restaurants the first reason was following the trends on Social media. The second reason is because of a friend's invitation. The third reason is the taste of the food, fourth reason is the reasonable price and the fifth reason is decoration and atmosphere of the restaurant. The final reason is convenient transportation. The favorite items on the menu are Korean Fried Chicken and Korean hot pot. For dessert is Strawberry Bingsu. The quality of the ingredients and foods were considered very good even though the price reflects this quality, with an average spend being 1,000 to 1,500 baht per time.

5.3 The result of factors affecting decision of Thai customers behavior for current consumption and future trend.

The results show that the customers in Bangkok consumed Korean food because of five factors. First factor is the delicious taste of Korean food. Second is the popularity of Korean singers and actors, they are currently very popular, with Korean pop concerts showing in Thailand more than 3-4 times per year. Thirdly is advertisement of the restaurant, it was promoted in several ways, on the television or on social network. Forth is Korean culture such as Korean clothing and the last factor is Korean language that is booming in Thailand.

Next, the participants claim they would still eat Korean food even if the Korean Wave in Thailand were to drop in the future. Interestingly, most participants have been to Korea for various reasons, they were satisfied with the quality of Korean food, snack or drinks, cheap cost for travelling, shopping, Korean clothing, and nice scenery, no need for a Visa, Korean singer/actress, and cheap rate of currency. On the other hand, half of the participants said they would never go to Korea but they will still eat Korean food.

5.4 The results from the owner of three Korean restaurants by interview

The results from the owners of each Korean restaurant about the Korean wave affecting the demand for Korean restaurants in Bangkok. The first restaurant, Bonchon chicken remains popular worldwide, it has the first Korean-style fried chicken to cross the world to the United States of America. The restaurant is very popular among students there. It was found that the owner of this Korean food restaurant opened due to the influence of Korean Wave. The owner bought the Korean franchise from the original restaurant and it was expanded into Thai society and expanded to other provinces around Thailand also. Moreover, Bonchon chicken has no brand ambassador or any other kind of advertisement. Korean Wave was considered as the main restaurant promotion. But it depends on national economy, purchasing power and income. So, their products are very special and unique which are the flavor and sauces. Thus, it became a successful Korean franchise business in a short period of time.

Second Korean restaurant, Tudari Korean restaurant found that they opened due to the influence of Korean Wave and also the owner loves to eat Korean food. The strength of this restaurant is the variety of menus on offer for consumers, they launch a new special menu every quarter to attract customers to dine for longer. Likewise, most customers are Korean people who travel and shop at the department store. For the future the owner is unconcerned about the dropping of Korean wave because it already has another business in a different restaurant style.

Third Korean restaurant, Sulbing Korean Dessert Café it was found that the motivation of Korean wave was the key to expanding into the Thai market, and also Korean dessert cafes are still rare in Thailand so this restaurant style has a good niche. Many Thai people are deeply interested in Korean culture such as Kimchi and BBQ. So Korean restaurants are very attractive. But the first dessert exported from the original country and different restaurant style is Sulbing Korean Dessert Café in Thailand. Moreover they already have plans for a new business line under this brand to response and excite customers with varieties of new product lines.

The results of the research based on by consumers using the services of Korean restaurants in all three stores are as follows, It was found that the research agreed with the hypothesis that Korean wave was a key factor that made owners open Korean food restaurants for franchise business in Thailand. However, the results show that consumers do not choose to dine in these restaurants because of media or Korean

dramas, in fact they chose to dine there because of the taste of Korean food. Importantly, the taste of the food was adapted to Thai people to be more appealing. Even if the restaurant is hard to get to due to transport, the customers claimed they would still go to the restaurant because of the delicious taste. And finally, when the customers enjoy the taste of the food they may share photos or comments on social media which in turn generates more customers.

Suggestions

1. The Korean restaurants should focus on the quality of their customer service, quality of the Korean food and new special menus. To support the result of research, there are many consumers who dine on Korean cuisine for the first time. Thus, the entrepreneurs should create more imaginative and special menus to receive a good first impression from consumers.
2. In order to make decisions for a new business owner to open Korean restaurants in the future, they should create something different, be more creative with things such as the decoration of the cuisine or restaurant and focus on Korean style. They must also be aware of any economy changes in Thailand to motivate the marketing and respond more to consumers' needs.
3. The Korean restaurants should add some promotions and market surveys for consumers, the result of this research shows that most of the consumers knew about the restaurant from the internet and other media, followed by friends invitation and

taste of food in order. Moreover, there are many promotions such as “come 2 get 1 free” in dinner time or publically posted the photo with food and checked in the location of cuisine on Instagram or Facebook. Both marketing ideas can be one way to make people know at their promotion and about the restaurant



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APPENDIX

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