

**KOREAN CRAZE AMONG THAI TEENS AND YOUNG ADULTS  
ON PRODUCT DECISION**

The image features a large, faint watermark of the Mahidol University logo in the background. The logo is circular and contains a central emblem with Thai script around it. The text 'BENJAMAT CHAIRUNGMANEEDAMRONG' is centered over the logo.

**BENJAMAT CHAIRUNGMANEEDAMRONG**

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT  
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THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION  
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Thesis  
entitled  
**KOREAN CRAZE AMONG THAI TEENS AND  
YOUNG ADULTS ON PRODUCT DECISION**

*Benjamat. C.*

.....  
Miss Benjamat Chairungmaneedamrong  
Candidate

*Chairawee*

.....  
Lect. Chairawee  
Anamthawat-Kierig, Ph.D.  
Major advisor

*Pandey Chintrakarn*

.....  
Lect. Pandey Chintrakarn, Ph.D.  
Co-advisor

*B. Mahaisavariya*

.....  
Prof. Banchong Mahaisavariya,  
M.D., Dip. Thai Board of Orthopedics  
Dean  
Faculty of Graduate Studies  
Mahidol University

*O. Sivarak*

.....  
Lect. Ornlatcha Sivarak, Ph.D.  
Program Director  
Master of Business Administration  
Program in Business Modeling and  
Analysis, International College  
Mahidol University

Thesis  
entitled  
**KOREAN CRAZE AMONG THAI TEENS AND  
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was submitted to the Faculty of Graduate Studies, Mahidol University  
for the degree of Master of Business Administration  
(Business Modeling and Analysis)

on  
June 10, 2011

*Benjamat. C*

.....  
Miss Benjamat Chairungmaneedamrong  
Candidate

*Saran Ratanasithi*

.....  
Lect. Saran Ratanasithi, Ph.D.  
Chair

*Chairawee*

.....  
Lect. Chairawee  
Anamthawat-Kierig, Ph.D.  
Member

*Pandey Chintrakarn*

.....  
Lect. Pandey Chintrakarn, Ph.D.  
Member

*B. Mahes*

.....  
Prof. Banchong Mahaisavariya,  
M.D., Dip. Thai Board of Orthopedics  
Dean  
Faculty of Graduate Studies  
Mahidol University

*M. Kruatrachue*

.....  
Prof. Maleeya Kruatrachue, Ph.D.  
Dean  
International College  
Mahidol University

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Benjamat Chairungmaneedamrong

**KOREAN CRAZE AMONG THAI TEENS AND YOUNG ADULTS  
ON PRODUCT DECISION**

**BENJAMAT CHIRUNGMANEEDAMRONG 5038681 ICMA/M**

**M.B.A. (BUSINESS MODELING AND ANALYSIS)**

**THESIS ADVISORY COMMITTEE : SARAN RATANASITHI, Ph.D.,  
CHAIRAWEE ANAMTHAWAT-KIERIG, Ph.D., PANDEJ CHINTRAKARN, Ph.D.**

**ABSTRACT**

The Republic of Korea, or South Korea, was ruled by China for over hundreds of years before 35 years of Japanese rule during World War II. It has become a powerful country and Korean culture has spread to many other countries, not only in Asia, but also to Western countries like the United States. Thailand is one of the countries that has been affected by Korean culture. The objective of this thesis is to study the effect of Korean culture on product buying decisions of Thai teens and young adults, aged from 18 to 29, who live in the Bangkok metropolitan area.

The data collected was analyzed to determine Thai teens' and young adults' attitudes towards products made in Korea and to expose the main factors that cause them to buy Korean brand products. A questionnaire was used as the data collection tool. The basic model used in this research was the Model of Consumer Behavior developed by Wayne D. Hoyer and Deborah J. MacInnis.

The results of this research proposed an understanding of the needs of a large group of Thai teens and young adults who are passionate about Korean culture. Hence, marketing, academic, and professional fields can develop their marketing strategies to match those needs.

**KEY WORDS: KOREAN WAVE / HALLYU / KOREAN CRAZE /  
PRODUCT DECISION / THAI TEENS AND YOUNG ADULTS**

60 pages

ผลกระทบของกระแสนิยมเกาหลีในหมู่วัยรุ่นไทย ต่อการตัดสินใจซื้อผลิตภัณฑ์ภายใต้ชื่อของ  
ประเทศเกาหลี

KOREAN CRAZE AMONG THAI TEENS AND YOUNG ADULTS  
ON PRODUCT DECISION

เบญจมาศ ชัยรุ่งมณีดำรง 5038681 ICMA/M

บช.ม. (การวิเคราะห์และสร้างตัวแบบธุรกิจ)

คณะกรรมการที่ปรึกษาวิทยานิพนธ์: ศรัณย์ รัตนสิทธิ์, Ph.D., ฉายรวี อนุวัฒน์ - คีริก, Ph.D.,  
ปานเดช ชินตระการ, Ph.D.

บทคัดย่อ

สาธารณรัฐเกาหลี หรือเกาหลีใต้ ประเทศซึ่งเคยตกอยู่ภายใต้อาณานิคมของจีนนานกว่าหลาย  
ร้อยปี และยังคงถูกญี่ปุ่นยึดครองนานถึง 35 ปี ในช่วงสงครามโลกครั้งที่ 2 ปัจจุบันกลับสามารถพัฒนาประเทศจน  
มีความมั่นคง และก้าวหน้าทางเศรษฐกิจทัดเทียมกับประเทศผู้นำหลายประเทศภายในระยะเวลาอันรวดเร็ว อีกทั้ง  
ยังได้แพร่ขยายวัฒนธรรมของตนเองไปยังหลายประเทศทั่วโลก ไม่ว่าจะเป็นทางแถบเอเชีย หรือแม้กระทั่งใน  
ประเทศแถบตะวันตก อย่างสหรัฐอเมริกา

ประเทศไทยเป็นประเทศหนึ่งที่ได้รับผลกระทบจากการแพร่หลายของวัฒนธรรมเกาหลี  
วิทยานิพนธ์ฉบับนี้จึงถูกจัดทำขึ้น เพื่อศึกษาถึงผลกระทบของกระแสนิยมเกาหลี โดยได้เน้นถึงการศึกษา  
ผลกระทบที่มีต่อการตัดสินใจซื้อผลิตภัณฑ์ภายใต้ชื่อของประเทศไทยในกลุ่มวัยรุ่นไทยซึ่งมีอายุระหว่าง 18  
ถึง 29 ปี และอาศัยอยู่ในเขตกรุงเทพมหานคร

ข้อมูลที่ได้จากการสำรวจโดยใช้แบบสอบถามนั้นได้ถูกนำไปวิเคราะห์เพื่อศึกษาว่าวัยรุ่นไทยให้  
ความสำคัญต่อผลิตภัณฑ์ที่ผลิตในประเทศเกาหลีมากน้อยเพียงใด และอะไรคือปัจจัยสำคัญที่ส่งผลกระทบต่อ  
การตัดสินใจซื้อผลิตภัณฑ์ภายใต้ชื่อของประเทศไทย โดยอ้างอิงจากตัวแบบพฤติกรรมผู้บริโภค ของ  
Wayne D. Hoyer และ Deborah J. MacInnis

ผลของการวิจัยในครั้งนี้จะสามารถช่วยให้นักการตลาดได้เข้าใจถึงความต้องการของวัยรุ่นไทย  
จำนวนมากที่มีความคลั่งไคล้ในวัฒนธรรมเกาหลีและสามารถนำไปปรับใช้กับแผน  
กลยุทธ์ทางธุรกิจต่อไปในอนาคต

60 หน้า

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## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background and Problem**

Globalization makes the world connected. People can easily chat, trade, or travel worldwide much faster than before. Consequently, people were drawn into a melting pot of similar culture. Thailand is no exception. Since we live in an open economy, not only products that move freely across borders, but also services and entertainment media like MTV and movies. This entertainment and media diffusion have made product dissemination from one place to the other faster than we anticipate. Currently, generation Y and generation millennial in Thailand act like Koreans everywhere, especially in the cities. Thus, a study is needed to explore the effect and its trend.

After Thailand import Korean series called “My Sassy Girl” in 2003, there are tons of Korean series flowing into Thailand. Nowadays we cannot refuse that Korean fashion spreads over Thailand. There are many activities held to attract Thai teenagers who are K-POP fans like fan-meeting activities, concerts, and cover dance contests. You can see that Korean songs and series become more and more popular nowadays. Many Thai teenagers and young adults admire Korean stars and singers. This leads to the increasing number of Korean superstars and singers who come to promote their performances in Thailand each year.

We saw Korean fans little by little switch to buy Korean products like CDs, DVDs, Korean food, novels, cosmetics, and fashionable products. This caused the increasing value of import products from South Korea. The real factors driving people to buy Korean products should be discovered.

The research questions are how significant the Korean wave impacts on Thai teenagers and young adults’ product decision and what factors drive them to buy Korean products.

## **1.2 Objectives**

The objective of this research is firstly to study the effect of Korean craze on Thai teenagers and young adults' buying decision. Because Thailand imports more and more products from South Korea these days, this research aims to learn Thai teens and young adults' attitudes towards the made-in Korea products and to observe whether the made-in Korea labels can draw people's attention.

Another objective of this research is to expose the main factors that made Thai teenagers and young adults buy the products under Korean brands focusing on fashionable products, such as cosmetics and apparel.

## **1.3 Significance of the Study**

After searching through internet and library, only few journals and articles related to this topic were found. Therefore this research can broaden the knowledge on how significant the Korean craze effects Thai teenagers and young adults on product decision and which factors are the main factors that drive them to buy the products under Korean brands.

Moreover, this research proposed the understanding of the needs of Thai teens and young adults who are passionate in Korean culture in order to help the readers in marketing field of business to gain more understanding about the needs of this big group of customers and to be able to develop the marketing strategies that match those needs.

## **1.4 Definition of terms**

### **1.4.1 Korea**

Korea, in this research, refers to the Republic of Korea or South Korea.

### **1.4.2 Korean craze**

Korean craze refers to the significantly increased popularity of South Korean culture around the world. It is also referred to as Korean Wave or Hallyu

(한류), from the Korean pronunciation. People are bit by bit attracted by Korean culture and they become passionate with all the Korean things. They start to change their style to act like Koreans.

### **1.4.3 K-POP**

K-Pop (an abbreviation of Korean pop or Korean popular music) is a musical genre consisting of electronic, hip-hop, pop, rock, and R&B music originating in South Korea. In addition to music, K-Pop has grown into a popular subculture among teenagers and young adults throughout Southeast and Central Asia, resulting in widespread interest in the fashion and style of top Korean idol groups and singers. The ability of K-Pop to reach a previously inaccessible audience via the Internet is driving a paradigm shift in the exposure and popularity of the genre.

### **1.4.4 Fan-meeting events**

Fan meeting or Fan club-meeting is the event held to gather the people who admire each individual or band. In the event, various activities are held, depending on the organizer, for example, the interview, the stage performance by the singers or superstars, and the games or activities allow fan clubs to interact with their beloved superstars.

### **1.4.5 Korean cover dance activities**

Korean cover-dance activity is the activity that gives opportunity to the one who love K-Pop style dancing to show their performances on stage. The participants can be both individuals and group dance. The participants are dressing and dancing similar to the singers or bands they would like to cover. Some music companies often join the event to observe and search for someone to be their next top-selling stars.

### **1.4.6 Teens and young adults**

Teenagers, in this research, refer to persons between the ages of 18 and 19, whereas young adults refer to persons between the ages of 20 and 29 by the definition

of Verne Wheelwright. Actually, teenagers by the definition of Verne Wheelwright, refers to persons between the ages of 10 to 19. However, the persons between the ages 10 to 17 years need to be excluded in order to follow Mahidol IRB advice.



## **CHAPTER II**

### **LITERATURE REVIEW**

In this chapter, related articles and researches on Korean history and Korean wave phenomenon will be discussed to give an idea on why does Korea, after a long period of wars and tragedies, become one of the World's cultural exporters. Korean culture recognition and Korean wave phenomenon in Asian countries such as Japan, Hong Kong, Taiwan, and Thailand will also be discussed in this part. Furthermore, a model of consumer behavior (Hoyer and MacInnis, 2006) will be used to help analyze the factors driving Thai teenagers and young adults to buy Korean products.

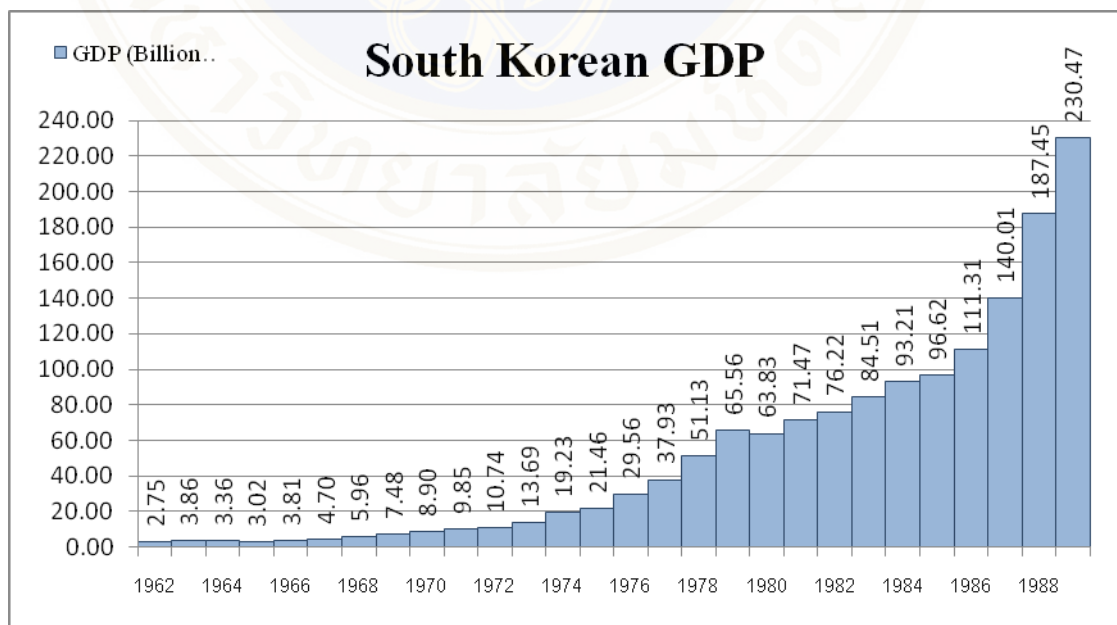
#### **2.1 Korean from the Past to the Present**

Korea was ruled by China for over hundreds of years following by 35 years of the Japanese rule. In 1910, Japan effectively annexed Korea by the Japan-Korea Annexation Treaty. After the conquest, Japan attempted to destroy all Korean tradition and culture. The Japanese removed the Joseon hierarchy, its nobles, and its taxation system. Japan developed and implemented reforms for their benefits. During the World War II, Koreans were forced to support the Japanese war effort. Tens of thousands of men were conscripted into Japan's military. Around 200,000 girls and women, mostly from Korea and China, were conscripted into sexual slavery. Korea continued to be ruled by Japan until Japan's defeat to the Allied Forces in 1945.

Korea was divided into 2 zones; the northern half of the peninsula, which was ruled by the Soviet Union, and the southern half below the 38th parallel, which was occupied by the United States. For southern half, a trusteeship administration among the United States, United Kingdom, Soviet Union, and Republic of China was arranged to unify both Koreas.

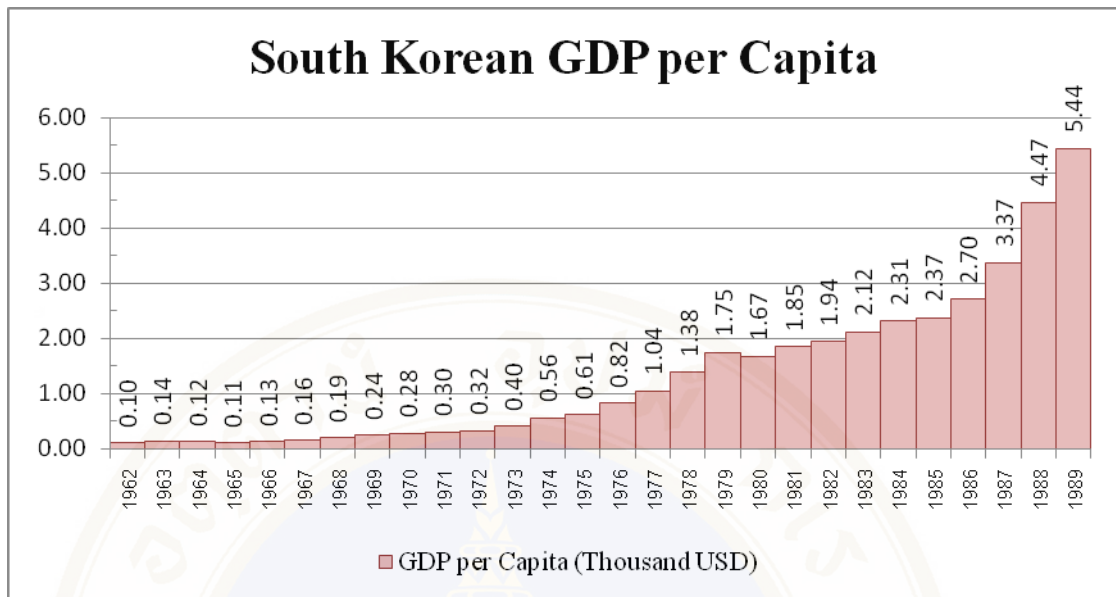
The hope to unify Korea was evaporated in the year 1950 when Korean War broke out. After the war, a Geneva conference failed to adopt a declaration for a unified Korea. As a result, South Korea under the support of the United States formed a democratic government and established the Republic of Korea whereas North Korea or Democratic People's Republic of Korea established a communist government leaded by Kim Il-sung. (“History of Korea,” 2010)

Korea’s path to development was full of challenges and obstacles such as natural resources limitation and lacking of economic development experience. There was an exponential economic growth from 1960s to 1980s. South Korea’s Gross Domestic Product (GDP) expanded from US\$ 2,746,238,000 in 1962 to US\$ 230,472,500,000 in 1989 and reached US\$ 888,024,200,000 in 2006. The GDP per Capita significantly increased from US\$ 104 in 1962 to US\$ 5,438 in 1989 and got to US\$ 18,341 in 2006. The most significant factor in rapid industrialization was that the Korean government made the right decision to shift from the inward-looking growth strategy of import substitution to the outward-looking strategy of export promotion.



**Figure 2.1: South Korean GDP from 1962 to 1989**

Source: <http://www.nationmaster.com>



**Figure 2.2: South Korean GDP per Capita from 1962 to 1989**

Source: <http://www.nationmaster.com>

Korean faced Asian Financial crisis in 1997 and bounced back in the late nineties. The extensive financial reforms that pushed by the government could help restore stability to markets and led to its recovery. During the economic downturn that began in the year 2007, Korea suffered from significant setbacks like most industrialized countries. In the year 2009, South Korea was the eighth largest exporter in the world. (“Economy of South Korea,” 2010)

## 2.2 How and when did the Korean wave phenomenon begin?

Korean wave (*hallyu* or *한류* in Korean) first began in China in the early 1990s. The term “hallyu” was created in China by Beijing journalists in mid 1999 with the surprise of the rapid growth in South Korean popularity in China (“Korean Wave,” 2009).

The Korean wave owed a favor to the media liberalization sweeping across Asia in the 1990s. The Korean wave seems to be noticed sometime around 1997, when the national China Central Television Station (CCTV) aired a Korean television drama named “*What is Love All About?*”, which turned out to be a big hit and due to popular demand, the program was re-aired in the prime time period in 1998 (Shim, 2006).

After a while, it spreads over to other Asian countries such as Hong Kong, Taiwan, Japan, Singapore, Vietnam, and Thailand.

According to the statistics from Korean Film Council (KOFIC), the export value of Korean films surprisingly increased from US\$ 208,679 in 1995 to US\$ 75,994,580 in 2005. Korea enjoyed the tremendous growth of the film export sales in 1998 with the growth rate of 525 percent. In 1998, there were 33 Korean films exported with the average price of US\$ 93,114, totaling US\$ 3,073,750 of standardized contract prices.

Year	Export Sales	Growth Rate	Exported Films	Average Export Price
1995	208,679		15	13,912
1996	404,000	48%	30	13,467
1997	492,000	22%	36	13,667
1998	3,073,750	525%	33	93,114
1999	5,969,219	94%	75	79,590
2000	7,053,745	18%	38	185,625
2001	11,249,573	59%	102	110,289
2002	14,952,089	33%	133	112,422
2003	30,979,000	107%	164	188,896
2004	58,284,600	88%	194	300,436
2005	75,994,580	30%	202	376,211

**Table 2.1: Korean Film Export Results from 1995 to 2005 (Unit: US\$)**

Source: Korean Film Council (KOFIC)

We cannot deny that the main reason for the success of Korean TV dramas is good looking actors and actresses with sensible acting and expression. As a basic rule, people can be easily attracted by beautiful creatures like those Korean actors and actresses. They have attractive faces and nice bodies. Moreover, they can make people feel what they feel in the story. They can cry to express their painful feeling in the tragic scene.

Besides the good-looking actors, we have to give a credit to the production team, including the writers. The writers can attract people with their stories. They can

well balance between modernism and traditionalism. The Asian moral values are shown in many stories and it can fulfill the heart of people in the materialistic world.

### **2.3 Korean dramas that play important role in Korean wave phenomenon**

Autumn in my heart, one of the masterpieces of Korean dramas, was broadcasted in the year 2000 by KBS television. After the success of this drama, Yoon Seok-ho, the director, had an inspiration to create new dramas with the theme based on Korean 4 seasons, autumn, winter, spring and summer. Consequently, there are three following dramas, Winter Love Song (겨울연가 in Korean) in the year 2002, Summer Scent (여름향기 in Korean) in the year 2003 and Spring Waltz (봄의 왈츠 in Korean) in the year 2006 (Metaveevinij, 2008).



**Figure 2.3: “Autumn in my heart” (가을동화 in Korean)**

Source: <http://www.studiodrama.com>

Autumn in my heart, the tearjerker television drama, was a major hit in the year 2000. It not only boosted the three leads; Song Seung-hun, Song Hye-gyo, and Won Bin to stardom, the beautiful scenes in the drama also helped Korea to become a popular tourist destination for many Asian fans. It is the first series to really showcase Korean dramas internationally (Lim, 2006).



**Figure 2.4: “Winter Love Song” (겨울연가 in Korean)**

Source: <http://www.studiodrama.com>

Winter Love Song is a fascinating story, directing by Yoon Seok-ho. It stars Bae Yong-Jun (배용준) and Choi Ji-Woo (최지우). Winter Love Song is one of the most successful dramas in Korean history, especially in Japan.

Winter Love Song (Winter Sonata or 冬のソナタ; *Fuyu no Sonata* in Japanese) was first broadcasted in Japan in April 2003 and that was when the craze for Yon-sama (ヨン様, the Japanese nickname for Bae Yong-Jun, leading actor) happened. With very good response from the audience, the drama was rerun in 2004. Winter Sonata was sold for ¥ 44 million which was the highest export price ever at that time.

Winter Love Song was the real hit. In the year 2003, more than 111,400 tourists from overseas visited Nami Island which is the filming location of this drama. The number of foreign tourists dramatically increased to 267,700 people in 2004 and 270,000 people in 2005 (Han & Lee, 2008).



**Figure 2.5: “Jewel in the Palace or Dae Jang-Geum” (대장금 in Korean)**

Source: <http://www.studiodrama.com>

Dae Jang-Geum has experienced extensive success throughout Asia. It was first shown in South Korea on MBC in the year 2003 where it was the top program with an average viewer rate of 45.8% and it is the highest rated drama in South Korean history with an all-time high of 57.1% (“Dae Jang Geum,” 2010).

Dae Jang-Geum is the TV drama that highly affects on Korean cuisine and culture. This drama based on true story of a legendary girl named Jang-Deum, the first woman who became the royal physician of the King, during the time of Joseon dynasty, the time when male dominated social structure. Many Korean cultural heritages such as herbal medicine, cuisine, and traditions are shown in the story (น้อยพยัคฆ์, 2008).

The love story between Jang-Geum and Lord Min Jung-Ho is classic. Their love scenes consist of infrequent eye contact, gentle smiles, occasional conversation and a short walk. Although there are no sex scenes in the series, not even a kiss, the audience can feel the strong tie between the two.

Dae Jang-Geum made a great success in Asia with a popular start in Taiwan. This drama was enormously successful in Hong Kong. It received the highest ratings there.

Not only Asian countries that broadcast Dae Jang-Geum, but also in the United States. According to Asia Times, more than 100,000 of Dae Jang-Geum fans tuned in when the show's finale aired in San Francisco Bay area (Yu, L., 2005).

## 2.4 Korean Songs and Korean Superstars

Apart from Korean drama, Korean songs also form a fast-growing numbers of K-Pop fan clubs. Channel V, a regional music television channel, featured Korean pop music videos in the late 1990s, generating a huge K-Pop fan base in Asia, especially for H.O.T. (which stands for “High-Five of Teenagers”). The boy band H.O.T. found itself topping the pop charts in China and Taiwan in 1998. Korean stars have had a very big impact on consumer culture, including food, fashion, make-up trends and even plastic surgery (Shim, 2006).



**Figure 2.6: Rain or Jeong Ji-Hoon (정지훈 in Korean)**

Source: <http://www.koreafever.com>

Rain (*Bi* or 비 in Korean), one of the most famous Korean singers, debuted in Korea in 2002. Rain expresses his own style in his performance. His choreography is very precise and crisp.

He starred in TV drama named “Full House” (풀하우스 in Korean) in 2004. Full House became one of the most successful Korean TV Dramas across Asia.

More than 130,000 fans participated in his Asian tour, “Rainy Day”, running from July 2005 to December 2005.

In the year 2006, he debuted in U.S.A. and Time magazine voted him the second most influential artist of 2006 (“Jung Ji-hoon (Rain),” 2009).



**Figure 2.7: TVXQ or Dong Bang Shin Ki**

Source: <http://www.koreafever.com>

Dong Bang Shin Ki (동방신기 in Korean) is one of the most successful Korean boy bands, debuted in Korea in 2003. They were later introduced in Japan as Tohoshinki (東方神起 in Japanese) in 2005. The meaning of their name is “The Rising Gods of the East”. In 2008, they released their sixteenth Japanese single, named “Purple Line” which debuted atop in the Oricon Single Chart. They became the fifth non-Japanese Asian artist to have a number-one single on the chart. In 2010, they extended their record to be the first foreign artists who have eight number-one singles on the Oricon Chart (“TVXQ,” 2010).

TBJnearby



**Figure 2.8: Wonder Girls**

Source: <http://www.koreafever.com>

Wonder Girls (원더걸스 in Korean), a South Korean girl group under JYP Entertainment, debuted in early 2007. They entered into the American market in the year 2009, with lead single "Nobody". This single made them the first Korean group to enter the Billboard Hot 100 chart. In June 2010, popular concert venue, House of Blues, named them as "Artist of the Month". Moreover, they were featured in a special article, The Wonders of K-pop, by online concert authority called Pollstar ("Wonder Girls," 2010).

Asian teenagers love to decorate their backpacks, notebooks and rooms with photographs of Korean stars. It is not uncommon to find those Asian teenagers storing lots of Korean songs and Korean star photographs in their computer. Korea invades other countries using its soft power or cultural strategy.

## 2.5 Korean wave phenomenon in China

The term "Hallyu" was created in China in mid 1999. However, the Korean wave seemed to be recognized in China in 1997 when Korean drama called "What is love all about" was aired by CCTV. It hit the top rank as the most watched TV series on its second rerun. In 2002, 67 Korean television dramas were imported to

China. This was 20.5 percent of the total of 327 dramas that China imported from foreign countries. In the year 2004, the television drama named “Dae Jan-Geum” pushed the Korean wave to new heights. Hunan Satellite Television paid 10 million Yuan or US\$ 1.2 million in order to buy the distribution rights and then doubled its investment by reselling the distribution rights to other regional stations. Dae Jang-Geum has been a runaway hit in China since it aired. It reached 18 percent rating. Moreover, nearly 18 million Chinese people watched it (Yu, L., 2005).

The Korean wave in China was not limited to television drama. The first Korean pop band, H.O.T performed in China at the Beijing stadium after Chinese government approval in the year 2002. This appeared to be the beginning of Korean music fascination in China.

Not only cultural aspect that makes Korean popular among Chinese people, but also the plastic surgery. There are increasing numbers of young Chinese women visiting local hospitals or travelling to Korea to have plastic surgery, using the photos of their favorite Korean stars as a model, in order to make them look more Korean.

## **2.6 Korean wave phenomenon in Japan**

In the year 2003, Korean drama known as “Winter Sonata” was aired in Japan for the first time and that is the time when the Korean wave really hit the shores of Japan. It achieved 9.2 percent rating in Ganto and 9.4 percent in Kansai for the first episode. This rate was twice higher than any foreign television dramas aired at the same broadcasting time (late night). For the last episode, the audience rating considerably increased to more than 20 percent.

After this TV drama was shown, the Yon-sama (the Japanese nickname for Bae Yong-Jun, leading actor) syndrome appears among middle-aged Japanese women. Bae Yong-Jun arrived at Narita International Airport on April 3, 2004 and 5,000 middle-aged female fans and 300 press reporters came to welcome him at the airport while only 1,300 fans came to greet David Beckham in 2003.

The Demand of Winter Sonata fans created an industry in Japan and Korea with the annual turnover worth US\$ 2.3 billion. The DVD of this drama was sold out within four hours after it was released. Various types of products related to Winter

Sonata and Yon-sama's character, for example clothing, accessories, stationery, magazines and books, have been produced in Japan and the drama itself was repackaged over and over. The membership fees were ¥ 35,000 (US\$ 300) for one fan club (Yasumoto, 2006). Many of Bae Yong-Jun's Japanese fans even subscribe to services to find themselves Korean husbands.

Furthermore, Winter Sonata made middle-age Japanese fans that were brought up with discrimination toward Korea recognize about the beauty of the nation and the people of Korea (Jung, 2009).

In the year 2004, almost half of 5.6 million overseas tourists visited Korea were Japanese people. Moreover, in February 2005, 63 out of 127 terrestrial TV stations in Japan broadcast 70 Korean television dramas and some of these dramas were broadcasted by more than one TV station.

## **2.7 Korean wave phenomenon in Hong Kong**

In Hong Kong, like many other countries, Korean wave was formed by Television dramas and movies and also Korean music. The most popular Korean drama in Hong Kong is the drama called "Dae Jang-Geum". It hit the record by being the highest-rated drama series in the past 25 years of Hong Kong's TV Broadcasting. As a result, it was rerun twice after March, 2005.

The success of this drama in Hong Kong can be proved in many ways. In December 2005, the leading actress, Young-Ae Lee, was voted by Hong Kong residents to be "Woman of the year 2005". The popularity of Korean traditional dress or Hanbok spread among Hong Kong people, regardless of age. Even elementary school students wished to wear Hanbok to imitate "Little Jang-Geum" in school. After the drama was aired, the number of Korean restaurant in Hong Kong rapidly increased and only 2 months after the end of this drama, there was a significant growth in the number of Hong Kong tourists visiting Korea. Moreover, the cognitive gap between Hong Kong and Korean culture was reduced because the drama helped Hong Kong residents to understand more on Korean culture.

According to the study of the effects of Korean pop culture on Hong Kong residents' perception of Korea as a potential tourist destination by Kim et al., the

interest in Korean pop music in Hong Kong was caused by Rain and BoA, two Korean pop singers. In 2005, Rain's concert tickets were auctioned on the internet with the minimum bid of HK\$ 3,000 while BoA sold even more albums than Britney Spears, an American pop star. Korean stars can draw Hong Kong fans to Korea to join their concerts and fan meeting events.

Furthermore, it shows that around 72% of Hong Kong respondents positively changed their attitudes towards Korea after they experienced Korean popular culture. The amount of expenditure on Korean cultural products is another key indicator to explain that Hong Kong residents positively changed their attitudes towards Korea.

## **2.8 Korean wave phenomenon in Taiwan**

In the past, South Korea had a negative image in Taiwanese's mind, especially after 1992 when South Korea terminated diplomatic relations with Taiwan and established new diplomatic associations with People's Republic of China. This brought a memory of betrayal to Taiwanese. However, South Korea became a model nation for Taiwan nowadays.

The Korean wave phenomenon first began in Taiwan after the debut of Korean duo called "CLON" in 1998. Because of their appearance and masculinity shown in their dance movements, they attracted many Taiwanese women. According to ROCK Records Company, The first album of "CLON" sold more than 400,000 copies in Taiwan which is much higher than competing foreign and local albums. The popularity of CLON led to the interest in other Korean pop artists.

This trend also led to the import of Korean dramas to Taiwan. The Korean drama named "Autumn in my heart", became the most-watched television drama in Taiwan similar to the Korean ancient drama named "Dae Jang-Geum" which was released in 2003. Dae Jang-Geum reached a very high rating in Taiwan. Soon after Dae Jang-Geum, Another Korean drama named "Winter Love Song" gained similar popularity in Taiwan. Taiwanese love Dae Jang-Geum because it nicely introduced Korean traditional culture and emphasized the value of Asian tradition. Other Korean dramas like "Full House" (2004), "My name is Kim Sam Soon" (2005), "Coffee

Prince” (2007) and “Boys over Flowers” (2009) also proved the success. They gained popularity among young people in Taiwan due to the fact that they express city life and modern love. More and more Taiwanese choose to listen to Korean music, watch Korean dramas and movies, consume Korean food, try on Korean Fashion, play Korean internet games, learn Korean language and even travel to Korea. Korean music and dramas are now features of Taiwanese’s daily lives.

From 1999 to 2004, Taiwan became one of the biggest Korean drama consumers, importing even more than China. More than 100 Korean dramas were aired on several television channels and almost 20 television dramas were broadcast at the same time in August, 2006.

According to the study of Hallyu in Taiwan by Sang-Yeon Sung, there are 3 main factors that made Taiwanese became interested in Korean popular culture. The first factor is the confidence. The high quality of Korean products and cultural exports influences Taiwanese perceptions of South Korea. The Korean confidence made Taiwanese curious about its society and this curiosity led the Taiwanese to learn more about Korean culture. The second factor is the nationalism. Taiwanese believe that nationalism is something they need and Koreans are more nationalistic than Taiwanese. Koreans are very proud of their culture and tradition. This clearly reflects in their television dramas. The last factor is the East Asian sentiment. For Taiwanese, the values and sentiments shown in Korean dramas are much more acceptable than those of the Western dramas because they derive from Confucianism and they express the real sense of Asian lives. As a result of the Korean wave or Hallyu phenomenon, Taiwanese gain much more positive image of South Korea. Korean popular culture fascinated Taiwanese and made them desired to follow it.

## **2.9 Korean wave phenomenon in Thailand**

In Thailand back to the year 2001, Korean wave started to grow slowly. Until the year 2003 when the film “My Sassy Girl” was imported to Thailand, people are demanding for more and more Korean series. Then ITV set up the new strategy called “Asian series” using Japanese and Korean series as a selling point (Thandee, 2008).

Korea still increased its power in Thailand by exporting Korean music to our country. Those charming singers make Thai teenagers and young adults go crazy. As a result, they started to pay attention to all the Korean things for example, Korean food, language, and culture.

From the study of Thai Cultural Impacts from Transitional Popular Culture: A case study of Japanese and South Korean Entertainment Media by Saran Singhton in the year 2008, it shows that 39 percent of the samples (532 Thai teenagers aged from 12 to 24 years who live in Bangkok metropolis) favorites Korean popular culture and 32 percent favorites Japanese popular culture. This investigation also found that most of their favorite reasons are very attractive and charming singers and stars from both countries, followed by their uniqueness and stylish presentation. In addition, from the total of 71 percent of samples who favorite Korean and Japanese popular culture, 50 percent of the samples changed listening to Thai popular music to South Korean and Japanese popular music.

Moreover, the number of Thai tourists who travelled to Korea dramatically shifted from 73,127 people in 2001 to 102,588 people in 2004.

Year \ Nationality	East Asia and The Pacific	Thailand
2010 (Jan-Sep)	5,044,229	175,072
2009	6,074,513	190,972
2008	5,092,437	160,687
2007	4,746,840	146,792
2006	4,607,752	128,555
2005	4,489,930	112,724
2004	4,311,513	102,588
2003	3,392,673	78,243
2002	3,883,092	73,972
2001	3,846,011	73,127

Note: The Tourism Statistics in this report were compiled based on data provided by Ministry of Justice: Statistics of Visitor arrivals and Korean departures.

**Table 2.2: Visitor Arrivals by Gender & Nationality from year 2001 to 2010 (Sep)**

Source: <http://kto.visitkorea.or.kr/inout.kto>

In the year 2005 when the series named “Jewel in the Palace” or “Dae Jang-Geum” was on aired in Thailand, Korean food started to gain wide popularity. This led to the increase in the number of Korean restaurants opened in Thailand (Tada-Amnuaychai, 2006).

The value of imported products from Korea dramatically increased from 94,340 million Baht in the year 2001 to 196,739 million Baht in the year 2006. It slightly dropped in the year 2007 due to the financial crisis and then again increased to 228,216 million Baht in the year 2008.

Trading partner : Republic of Korea

Year	Value : Million Baht			
	Total	Import	Export	Balance of Trade
2010 (Jan-Sep)	283,992	197,538	86,454	-111,084
2009	282,872	186,762	96,110	-90,652
2008	349,318	228,216	121,103	-107,113
2007	287,051	184,223	102,828	-81,396
2006	298,337	196,739	101,598	-95,141
2005	246,938	156,358	90,580	-65,778
2004	218,896	144,368	74,527	-69,841
2003	186,490	120,674	65,816	-54,858
2002	168,534	108,517	60,017	-48,500
2001	148,942	94,340	54,601	-39,739

**Table 2.3: Value of Import and Export of Thailand from year 2001 to 2010 (Sep)**

Source: Office of the Permanent Secretary, Ministry of Commerce

## **2.10 Segmenting Consumer Markets**

According to the Market segmentation theory by Philip Kotler and Kevin Lane Keller, a market segment consists of a group of customers with similar set of wants and needs. Segment marketing can help identify which one to target.

### **2.10.1 Geographic Segmentation**

In geographic segmentation, the market is divided into different geographical units, for example, nations, regions, countries, and cities.

### **2.10.2 Demographic Segmentation**

Demographic segmentation is to divide the market into groups using demographic variables such as age, gender, education, occupation, income, and social class. This method is often used because these variables are easier to measure. Moreover, consumer needs and product and brand preferences are likely to associate with demographic characteristics.

### **2.10.3 Behavioral Segmentation**

In behavioral segmentation, the consumers are divided on the basis of their attitude toward a product, their use of or response to a product.

## 2.11 Stages of Life

In order for people to prepare themselves for the changes that might occur and to be able to understand their family members or the people surrounded at their ages, Verne Wheelwright divided the stages of life into 10 stages.

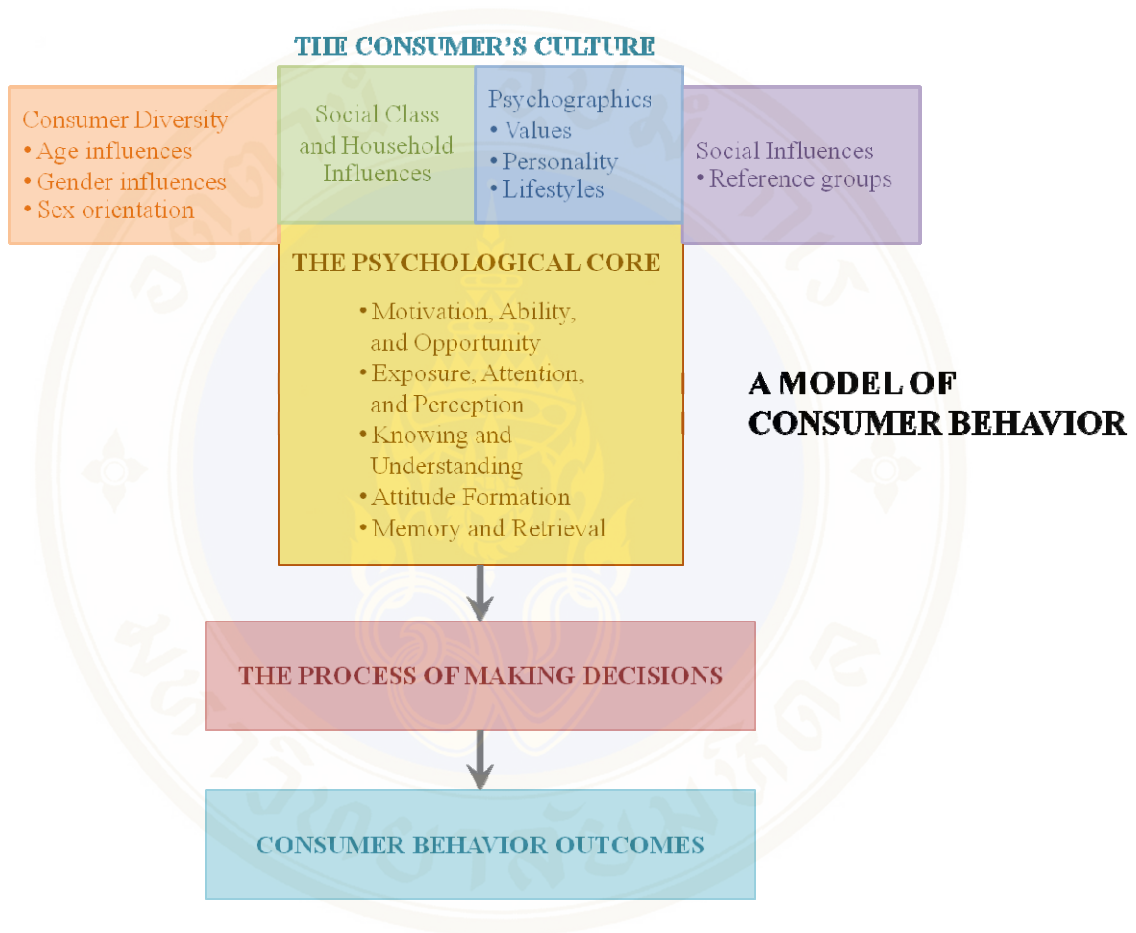
<b>LIFE STAGE</b>	<b>CHARACTERISTICS OF LIFE STAGE</b>
Infant	Birth to two years. Dependent, brain developing, learning motor skills and sensory abilities.
Child	3-9 years. Growing and mastering motor skills and language. Learning to play and socialize. Continued growth, formal school and organized activities.
Adolescent	10-19 years. Growth spurts. Puberty brings hormonal changes and reactions. Strong emotions may rule decisions. Behavioral risks.
Young adult	20-29 years. Completing education and beginning career and family. Potential coping and financial pressures.
Adult	30-39 years. Managing family and career growth. Increasing numbers of couples are starting families in this stage. Continued coping pressures.
Middle age	40-60 years. First signs of aging and effects of lifestyle; menopause, children are leaving the nest, grandchildren arrive, career peak. Aging parents may require care.
Independent elder	Age 60 onward. More signs of aging and lifestyle effects. Eligible for government provided retirement and health care benefits or private pensions. Retirement, discretionary time. Some health problems and medications. May care for others.
Vulnerable elder	Optional stage. Beginning of frailty, cognitive or multiple health problems. Require some assistance. Not able to drive. Possible move to Assisted Living.
Dependent elder	Optional stage. Requires daily care. Unable to perform all personal functions. Possible move to a nursing home.
End of Life (Up to six months)	Diagnosed with terminal condition or end stage of disease. May require hospice care, hospitalization or nursing home care

**Table 2.4: Stages of Life**

Source: Wheelwright, V. (2006). Images of the Future. FO/futureorientation, 03, 44-46.

## 2.12 Consumer Behavior

Based on Model of Consumer Behavior by Wayne D. Hoyer and Deborah J. MacInnis, consumer behavior covers 4 basic domains; the consumer’s culture, the psychological core, the process of making decisions and consumer behavior outcomes.



**Figure 2.9: A Model of Consumer behavior**

Source: Hoyer, W. D., & MacInnis, D. J. “Consumer Behavior” (4th ed.), 2006

Marketers regularly divide consumers by age under the logic that people of the same age are facing similar life experiences which may lead to similar consumption patterns. However, there are many more aspects that can affect consumer buying decision for example, gender, their lifestyles, families, and friends. Sexual orientations; masculine individuals (whether male or female) display male

characteristics and Feminine individuals display female-oriented traits are important. They can influence consumer behavior and preferences.

Most societies have a social class hierarchy which mostly divided into high, middle and lower class. Each social class consists of identifiable groups of individuals whose behavior and lifestyles differ from other classes. People are more likely to be influenced by people in their social class than by those from different classes. There are various factors that can determine the social class but the most critical factors are occupation and education. Social class structures are important since they strongly affect people's norms and values. Furthermore, family (household influence) can significantly influence decisions and consumption.

Values are everlasting beliefs to determine that a given behavior or outcome is desirable or not. Values are the standards that guide your behavior in a given situation over time. People learn values through socialization process. Members of the same generation tend to share similar values which are different from those of other generations. Similar to people in different countries, they are exposed to different culture which leads to differences in values.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

In this Chapter, the method of data sampling and data collection will be discussed. It will give the ideas on how the questionnaire was designed, what the comments from Ethic Review Board are, how the participants were recruited and how the data was collected and analyzed.

#### **3.1 Research Design**

This research is an exploratory research designed to discover the factors that lead to the decision to buy the products under Korean brand focusing on Thai teens and young adults' attitudes.

It focuses on fashionable products; cosmetics and apparel. In this research, the focus group is Thai teenagers and young adults aged from 18 to 29 years, regardless of genders, who live in the Bangkok metropolitan area.

The participants in the survey were recruited by using systematic sampling. However, the participants were asked first about their age and their place of living to ensure that the participants meet the condition of this survey.

#### **3.2 Data Sampling Method**

Taro Yamane formula (Yamane, 1967) was used to calculate the sample-size. With 95% level of confidence, the sample size is approximately 400 samples.

$$n = \frac{N}{1 + Ne^2}$$

Where, N = Thai teens and young adults in Bangkok Metropolis  
 N = 980,719  
 e = Allowable error  
 e = 0.05

To avoid the error, number of sample was increased by 10 percent. Therefore around 440 samples were collected.

The data sampling method used in this research is Systematic Sampling.

The figure below shows the number of population who live in Bangkok metropolis starting from people aged from 18 to 19 years who are considered as teenagers to people aged from 20 to 29 who are considered as young adults.

Age (Years)	Total	Male	Female
18	77,812	39,323	38,489
19	74,006	37,482	36,524
20	74,076	37,101	36,975
21	73,364	37,862	35,502
22	78,019	40,547	37,472
23	78,492	38,846	39,646
24	79,354	39,192	40,162
25	82,807	40,485	42,322
26	85,635	41,532	44,103
27	88,992	43,115	45,877
28	93,398	44,845	48,553
29	94,764	45,423	49,341
<b>Total</b>	<b>980,719</b>	<b>485,753</b>	<b>494,966</b>

**Table 3.1: Population from registration by Age and Sex, Bangkok in 2008**

Source: Department of Provincial Administration, Ministry of Interior

### **3.3 Questionnaire and Form Design**

The data collection tool used in this research is a questionnaire. The questionnaire was conducted in Thai. It consists of 21 questions formed in 2.5 pages. Those questions are divided into 2 parts. The first part; demographic questions consists of 11 questions. In this part, the participants were asking about their general data such as age, sex, place of living income and hobbies. The second part; behavioral questions consists of 10 questions. In this part, the participants were asking about their purchasing behavior and attitudes towards Korean brand.

### **3.4 Ethic Review**

People aged from 10 to 17 who are considered as teenagers and should also be included in this research. However, Mahidol University Institutional Review Board (MU-IRB) advised that this group of people is the youth. The approval from the parents are required before we can get them participated in the survey. Unlike people aged from 18 years, they can decide by themselves whether to participate in the survey or not. As a result, people aged from 10 to 17 were excluded from this survey.

To follow the privacy and confidentiality protection recommended by Mahidol University Institutional Review Board (MU-IRB), there was no coding in the questionnaires. Moreover, there is no need for the participants to sign in the form of Informed and Voluntary Consent to Participate in Research because the questionnaire used in this research will not cause an inconvenience to the participants. If the participants fill in the questionnaire, it means that they are satisfied to participate. Signing in the form will lead to a confidentiality protection problem.

### **3.5 Data Collection and Preparation**

The data used in this research were collected from the participants around Siam Area, for example Siam Center, Siam Paragon and Siam Discovery where the mini concerts or fan meeting events were held. This is to ensure that the participants of this research are Korean fans.

The data collection period is from June 2010 to September 2010. The questionnaires were given to the participants to directly input the information. The participant took around 10 to 15 minutes to complete the survey. Around 440 questionnaires were collected. Although all of the questionnaires were collected by the researcher, some of the questionnaires were not fully filled in. As a result, data cleaning process needed to be done. After the data cleaning process, 400 clean questionnaires were finalized for data analysis.

### **3.6 Data Analysis Tool**

In this research, the tool used for data analysis is SPSS Statistical Package. It is used to determine the relationship between the factors in this research which will lead to the answer to the research question.

## **CHAPTER IV**

### **DATA ANALYSIS AND RESULTS**

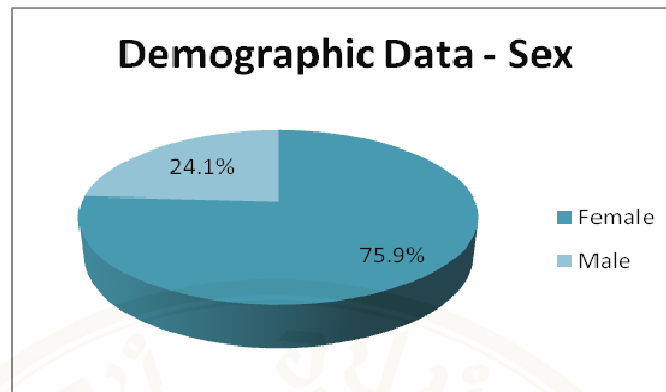
In this part of the research, the collected data will be analyzed and discussed. The analyzing tool used in this research is SPSS statistical package.

#### **4.1 Data Analysis**

Approximately 440 questionnaires were sent out to the target respondents. Face-to-face interviews were conducted during a period of approximately two months. 402 pieces of data were completed and cleaned. The data analysis began using SPSS software provided by Mahidol University. Descriptive analysis of the data is thus provided to see frequencies of characteristics and behaviors of the respondents. Moreover, the relationships of factors driving young Thais to be crazy about Korean products have been analyzed.

#### **4.2 Results and Discussion**

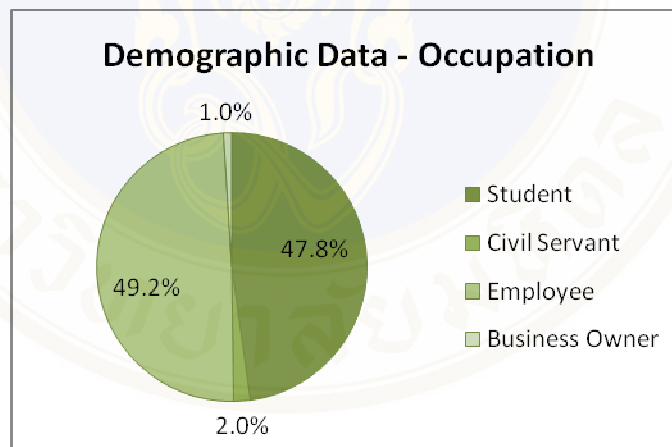
In the total of 402 returned samples, 305 participants or 75.9% are female, while 97 participants or 24.1% are male as shown in figure 4.1. The reason is that people who join the events such as mini concerts and fan-club meetings are mostly female.



**Figure 4.1: Demographic data - Sex**

Source: The author

In this survey, 192 participants or 47.8% are students, 8 participants or 2% are civil servants, 198 participants or 49.2% are employees in private company, and 4 participants or 1% are business owner. This is shown in figure 4.2.



**Figure 4.2: Demographic data - Occupation**

Source: The author

The data in table 4.1 shows the participants' demographic information in the aspect of age. Most of the participants are at the age of 21 years old.

Age	Number of people	Percentage	Age	Number of people	Percentage
18	42	10.40%	24	35	8.70%
19	32	8.00%	25	40	10.00%
20	26	6.50%	26	40	10.00%
21	66	16.40%	27	29	7.20%
22	26	6.50%	28	17	4.20%
23	24	6.00%	29	25	6.20%
<b>Total</b>				402	100.00%

**Table 4.1: Demographic data - Age**

Source: The author

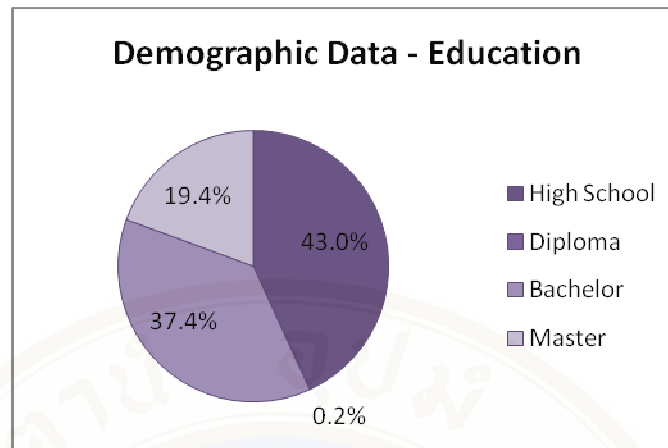
In table 4.2, it shows the information of the participants’ monthly family income. Most of them have high monthly family income. Only 1 participant has family income less than 10,000 baht per month.

Monthly Family Income	Number of people	Percentage
Less than 10,000	1	0.20%
10,000 - 20,000	14	3.50%
20,001 - 30,000	39	9.70%
30,001 - 50,000	86	21.40%
50,001 - 80,000	112	27.90%
More than 80,000	150	37.30%
<b>Total</b>	402	100.00%

**Table 4.2: Demographic data - Monthly Family Income**

Source: The author

Concerning the education level of the participants, 173 participants or 43% are high school students, 1 participant or 0.2% has Diploma Degree, 150 participants or 37.4% finished Bachelor Degree, and 78 participants or 19.4% finished Master Degree.



**Figure 4.3: Demographic data – Education**

Source: The author

In table 4.3, it shows the participants' hobbies. It shows that the most favorite thing to do in the free time is using the Internet. The second rank goes to listening to music which gets almost the same number as the third rank, watching television.

Hobbies	Number of people	Percentage
Reading	167	7.16%
Listening to music	284	12.17%
Watching TV	283	12.13%
Using internet	337	14.44%
Playing games	126	5.40%
Seeing movies	242	10.37%
Shopping	224	9.60%
Partying	231	9.90%
Staying with family	134	5.74%
Traveling	205	8.78%
Exercising	101	4.33%
<b>Total</b>	<b>2,334</b>	<b>100.00%</b>

**Table 4.3: Demographic data - Hobbies**

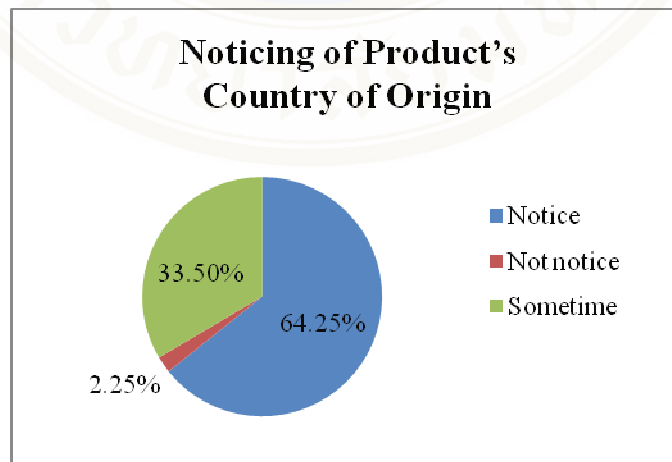
Source: The author

The data in table 4.4 shows the Korean fever divided into the following categories; Korean series, Korean music, cosmetics, fashion, travelling, Korean food, language and culture, and technology. The result of the survey shows that 328, out of 400 participants (or 82%), are Korean series fans, 260 out of 400 participants (or 65%) listen to Korean songs, and 259 out of 400 participants (or 64.75%) love Korean cosmetic products.

<b>Korean mania</b>	<b>Female</b>	<b>Female (%)</b>	<b>Male</b>	<b>Male (%)</b>	<b>Total</b>
Series	265	80.79%	63	19.21%	328
Music	211	81.15%	49	18.85%	260
Cosmetic	245	94.59%	14	5.41%	259
Fashion	213	84.86%	38	15.14%	251
Travel	200	82.64%	42	17.36%	242
Food	172	82.69%	36	17.31%	208
Culture	118	80.82%	28	19.18%	146
Technology	25	40.32%	37	59.68%	62

**Table 4.4: Korean Mania**

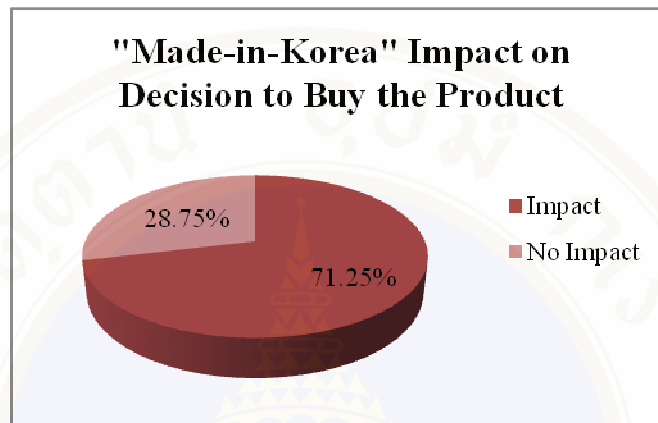
Source: The author



**Figure 4.4: Noticing of Product's Country of Origin**

Source: The author

According to the survey, it shows that 64.25% of the participants always note the country of origin of the product and 33.50% sometimes note it. Only 2.25% ignore the country of origin as shown in figure 4.4.



**Figure 4.5: “Made-in-Korea” Impact on Decision to Buy the Product**

Source: The author

Refer to figure 4.5, it shows that 285 out of 400 participants (or 71.25%) tend to buy the product that was made in Korea whereas the “made-in-Korea” product does not have an impact on 115 participants’ product decision (or 28.75%). It can be said that the “made-in-Korea” label has a significant impact on Thai teenagers and young adults’ product decision.

After the significance of Korean products was proved, here comes the question “Why Korean products?”

In this research, the factors that drive consumers’ decision to buy are conceptualized as, perceived product quality, satisfaction, packaging, brand presenter, sales promotion, and reasonable price each of which result is shown in Table 4.5.

Driving Factors	Gross Vote	Percentage
1) สินค้ามีคุณภาพสูง (high-quality goods)	1,910	7.94%
2) สร้างความพึงพอใจให้แก่ผู้บริโภค (satisfaction)	1,960	8.15%
3) บรรจุภัณฑ์สวยงาม น่าใช้ (package)	1,925	8.01%
4) ความแปลกใหม่ของสินค้า (innovative)	1,665	6.92%
5) ตรงตามความต้องการของผู้บริโภค (desirable product)	1,913	7.96%
6) เป็นยี่ห้อที่มีชื่อเสียง (famous brand)	1,604	6.67%
7) มีประโยชน์ใช้สอย (good use)	1,775	7.38%
8) มีเอกลักษณ์ (unique product)	1,703	7.08%
9) คนใกล้ชิดซื้ออยู่ / แนะนำ (reference group)	1,614	6.71%
10) ตามความนิยม (in-trend)	1,572	6.54%
11) ชื่นชอบนาย / นางแบบ (favoring presenters)	1,500	6.24%
12) การโฆษณาผ่านทางสื่อต่างๆ (advertising)	1,493	6.21%
13) มีรายการส่งเสริมการขาย (sales promotion)	1,578	6.56%
14) ราคาสมเหตุสมผล (reasonable price)	1,835	7.63%
<b>Total votes</b>	<b>24,047</b>	<b>100.00%</b>

**Table 4.5: Voting Result for each Driving Factor**

Source: The author

The data in table 4.5 shows the percentage voted for each factor that drove the respondents' purchase decision. The factor with the highest percentage vote is factor number 2, satisfaction, with 1960 gross votes. Factor 3, desirable package, gets the second highest votes of 1925. Factor 5 (desirable product) and 1 (high-quality goods) have almost the same votes, 1913 and 1910 respectively. Factor number 14, reasonable pricing, comes fourth rank with 1835 gross votes. The fifth rank goes to factor 7, good use, with total scores of 1775. Equally interesting is factor 8 (unique product), with total scores of 1703. For the rest of the factors, it could be grouped into two, one with 1600+ range of scores and the other with 1500+ ranges. The 1600+ factors are number 4 (innovative), 9 (reference group), and 6 (famous brand), by order.

The lowest total scores of 1500+/- go to factor number 13 (sales promotion), 10 (in-trend), 11 (favoring presenters), and 12 (favoring the ad), ranking from high to low.

The researcher did have a chance to interview some of the participants. During the interview, many participants mentioned about “Etude House”, one of the famous Korean cosmetic brand. They said that they love this brand because the package of the product is very cute and sweet. They feel good when they carry the products around. Additionally, they mentioned about the decoration of the shop. They said that the shop is attractively decorated. They feel like they were princesses when they step into Etude House. Another brand which was mentioned is “Skin Food”. They said that the shop and the products are charming. Even the paper bag they gave to the customers and the wrapping are carefully designed.

After the factors driving consumers’ decision were discovered, the relationship of sex, age, and monthly family income, towards those driving factors were also put into regression analysis. Below tables show two interesting results.

When given Y as response variable that depends on each predicting factor driving consumers’ decision, such respondent’s socio-demographic variable X. In which,

X1 = Sex

X2 = Age

X3 = Occupation

X4 = Education

X5 = Monthly Family Income

The result from regression analysis shows that sex (X1), age (X2), and occupation (X3) have reverse relationship with respondents’ Korean mania. In other words, female has much more tendency to be crazy and satisfied with Korean products than male. Likewise, the younger the age, the more Korean mania they are. However, occupation (X3) does not have any significant relationship in the function, as shown in Table 4.6. Therefore, we can ignore this variable or delete it out of the function. It also makes sense that to interpret that occupation does not matter in Korean craze behavior.

In contrast, for education (X4) and monthly family income (X5), both have positive and significant relationships with their Korean product satisfaction. The impacts of relationships are shown in beta values in the equation below.

$$Y = 6.609 - 0.23 X1 - 0.108 X2 - 0.015 X3 + 0.244 X4 + 0.128 X5$$

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.609	.605		10.930	.000
Sex	-.230	.112	-.104	-2.066	.039
Age	-.108	.029	-.378	-3.735	.000
Occupation	-.015	.098	-.016	-.150	.881
Education	.244	.087	.313	2.794	.005
Monthly Family Income	.128	.043	.154	2.976	.003

a. Dependent Variable: R2

**Table 4.6: Coefficients for factor number 2 (Satisfaction)**

Source: The author

Another interesting factor that draws attention is the factor number 3 referring to package. It can be explain by the equation below.

$$Y = 6.504 - 0.733 X1 - 0.093 X2 + 0.042 X3 + 0.094 X4 + 0.113 X5$$

In this function of factors driving the group’s preference for nice packing, sex and age have reverse relationship, while X3, X4, and X5 have positive ones. Particularly gender (X1), with high beta value of .733, it means that about 73% of the Korean product packaging is driven by female respondents, while the other quarter of reasons explaining package craze are X2 through to X5.

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.504	.738		8.816	.000
Sex	-.733	.136	-.267	-5.387	.000
Age	-.093	.035	-.264	-2.648	.008
Occupation	.042	.120	.036	.352	.725
Education	.094	.107	.097	.883	.378
Monthly Family Income	.113	.053	.110	2.154	.032

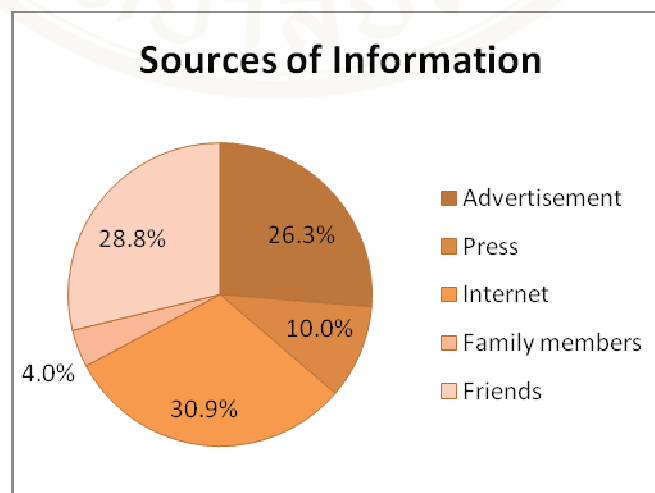
a. Dependent Variable: R3

**Table 4.7: Coefficients for factor number 3 (Package)**

Source: The author

In term of significance of the factors in the function, only sex, age, and income have significant impacts on rating for desirable packages. On contrary, occupation and educational level of respondents do not have any significance in Korean product decision based on packing alone.

Another result worth mentioning is where the respondents acquire the information before making the product decision.



**Figure 4.6: Sources of information**

Source: The author

In this research, it confirms that Thai teenagers and young adults mostly get information from the internet. In figure 4.6, it shows that 285 people or 30.9% of the participants receive the news and information about the products through internet, 266 people or 28.8% receive information from their friends, 243 people or 26.3% receive information from advertisement on TV, 92 people or 10% receive information from the press, and only 37 people or 4% receive information from their family members. It draws us to the conclusion that nowadays, Thai teenagers and young adults mostly obtain product information from the internet, from their friends and from TV advertisement, respectively.

Many participants stated that they use the Internet every day and they found it easier to obtain the information they want. Many of them search for the products' information and compare one with another. They can share their experiences. They can read the comments about the products to find out pros and cons instead of going to the shop. They believe that the information they get from the sales persons is only in a good side of the product, whereas the information they get from the real user reveals both good and bad side. Thus, the information from the internet, and social networking, play important roles in their product decision.

Another result to note from this research is on the subject of the reference group. Figure 4.6 also shows that Thai teenagers and young adults listen to their friends' recommendation a lot more than their family members' advice. It shows that 266 people or 28.8% of the participants get the information from their friends while only 37 people or 4% get information from their family members.

## **CHAPTER V**

### **CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Conclusion**

In accordance with the survey, 64.25% of Thai teenagers and young adults who are passionate in Korean culture note the country of origin of the product when they buy it. Moreover, the word “made-in-Korea” has a significant impact on their decision to buy that product.

Furthermore, it shows in this research that the most important factor that affects Thai teenagers and young adults who are passionate in Korean culture when making a decision to buy Korean products is product satisfaction and the factor in the second rank is desirable package. The product satisfaction and desirable packages can successfully draw attention from this big group of customers.

This research also shows that product satisfaction has more impact on female and younger people as well as people with higher education and people with higher income. They tend to pay more attention to this factor than people with lower education level and people with lower income do.

Apart from product satisfaction, another significant factor is attractive packages. This research reveals that sex, age, and income have significant impacts on rating for desirable packages. Females, younger people, and people with more income tend to buy or use the products with attractive packages.

On the subject of information sources, this research shows that 3 most important sources of product information for Thai teenagers and young adults are Internet, their friends and TV advertisement, respectively. It is clearly stated that they rely more on the information from the cyber world.

In the aspect of reference group, Thai teenagers and young adults tend to follow their friends’ recommendation much more than their family members’ advices.

## 5.2 Recommendations

This research proved to us how the Koreans attract people to buy their products. They make people satisfied with their products. Besides, they use adorable package to attract consumers and charming presenters to draw consumers' attention.

Currently, most of Thai producers and manufacturers may not concern much about the packaging. Some might think that it is a waste of time and resources if we spend much time on product design. However, as you can see from the result of this research, the factor that has the most significant impact on Thai teenagers and young adults' product decision is desirable package. It is recommended that improvement on product designs, packaging designs and processes should be done in order to attract Thai teenagers and young adults to buy our made-in-Thailand products rather than the Korean one.

Concerning the sources of information, creating the internet society for the product is recommended. It is the better way for the manufacturers and sellers to communicate to Thai teenagers and young adults about their products at the present time. Moreover, it is the faster, easier and cheaper way for the consumers, especially this group of consumers, to obtain the information of the products.

I believe Thailand can produce a variety of high quality products. However, the product design and packaging still need to be improved. After that we need to find the way to make other countries recognize, accept and consume our products. For South Korea, they opened the market by utilizing the use of the media. They started from exporting Korean films and series along with their culture. This strategy is extremely successful. They made people recognize their country and their culture and then earn huge amount of income from various ways such as film export and tourism. Could Thailand follow the path of Korea or should there be any better ways? The answer for this still remains unanswered.

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## APPENDIX A

### QUESTIONNAIRE

#### Demographic questions:

- 1) เพศ  หญิง  ชาย
- 2) อายุ \_\_\_\_\_ ปี
- 3) ท่านพักอาศัยอยู่ในกรุงเทพมหานครใช่หรือไม่  ใช่  ไม่ใช่
- 4) ท่านมีประสบการณ์ในการซื้อผลิตภัณฑ์ของประเทศเกาหลีหรือไม่  เคย  ไม่เคย
- 5) อาชีพ  นักเรียน / นักศึกษา  ข้าราชการ / รัฐวิสาหกิจ  พนักงานบริษัทเอกชน  
 ทำธุรกิจส่วนตัว  อื่นๆ \_\_\_\_\_
- 6) ระดับการศึกษา  มัธยมศึกษา  อนุปริญญา ปริญญาตรี  
 ปริญญาโทขึ้นไป  อื่นๆ \_\_\_\_\_
- 7) รายได้รวมของครอบครัวต่อเดือน  ต่ำกว่า 10,000 บาท  30,001 – 50,000 บาท  
 10,001 – 20,000 บาท  50,001 – 80,000 บาท  
 20,001 – 30,000 บาท  มากกว่า 80,000 บาท
- 8) ลักษณะที่พักอาศัยของท่าน  บ้านเดี่ยว  คอนโดมิเนียม  
 ทาวน์เฮ้าส์  ตึกแถว  
 หอพัก  อื่นๆ \_\_\_\_\_
- 9) ที่พักอาศัยของท่านในปัจจุบัน  ซื้อ  เช่า  อื่นๆ \_\_\_\_\_
- 10) ปัจจุบันท่านพักอาศัยอยู่กับ  บิดา มารดา  เพื่อน  
 ครอบครัว ( ที่มีโซ่บิดามารดา )  ตามลำพัง  
 อื่นๆ \_\_\_\_\_
- 11) งานอดิเรกของท่านคือกิจกรรมใดต่อไปนี้ (เลือกได้มากกว่า 1 ข้อ)
- |   |  |   |
|---|--|---|
| <input type="checkbox"/> อ่านหนังสือ      | <input type="checkbox"/> ฟังเพลง           | <input type="checkbox"/> ดูโทรทัศน์             |
| <input type="checkbox"/> เล่นอินเทอร์เน็ต | <input type="checkbox"/> เล่นเกมส์         | <input type="checkbox"/> ชมภาพยนตร์             |
| <input type="checkbox"/> ซ้อมปิ้ง         | <input type="checkbox"/> สังสรรค์กับเพื่อน | <input type="checkbox"/> ใช้เวลาอยู่กับครอบครัว |
| <input type="checkbox"/> ท่องเที่ยว       | <input type="checkbox"/> ออกกำลังกาย       | <input type="checkbox"/> อื่นๆ _____            |

**Behavioral questions:**

12) ท่านมีความสนใจในประเทศเกาหลีหรือไม่  สนใจ  เฉยๆ  ไม่สนใจ

13) ไม่ว่าท่านจะรู้สึกเช่นใดต่อประเทศเกาหลี ท่านเคยสนใจในสิ่งใดบ้างที่มาจากประเทศนี้ (เลือกได้มากกว่า 1 ข้อ)

- 2.1 ภาพยนตร์ / ละครชุด (Series)  2.2 เพลง  2.3 แฟชั่น
- 2.4 เครื่องสำอาง  2.5 อาหาร  2.6 ภาษา / วัฒนธรรม
- 2.7 การท่องเที่ยว  2.8 เทคโนโลยี  2.9 อื่นๆ \_\_\_\_\_

14) ปัจจุบันนี้ ท่านใช้ ผลิตภัณฑ์ ภายใต้ ยี่ห้อ (Brand) ของประเทศเกาหลี ในรายการต่อไปนี้หรือไม่

ประเภทสินค้า	ใช่	ไม่ใช่
1) เครื่องสำอาง (เช่น LANEIGE, ETUDE, Skin Food, Tony Moly, The Face Shop)		
2) เสื้อผ้า (เช่น Moles Room )		
3) รองเท้า / กระเป๋า (เช่น FILA )		
4) อุปกรณ์อิเล็กทรอนิกส์ (เช่น Samsung, LG, Iriver, iAUDIO)		
5) สื่อบันเทิงต่างๆ (เช่น CD, DVD)		

15) เมื่อท่านซื้อสินค้า ท่านสังเกตหรือต้องการทราบหรือไม่ว่าสินค้าชิ้นนั้นๆ เป็นสินค้าจากประเทศใด

- สังเกต  เป็นบางครั้ง  ไม่สังเกต

16) ท่านเคยซื้อสินค้า / ผลิตภัณฑ์ ภายใต้ ยี่ห้อ (Brand) ของประเทศเกาหลี ในรายการต่อไปนี้หรือไม่

ประเภทสินค้า	เคย	ไม่เคย
1) เครื่องสำอาง (เช่น LANEIGE, ETUDE, Skin Food, Tony Moly, The Face Shop)		
2) เสื้อผ้า (เช่น Moles Room )		
3) รองเท้า / กระเป๋า (เช่น FILA )		
4) อุปกรณ์อิเล็กทรอนิกส์ (เช่น Samsung, LG, Iriver, iAUDIO)		
5) สื่อบันเทิงต่างๆ (เช่น CD, DVD)		

17) การทราบว่าสินค้านั้นเป็นยี่ห้อที่มาจากประเทศเกาหลี มีผลต่อการตัดสินใจซื้อของท่านหรือไม่

- มีผล  ไม่มีผล

18) โปรดเรียงลำดับความสำคัญของเหตุผลที่ทำให้ท่านตัดสินใจซื้อสินค้าภายใต้ยี่ห้อ (Brand) ของประเทศเกาหลี ในข้อต่างๆ ต่อไปนี้ โดย 1 มีความหมายว่าสำคัญน้อยที่สุด และ 6 = สำคัญมากที่สุด

	1	2	3	4	5	6
1) สินค้ามีคุณภาพสูง						
2) สร้างความพึงพอใจให้แก่ผู้บริโภค						
3) บรรจุภัณฑ์ (package) สวยงาม น่าใช้						
4) ความแปลกใหม่ของสินค้า						
5) ตรงตามความต้องการของผู้บริโภค						
6) เป็นยี่ห้อ (brand) ที่มีชื่อเสียง						
7) มีประโยชน์ใช้สอย						
8) มีเอกลักษณ์						
9) คนใกล้ชิดซื้อ/แนะนำ						
10) ตามความนิยม ( trend )						
11) ชื่นชอบนาย / นางแบบ ( presenter )						
12) การโฆษณาผ่านทางสื่อต่างๆ						
13) มีรายการส่งเสริมการขาย ( promotion )						
14) ราคาสมเหตุสมผล						

19) ท่านได้รับข้อมูลเกี่ยวกับสินค้า / ผลิตภัณฑ์นั้นๆ จากแหล่งใดต่อไปนี้

- โฆษณาทางโทรทัศน์ / วิทยู       สื่อสิ่งพิมพ์ต่างๆ       อินเทอร์เน็ต  
 ครอบครัว       เพื่อน       อื่นๆ \_\_\_\_\_

20) โดยปกติท่านซื้อสินค้า / ผลิตภัณฑ์นั้นๆ จากที่ใด

- ห้างสรรพสินค้า       อินเทอร์เน็ต  
 สั่งซื้อจากประเทศเกาหลีโดยตรง       อื่นๆ \_\_\_\_\_

21) กรุณาเลือกคำตอบต่อไปนี้ตามความเป็นจริง ( 1 – เห็นด้วยน้อยที่สุด ถึง 6 – เห็นด้วยมากที่สุด )

	1	2	3	4	5	6
1) ฉันสนใจกับทุกอย่างที่เกี่ยวข้องกับประเทศเกาหลี						
2) พอได้ยินคำว่า เกาหลี ฉันจะหันไปสนใจทันที						
3) ฉันชื่นชมนักร้อง / นักแสดงของประเทศเกาหลีมาก และติดตามข่าวสารอย่างสม่ำเสมอ						
4) เพื่อนๆ มักจะถามเรื่องเกี่ยวกับประเทศเกาหลีจากฉัน						
5) ฉันมักจะแลกเปลี่ยนข้อมูลข่าวสารเกี่ยวกับเกาหลีกับเพื่อนๆ เสมอ						
6) หากมีนักร้อง / นักแสดงเกาหลีที่ฉันชื่นชอบมาประเทศไทย ฉันมักจะตามไปดู						
7) ฉันสนใจและชื่นชมแฟนชั่นของประเทศเกาหลี						
8) ฉันรู้สึกว่าได้แสดงออกถึงความเป็นตัวเอง เมื่อใช้สินค้า หรือ ได้แต่งตัวตามแฟชั่นเกาหลี						

**APPENDIX B**  
**FREQUENCY TABLE FOR DEMOGRAPHIC DATA**

**Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18	42	10.4	10.4	10.4
	19	32	8.0	8.0	18.4
	20	26	6.5	6.5	24.9
	21	66	16.4	16.4	41.3
	22	26	6.5	6.5	47.8
	23	24	6.0	6.0	53.7
	24	35	8.7	8.7	62.4
	25	40	10.0	10.0	72.4
	26	40	10.0	10.0	82.3
	27	29	7.2	7.2	89.6
	28	17	4.2	4.2	93.8
	29	25	6.2	6.2	100.0
	Total	402	100.0	100.0	

**Monthly Family Income**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 10,000	1	.2	.2	.2
	10,000 - 20,000	14	3.5	3.5	3.7
	20,001 - 30,000	39	9.7	9.7	13.4
	30,001 - 50,000	86	21.4	21.4	34.8
	50,001 - 80,000	112	27.9	27.9	62.7
	More than 80,000	150	37.3	37.3	100.0
	Total	402	100.0	100.0	

**Sex**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	305	75.9	75.9	75.9
	Male	97	24.1	24.1	100.0
	Total	402	100.0	100.0	

**Occupation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	192	47.8	47.8	47.8
	Civil Servant	8	2.0	2.0	49.8
	Employee	198	49.3	49.3	99.0
	Business Owner	4	1.0	1.0	100.0
	Total	402	100.0	100.0	

**Education**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	173	43.0	43.0	43.0
	Diploma	1	.2	.2	43.3
	Bachelor	150	37.3	37.3	80.6
	Master	78	19.4	19.4	100.0
	Total	402	100.0	100.0	

**Hobbies - Reading**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	235	58.5	58.5	58.5
	Yes	167	41.5	41.5	100.0
	Total	402	100.0	100.0	

**Hobbies - Musics**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	118	29.4	29.4	29.4
	Yes	284	70.6	70.6	100.0
	Total	402	100.0	100.0	

**Hobbies - TV**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	119	29.6	29.6	29.6
	Yes	283	70.4	70.4	100.0
	Total	402	100.0	100.0	

**Hobbies - Internet**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	65	16.2	16.2	16.2
	Yes	337	83.8	83.8	100.0
	Total	402	100.0	100.0	

**Hobbies - Games**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	276	68.7	68.7	68.7
	Yes	126	31.3	31.3	100.0
	Total	402	100.0	100.0	

**Hobbies - Movies**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	160	39.8	39.8	39.8
	Yes	242	60.2	60.2	100.0
	Total	402	100.0	100.0	

**Hobbies - Shopping**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	178	44.3	44.3	44.3
	Yes	224	55.7	55.7	100.0
	Total	402	100.0	100.0	

**Hobbies - Party**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	171	42.5	42.5	42.5
	Yes	231	57.5	57.5	100.0
	Total	402	100.0	100.0	

**Hobbies - Family**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	268	66.7	66.7	66.7
	Yes	134	33.3	33.3	100.0
	Total	402	100.0	100.0	

**Hobbies - Travel**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	197	49.0	49.0	49.0
	Yes	205	51.0	51.0	100.0
	Total	402	100.0	100.0	

**Hobbies - Exercise**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	301	74.9	74.9	74.9
	Yes	101	25.1	25.1	100.0
	Total	402	100.0	100.0	

**APPENDIX C**  
**FREQUENCY TABLE FOR EACH DRIVING FACTOR**

**High Quality**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Least important	1	0.2	0.2	0.2
	Less important	12	3.0	3.0	3.2
	Quite important	34	8.5	8.5	11.7
	Important	90	22.4	22.4	34.1
	More important	168	41.8	41.8	75.9
	Most important	97	24.1	24.1	100.0
	Total	400	100.0	100.0	

**Satisfaction**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Least important	0	0	0	0
	Less important	5	1.2	1.2	1.2
	Quite important	25	6.2	6.2	7.5
	Important	105	26.1	26.1	33.6
	More important	149	37.1	37.1	70.6
	Most important	118	29.4	29.4	100.0
	Total	402	100.0	100.0	

**Package**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Least important	6	1.5	1.5	1.5
	Less important	11	2.7	2.7	4.2
	Quite important	37	9.2	9.2	13.4
	Important	94	23.4	23.4	36.8
	More important	117	29.1	29.1	65.9
	Most important	137	34.1	34.1	100.0
	Total	402	100.0	100.0	

**Innovative**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Least important	3	0.7	0.7	0.7
	Less important	15	3.7	3.7	4.5
	Quite important	100	24.9	24.9	29.4
	Important	131	32.6	32.6	61.9
	More important	114	28.4	28.4	90.3
	Most important	39	9.7	9.7	100.0
	Total	402	100.0	100.0	

**Desirable**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Least important	1	0.2	0.2	0.2
	Less important	7	1.7	1.7	2.0
	Quite important	32	8.0	8.0	10.0
	Important	105	26.1	26.1	36.1
	More important	165	41.0	41.0	77.1
	Most important	92	22.9	22.9	100.0
	Total	402	100.0	100.0	

**Famous Brand**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Least important	13	3.2	3.2	3.2
	Less important	17	4.2	4.2	7.5
	Quite important	84	20.9	20.9	28.4
	Important	169	42.0	42.0	70.4
	More important	91	22.6	22.6	93.0
	Most important	28	7.0	7.0	100.0
	Total	402	100.0	100.0	

**Useful**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Least important	4	1.0	1.0	1.0
	Less important	8	2.0	2.0	3.0
	Quite important	63	15.7	15.7	18.7
	Important	139	34.6	34.6	53.2
	More important	125	31.1	31.1	84.3
	Most important	63	15.7	15.7	100.0
	Total	402	100.0	100.0	

**Unique**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Least important	7	1.7	1.7	1.7
	Less important	20	5.0	5.0	6.7
	Quite important	46	11.4	11.4	18.2
	Important	166	41.3	41.3	59.5
	More important	132	32.8	32.8	92.3
	Most important	31	7.7	7.7	100.0
	Total	402	100.0	100.0	

**Reference group**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Least important	12	3.0	3.0	3.0
	Less important	31	7.7	7.7	10.7
	Quite important	70	17.4	17.4	28.1
	Important	150	37.3	37.3	65.4
	More important	113	28.1	28.1	93.5
	Most important	26	6.5	6.5	100.0
	Total	402	100.0	100.0	

**In-trend**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Least important	30	7.5	7.5	7.5
	Less important	36	9.0	9.0	16.4
	Quite important	79	19.7	19.7	36.1
	Important	84	20.9	20.9	57.0
	More important	151	37.6	37.6	94.5
	Most important	22	5.5	5.5	100.0
	Total	402	100.0	100.0	

**Presenters**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Least important	61	15.2	15.2	15.2
	Less important	65	16.2	16.2	31.3
	Quite important	63	15.7	15.7	47.0
	Important	53	13.2	13.2	60.2
	More important	63	15.7	15.7	75.9
	Most important	97	24.1	24.1	100.0
	Total	402	100.0	100.0	

**Advertising**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Least important	23	5.7	5.7	5.7
Less important	36	9.0	9.0	14.7
Quite important	96	23.9	23.9	38.6
Important	155	38.6	38.6	77.1
More important	74	18.4	18.4	95.5
Most important	18	4.5	4.5	100.0
Total	402	100.0	100.0	

**Sales Promotion**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Least important	13	3.2	3.2	3.2
Less important	28	7.0	7.0	10.2
Quite important	103	25.6	25.6	35.8
Important	136	33.8	33.8	69.7
More important	89	22.1	22.1	91.8
Most important	33	8.2	8.2	100.0
Total	402	100.0	100.0	

**Reasonable Price**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Least important	3	0.7	0.7	0.7
Less important	9	2.2	2.2	3.0
Quite important	70	17.4	17.4	20.4
Important	104	25.9	25.9	46.3
More important	122	30.3	30.3	76.6
Most important	94	23.4	23.4	100.0
Total	402	100.0	100.0	

### Summary

Driving Factors	Gross Vote	Percentage
1) สินค้ามีคุณภาพสูง (high-quality goods)	1910	7.94%
2) สร้างความพึงพอใจให้แก่ผู้บริโภค (satisfaction)	1960	8.15%
3) บรรจุภัณฑ์สวยงาม น่าใช้ (package)	1925	8.01%
4) ความแปลกใหม่ของสินค้า (innovative)	1665	6.92%
5) ตรงตามความต้องการของผู้บริโภค (desirable product)	1913	7.96%
6) เป็นยี่ห้อที่มีชื่อเสียง (famous brand)	1604	6.67%
7) มีประโยชน์ใช้สอย (good use)	1775	7.38%
8) มีเอกลักษณ์ (unique product)	1703	7.08%
9) คนใกล้ชิดคิดใช้อยู่ / แนะนำ (reference group)	1614	6.71%
10) ตามความนิยม (in-trend)	1572	6.54%
11) ชื่นชอบนาย / นางแบบ (favoring presenters)	1500	6.24%
12) การโฆษณาผ่านทางสื่อต่างๆ (advertising)	1493	6.21%
13) มีรายการส่งเสริมการขาย (sales promotion)	1578	6.56%
14) ราคาสมเหตุสมผล (reasonable price)	1835	7.63%
<b>Total votes</b>	<b>24047</b>	<b>100.00%</b>

**APPENDIX D**

**FREQUENCY TABLE FOR EACH SOURCE OF INFORMATION**

**Advertisement**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	158	39.5	39.5	39.5
Yes	242	60.5	60.5	100.0
Total	400	100.0	100.0	

**Press**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	308	77.0	77.0	77.0
Yes	92	23.0	23.0	100.0
Total	400	100.0	100.0	

**Internet**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	116	29.0	29.0	29.0
Yes	284	71.0	71.0	100.0
Total	400	100.0	100.0	

**Family members**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	363	90.8	90.8	90.8
Yes	37	9.3	9.3	100.0
Total	400	100.0	100.0	

**Friends**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	135	33.8	33.8	33.8
Yes	265	66.3	66.3	100.0
Total	400	100.0	100.0	

## BIOGRAPHY

<b>NAME</b>	Miss Benjamat Chairungmaneedamrong
<b>DATE OF BIRTH</b>	11 January 1985
<b>PLACE OF BIRTH</b>	Lampang, Thailand
<b>INSTITUTIONS ATTENDED</b>	Thammasat University, 2003-2006 Bachelor of Accounting Mahidol University, 2008-2011 Master of Business Administration (Business Modeling and Analysis)
<b>HOME ADDRESS</b>	35 Jamtawee Road, T. Veang-nua, Muang, Lampang 52000, Thailand Tel. 054-224-949
<b>EMPLOYMENT ADDRESS</b>	ExxonMobil Limited, Bangkok, Thailand Position : Financial Operation Analyst Tel. 02-662-4000 Ext. 5749
<b>PUBLICATION / PRESENTATION</b>	The 20 <sup>th</sup> National Graduate Research Conference, February 2-3, 2011 Mahidol University, Salaya