

CHAPTER II

THEORETICAL FRAMEWORK AND LITERATURE REVIEWS

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

1. Concepts and theories related
2. Relevant research

1. Concepts and Theories Related

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

1.1 Cultural Product

1.1.1 Korean Cultural Product

1.2 Cultural Diffusion

1.3 Cultural Hybridization

1.4 Consumerism

1.4.1 Consumerism of Sign

1.4.2 Consumerism through mass media channel

1.4.3 Consumerism of Teenager

1.5 Consumer Behavior

1.1 Cultural Product Concept

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

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

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

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

1.1.1 Korean Cultural Product

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

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

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

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

1.2 Cultural Diffusion Concept

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

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

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

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

1.3. Cultural Hybridization Concept

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

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

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

1.4 Consumerism Concept

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

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

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

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

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

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

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

1.4.1 Consumerism of Sign

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

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

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



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

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

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

1.4.2 Consumerism through mass media channel

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



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

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

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

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

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

1.4.3 Consumerism of Teenager

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

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

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

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

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

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

1.5 Consumer Behavior Concept

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

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

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

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

1.5.1 Internal Factors

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

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

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

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

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

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

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

1.5.2 External Factors:

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

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

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

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

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

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

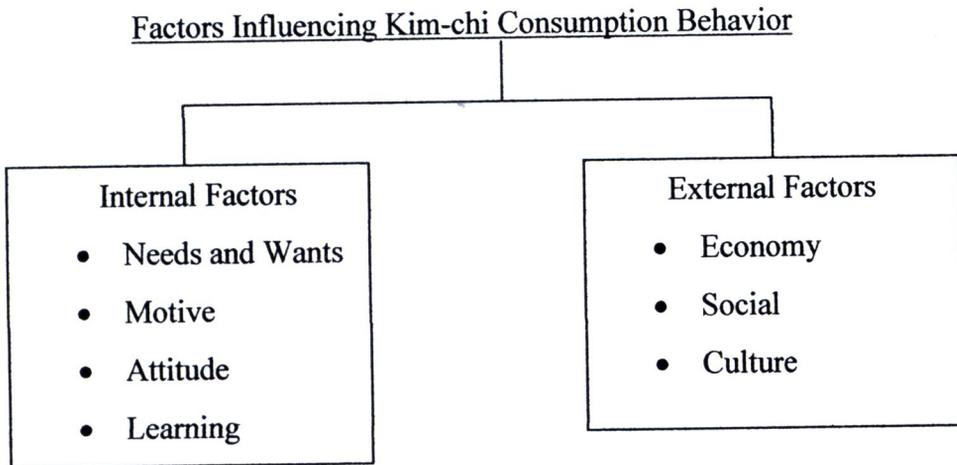


Figure 1: Factors influencing Kim-chi consumption behavior

2. Related Study

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

- 2.1 Kim-Chi (Its origin and relevant culture)
- 2.2 Kim-Chi in Thailand
- 2.3 Thais’ consumer behavior toward exotic food or products

2.1. Kim-Chi

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

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

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

2.1.1 The origin of Kim-Chi

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

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

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

2.1.2 The word of Kim-Chi

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

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

2.1.3 Types of Kim-Chi

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

2.1.4 Kim-Chi's culture and way of life

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

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

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

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

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

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

2.2 Kim-Chi in Thailand

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

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

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

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

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



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

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

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

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

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



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



Figure 5: Examples of "Kim-Chi" products in Thailand

2.3 Consumer Behavior toward exotic food and products.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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