

Thailand Generation Z Consumers' Brand Perception of  
Bonchon Restaurant  
in Thailand



An Independent Study Submitted in Partial Fulfillment of the  
Requirements  
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By	Mr. Aditep Jirattikorn
Field of Study	Strategic Communication Management
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อดิเทพ จิรัฐติกร : การรับรู้ต่อร้านอาหารบอนซอนของผู้บริโภคชาวไทยเจนเนอเรชันซี. ( Thailand Generation Z Consumers' Brand Perception of Bonchon Restaurant in Thailand) อ.ที่ปรึกษาหลัก : ดร.เซอร์ ซอล ฮ่อง

การวิจัยในครั้งนี้มีวัตถุประสงค์เพื่อศึกษาเพื่อศึกษาการรับรู้ต่อร้านอาหารบอนซอนของผู้บริโภคชาวไทยเจนเนอเรชันซี การวิจัยนี้ศึกษาการรับรู้และการใช้วัฒนธรรมป๊อปของประเทศเกาหลีในการสื่อสารของร้านอาหารบอนซอน การวิจัยนี้ใช้แบบสอบถามเป็นเครื่องมือในการเก็บข้อมูลจากกลุ่มลูกค้าปัจจุบันอายุไม่เกิน 25 (n=227) แบบสอบถามถูกออกแบบให้เรียนรู้เกี่ยวกับความรับรู้เข้าใจ อารมณ์ ภาษา และการกระทำต่อร้านบอนซอนโดยใช้ทฤษฎีเกี่ยวกับการรับรู้และการทำแบรนด์ การอธิบายผลวิจัยนี้อีกด้วย ผลลัพธ์ที่ได้คือกลุ่มตัวอย่างรู้สึกเป็นกลางเกี่ยวกับร้านบอนซอนและร้านบอนซอนไม่ใช่ตัวแทนของวัฒนธรรมป๊อปเกาหลี การวิจัยนี้ได้ข้อสรุปว่าร้านบอนซอนไม่ได้โดดเด่นเรื่องการทำแบรนด์



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The present study is dedicated to investigating the Thailand generation z consumer's brand perception of the brand Bonchon. This study aims to learn how generation z in Thailand perceives all aspects of the brand Bonchon in addition, this study also aims to cover whether Korean pop culture has an effect on how the consumer perceives the brand. Generation z participants in Thailand (n=227) who is a customer of Bonchon were asked to complete the questionnaire. The questionnaire is designed to discover respondents' cognitive, emotional, language, and actions toward the brand Bonchon. The research adopted certain theories on branding and consumer brand perception to help understand the situation better. The questionnaire utilizes the Likert scale which allows respondents to rate their agreement on the statement from strongly agree to strongly disagree. The result shows that the consumer has a neutral opinion on Bonchon branding and whether the brand represents Korean pop culture. In conclusion, the branding of the brand Bonchon is perceived as not a stand-out aspect of the brand.

Field of Study:	Strategic Communication Management	Student's Signature .....
Academic Year:	2022	Advisor's Signature .....

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# CHAPTER 1

## Introduction

### 1.1 Significance of the Study

In 2020, according to the report of the Food intelligence center, the food industry is one of the fastest-growing industries in Thailand. As such, Thailand's food industry contributes 5.5% of Thailand's GDP and 20.6% of Thai industrial GDP ( Food intelligence center, 2020). In general, Thai households spent 33.9% of their expenditure on food and beverage (FFTC-AP, 2020). By and large, Thailand has a big market in the food and restaurant industry.

In recent years, Thailand's steadily rising economic growth and GDP have caused the lifestyle of people to change, especially in the capital city. Nowadays, people tend to cook less and eat out more often due to busy working schedules and traffic challenges. Over 22% of Thai people have an appetite to eat out which exceeds the global average of 9% (Nielsen, 2016). Consequently, Chain restaurants have sought such a lifestyle as an opportunity to cater to the need of this fast-paced living society. As reported by Nielsen, quick-service and casual dining is the most popular out-of-home dining restaurant in every region of the world (Nielsen, 2016)

The number of restaurants in Thailand amounted to around 530 thousand in 2020, and that year, the restaurant volume in the country grew by 62% (Statista, 2020). Therefore, chain restaurants have become a strong growing

industry in Thailand. There are many chain restaurants on every corner of the street as well as online food services. Chain restaurants have taken a big part in the restaurant business and it has embedded themselves as a part of Thai culture. Whether it's a birthday celebration, company dinner, or even a date, chain restaurants are a top-of-mind decision amongst the Thai

In addition to the fast pace of living, Korean pop culture also plays an important role in influencing Thai people's dining out behavior. Since 1992, Korea has successfully exported its culture through the mean of media (Adisak, 2021). The export of Korean pop culture has an effect on customer expectations, customer loyalty, customer satisfaction, and customer brand loyalty (Adisak, 2021). This has caused widespread Korean-themed businesses to boom, including in the restaurant industry.

Bon Chon was founded in South Korea in 2002 then the business was franchised across the world. Bon Chon found its footing in Thailand in the year 2012 and has been dominating the market since. Utilizing Korean pop culture as its core branding and catching the right trend. Bon Chon is one of the most famous and successful chain restaurants in Thailand.

Using Bon Chon as a case study, this research will try to understand in-depth Thai generation Z consumer perception toward Korean-themed restaurant branding in Thailand.

## 1.2 Objective of the study

Bonchon was initially founded in the year 2002 in Busan, South Korea. The restaurant decided to go global and open its first international branch in New Jersey, USA. Bonchon quickly caught on the market with its unique style of fried chicken. According to Forbes, Bonchon's revenue grew 30 percent in the year 2017.

Bonchon was first introduced to Thailand in 2012. Due to the fact that Bonchon is one of the first Korean fried chicken places in Thailand, Bonchon found its early success. Only two years after it launched in Thailand, Bonchon's revenue was around 87 million Thai baht, and just three years after Bon Chon made over 900 million Thai baht in revenue making it one of the stables in Thailand.

## 1.3 Research question

What is Thai generation Z consumers' brand perception of Bon Chon restaurant?

Does the Thai generation Z have a positive impression of Bon Chon?

Does Korean pop culture have an effect on successful Korean restaurants in Thailand?

## 1.4 Scope of the study

Thai Generation Z Consumer's Brand Perception of Bon Chon Restaurant in Thailand is divided into and focused on four major aspects of brand perception, which are the cognitive factor, emotional factor, language factor, and action factor. Respondents of this research paper are Thai generation Z

who is a customer of the restaurant Bonchon and have visited Bonchon in the last 6 months. Purposive sampling will be used to collect 200 data points from online and offline questionnaire surveys. The survey will be carried out between October and November 2022

### **1.5 Operational definition of the variables**

The term "Generation Z" refers to those between the ages of 10 and 25 who were born between 1997 and 2012. For years to come, Generation Z is expected to contribute significantly to consumer expenditure (The Drum, 2021). In other words, Generation Z is expected to become one of the market's top consumers. Digital natives, Generation Z is acclimated to the internet. Generation Z is the fastest-growing economic force in the world, with a present purchasing power of approximately 44 billion USD (business insider, 2020).

Consumer brand perception is the process through which a consumer chooses, arranges, and interprets data and stimuli to develop an image of a brand. The success of a brand and its communication plan is determined by consumer perception (IJRTI, 2017). The primary element that directly affects how consumers perceive a product or organization is its branding. An organization, product, or service is given meaning through branding, which shapes and develops a brand in the minds of consumers (The branding journal, 2017). Brand positioning, brand image, and brand identity are the three facets of branding that will be utilized to analyze consumer perception. The primary

focus of this study is on four variables which are a cognitive factor, emotional factor, language factor, and action factor.

- A. The term "cognition" refers to the process of remembering, learning, and problem-solving. Humans' ability to perceive their surroundings is how they learn about their environment. Cognitive perception encompasses all of the senses used by humans, including sight, hearing, smell, taste, and touch, as well as how they process information. Cognitive perception is the idea that a customer associates with the brand.
- B. One strategy to engage a customer in emotional branding is to form a special trust-based relationship with them that goes beyond benefit-based satisfaction in order to foster the growth of a comprehensive emotional experience (Procedia - Social and Behavioral Sciences, 2013)
- C. Language is how a customer connects a brand to words in the context of consumer brand perception. Language is the medium via which a consumer receives, interprets, and comprehends brand messages.
- D. Gibson claimed that human actions are passages of perceptual information about their environment and that humans may identify the

source of an offensive odor by sniffing it and moving around the room (Gibson 1979). When it comes to how consumers perceive a brand, action is how they interact with it—either positively or negatively.

### **1.6 Expected benefits from the study**

Professionally, the research's findings should help Korean-themed restaurant business marketers better understand Thai consumers' brand perception. The findings should also give firms and marketers a set of suggestions for improving their branding as well as online marketing tactics that might reach Thai customers much more successfully and effectively.

Studying consumer perception toward brand branding can be beneficial as a guideline for further study of brand perception, especially in Generation Z.

Academically, the results of this study should offer fresh perspectives on Thai consumers' brand perception of Korean-themed restaurants in Thailand.

## CHAPTER 2

### LITERATURE REVIEW

This chapter covers a review of the literature that is related to theories of consumer perception studies and literature concerning the Bonchon (Korean-themed restaurant) business, branding, and positioning. The chapter will begin by exploring the development of the Korean restaurant industry in Thailand, and Korean pop culture's influence on Thai consumer consumption behavior from media to fashion and food. The first part will also cover the development of Bon Chon's business. The theories related to branding will be discussed in the second part of the chapter. This part will explain the definition of brand and branding as well as an analysis of the branding of Bon Chon. The last section of the chapter will explain the theory and components of consumer perception which include the study of consumer cognition, emotion, language, and action.

## Map of literature review

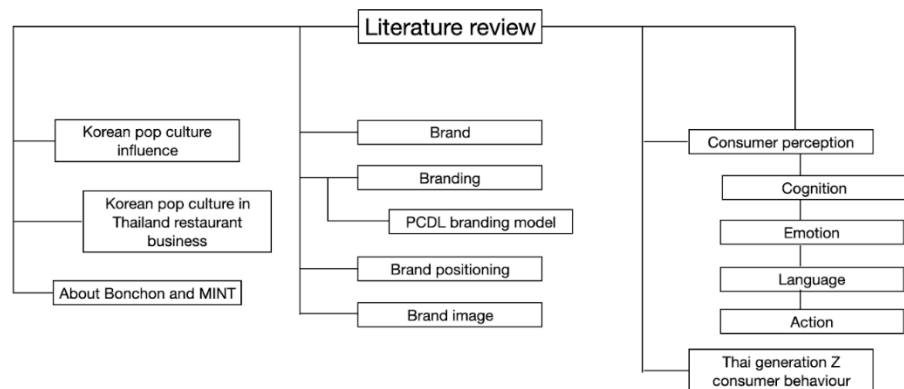


Figure 1: Map of literature review

### 2.1 Korean pop culture influence

The Korean Wave, or K Culture, refers to the significant rise in popularity of Korean pop culture as well as a phenomenon of admiration for Korean cultures, such as K-pop, K-dramas, and K-entertainment programs. The term Korean waves were coined by Chinese Journalists in mid-1999 to describe the fast-growing popularity of Korean entertainment and culture in China (Kim, 2007). The outbreak of the Korean wave can be traced back to 1997 when the Korean TV drama “What Is Love All About”, which was broadcast on state-run Chinese television, CCTV, set the stage for Korean Wave in China, following an MBC-TV drama, Jealous, which was imported as South Korea's first popular cultural product in 1993 (Kim, 2007).



The trend of Korean entertainment soon spread out to Taiwan, Hong Kong, and eventually Japan causing all of Asia to be enthralled not only by Korean music and drama, but also by its films, food, and fashion. As a result, Korean cultural products have sparked interest in Korean culture and Korea itself. Korean dramas, in particular, have served as an important bridge for people from other countries to explore Korean culture.

In the past, South Korean images were negative and associated with events such as the Korean War, cycles of poverty, and political instability (Lee, 2007). The rise of the Korean Wave has contributed a positive impact on the image of the nation and changed its outlook successfully (Doobo, 2006). As previously stated, the Korean wave has had a significant impact on transactions with other countries in a variety of ways.

With dramas like "Autumn in my Heart," K-Pop star "Rain," and the online game "Ragnarok", the Korean Wave arrived in Thailand around the year 2001 (Tanik and Nuananong, 2019). The significant popularity of Korean entertainment in Thailand has become a massive success and eventually, a localized version of Korean drama such as Dae Jang Geum was broadcasted on Thai's national television Channel 3. Since then, many forms of Korean-themed business emerged in the market trying to catch on to the trend of the Korean wave.

### 2.1.2 Korean pop culture influences Thailand's restaurant business

The Korean wave has contributed to many popular aspects of Korean culture outside of Korea including Korean food (Suh et al, 2018; Shin et al, 2018).

Following the airing of popular show as “Daejanggeum” and "My Love from the Star,” the popularity of Korean food-related shows has risen significantly throughout the world, particularly in Asia.

Furthermore, since the "Americanization" phenomenon in the past, Thailand has become a representative country affected by the Korean Wave as Korean pop culture has spread throughout Southeast Asia, focusing on Korean TV dramas. Following World War II, Korean culture was influenced by Western culture, as well as during the Korean War between 1945 and 1980 A.D.

Koreans attempted to protect their culture from American culture by searching for their national identity and investigating their cultural heritage. The government imposed constraints and altered laws, funds, and institutions. Then, from 1981 to 1992, the government promoted both traditional and modern culture while also establishing a ten-year master plan for cultural development (Chanika Siriwat, 2017).

Korean media has influenced Thai pop culture and embedded itself in Thai society. Korean food is currently well-known to Thai consumers as a result of the Korean Wave spreading through Korean dramas, and as the Thai economy develops, consumers' desire for Korean food and interest in Korean dietary lifestyles grows (KOTRA National Report, 2018).

Korean food-related companies in Thailand, under these circumstances, will have to understand the characteristics of Thai consumers' lifestyles and customer behavior to visit Korean restaurants to establish and strategize marketing strategies for customizing services to meet Thai customers' needs (Jeong, 2020).

### 2.1.3 The context of soft power

The concept of soft power was initially formed in the 1990s by the dean of the Kennedy School of Management at Harvard University, Joseph Nye, Jr. Joseph Nye identifies two types of power as hard power and soft power. The ability to persuade people to behave contrary to their initial desires and tactics is what Nye refers to as "hard power,". On the other hand, Nye defines the ability to accomplish goals by appeal and persuasion rather than force or payment as known as "soft power". Soft power is the ability of a state to "charm" other players in the international political process, as well as to showcase the attractiveness of its own culture (in a context where it is attractive to others), political values, and foreign policy (if thought to be legitimate and morally justified. The structural model of "soft power" has five sections, according to Gregor Holik: economic soft power, political soft power, cultural soft power, human Capital soft Power, and diplomatic soft power.

Thanayod Lopattananont's *"The Role of the Confucius Institutes in Contemporary Thai Society"* (2021) proposed a framework called 4A 2R. The frameworks identify and study the cause and effect of soft power. 4A 2R framework separates the main players in soft power into two: power user and

power recipient. Power-user refers to people with authority and power that can influence others. The recipients are the people who are influenced.

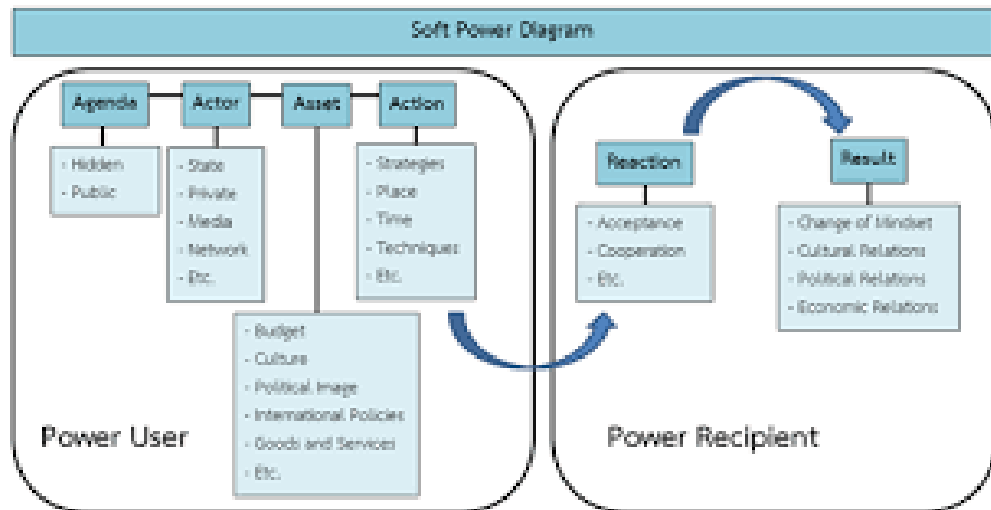


Figure 2: Thanayod soft power diagram

#### 2.1.4 About Bonchon

Bonchon was first established in 2002 in Busan, South Korea. With the expansion of the business, the restaurant decided to expand internationally, opening its first international branch in New Jersey, USA. Bon Chon quickly became popular due to its distinct fried chicken style. According to Forbes, Bonchon's revenue increased by 30% in 2017.

Bonchon first appeared in Thailand in 2012. Bonchon's early success can be attributed to the fact that it was one of Thailand's first Korean fried chicken restaurants. Only two years after its launch in Thailand, Bon Chon's revenue was around 87 million Thai baht, and just three years later, Bonchon's revenue was over 900 million Thai baht, making it one of the most profitable companies in Thailand.

In 2019, Minor International Public Company Limited, or MINT, announced that it has invested 2 billion THB in Chicken Time Co., Ltd., Thailand ("Chicken Time"), a Thai chain restaurant with over 40 outlets under the popular Bonchon chicken brand. With this investment, MINT now owns 100 percent of Bonchon Chicken stakes. This means that MINT is now operating every Bonchon store in Thailand.

#### Minor International Public Company Limited

Minor International Public Company Limited, or as mentioned before MINT, is a global brand with three main businesses which are hospitality, restaurant, and lifestyle. MINT owns over 529 hotels in 55 countries across the world (MinorFood 2019). MINT is also one of the largest chain restaurant companies in Asia with over 2,000 outlet systems in 26 countries which also make it one of the biggest in Thailand (MinorFood, 2019). By acquiring Bonchon, MINT established itself as one of the strongest companies in Thailand and Asia.

Bonchon will be another growth driver for the group, in addition to Minor Food's current strategy of rationalizing its store network, focusing on the delivery channel, and re-engineering its food menus to drive same-store sale growth (Krungsri Securities, 2019). MINT expected Bonchon to be the next leg of growth for the company as MINT planned to expand to 150-200 stores in Thailand from its currently 44 stores (Krungsri Securities, 2019).

MINT is anticipating more synergy of Bonchon with its existing business including sharing logistics, and cross-selling menu with Minor Food's other food brands which will be beneficial in terms of cost saving for the group (Krungsri Securities, 2019)

With MINT taking over the operation, Bonchon has cemented itself in a strong position and is expected to become one of the strongest chain restaurants in Thailand.

## **2.2 Brand and branding**

This section will examine and summarize the past research on branding, brand positioning, and brand image as a foundation to further develop a full understanding of the branding of Bonchon restaurant.

### **2.2.1 Brand**

Branding is the process of imbuing your company, products, and services with distinct identities. To understand the process and element of branding, one must understand the definition of the word brand.

According to American Marketing Association, a brand is defined as a name, term, sign, symbol, design, or a combination of features that identify the goods or services of one seller or group of sellers and distinguish them from the competitors (AMA, 2016). A brand is a label that gives information about a product and service to a consumer. A brand can include all the tangible and intangible aspects brand (Prasad and Dev, 2000). Aside from meeting consumers' basic functional requirements, a brand has also added

values that meet the psychological needs of the consumer (Kotler, 1996). A brand is not referred to only as a visual representation such as a logo, symbol, or word, but a brand created specific images, emotions, or people's opinions when they consider a product or a company. Kotler mentioned that brands could communicate on four different levels. Attribute, benefit, value, and personality are what a brand communicates to its consumer (Kotler, 2000). A brand can communicate these components of a product or service to its customer and aid in a better understanding of said product or service through its function.

To convey these components of the brand, the brand has three main functions: navigate security and engagement (Wheeler, 2012). Brand navigates consumers in choosing a brand amongst various available market options. A brand can lead consumers to select a product or service. Through brand communication, a brand can convey its security through the quality of a product or service. Lastly, a brand can engage consumers through image and language and lead a consumer to identify the brand.

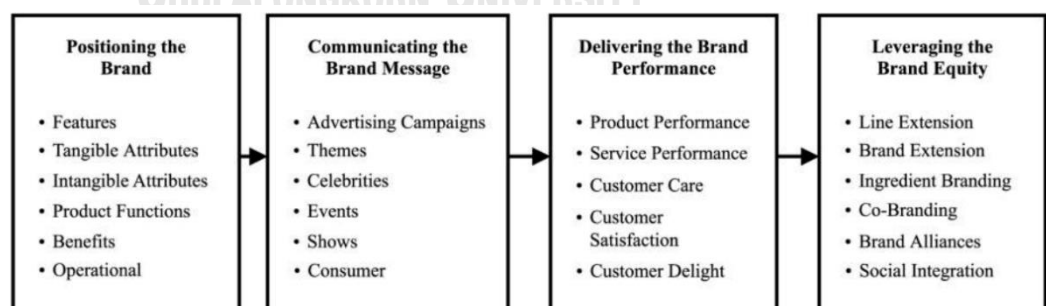
According to Shiva N. (2005), the brand is not a tangible asset with physical existence, and its value cannot be determined except in a certain specific business transaction.

### 2.2.2 Branding

Brands are important in the desire to dominate markets. Firms manage them intending to maximize their equity through a process that distinguishes one

brand from another to command a larger market share. Branding is a process that has a systematic start and is deeply related to many other sciences, particularly in the fields of psychology, sociology, and consumer Behavior. The objective of the branding strategy is to create brands that stand out from the competition, reducing the number of substitutes in the market (Tanya Sammut-Bonnici, 2017). Branding is a process with an application of science to bring tangible and intangible attribute of a brand and turn it into a valuable resource that can form functional benefits or emotional benefits when engaged with a brand.

Successful branding is deemed to be an advantage for companies and its customer. Success in branding can help reduce cost, and financial risk and can improve a profit of a company. The PCDL conceptual model of brand building suggested that there are four elements in the building as shown in the figure below.



*Figure 3: PCDL conceptual model of brand building*

### **Positioning the brand**



The uniqueness of the brand that distinguishes it from other brands is referred to as its brand position. It creates a distinct identity for consumers or target groups to remember, in accordance with the values or benefits desired by the target groups. The clearer and more distinct the brand position, the better the brand's chances of strengthening and retaining its customer base. The longer it is possible to maintain and improve excellence from a different perspective, the longer it will be able to retain existing customers while attracting an increasing number of new customers. Temporal (2000) believes that the focus of branding should be on adding psychological value to products, services, and companies in the form of intangible benefits - the emotional associations, beliefs, values, and feelings that people associate with the brand. The company can create a strong identity or personality for the brand by strategically positioning it in the minds of the target audience. The ability to imbue a product, service or corporation with emotional significance and its functional value is a significant source of value creation (Sherrington, 2003).



### **Communicating brand message**

A brand must define how it wants its target audience to perceive it. Brand positioning helps to prioritize the focus of the brand identity and the resulting communication themes, allowing the company to set communication objectives such as the type of message to be delivered, the level of brand differentiation to be achieved, and themes that appeal to the target customers. Creative advertising helps a brand break through the clutter and make a strong impression on the target market.

### **Delivering brand performance**

Companies must constantly monitor the impact of competition on their brands, especially when it is intense. They should monitor the performance of their brands in the market as well as the impact of market interventions on brand equity. Metrics such as purchases, consumption, brand recognition, brand recall, advertising awareness, and others can be used to track progress. This approach will enable brand marketers to assess the effectiveness of a marketing campaign in influencing target consumers, allowing brand strength to be measured.

### **Leveraging brand equity**

Keller (2003) defined leveraging as the process of connecting a brand to another entity, resulting in the formation of a new set of associations between the brand and the entity while also affecting existing brand associations.

Companies use various strategies to leverage their brands, such as line extensions.

As ingredients become more and more prominent in markets, ingredient branding involves incorporating important characteristics of one brand into another. Across a variety of situations where perceived resemblance between the parent and extension categories varied greatly, brand extensions appear to be rather unaffected by the parent brand experience in terms of long-term

repeat purchases (Swaminathan et al., 2001). If the brand extension is unsuccessful, it could damage the parent brand's brand equity by having detrimental knock-on effects.

### 2.2.3 Brand positioning

As mentioned before, brand positioning is how a brand positions itself to distinguish itself from other brands. It establishes a distinct identity for consumers or target groups to remember, based on the values or benefits desired by the target groups. The more distinct and clear the brand position, the better the brand's chances of strengthening and retaining its customer base. To determine the position of a brand, 3 questions must be answered:

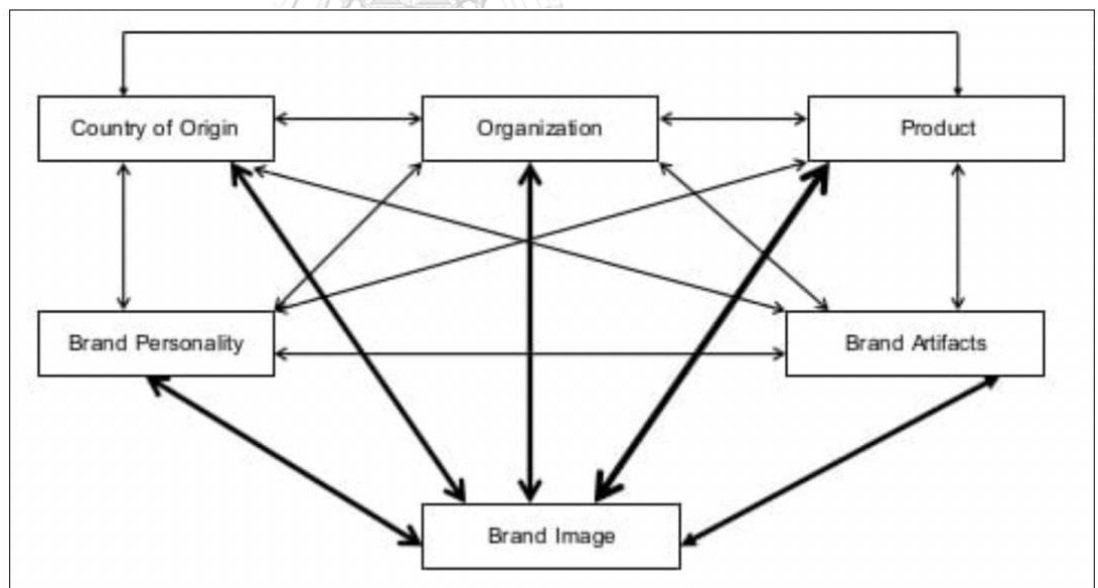
1. Who is the target customer?
2. How does this brand provide value to the above target groups?
3. How is this brand different from other brands or why should the target audience choose this brand instead of other brands that may provide similar benefits?

### 2.2.4 Brand image

Brand image is every aspect of a brand that people associate with (Newman 1975). Simply defined, brand image is the current view of customers toward a brand. At one point, the brand image is understood as part of the process; at another, it is associated with emotions; and yet again, it is understood as the information disseminated by the organization. Zhang stated that brand image

key driver of brand equity, which refers to a consumer's overall perception and feelings about a brand and influences consumer behavior (Zhang 2015). The brand image adds value in a variety of ways, including assisting consumers in processing information, differentiating the brand, generating reasons to buy, eliciting positive feelings, and serving as a foundation for extensions (Aaker 1991).

There are five elements of brand image: country origin, organization, product, brand effect, and brand personality.



*Figure 4: Element of brand image*

### 1. Country of Origin

Country of origin has a direct impact on its product. A consumer's reaction to a brand will differ depending on the country (Schifman and Kanuk, 2007: 442). This is due to cultural differences between countries, which has resulted in differences in consumer behavior in various countries, as well as when domestic consumers evaluate foreign brands. Consumer information about the product's origin country will be used to create, strengthen, and influence their initial perception of the product (Johanson, 1994). In many products, the country of origin plays a big role in consumer decision-making on the product. One of the great examples of how a country of origin affects brand image is Japan. During the 1950s, Japanese products were deemed cheap and bogus compared to developed countries at that time, however during the end of the 1990s Japanese products were viewed as a high-quality product

## 2. Organization

Like the country of origin, the organization also has an effect on brand image. Corporate branding is aided by two types of corporate identity, which are related to internal and external stakeholders (Hulberg, 2006). Intangible elements that are not directly associated with the product, such as social responsibility, employee relations, and corporate trust, are included in corporate branding. Employees, shareholders, regulators, the community, suppliers, and customers are all targets for corporate brands.

## 3. Product

Product origin effects in consumer choice behavior have a long history in consumer research and global marketing literature (Dmitrovi et al., 2007). The

perceived value of the product will influence the purchase decision (Levyda, 2017). Quality influences customers' perceived playfulness and flow, influencing their satisfaction and purchase intention (Hsu et al., 2011). Nataraj (2012), stated that the two variables of a product that affect consumer perception and buying intention are the psychological and physical attributes of the product. A product's attributes can lead to a brand image of a product.

#### 4. Brand Effect

The brand effect is the power of reputation to shape people's behavior in the future. For businesses, this translates into more sales at higher prices for branded enterprises, but a powerful brand can also influence consumers' willingness to give, contribute, engage, volunteer, file taxes, and take many other desirable acts (Brand Marketing Blog, 2019)

#### 5. Brand Personality

Brand personality refers to the physical appearance of a product is based on words, images, emotions, tone of voice, and style to create an image for the product for the target group expected to be interested in the product, which necessitates the creation of a distinct personality for the product

Brand images are derived from these five aspects of a brand. Keller (1993) defines brand associations as "consumers' thoughts, beliefs, perceptions, and feelings toward previous experience and general knowledge about a brand." Types, favorability, strength, and uniqueness are the four types of associations.

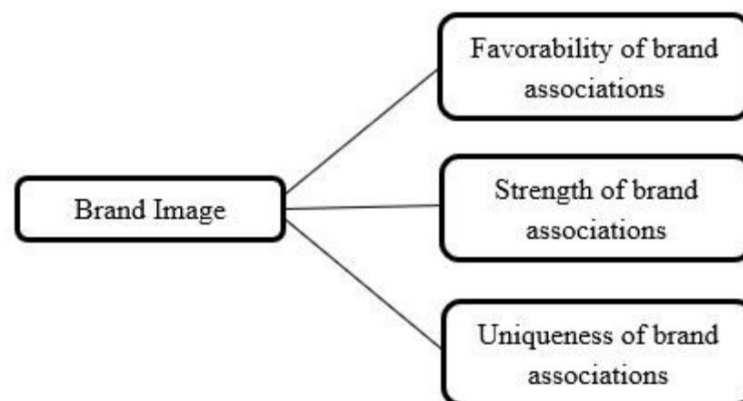


Figure 5: what makes a good brand image

#### 1. Strength of brand association

The strength of brand association refers to how often a brand occurs in a mind of a consumer. Furthermore, it is about how long the brand is stored in the consumer's memory and how the consumer thinks about the brand. This way refers to whether the brand has a positive or negative association in the minds of the consumers (Keller, 1993). Direct consumer experience is a source of information based on the benefits and attributes of a strong brand. Both of these pieces of information will influence or influence consumers' purchasing decisions as long as they can accurately interpret their own experiences.

#### 2. Favorability of brand association

Favorability is the foundation of the brand attributes. The term favorability of brand association concerns a brand and its ability to satisfy consumer wants and needs (MacKenzie, 1986). Consumers associate goods based on their perception and evaluation of the goods' attributes. The consumer will consider

the attributes of a brand in order to evaluate the brand (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975).

### 3. Uniqueness of brand association

As the name suggests, the uniqueness of brand association refers to how the brand is differentiated from competing brands (Keller, 1993). A brand's unique selling point can set it apart from its competitor (Aaker 1982).

## 2.3 Consumer brand perception

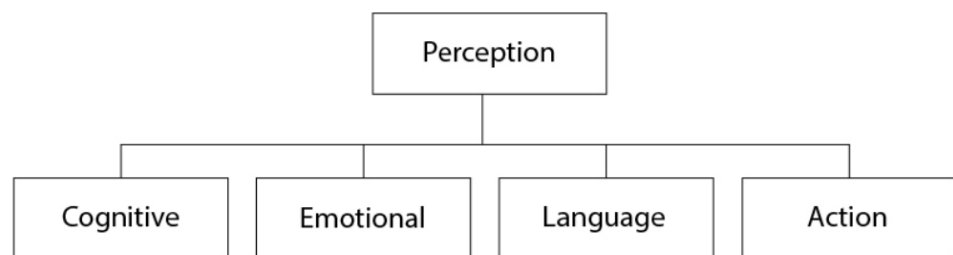
Perception defines the concept of when a consumer selects, organizes, and interprets information and transforms it into a meaningful image (G. Belch & M. Belch, 2004). Perception is regarded as an individual process for the reason that perception is something that is determined by internal factors such as personal experiences, personality, moods, beliefs, values, needs, and expectations (Schiffman, Kanuk, & Hansen, 2012). Perception can not be duplicated and two individuals can never have the exact same perception.

Understanding perception is vital in developing a successful brand strategy and marketing strategy. The study by Elder and Krishna (2010) exemplified that products are deemed to be more alluring when that product exposed to the sensory qualities of the product and are more appealing to consumers than those that are not.

Brand perception determines how a brand is perceived from the perspective of consumers, prospects, employees, and stakeholders. Brand perception



materializes the mental estate of the brand and how it stands out against competitors. There are 4 cores of human factors that lead to brand affinity: cognitive, emotional, language and action.



*Figure 6: Factors of the perception process*

### 1. Cognitive

According to Cambridge Cognition, cognition encompasses a variety of mental processes associated with the acquisition, storage, manipulation, and retrieval of information. Cognition describes a process of remembering, learning, and solving problems. Perception refers to how humans gather information from their surroundings. Cognitive perception includes all human senses as seeing, listening, smelling, tasting, feeling, and how humans receive information. The concept that a consumer associates with the brand are known as cognitive perception.

### 2. Emotional factor

Emotions can be perceived visually, audibly, olfactorily, and through bodily sensations. It is undeniable that strong psychological bonds with brands, referred to as emotional brand connections, result in higher levels of firm performance and competitive advantage (Procedia - Social and Behavioral Sciences, 2013). Emotional branding is defined as a way to engage a consumer in a deep, long-term, intimate emotional connection with the brand that goes beyond benefit-based satisfaction and creates a special trust-based relationship for the development of a holistic emotional experience (Procedia - Social and Behavioral Sciences, 2013). Consumers usually do not remember every brand they come across as not every brand is memorable. However, the consumer do not forget how a brand makes them feel as it has a direct effect on emotion. According to Kay and Loverock, emotion leaves a footprint on the human brain which can trigger recognition, anticipation, and reaction to a past event.

### 3. Language

Language is a communication method involving words and systematic rules to transmit information from one person to another person. In the case of consumer brand perception, language is how a customer relates a brand to words. Language is the way a consumer receives information, interpreted, and understands a brand.

### 4. Action

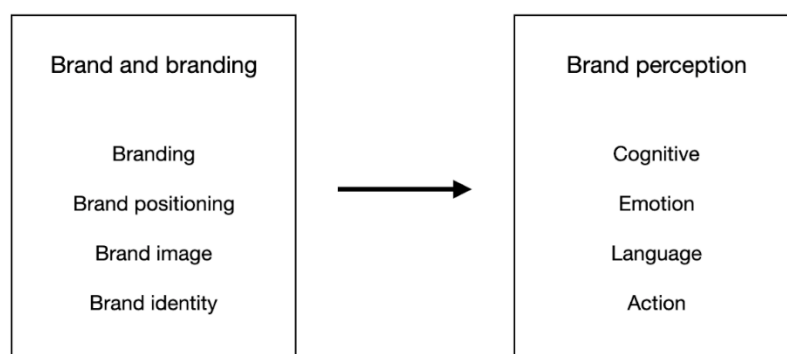
APA Dictionary of Psychology defines action as a self-initiated series of movements, usually directed toward a specific goal; action could be an integrated set of component behaviors rather than a single response.

Action is a passage of perceptual information about human surroundings, Gibson stated that humans can find a source of unpleasant smell by sniffing and walking around the room (Gibson 1979).

In terms of consumer brand perception, action is how consumer experience a brand in either a positive or negative direction

### **Conceptual framework**

The conceptual framework of this research is shown in the figure below. The figure represents the overview of consumer perception of the Bon Chon brand through four components: cognitive factor, an emotional factor, language factor, and action factor.



*Figure 7: a conceptual framework*

### **Thai generation Z consumer behavior**

Baby Boomers (born between the mid-1940s and the mid-1960s), Generation X (born between the mid-1960s and the early 1980s), and Generation Y make up today's workforce (born early 1980s to early 1990s). People from the silent generation, or those born between the years 1920 and 1940, are mostly retired. The Baby Boomers (born between mid-1940 and mid-1960), Generation X (born between mid-1960 and early 1980), Generation Y (born between early 1980 and early 1990), and Generation Z (born between early 1980 and early 1990) make up today's workforce in the West, where the Silent Generation (born between the 1920s and early 1940s) has largely retired (mid-1990s through mid-2000s). Nowadays, many companies are making an effort to comprehend Generation Z in order to better prepare for them in the workplace (Montana and Petit, 2008). Compared to generation Y, which prioritizes growth above financial security, research shows that Generation Z values development, excellent relationships, and decent remuneration (Iorgulescu, 2016). Generation Z is characterized in large part by its widespread access to digital communication technology. According to a study by Hackley (2014), 84 percent of young people owned gaming consoles, with the majority of them playing an average of 1.4 hours per day. 69 percent of young people owned a mobile phone, 73 percent owned a PC or laptop, and 60 percent used computers to go online on a daily average basis. In a nutshell, generation Z is a web-savvy group that was born into the digital age.

## CHAPTER 3

### METHODOLOGY

The quantitative method is used in this study to investigate the perception of Bonchon. This study will have 200 participants who will complete an online questionnaire. The questionnaire will be constructed on a 5-point Likert scale and divided into four sections. A screening question will be asked first, followed by an investigation of consumer perception with a focus on cognition, emotion, language, and action. This chapter will go over the research design, research sample, sampling method, questionnaire format, variable measurement, data collection, and analysis in detail.

#### 3.1 Research design

The quantitative research method was used to achieve the research goal. A survey questionnaire was distributed online via the Line application and Facebook group.

#### 3.2 Research sample

The purpose of this study is to better understand the consumer brand perception of generation Z toward Bonchon restaurants in Thailand. A questionnaire was created on Google forms and distributed to generation Z

consumers who have had experience with the brand Bonchon in Thailand. The respondent must be familiar with the brand Bon Chon or have purchased or used the brand Bonchon in the last 6 months ( March 2022 - October 2022). The respondent must be between the ages of 18 and 25, which is the most active internet generation.

### **3.3 Research sampling method**

The purpose of this research is to better understand Generation Z's consumer brand perception of Bonchon restaurants, with a focus on cognitive, emotional, language, and action factors. The survey will be distributed via online social media platforms. The questionnaire will be distributed to a Facebook group dedicated to food lovers, such as “buffet lovers in Thailand”. The questionnaire will also be sent via the Line app.

### **3.3 Questionnaire format**

To maximize the questionnaire's reach to the sample group, the questionnaire was distributed to social media platform groups on Facebook and Line applications, as previously stated. The survey was written in both Thai and English. The questionnaire was mostly distributed in Thai because the researcher only wanted to study Thai generation Z consumer brand perception. The questionnaire included both open-ended and multiple-choice questions (see appendix 1). The questionnaire is divided into six sections listed below. Part one consists of 3 questions, 2 of which are screening questions. The screening questions are used to eliminate respondents who are ineligible for

the study. Those who did not qualify for the study were directed to the end of the survey.

*Question 1-* Inquire if the respondent is between the ages of 18 and 25.

Question 2- Inquire the respondent if they knew the brand Bon Chon

Question 3- Inquire the respondent if they have experienced Bon Chon in the past 6 months

Part two is to collect data on the respondent's demographic information. This part focuses on age range gender income and education level using a nominal scale.

Part three consists of questions formulated to understand Thai Generation Z Consumer's Brand Perception of Bon Chon Restaurant in Thailand. This part is made up of consumer brand perception components which are a cognitive factor, emotional factor, language factor, and action factor.

The questionnaire asks about their impression of Bonchon restaurant, their latest experience with Bonchon products, common things that Bonchon and respondents have, their emotional attachment to the Bonchon brand, and the feeling for Bonchon brand that do not have for any other brand during an investigation of Bonchon brand emotion factor.

In terms of language, questions focus on whether they describe Bonchon as a creative, innovative, proactive, high-quality, and modern design brand, and to what extent.

In terms of action factors toward the Bonchon brand, questions focus on whether they will continue to buy Bonchon products in the future, whether they will buy Bonchon products for friends and family, whether they will recommend Bonchon products to friends and colleagues, whether they will repost information about Bonchon products on social media, and whether they will share photos of Bonchon products online if they have purchased Bonchon products.

### **3.4 Measurement of the variable**

Because the study focused on consumer perception, four major key variables were highlighted as a factor in understanding consumers' perceptions of Bonchon. These four variables are cognitive, emotional, linguistic, and consumer action.

Questions and statements for measuring each variable in this study were derived from observations of official publications and Bonchon communication content. Meanwhile, the questionnaire was adapted from the framework of the brand perception study to demonstrate its validity and reliability. Cronbach's Alpha was used to determine the validity of each measurement. Before conducting the main study, a pilot study was conducted to eliminate errors.

The perception variables studied were whether consumers perceived Bonchon's brand cognitive, emotional, language, and action. 5 statements were created to assess cognitive factors.



Cognitive 1: Bonchon is a brand that stands for Korean **comfort food**

Cognitive 2: Bonchon is a brand that offers **delicious crunchy** fried chicken

Cognitive 3: Bonchon is a brand to **share the joy** with friends and family

Cognitive 4: Bonchon products are **high quality and reasonable price**

Cognitive 5: Bonchon is a brand that can be associated with **Korea Pop**

There are also 5 statements in this questionnaire to study Bonchon's emotional factors, which include:

Emotional 1: I **feel positive** about the brand image of Bonchon

Emotional 2: I **think** Bonchon is a **cool** restaurant

Emotional 3: I **think** Bonchon's branding is young and dynamic

Emotional 4: I feel **delighted** to be **associated** at Bonchon restaurant

Emotional 5: By consuming Bonchon product, I feel that I am **participating** in Korean Pop Culture

There are five question statements to evaluate the customer language factor.

Language 1: I describe Bonchon as an **interesting** restaurant

Language 2: I describe Bonchon as a brand for **Generation Z**

Language 3: I describe Bonchon as a place for **comfort** food

Language 4: I describe Bonchon as a **high-quality** restaurant

Language 5: I describe Bonchon as a brand that represents **Korean culture**

There are also 5 statements in this questionnaire to study Bonchon's action factors, which include:

Action 1: I will continue **purchase and support** the brand Bonchon

Action 2: I will **recommend** Bonchon to my friend and family

Action 3: I will **post a positive comment** about my experience at Bonchon on social media

Action 4: I will **repost** Bonchon advertising content on social media

Action 5: I will **look for** update information on menu and promotion about the brand Bonchon

### **3.5 Data collection and data analysis**

The data for this study will be gathered through an online questionnaire survey that will be distributed between October first and October 15, 2022. The data will be analyzed using the SPSS (Statistical Package for Social Science) program, and all statistical data will be run with a 95% confidence level.

Descriptive statistics analysis was used for data analysis to describe the data's means and standard deviation.

## CHAPTER 4

### FINDING

The results of the research are reported in this chapter. The information is gathered through an online survey and is used to analyze the data for this chapter.

The research's findings are broken down into three sections, which include the respondents' demographic information and a descriptive analysis of how consumers perceive the Bonchon restaurant brand across four dimensions: cognitive, emotional, language, and action. One-way ANOVA analysis will be used in the chapter's last section to examine the level of significance between the variables.

#### 4.1 Demographic profile

Information on the traits and characteristics of the research participants is provided in the demographic section. The demographics include the respondents' age, gender, average monthly income, and level of education of Bonchon's customers.

There were in total of 227 responses collected from the questionnaire with the goal set was 200 responses. Of all the responses, 6 responses were discarded as they did not qualify for the screening section of the questionnaire. 5 of the discarded responses were not in the age range of 18-25 years old or in the age of generation z and 1 was discarded from not knowing about the brand Bonchon. In the end, a total of 221 responses was used as primary data for this research analysis.

Amongst the qualified 221 respondents, the result shows that majority of the survey participants are females (54.8%) which is 120 women in total. There are 90 males respondents (41.1%) and 9 prefer not to say (4.1%) as shown in table 4.1.

Table 4.1 Respondent's gender

<b>Gender</b>	<b><i>f</i></b>	<b>%</b>
Male	90	41.1%
Female	120	54.8%
Prefer not to say	9	4.1%
<b>Total</b>	<b>221</b>	<b>100%</b>

The respondents were asked, "How many times have you visited Bonchon restaurant or ordered Bonchon from an online delivery service platform in the past 6 months?" The frequency distribution Table 3 for this question shows that 117 (51.5%) respondents had purchased Bonchon 1-5 times, 66 (29.1%) respondents had purchased Bonchon 6-10 times, 38 (16.7%) respondents had purchased, and 6 (2.6%) less than one time.

Table 4.2 How many times have the respondent visited Bonchon restaurant or ordered Bonchon from an online delivery service platform in the past 6 months

<b>Time order or visit Bonchon</b>	<b><i>f</i></b>	<b>%</b>
Less than 1 time (end of the survey)	6	2.6%
1-5 times	117	51.5%

5-10 times	66	29.1%
More than 10 times	38	16.7%
<b>Total</b>	<b>227</b>	<b>100%</b>

The data findings on respondents' average monthly income is portrayed in Table 4.3 below. It is reported that most of the survey participants' income is in the range between 25,000 to 35,000 Baht (26.2%), followed by 15,000 to 25,000 Baht (23.5%), 35,000 to 45,000 Baht (20.4%), less than 15,000 a month (15.4%), 45,000 to 55,000 Baht (10.4%), and more than 55,000 at 4.1%.



Table 4.3 Respondents' Monthly Income

<b>Respondents' monthly income</b>	<b><i>f</i></b>	<b>%</b>
------------------------------------	-----------------	----------

Less than 15,000 baht	34	15.4%
15,001-25,000 baht	52	23.5%
25,001-35,000 baht	58	26.2%
35,001-45,000 baht	45	20.4%
45,001-55,000 baht	23	10.4%
More than 55,000 baht	9	4.1%
<b>Total</b>	<b>221</b>	<b>100%</b>

Last, the survey collects data on the respondent level of education from primary education, secondary education, diploma or equivalent, bachelor degree or equivalent, master degree or equivalent, and doctoral degree education. In that exact order, the percentage of respondents' education level is 3.2%, 4.5%, 12.7%, 60.2%, and 19.5% (see table 4.4). There is no respondent who has an education level of doctoral or equivalent.

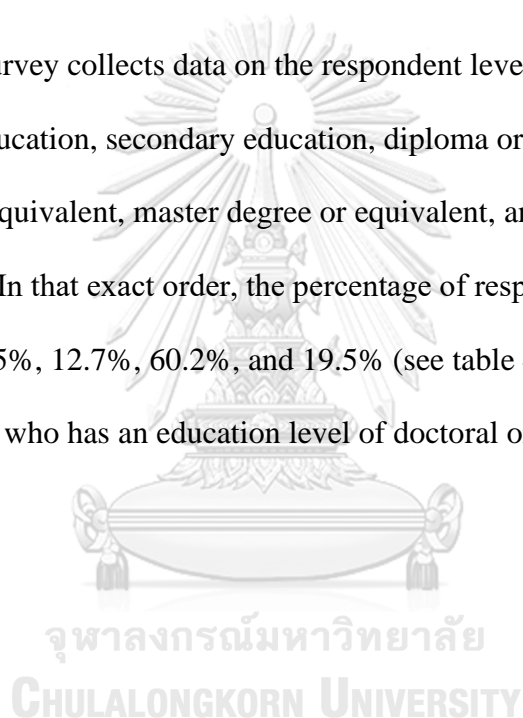


Table 4.4 Respondents' education level

<b>Respondents' level of education</b>	<b><i>f</i></b>	<b>%</b>
Primary education	7	3.2%
Secondary education	10	4.5%
Diploma or matching	28	12.7%
Bachelor or equivalent	133	60.2%
Master or equivalent	43	19.5%
Doctor or equivalent	0	0%
<b>Total</b>	<b>221</b>	<b>100%</b>

#### 4.2 Consumer Perception toward Bonchon restaurant

This part contains a descriptive analysis of four perception factors, including cognitive factors, emotional, language, and action factors. Each of these factors is used in five questions to explore how people perceive the Bonchon restaurant brand.

A five-point Likert scale where 1 = Strongly agree, 2 = agree, 3 = Neither agree nor disagree, 4 = disagree, and 5 = Strongly disagree was used to see respondents' level of agreement.

##### 4.2.1 Cognitive factor

The finding of respondents' cognitive perception toward the Bonchon brand is shown in table 4.5. The data depicted that most Bonchon generation z customer feel neutral about the five statement with a mean score of 3.01. The statement that respondents agreed with the most is "Bonchon is a brand to share the joy with friends and family" with a mean score of 2.69. The statement "Bonchon is a brand that offer delicious crunchy fried chicken" is agreed upon

with an average of 2.78 respondents follows by “Bonchon products are high quality and reasonable price” with mean score of 2.79. Respondents feel neutral with the statement “Bonchon is a brand that stands for Korean comfort food” with mean score of 2.96. Lastly, respondent feel neutral but slightly disagree with a statement “Bonchon is a brand that can be associate with Korean pop culture” with a mean score of 3.06 (see table 4.5).

Table 4.5 Cognitive

<b>Cognitive factors</b>	<b>M</b>	<b>SD</b>
Bonchon is a brand that stands for Korean <b>comfort food</b>	2.96	1.294
Bonchon is a brand that offers <b>delicious crunchy</b> fried chicken	2.78	1.425
Bonchon is a brand to <b>share the joy</b> with friends and family	2.69	1.409
Bonchon products are <b>high quality and reasonable price</b>	2.79	1.299
Bonchon is a brand that can be associated with <b>Korea Pop Culture</b>	3.06	1.194
<b>Total</b>	<b>3.01</b>	<b>0.970</b>

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#### 4.2.2 Emotional factor

The Five statements toward Bonchon brand emotional perception are displayed below. The result in Table 4.6 reflects the moderate level of respondents’ emotional factors toward Bonchon restaurant with a mean score of 3.07. The statement with a highest mean score is “I **feel positive** about the brand image of Bonchon” with a mean score of 3.16. The respondents agreed upon the statement “I feel **delighted** to be **associated** at Bonchon restaurant” the most with a mean score of 2.96 and follow closely by the statement “by



consuming Bonchon product, I feel that I am **participating** in Korean Pop Culture” with a mean score of 2.98.

Table 4.6 Emotional factor

<b>Emotional factors</b>	<b>M</b>	<b>SD</b>
I <b>feel positive</b> about the brand image of Bonchon	3.16	1.202
I <b>think</b> Bonchon is a <b>cool</b> restaurant	3.06	1.227
I <b>think</b> Bonchon’s branding is young and dynamic	3.15	1.127
I feel <b>delighted</b> to be <b>associated</b> at Bonchon restaurant	2.96	1.159
By consuming Bonchon product, I feel that I am <b>participating</b> in Korean Pop Culture	2.98	1.156
<b>Total</b>	<b>3.07</b>	<b>0.675</b>

#### 4.2.3 Language Factor

Table 4.6 depicted how the respondents describe the brand Bonchon. The result is fairly positive with a mean score of 2.96. The respondents agreed the most upon the statement “I describe Bonchon as a brand that represents Korean culture” with a mean score of 2.84 followed closely by the statement

“I describe Bonchon as a **high-quality** restaurant” with a mean score of 2.94.

The respondent feel the most moderate about the statement “I describe Bonchon as a brand for Generation Z” with a mean score of 3.01.

Table 4.6 Language factor

<b>Language factor</b>	<b>M</b>	<b>SD</b>
I describe Bonchon as the <b>interesting</b> restaurant	3.07	1.101
I describe Bonchon as a brand for <b>Generation Z</b>	3.01	1.194
I describe Bonchon as a place for <b>comfort</b> food	3.15	1.203
I describe Bonchon as a <b>high-quality</b> restaurant	2.94	1.203
I describe Bonchon as a brand that represents <b>Korean culture</b>	2.84	1.227
<b>Total</b>	2.96	0.836

#### 4.2.4 Action factor

The trend carries on to the last variable of the study. The respondents deemed to be neutral about the statement in “action factor” of the survey with a mean score of 3.13. The respondents feel fairly positive about a statement “I will repost Bonchon advertising content on social media” with a mean score of 2.77. The statement “I will **post a positive comment** about my experience at Bonchon on social media” receive a mean score of 3.00 and the trend goes on.

Table 4.7 Action factor

<b>Action factor</b>	<b>M</b>	<b>SD</b>
I will continue <b>purchase and support</b> the brand Bonchon	3.16	1.260
I will <b>recommend</b> Bonchon to my friend and family	3.11	1.181
I will <b>post a positive comment</b> about my experience at Bonchon on social media	3.00	1.221
I will <b>repost</b> Bonchon advertising content on social media	2.77	1.325
I will <b>look for</b> update information on menu and promotion about the brand Bonchon	3.09	1.162
<b>Total</b>	<b>3.13</b>	<b>0.950</b>

#### 4.3 One-Way ANOVA analysis

To compare the impact of age on cognition, emotion, language, and behavior, a one-way ANOVA was performed.

A one-way ANOVA revealed no statistically significant difference in age between any gender ground, as shown in table below

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Table 4.8 One-Way ANOVA on gender

<b>Variable</b>	<b>F</b>	<b>P</b>
-----------------	----------	----------

Cognitive	2.084	0.026
Emotion	1.159	0.316
Language	0.017	0.983
Action	1.600	0.204
<b>Total</b>	<b>1.215</b>	<b>1.529</b>

#### 4.4 One-Way ANOVA analysis

To compare the impact of age on cognition, emotion, language, and behavior, a one-way ANOVA was performed.

A one-way ANOVA revealed no statistically significant difference in income between any gender ground, as shown in table below

Table 4.3.2 One-Way ANOVA on income

<b>Variable</b>	<b>F</b>	<b>P</b>
Cognitive	3.014	0.12
Emotion	1.579	0.167
Language	2.520	0.030
Action	1.294	0.267
<b>Total</b>	<b>2.101</b>	<b>0.146</b>

### 4.3 One-Way ANOVA analysis

To compare the impact of age on cognition, emotion, language, and behavior, a one-way ANOVA was performed.

A one-way ANOVA revealed no statistically significant difference in education level between any gender ground, as shown in table below

Table 4.3.2 One-Way ANOVA on education level

<b>Variable</b>	<b>F</b>	<b>P</b>
Cognitive	0.764	0.550
Emotion	1.724	0.146
Language	0.831	0.507
Action	0.981	0.419
<b>Total</b>	0.175	0.405

## CHAPTER 5

### SUMMARY AND DISCUSSION

People's lifestyles have changed recently as a result of Thailand's consistently increasing GDP and economic growth, particularly in the nation's capital. Due to hectic work schedules and traffic issues, people now opt to eat out more frequently than they do at home. Along with the quick pace of life, Korean pop culture has a significant impact on how Thais behave when dining out. Korea has effectively transmitted its culture using media since 1992. (Adisak, 2021). Customer expectations, brand loyalty, customer contentment, and customer satisfaction are all impacted by the export of Korean pop culture (Adisak, 2021). This has led to a growth in businesses with a strong Korean flavor, particularly in the restaurant sector. Data analysis and discussion will be summarized in this chapter. The chapter will start with a summary of the pertinent demographic findings, then move on to the four sections of the study that deal with the cognitive, emotional, language, and action-related aspects of brand perception. A discussion of the research's limitations, future research directions, and practical consequences will also be included.

## 5.1 Summary of the findings

The finding received from the online questionnaire during the month of November 2022 will be described in general within this section. The finding consists of demographic information of the respondent and their brand consumers' perception of Bonchon restaurant. In addition, the relationship between age group, gender and income, and brand perception will be analyzed in this section.

The results show 221 respondents who met the criteria for the screening question and participated in this study. The respondents' ages range from 18 to 25 overall because this study seeks to concentrate on generation Z. Age range is a screening question and if the respondent do not pass they will be guided to the end of the survey.

In terms of gender, the largest part of the respondents was female with over 54.8% (120 respondents) and there were 41.1% of male respondents (90 respondents). 9 of the respondents selected others as the gender in the survey (4.1%).

## 5.2 Discussion

The discussion is separated into 4 sections regarding respondents' consumer brand perception toward Bonchon restaurant in Thailand. The 4 sections includes cognitive factor, emotion factor, language factor and action factor. This part will discusses all the factors in that order.

### **Cognitive factor on consumer brand perception**

The term "cognition" refers to the process of remembering, learning, and problem-solving. Humans' ability to perceive their surroundings is how they learn about their environment. Cognitive perception encompasses all of the senses used by humans, including sight, hearing, smell, taste, and touch, as well as how they process information. Cognitive perception is the idea that a customer associates with the brand. The cognitive factors consist of five statement: Bonchon is a brand that stands for Korean comfort food, Bonchon is a brand that offers delicious crunchy fried chicken, Bonchon is a brand to share the joy with friends and family, Bonchon products are high quality and reasonable price, and Bonchon is a brand that can be associated with Korea Pop Culture. The mean score of the responses is 3.01 with a standard deviation of 0.970. This implies that the average responses feel neutral but fairly positive with the statement in the cognitive factor. The statement on Bonchon being a brand to share joy with friends and family score 2.69 mean score; meaning that the respondent most likely to agree with the statement. However, on the statement of “Bonchon is a brand that can be associated with Korea Pop Culture” got a mean score of 3.06 which mean the respondents didn't agree that Bonchon represents pop culture neither did they disagree. As a result, respondents think fairly positive about Bonchon being a high quality brand, and have high quality product but the brand do not necessary stand out as a representation of a Korean pop culture.



On an One-way Anova test, the result implies that gender, income and education background do not affect the answer of the respondents. Meaning that gender, income and education do not have an effect on respondent's cognitive behaviour on the brand Bonchon.

### **Emotional factor on consumer brand perception**

One strategy to engage a customer in emotional branding is to form a special trust-based relationship with them that goes beyond benefit-based satisfaction in order to foster the growth of a comprehensive emotional experience (Procedia - Social and Behavioral Sciences, 2013). The emotional factors consist of five statements: I feel positive about the brand image of Bonchon, I think Bonchon is a cool restaurant, I think Bonchon's branding is young and dynamic, I feel delighted to be associated at Bonchon restaurant, By consuming Bonchon product, and I feel that I am participating in Korean Pop Culture. The average mean of the statements is 3.07 score. This can imply that respondent feels neutral about the statements above. However, the respondents feel fairly positive about two statements which are "I feel delighted to be associated at Bonchon restaurant" with a mean score of 2.96 and "By consuming Bonchon product, I feel that I am participating in Korean Pop Culture" with a mean score of 2.98. "I feel positive about the brand image of Bonchon", "I think Bonchon is a cool restaurant", "I think Bonchon's branding is young and dynamic" receive a mean score of 3.16, 3.06, 3.05 respectively.

According to One-way Anov analysis, age, gender, income and education level do not have an effect on Generation Z' consumers' brand perception on Bonchon restaurant.

### **language factor on consumer brand perception**

Language is a means of communication that uses words and a set of logical rules to pass information from one person to another. Language is how a customer connects a brand to words in the context of consumer brand perception. Language is the medium through which a consumer receives, interprets, and comprehends brand messages. In this section, the statement used to understand consumers' behaviour are as "I describe Bonchon as the interesting restaurant", I describe Bonchon as a brand for Generation Z, and I describe Bonchon as a place for comfort food, I describe Bonchon as a high-quality restaurant, I describe Bonchon as a brand that represents Korean culture. The respondents seem to feel fairly positive with the statement under this section as the average mean score is 2.96. The respondents agree with the statement "I describe Bonchon as a brand that represents Korean culture" the most with mean score of 2.84 follows by the statement "I describe Bonchon as a high-quality restaurant" with a mean score of 2.94. The statement "I describe Bonchon as the interesting restaurant", "I describe Bonchon as a brand for Generation Z", and "I describe Bonchon as a place for comfort food" all got an average mean score of 3.07, 3.01, 3.15 respectively. This means that for this section the respondents tend to fairly agree with the statement and the trend continue from the previous two section of the survey.

One-way Anova shows that age, income, gender and level of education do not have effect on the responses.

### **Action factor on consumer brand perception**

Gibson claimed that human actions are passages of perceptual information about their surroundings, and that humans can identify the source of an offensive odor by sniffing it and moving around the room. When it comes to how consumers perceive a brand, an action is how they interact with it—either positively or negatively. There are 5 statements under this section: I will continue purchase and support the brand Bonchon, I will recommend Bonchon to my friend and family, I will post a positive comment about my experience at Bonchon on social media, I will repost Bonchon advertising content on social media, and I will look for update information on menu and promotion about the brand Bonchon. The average mean score for this section is 3.13; meaning that the respondent is neutral but fairly to a disagree side. The respondents agree with the statement “I will repost Bonchon advertising content on social media” the most with a mean score of 2.77 follows by “I will post a positive comment about my experience at Bonchon on social media” with a mean score of 3.00. The statement “I will look for update information on menu and promotion about the brand Bonchon”, “I will recommend Bonchon to my friend and family”, and “I will continue purchase and support the brand Bonchon” all receive a higher mean score than 3.00 with 3.09, 3.11, 3.16 respectively.

One-way Anova shows that age, income, gender and level of education do not have effect on the responses on action factor in this section.

### **Discussion summary**

To summarize the result of data collection, all the factors in accordance to consumers' brand perception of the brand Bonchon for generation z, all the sections of statements in survey all receive a mean score of 3.01, 3.07, 2.96, and 3.13 respectively. This implies that the respondents feel fairly neutral in a positive way with the statement from the questionnaire. This indicated that the brand Bonchon does not stand out in term of being a representation of Korean culture restaurant and the brand do not reflects generation z. However, this do not eradicate that the brand fails to utilize those two factor.

The finding of this research is the opposite of the researcher hypothesis of the study. The hypothesis is that the consumer of the brand views the brand as a young, dynamic and a representation of Korean pop culture. However, the result turns out that the consumer's brand perception is neutral.

### **5.3 Limitation**

The finding for this research result in a positive outcome for consumers' brand perception study in Korean chain business restaurant branding in Thailand.

however , this research focuses on an aspect of a brand and not a full representation of the brand. There are more aspects that make a brand successful outside this research that could be analyzed in further study.

#### **5.4 Direction for future study**

In order to result in a more well-round study, the researcher suggest that the next research should be conduct in a mixed method study approach to enhance the existing research. By using a mixed method study, the researcher will be able to collect a more insightful data directly from the respondent. Using a medium of interviewing can help better understanding of the consumer perception and how they perceive a brand better. As this research result in all neutral responses, a mixed method study can provide the reason behind the answer to this research and help enhance an understanding of the brand perception.

The research may want to utilize qualitative method to have a better understanding in term of consumer insight of the brand.

#### **5.5 Practical implication for the brand**

The results of this study offer important insight into consumers' brand perceptions of the branding of the restaurant Bonchonn and its concept, as well as the effect of Korean pop culture on consumers' brand perception of the brand. From the finding of this research, there are some implication that have provides insight for the business.

Firstly, the finding shows that the responses who are the representation of generation z consumer of the brand Bonchon do not perceive Bonchon as a

stand out brand in term of character. The responses feel fairly positive about the brand branding and its marketing style. The average means score trend on the 4 sections of the survey stay around 3 or at a neutral level. This means that there are room for improvement in term of brand building if Bonchon wishes to target a consumer of that age range. This shows that the branding of the branding of Bonchon restaurant does not have

Secondly, the respondent also feel fairly positive about Bonchon being a representative of the Korean pop culture with the average answer of 3. Meaning that the generation z consumer of the brand do not generally relate the brand to Korean pop culture as well. This statement is fair since the brand barely market itself as a brand that ride on the korean pop culture trend.

From the finding of the research, the marketer can implies these finding into further development of the branding of Bonchon. On the topic of having cognitive, emotion, language and action connection with the consumer, Bonchon does not remind consumer of the Korean pop culture representation or a young and dynamic brand. The brand simply does not stand out. Bonchon should use Korean aspect to advertise themselves more. Right now on the trend of Bonchon marketing material, the brand focuses on the food rather than the culture and the brand does not use Korean pop culture as a material of the advertising of the brand. The branding of the brand also is subtle and straight forward.

The brand also could possibly use third party influencer that is a representation of Korean pop culture to represent the brand. By doing so, the consumer will relate the brand more to Korean pop culture.

However, the brand Bonchon is already one of the biggest chain restaurant in Thailand. The brand has a very high sales and company gdp. Bonchon has already cemented itself as a household restaurant brand in Thailand. This mean that as a brand and restaurant, Bonchon strong point is not its strong branding. Being a representation of Korean pop culture is not the goal of the brand. This requires a further study on the topic to identify why the brand is performing well despite not standing out in term of branding.

In conclusion, the brand Bonchon does not stand out in term of branding however there are other strong points of the brand that make it successful. The brand could possibly use Korean pop culture to engage more to the consumer and reach more audience. Seasonal promotion or advertising with more engagement content that can be related to the consumer can help taking the brand to new playing fields. The brand could also focus on all its current strong point and keeping up its quality to stay as a top brand in Thailand.

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**APPENDIX****Part 1 Instruction – Please tick (✓) your selection of answers**

1. Are you between the age of 18-25?

- Yes
- No (End the survey)
- .....
- .....

2. Do you know the brand Bonchon?

- Yes
- No (End the survey)
- .....
- .....

3. How many times have you visited Bonchon restaurant or ordered Bonchon from an online delivery service platform in the past 6 months?

- (1) Less than one time (End the survey)
- (2) 1 - 5 times
- (3) 6 – 10 times
- (4) More than 10 times

**Part 2 Instruction – Please tick (√) your selection of answer**

2. What is your gender?

- (1) Male  (2) Female  (2) Other

.....

.....

3. What is your monthly average income in the Thai Baht?

- (1) Less than 15,000 THB

- (2) 15,001 – 25,000 THB

- (3) 25,001 – 35,000 THB]

- (4) 35,001 – 45,000 THB

- (5) 45,001 – 55,000 THB

- (6) More than 55,001

.....

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4. What is your level of education?

- (1) Primary Education  (2) Secondary Education  (3) Diploma or

equivalent

- (4) Bachelor or equivalent  (5) Master or equivalent  (6) Doctoral or

equivalent

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**There are 4 core brand perception factors to be studied: (1). Cognitive factor, (2) Emotional factor, (3) Language factor, (4) Action factor**

1. **On brand's cognitive factor** - Please rate your opinion about the brand Bonchon below (1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, 5 = Strongly agree)

<b>Item</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Bonchon is a brand that stands for Korean <b>comfort food</b>					
Bonchon is a brand that offers <b>delicious crunchy</b> fried chicken					
Bonchon is a brand to <b>share the joy</b> with friends and family					
Bonchon produces are <b>high quality and reasonable price</b>					
Bonchon is a brand with a <b>wide range of Korean dishes</b> selection					

**2. On brand's emotional factor** - Please rate your opinion about the brand

Bonchon

below (1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4

= Agree, 5 = Strongly agree)

Item	5	4	3	2	1
I have a favorable opinion forward Bonchon resources					
My recent experience with Bonchon was pleasant					
I have a strong emotional connection to the brand Bonchon					
I can relate myself to the brand Bonchon					
I have positive feeling for the Bonchon brand					

3. **On brand's language factor** - Please rate your opinion about the brand

Bonchon

below (1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, 5 = Strongly agree)

Item	5	4	3	2	1
I describe Bonchon as interesting Korean restaurant					
I describe Bonchon as a brand for <b>Generation Z</b>					
I describe Bonchon as a Korean comfort food					
I describe Bonchon as a restaurant for friend and family gathering					
I describe Bonchon as a brand of happiness and joy					

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4. **On brand's action factor** - Please rate your opinion about the brand

Bonchon below (1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, 5 = Strongly agree)

Item	5	4	3	2	1
------	---	---	---	---	---

Item	5	4	3	2	1
I will continue <b>dine-in</b> at Bonchon restaurant					
I will continue <b>order</b> Bonchon from the online platform					
I will <b>recommend</b> Bonchon to my friend and family					
I will <b>post a positive comment</b> about my experience at Bonchon					
I will <b>repost</b> Bonchon advertising content					

-- End of the survey. Thank you for your time --



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