

## CHAPTER IV

### KIM-CHI CONSUMPTION BEHAVIOR ANALYSIS

This chapter is provided to describe the detail of data analysis. The study “Consumption Behavior of Korean Cultural product “Kim-Chi” in Bangkok” was conducted by the quantitative research obtained from the survey questionnaires. The sample size as amount of 400 people included those Bangkok people who had ever consumed the Kim-chi food. The descriptive statistical data analysis is determined by frequency counts, percentage distribution, means and Standard Deviation. For the data analysis the researcher has set the symbol used in the analysis below;

N is number of sample

$\bar{X}$  is mean

S.D. is Standard Deviation

r is Pearson’s Product Moment Correlation Coefficient

p is Significant Value

\* is significant statistically at 0.05

#### **1. Characteristics of sample groups**

Characteristics of sample groups contain gender, age, education, occupation and monthly income. The frequency distributions and percentage are summarized as follows.

Table 2: Frequency and percentage of background characteristics of the respondents

| Personal information of sample groups                          | Frequency | Percentage |
|--|-----------|------------|
| <b>Gender</b>  |           |            |
| Male   | 130       | 32.5       |
| Female   | 270       | 67.5       |
| Total  | 400       | 100.0      |
| <b>Age</b>   |           |            |
| 15-20 years old  | 93        | 23.3       |
| 21-25 years old  | 115       | 28.7       |
| 26-30 years old  | 121       | 30.3       |
| 31-35 years old  | 51        | 12.3       |
| 36-40 years old  | 10        | 2.5        |
| 40-45 years old  | 7         | 1.7        |
| 46-50 years old  | 5         | 1.3        |
| Total  | 400       | 100.0      |
| <b>Education</b>   |           |            |
| Secondary School or Equivalence Certificate                    | 12        | 3.0        |
| High School/ Vocational Certificate or Equivalence Certificate | 82        | 20.5       |
| High-Level Vocational School or Equivalence Certificate        | 78        | 19.5       |
| Bachelor Degree  | 143       | 35.7       |
| Master Degree  | 76        | 19.0       |
| Doctor's Degree  | 9         | 1.3        |
| Total  | 400       | 100.0      |

|   |            |              |
|---|------------|--------------|
| <b>Working (Occupation)</b>                     |            |              |
| Government Officer                              | 10         | 2.5          |
| State Enterprises Officer/Government            | 38         | 9.5          |
| Private Corporate Officer                       | 98         | 24.5         |
| Business Owner/ Self Business                   | 101        | 25.3         |
| Employee  | 43         | 10.7         |
| <b>Non-working</b>                              |            |              |
| Studying  | 89         | 22.3         |
| Housewife                                       | 16         | 4.0          |
| Looking for a job/unemployment                  | 5          | 1.3          |
| <b>Total</b>                                    | <b>400</b> | <b>100.0</b> |
| <b>Monthly salary/per month (Full time job)</b> |            |              |
| Lower than 10,000 baht                          | 75         | 18.7         |
| 10,001-20,000 baht                              | 178        | 44.5         |
| 20,001-30,000 baht                              | 83         | 20.7         |
| 30,001-40,000 baht                              | 44         | 11.0         |
| 40,001-50,000 baht                              | 15         | 3.7          |
| Upper than 50,001 baht                          | 5          | 1.3          |
| <b>Total</b>                                    | <b>400</b> | <b>100.0</b> |

From table 2, it shows that from total 400 samples, 270 samples or 67.5% of total consumers surveyed are female, while 130 samples or 32.5% are male.

Majority of consumer surveyed are in 26-30 years old which is considered as 30.3% of the total. 28.7% of consumers surveyed are in 21-25 years old. 23.3% are in 15-20 years old. 12.3% are in 31-35 years old. 2.5% are in 36-40 years old. 1.7% is in 40-45 years old, and the last group 1.3% is in 46-50 years old. There is no sample that younger than 14 and older than 51 years old.

Education levels of samples are 35.7% bachelor degree, 20.5% are high School or vocational certificate or equivalence Certificate, 19.5% are high-Level vocational certificate or equivalence Certificate, and 19% are master

degree, 3% are secondary school or equivalence Certificate, and 1.3% is doctoral degree.

For working status, there is many occupation; 25.3% of consumers surveyed are business owner or self business. 24.5% are private corporate officer, 10.7% are employee, 9.5% are state enterprises officer or government and 2.5% are government officer. For non-working, 22.3% of consumers surveyed are studying, 4% are looking for a job or unemployment, and 1.3% is housewife.

In term of salary per month, 44.5% of consumers' surveyed gain 10,001-20,000 baht, 20.7% has 20,001-30,000 baht, 18.7% have less than 10,000 baht, 11% have 30,001-40,000 baht, 3.7% have 40,001-50,000 baht, and 1.3% gain more than 50,001 baht.

## 2. Perception and attitude affecting Kim-chi consumption behavior

Table 3: Frequency and percentage of the sample group who have behavior consumption toward Kim-chi classified by original country of "Kim-Chi" in their perception

| Kim-Chi belongs to | Frequency | Percentage |
|--------------------|-----------|------------|
| Korea              | 352       | 88.0       |
| Japan              | 48        | 12.0       |
| Total              | 400       | 100.0      |

From table 3, it shows that the majority of respondents answered that Kim-Chi belongs to Korea are 88% and answered Japan are 12%.

Table 4: Frequency and percentage of the sample group who have behavior consumption toward Kim-chi classified by kinds of Kim-chi in their perception

| Kim-chi   | Frequency | Percentage |
|---|-----------|------------|
| 1.Pickling cabbages   | 268       | 67.0       |
| 2.Pickling vegetable such as pickling cucumber, radish, pickled chili, pickled ginger   | 174       | 43.5       |
| 3.Pickling seafood such as pickling shrimp, pickling octopus, pickling crab, pickling oyster  | 13        | 3.3        |
| 4.Different kinds of food which has Kim-Chi as ingredient such as Kim-Chi fried rice, Kim-Chi soup, pork fried with Kim-Chi   | 23        | 5.7        |
| 5.Products in Thailand that use Kim-Chi as a raw material or ingredient such as Kim-Chi flavored fish snack, Kim-Chi flavored biscuits, Kim-Chi flavored instant noodle, Kim-Chi flavored fried-baked seaweed, Kim-Chi flavored Pizza | 11        | 2.7        |

\*\* Multiple answers are allowed (n=400)

From table 4, it shows their respondents' perception when talking about Kim-Chi. The majority of respondents think that Kim-chi is pickling cabbages represented as 67%. Follow by 43.5% who think of Pickling vegetable such as pickling cucumber, radish, pickled chili, and pickled ginger, 5.7% think of Different kinds of food which has Kim-Chi as ingredient such as Kim-Chi fried rice, Kim-Chi soup, pork fried with Kim-Chi, 3.3% Pickling seafood such as pickling shrimp, pickling octopus, pickling crab, pickling oyster and 2.7% are Products in Thailand that use Kim-Chi as a raw material or ingredient such as Kim-Chi flavored fish snack, Kim-Chi flavored biscuits, Kim-Chi flavored instant noodle, Kim-Chi flavored fried-baked seaweed, Kim-Chi flavored Pizza respectively.

Table 5: Frequency and percentage of the sample group who have behavior consumption toward Kim-chi classified by kinds of consumption

| Consumption “Kim-chi”  | Frequency | Percentage |
|--|-----------|------------|
| 1.Pickling cabbages  | 305       | 76.3       |
| 2.Pickling vegetable such as pickling cucumber, radish, pickled chili, pickled ginger  | 65        | 16.3       |
| 3.Pickling seafood such as pickling shrimp, pickling octopus, pickling crab, pickling oyster   | 3         | 0.7        |
| 4.Different kinds of food which has Kim-Chi as ingredient such as Kim-Chi fried rice, Kim-Chi soup, pork fried with Kim-Chi  | 25        | 6.3        |
| 5.Products in Thailand that use Kim-Chi as a raw material or ingredient such as Kim-Chi flavored fish snack, Kim-Chi flavored biscuits, Kim-Chi flavored instant noodle, Kim-Chi flavored fried-baked seaweed , Kim-Chi flavored Pizza | 40        | 10         |

\*\* Multiple answers are allowed (n=400)

From table 5, it shows that the majority of respondents consume Kim-Chi in kind of pickling cabbages represented as 76.3%. Follow by 16.3% eat pickling vegetable such as pickling cucumber, radish, pickled chili, pickled ginger, 10% eat Different kinds of food which has Kim-Chi as ingredient such as Kim-Chi fried rice, Kim-Chi soup, pork fried with Kim-Chi, 6.3% eat Different kinds of food which has Kim-Chi as ingredient such as Kim-Chi fried rice, Kim-Chi soup, pork fried with Kim-Chi and Pickling seafood such as pickling shrimp, pickling octopus, pickling crab, pickling oyster and 0.7% is Pickling seafood such as pickling shrimp, pickling octopus, pickling crab, pickling oyster respectively.



Table 6: Frequency and percentage of the sample group who have behavior consumption toward Kim-chi classified by the first place consuming Kim-chi

| The first place of Consumption "Kim-chi"              | Frequency | Percentage |
|---|-----------|------------|
| at Korea  | 35        | 8.7        |
| at Japan  | 27        | 6.7        |
| at Korean restaurant in Thailand                      | 85        | 21.3       |
| at Japanese restaurant in Thailand                    | 227       | 56.7       |
| Bought Kim Chi from department store/<br>supermarket. | 11        | 2.7        |
| Other   | 15        | 3.7        |
| Total   | 400       | 100.0      |

From table 6, it shows that the majority of respondents ate Kim-Chi Japanese restaurant in Thailand for the first time represented as 56.7%. Follow by 21.3% at Korean restaurant in Thailand, 8.7% ate at Korea, 6.7% ate at Japan. There are 2.7% bought Kim Chi from department store/ supermarket and others are 3.7% respectively.

Table 7: Frequency and percentage of the sample group who have behavior consumption toward Kim-chi classified by the years

| Years of Consumption "Kim-chi" | Frequency | Percentage |
|--------------------------------|-----------|------------|
| Before 1990 A.D.               | 28        | 7.0        |
| 1990 -1994 A.D.                | 21        | 5.3        |
| 1995-1999 A.D.                 | 39        | 9.7        |
| 2001-2004 A.D.                 | 103       | 25.7       |
| 2005-2009 A.D.                 | 193       | 48.3       |
| 2010 A.D.                      | 16        | 4.0        |
| Total                          | 400       | 100.0      |

From table 7, it shows that the majority of respondents ate Kim-Chi at first time in the period of 2005-2009 A.D. represented as 48.3%. Follow by 25.7% ate the period of 2001-2004 A.D. 9.7% are 1995-1999 A.D, 7% are before 1990 A.D. There are 5.3% eating in 1990 -1994 A.D. and 4.0 are in 2010 A.D. respectively.

Table 8: Frequency and percentage of the sample group who have behavior consumption toward Kim-chi in the present

| Consumption "Kim-chi" in the present | Frequency | Percentage |
|--------------------------------------|-----------|------------|
| Yes                                  | 241       | 60.3       |
| No                                   | 159       | 39.8       |
| Total                                | 400       | 100.0      |

From table 8, it shows that the majority of respondents have still eaten Kim-Chi in the present represented as 60.3% and 39.8% are consumers who have not eaten in the present.

Table 9: Frequency and percentage of the sample group who have behavior consumption toward Kim-chi classified by the place to eat or buy Kim-Chi in Thailand

| The place to eat or buy Kim-Chi in Thailand | Frequency | Percentage |
|---|-----------|------------|
| Korean restaurant                           | 138       | 34.5       |
| Japanese restaurant                         | 243       | 60.7       |
| Department store/supermarket                | 6         | 1.5        |
| Korean product zone e.g. Korean Town        | 5         | 1.3        |
| Others                                      | 8         | 2.0        |

\*\* Multiple answers are allowed (n=400)

From table 9, it shows the place that consumers eat or buy Kim-Chi in Thailand. The majority of respondents eat at Japanese restaurant represented as 60.7%. Follow by 34.5% are at Korean restaurant, other place is 2%, while buy at department store/supermarket is 15% and 1.3% buy at Korean product zone e.g. Korean Town respectively.

Table 10: Frequency and percentage of the sample group who have behavior consumption toward Kim-chi classified by frequencies

| Frequencies of Consumption "Kim-chi" | Frequency | Percentage |
|--------------------------------------|-----------|------------|
| 3-4 times per week                   | 19        | 4.7        |
| 1-2 times per week                   | 56        | 14.0       |
| Once per month                       | 103       | 25.7       |
| Once per 3-6 month                   | 24        | 6.0        |
| Once per year                        | 31        | 7.7        |
| Occasionally                         | 167       | 41.7       |
| Total                                | 400       | 100.0      |

From table 10, it shows frequencies of consumers. The majority of respondents have eaten Kim-chi occasionally represented as 41.7%. Follow by 25.7% have eaten once per month, 14% are 1-2 times per week, 7.7% eaten once per year, while 6% is once per 3-6 month and 3-4 times per week at 4.7% respectively.

Table 11: Frequency and percentage of the sample group who have behavior consumption toward Kim-chi classified by forms consuming Kim-chi in restaurants

| Forms of Consumption “Kim-chi” in restaurants  | Frequency | Percentage |
|--|-----------|------------|
| 1.Eat Kim-Chi because it comes with a set meal | 351       | 87.7       |
| 2.Intentionally order a dish of Kim-Chi        | 136       | 34.0       |
| 3.Intentionally order many dishes of Kim-Chi   | 32        | 8.0        |
| 4.Eat food that use Kim-Chi as an ingredient   | 45        | 11.3       |

\*\* Multiple answers are allowed (n=400)

From table 11, it shows that the majority of respondents eat Kim-chi because it comes with a set meal represented as 87.7%. There are 34% intentionally order a dish of Kim-Chi while many dishes are 8%. Eat food that uses Kim-Chi as an ingredient is 11.3% respectively.

Table 12: Frequency and percentage of the sample group who have behavior consumption toward Kim-chi in the future

| Consumption “Kim-chi” in the future | Frequency | Percentage |
|-------------------------------------|-----------|------------|
| Yes                                 | 323       | 80.7       |
| No                                  | 27        | 6.7        |
| Not sure                            | 50        | 12.5       |
| Total                               | 400       | 100.0      |

From table 12, it shows that the majority of respondents keep eating Kim-chi in the future represented as 80.7%, while do not eat 6.7% and not sure at 12.5%.

### 3. Factors and causes affecting Kim-chi consumption

Table 13: Frequency and percentage of consumers in the sample group who prefer Korean culture and entertainment media

| Korean culture and entertainment media | Frequency | Percentage |
|--|-----------|------------|
| Yes                                    |           |            |
| very much                              | 64        | 16.0       |
| much                                   | 98        | 24.5       |
| average                                | 109       | 27.3       |
| least                                  | 9         | 2.3        |
| very least                             | 5         | 1.3        |
| Total (Yes)                            | 285       | 71.3       |
| Not at all                             | 115       | 2.87       |
| Total                                  | 400       | 100.0      |

From table 13, it shows that the majority of respondents who are Kim-chi consumers prefer Korean culture and entertainment media represented as 71.3%. The level of preference is; average is at 27.3%, much is at 24.5%, very much is at 16%, least is at 2.3% and very least is at 1.3% respectively. There are 2.87% for all of respondents who are not preferred at all.

Table 14: Frequency and percentage of consumers in the sample group who got the influence of Korean entertainment media or Korean wave that affect their decision on try Kim-Chi or Korean food

| Influence of Korean entertainment media or<br>Korean wave | Frequency | Percentage |
|---|-----------|------------|
| Yes   |           |            |
| Eat only Kim-Chi  | 90        | 22.5       |
| Eat both Kim-Chi and Korean food                          | 310       | 77.5       |
| very much   | 65        | 16.3       |
| much  | 81        | 20.3       |
| average   | 93        | 23.3       |
| least   | 17        | 4.3        |
| very least  | 13        | 3.3        |
| Total (Yes)   | 269       | 67.3       |
| No  | 131       | 32.7       |
| Total   | 400       | 100.0      |

From table 14, it shows that majority of respondents group who got the influence of Korean entertainment media or Korean wave and eat both Kim-Chi and Korean food Eat at 77.5% while eat only Kim-Chi at 22.5%. The level of both factors that affect on consumption is; average is at 23.3%, much is at 20.3%, very much is at 16.3%, least is at 4.3% and very least is at 3.3% respectively. There are 32.7% for all of respondents who eat Kim-chi but do not get the influence from Korean entertainment media or Korean wave.

Table 15: Frequency and percentage of consumers in the sample group who got the influence of Korean entertainment media or Korean wave classified by each factors that could persuade to try Kim-Chi

| Factors of Korean entertainment media or Korean wave | 1 <sup>st</sup> |      | 2 <sup>nd</sup> |      | 3 <sup>rd</sup> |      | None <sup>***</sup> |      |
|--|-----------------|------|-----------------|------|-----------------|------|---------------------|------|
|  | N (400)         | %    | N (400)         | %    | N (400)         | %    | N (400)             | %    |
| 1. Korean Movie/Korean Series                        | 155             | 38.8 | 62              | 15.5 | 53              | 13.3 | 130                 | 32.4 |
| 2. Korean Actors and Singers                         | 79              | 19.8 | 184             | 46.0 | 57              | 14.3 | 80                  | 19.9 |
| 3. Korean computer game/ Korean online games         | 78              | 19.5 | 50              | 12.5 | 50              | 12.5 | 222                 | 55.5 |
| 4. Korean TV channel/ Korean Cable channel           | 64              | 16.0 | 57              | 14.3 | 90              | 22.5 | 189                 | 47.2 |
| 5. Korean Songs                                      | 68              | 17.0 | 51              | 12.8 | 21              | 5.25 | 261                 | 64.9 |
| 6. Korean Tourism Advertising                        | 57              | 14.3 | 43              | 10.8 | 155             | 38.8 | 145                 | 36.1 |
| 7. Korean TV game shows                              | 94              | 23.5 | 49              | 12.3 | 64              | 16.0 | 193                 | 48.2 |

<sup>\*\*\*</sup> The answer is not chosen by the most three important factors.

From table 15, it shows factors of Korean entertainment media or Korean wave by choosing the most three important factors in their opinion that could persuade to try Kim-Chi. Most of consumers in the sample group choose the factor of Korean movie and Korean series as the first importance; total 155 consumers represented as 38.8%. The second factor is Korean actors and Korean singers; total 184 consumers represented as 46%. The third factor is Korean tourism advertising; total 155 consumers represented as 38.8%.

Table 16: Frequency and percentage of consumers in the sample group classified by the factor of “Dae-jung-guem” Korean series (aired on TV 3 in Thailand 2548 B.E.) that have an effect on their try decision or interesting toward Kim-Chi

| Dae Jang-geum Series | Frequency | Percentage |
|----------------------|-----------|------------|
| Yes                  |           |            |
| very much            | 53        | 13.3       |
| much                 | 104       | 26.0       |
| average              | 84        | 21.0       |
| least                | 10        | 2.5        |
| very least           | 4         | 1.0        |
| Total (Yes)          | 255       | 63.8       |
| No                   | 145       | 36.3       |
| Total                | 400       | 100.0      |

From table 16, it shows that “Dae-jung-guem” Korean series have an effect on respondents to try decision or interesting toward Kim-Chi represented as 63.8%. The level of importance is; much is at 26%, average is at 21%, very much is at 13.3%, least is at 2.5% and very least is at 1%. There are 36.3% for all of respondents who eat Kim-chi but do not get the influence from “Dae-jung-guem” Korean series.

Table 17: Frequency and percentage of consumers in the sample group classified by other factors which are not related in Korean wave

| Other factors  | 1 <sup>st</sup> |      | 2 <sup>nd</sup> |      | 3 <sup>rd</sup> |      | None***    |      |
|--|-----------------|------|-----------------|------|-----------------|------|------------|------|
|  | N<br>(400)      | %    | N<br>(400)      | %    | N<br>(400)      | %    | N<br>(400) | %    |
| 1. Yourself  | 150             | 37.5 | 92              | 23.0 | 66              | 16.5 | 92         | 23.0 |
| 2. Friend's suggestion   | 86              | 21.5 | 145             | 36.3 | 75              | 18.8 | 94         | 23.5 |
| 3. Family/ Relative's<br>suggestion  | 44              | 11.0 | 50              | 12.5 | 106             | 26.5 | 200        | 50.0 |
| 4. Packaging/ Product<br>(label/ Korean<br>language/ Beauty)                     | 57              | 14.3 | 93              | 23.3 | 140             | 35.0 | 110        | 27.5 |
| 5. Distribution<br>Channel (Japanese-<br>Korean restaurant/<br>Department store) | 68              | 17.0 | 54              | 13.5 | 87              | 21.8 | 191        | 47.7 |

\*\*\* The answer is not chosen by the most three important factors.

From table 17, it shows other factors which are not related in Korean wave or besides the entertainment media by choosing the most important factors or the most influence on their trial or consuming decision toward Kim-Chi and Korean food. Most of consumers in the sample group choose the factor of eat by yourself as the first importance; total 150 consumers represented as 37.5%. The second factor is Friend's suggestion; total 145 consumers represented as 36.3%. The third factor is packaging or product (label/ Korean language/ beauty); total 140 consumers represented as 35%

#### 4. Consumerism of sign toward Kim-chi as Korean cultural product

Table 18: The interpretation of attitudes and behavior consumption in term of consumerism of sign toward Korean cultural product in the sample group by consideration from mean value

| Consumerism of Sign   | Strongly agree | Agree          | Fair           | Disagree      | Strongly disagree | Level of Attitude |      |                   |
|---|----------------|----------------|----------------|---------------|-------------------|-------------------|------|-------------------|
|   |                |                |                |               |                   | $\bar{X}$         | S.D  | Interpret         |
| 1. "Kim Chi" is a symbol or representative of Korea.        | 141<br>(35.3%) | 193<br>(48.3%) | 52<br>(13.0%)  | 8<br>(2.0%)   | 6<br>(1.5%)       | 4.14              | 0.83 | Positive attitude |
| 2. Consuming "Kim Chi" is to sense Korean culture.          | 121<br>(30.3%) | 204<br>(51.0%) | 27<br>(6.8%)   | 28<br>(7.0%)  | 20<br>(5.0%)      | 3.95              | 1.05 | Positive attitude |
| 3. "Kim Chi" is the popular and modern food in the current. | 189<br>(47.3%) | 90<br>(22.5%)  | 102<br>(25.5%) | 12<br>(3.0%)  | 7<br>(1.8%)       | 4.11              | 0.99 | Positive attitude |
| 4. "Kim Chi" is tasty and delicious.                        | 72<br>(18.0%)  | 103<br>(25.7%) | 142<br>(33.5%) | 77<br>(19.3%) | 6<br>(1.5%)       | 3.38              | 1.10 | Moderate attitude |
| 5. "Kim Chi" is healthy and nutrient-rich foods.            | 62<br>(15.5%)  | 93<br>(23.3%)  | 150<br>(37.5%) | 80<br>(20.0%) | 15<br>(3.8%)      | 3.32              | 1.27 | Moderate attitude |
| 6. "Kim Chi" generally                                      | 161<br>(40.3%) | 151<br>(37.8%) | 58<br>(14.5%)  | 21<br>(5.3%)  | 9<br>(2.3%)       | 4.09              | 0.98 | Positive attitude |

|  |                |                |               |               |             |      |      |                   |
|--|----------------|----------------|---------------|---------------|-------------|------|------|-------------------|
| sold in Thailand are expensive or quite expensive.   |                |                |               |               |             |      |      |                   |
| 7. Most “Kim-Chi” in Thailand is adapted to Thais’ taste which is different from Kim-Chi in Korea. | 117<br>(29.3%) | 184<br>(46.0%) | 64<br>(16.0%) | 28<br>(7.0%)  | 7<br>(1.8%) | 3.94 | 0.94 | Positive attitude |
| 8. Whenever you eat Korean food, you always eat “Kim Chi”.   | 74<br>(18.5%)  | 171<br>(42.8%) | 97<br>(24.3%) | 52<br>(13.0%) | 6<br>(1.5%) | 3.64 | 0.98 | Positive attitude |
| 9. The atmosphere in Korea restaurant can influence you to eat “Kim Chi”.                          | 128<br>(32.0%) | 188<br>(47.0%) | 57<br>(14.3%) | 23<br>(5.8%)  | 4<br>(1.0%) | 4.03 | 0.89 | Positive attitude |
| <b>Total of attitude</b>   |                |                |               |               |             | 3.84 | 0.32 | Positive attitude |

From table 18, it shows the interpretation of attitudes and behavior consumption in term of consumerism of sign toward Korean cultural product. It found that there are attitudes of positive and moderate as follow;

Consumers in the sample group who have attitude of positive toward messages (ranked in order of mean value from max to min); “Kim Chi” is a symbol or representative of Korea with the mean value of 4.14, “Kim Chi” is the popular and modern food in the current with the mean value of 4.11, “Kim Chi” generally sold in Thailand are expensive or quite expensive the mean value of 4.09, The atmosphere in Korea restaurant can influence you to eat “Kim Chi” with the mean value of 4.03, Consuming “Kim Chi” is to sense Korean culture with the mean value of 3.95, Most “Kim-Chi” in Thailand is adapted to Thais’ taste which is different from Kim-Chi in Korea with the mean value of 3.94, and Whenever you eat Korean food, you always eat “Kim Chi” with the mean value of 3.64 respectively.

Meanwhile, consumers in the sample group who have attitude of moderate toward messages (ranked in order of mean value from max to min); “Kim Chi” is tasty and delicious the mean value of 3.38, and “Kim Chi” is healthy and nutrient-rich foods the mean value of 3.32 respectively.

The overall attitude of consumers in the sample group who have attitudes and behavior consumption in term of consumerism of sign toward Korean cultural product is positive with the mean value of 3.84.

## 5. Hypothesis testing analysis

Hypothesis 1) Influence of Korean Wave has a significant impact on the consumption “Kim Chi” of Thai people in nowadays.

Table 19: The correlation between influence of Korean wave and consumption “Kim Chi” of Thai people nowadays

| Influence of Korean Wave                                | Correlation coefficient (r) | Significant Value (p) |
|---|-----------------------------|-----------------------|
| 1. Korean culture and entertainment media               | 0.301*                      | 0.041                 |
| 2. Factors of Korean entertainment media or Korean wave | 0.529*                      | 0.028                 |
| 3. Dae Jang-geum Korean Series                          | 0.991*                      | 0.010                 |
| Total   | 0.763*                      | 0.018                 |

\* Significant statistically at the 0.05 level

From table 19, it shows the testing of the correlation between influence of Korean wave and consumption “Kim Chi” of Thai people nowadays. The result of correlation coefficient is based on significant statistically at the 0.05 level as follow:

1. The relation of Korean culture and Korean entertainment media and consumption “Kim Chi” of Thai people nowadays shows the significant value at 0.041 and correlation coefficient at 0.301. It means that Korean culture and Korean entertainment media has the correlation with behaviors toward Kim-chi at the level of significance 0.05 with the low relationship. Then, it can be concluded that the more Korean culture and Korean entertainment media has, the more consumption “Kim Chi” of Thai people nowadays is also increased.

2. The relation of factors of Korean entertainment media or Korean wave and consumption “Kim Chi” of Thai people nowadays shows the significant value at 0.028 and correlation coefficient at 0.529. It means that a factor of Korean entertainment media or Korean wave has the correlation with behaviors toward Kim-

chi at the level of significance 0.05 with a moderate relationship. Then, it can be concluded that the more factors of Korean entertainment media or Korean wave has, the more consumption “Kim Chi” of Thai people nowadays is also increased.

3. The relation of watching Dae Jang-geum Korean Series and consumption “Kim Chi” of Thai people nowadays shows the significant value at 0.010 and correlation coefficient at 0.991. It means that watching Dae Jang-geum Korean Series has the correlation with behaviors toward Kim-chi at the level of significance 0.05 with very high relationship. Then, it can be concluded that the more watching Dae Jang-geum Korean Series has, the more consumption “Kim Chi” of Thai people nowadays is also increased.

Therefore, the relation of influence of Korean wave and consumption “Kim Chi” of Thai people nowadays totally shows the significant value at 0.018 and correlation coefficient at 0.763. It means that influence of Korean wave has the correlation with behaviors toward Kim-chi at the level of significance 0.05 with a high relationship. Then, it can be concluded that the more influence of Korean wave has, the more consumption “Kim Chi” of Thai people nowadays is also increased. It is accepted hypothesis1) that influence of Korean wave has a significant impact on the consumption “Kim Chi” of Thai people in nowadays.

Hypothesis 2) the consumption “Kim Chi” of Thai people has an effect on the consumption of sign of the cultural products

Table 20: Relationship analysis between consumption of sign of the cultural products and consumption “Kim Chi” of Thai people nowadays

| the consumption of sign of the cultural products   | Consumption “Kim-chi” in the present |                       |
|--|--------------------------------------|-----------------------|
|  | Correlation Coefficient (r)          | Significant Value (p) |
| 1. “Kim Chi” is a symbol or representative of Korea  | 0.032*                               | 0.025                 |
| 2. Consuming “Kim-Chi” is to sense Korean culture  | 0.006*                               | 0.003                 |
| 3. “Kim-Chi” is the popular and modern food in the current.  | 0.023*                               | 0.040                 |
| 4. “Kim-Chi” is tasty and delicious  | 0.095*                               | 0.009                 |
| 5. “Kim-Chi” is healthy and nutrient-rich foods  | 0.014*                               | 0.007                 |
| 6. “Kim-Chi” generally sold in Thailand is expensive or quite expensive                            | 0.030*                               | 0.029                 |
| 7. Most “Kim-Chi” in Thailand is adapted to Thais’ taste which is different from Kim-Chi in Korea. | 0.022*                               | 0.006                 |
| 8. Whenever you eat Korean food, you always eat “Kim-Chi”.   | 0.030*                               | 0.005                 |
| 9. The atmosphere in Korea restaurant can influence you to eat “Kim-Chi”.                          | 0.005*                               | 0.024                 |
| Total  | 0.014*                               | 0.037                 |

\* Significant statistically at the 0.05 level

From table 20, it shows the testing of the correlation between attitude of consumption of sign toward cultural products and consumption “Kim Chi” of Thai

people nowadays. The result of correlation coefficient is based on significant statistically at the 0.05 level as follow:

1. The relation of “Kim Chi” is a symbol or representative of Korea and consumption “Kim Chi” of Thai people nowadays shows the significant value at 0.025 and correlation coefficient at 0.032. It means that “Kim Chi” is a symbol or representative of Korea has the correlation with behaviors toward Kim-chi at the level of significance 0.05 with the low relationship. Then, it can be concluded that the more attitude of “Kim Chi” is a symbol or representative of Korea has, the more consumption of sign that Kim-chi is cultural products is also increased.

2. The relation of consuming “Kim-Chi” is to sense Korean culture and consumption “Kim Chi” of Thai people nowadays shows the significant value at 0.003 and correlation coefficient at 0.006. It means that consuming “Kim-Chi” is to sense Korean culture has the correlation with behaviors toward Kim-chi at the level of significance 0.05 with the low relationship. Then, it can be concluded that the more attitude of consuming “Kim-Chi” is to sense Korean culture has, the more consumption of sign that Kim-chi is cultural products is also increased.

3. The relation of “Kim-Chi” is the popular and modern food in the current and consumption “Kim Chi” of Thai people nowadays shows the significant value at 0.040 and correlation coefficient at 0.023. It means that “Kim-Chi” is the popular and modern food in the current has the correlation with behaviors toward Kim-chi at the level of significance 0.05 with the low relationship. Then, it can be concluded that the more attitude of “Kim-Chi” is the popular and modern food in the current has, the more consumption of sign that Kim-chi is cultural products is also increased.

4. The relation of “Kim-Chi” is tasty and delicious and consumption “Kim Chi” of Thai people nowadays shows the significant value at 0.009 and correlation coefficient at 0.095. It means that “Kim-Chi” is tasty and delicious has the correlation with behaviors toward Kim-chi at the level of significance 0.05 with the low relationship. Then, it can be concluded that the more attitude of “Kim-Chi” is tasty and delicious has, the more consumption of sign that Kim-chi is cultural products is also increased.

5. The relation of “Kim-Chi” is healthy and nutrient-rich foods and consumption “Kim Chi” of Thai people nowadays shows the significant value at 0.007 and correlation coefficient at 0.014. It means that “Kim-Chi” is healthy and nutrient-rich foods have the correlation with behaviors toward Kim-chi at the level of significance 0.05 with the low relationship. Then, it can be concluded that the more attitude of “Kim-Chi” is healthy and nutrient-rich foods has, the more consumption of sign that Kim-chi is cultural products is also increased.

6. The relation of Kim-Chi” generally sold in Thailand is expensive or quite expensive and consumption “Kim Chi” of Thai people nowadays shows the significant value at 0.029 and correlation coefficient at 0.030. It means that Kim-Chi” generally sold in Thailand is expensive or quite expensive have the correlation with behaviors toward Kim-chi at the level of significance 0.05 with the low relationship. Then, it can be concluded that the more attitude of Kim-Chi” generally sold in Thailand is expensive or quite expensive has, the more consumption of sign that Kim-chi is cultural products is also increased.

7. The relation of most “Kim-Chi” in Thailand is adapted to Thais’ taste which is different from Kim-Chi in Korea and consumption “Kim Chi” of Thai people nowadays shows the significant value at 0.006 and correlation coefficient at 0.022. It means that most “Kim-Chi” in Thailand is adapted to Thais’ taste which is different from Kim-Chi in Korea have the correlation with behaviors toward Kim-chi at the level of significance 0.05 with the low relationship. Then, it can be concluded that the more attitude of most “Kim-Chi” in Thailand is adapted to Thais’ taste which is different from Kim-Chi in Korea has, the more consumption of sign that Kim-chi is cultural products is also increased.

8. The relation of whenever you eat Korean food, you always eat “Kim-Chi” and consumption “Kim Chi” of Thai people nowadays shows the significant value at 0.005 and correlation coefficient at 0.030. It means that whenever you eat Korean food, you always eat “Kim-Chi” have the correlation with behaviors toward Kim-chi at the level of significance 0.05 with the low relationship. Then, it can be concluded that the more attitude of whenever you eat Korean food, you always eat “Kim-Chi” has, the more consumption of sign that Kim-chi is cultural products is also increased.

9. The relation of the atmosphere in Korea restaurant can influence you to eat “Kim-Chi” and consumption “Kim Chi” of Thai people nowadays shows the significant value at 0.005 and correlation coefficient at 0.030. It means that the atmosphere in Korea restaurant can influence you to eat “Kim-Chi” have the correlation with behaviors toward Kim-chi at the level of significance 0.05 with the low relationship. Then, it can be concluded that the more attitude of the atmosphere in Korea restaurant can influence you to eat “Kim-Chi” has, the more consumption of sign that Kim-chi is cultural products is also increased.

Therefore, the relation of consumption of sign of the cultural products and consumption “Kim Chi” of Thai people nowadays totally shows the significant value at 0.037 and correlation coefficient at 0.014. It means that consumption of sign of the cultural products has the correlation with behaviors toward Kim-chi at the level of significance 0.05 with low relationship. Then, it can be concluded that the more consumption of sign of the cultural products has (from nine messages above), the more consumption “Kim Chi” of Thai people nowadays is also increased. It is accepted hypothesis 2) that the consumption “Kim Chi” of Thai people has an effect on the consumption of sign of the cultural products.

## **6. Finding and discussion**

This study examined the factors influencing Kim-chi consumption, a traditional fermented Korean dish representing a Korean cuisine that has currently becoming famous among Thai consumers, and investigated whether and how such factors as Korean drama, film, superstars have influenced the Kim-chi consumption in Thai consumers, and examined symbolic consumption that has reflected the consumption of Korean cultures among Thai people. All these questions would be discussed below.

### Kim-chi as Korean Cultural Product

In chapter 2, the researcher described the history of Kim-chi, a Korean food rooted in cultures for centuries. Kim-chi is a Korean traditional food which has been famous and accepted at international level. Until today, Kim-chi is not only Korean food, but also a cultural product which has been famous and known to more countries. Kim-chi is considered a cultural product that has infiltrated in Thailand distinctively. Consistent with Kanchana Kaewthep (2006)'s cultural product concept, stating that "cultural product is a mass product". The feature of cultural product is that value of the product is not depended upon utility, but cultural benefit latently. While other products are self-ended, the cultural product is linked to other kinds of products. In short, Korean cultural product makes its culture become a product (objectively and abstractly) and be propagated with the intent through state policy that focuses on propagating the culture through media expansion, especially different kinds of Korean entertainment media which the Pop-style Korean culture was infiltrated into the films, music, and hot television programs (e.g. Korean Wave) as a showroom, leading to the business growth. Regarding to Kim-chi, it found that Korean cultural industry has causes the Kim-chi become well-known worldwide, including Thailand country.

### Kim-chi in Korean Entertainment Industry

In amidst of the globalization and technology advancement in borderless communication era, the information flow is ubiquitous. The potential of entertainment industry in Korean has emerged since 1991. Until now, the Korean entertainment media has reached to Thailand expressly and plays important role to Thai consumers. South Korea has focused on producing the cultural products as core product for export. It's the collaboration between government and private sector that has induced a phenomenal of Korean fever fashion. Since Korean government is seeking for propagating Korean culture to outsiders, the cultural-infiltrating strategies; either be film, drama, music, and other aspects of media, have been implemented, including cultural communication that has been informed through mass media.

Mass media is a key element. It's not only served as medium to bring about the social interaction, but also become a tool transmitting language, tradition, attitude, belief, values, and culture from country to country at both individual and cross culture level. As media industry does not produce the general consuming products, but it produce the cultural product and ideological messages that have influenced people's thought (Wipa Uttamachan, 2544, p.144). In addition, media industry described the nature of the production of news, art, cultural and entertainment that it's a product primarily targeting to satisfy the market demand and customer's need to expand the markets to the extent that it can be known widely with highest profit. Its' is a process at international level where capital and plan management are required to lead to the media and cultural imperialism. Obviously, the "Hollywood" is under the full-service U.S industry.

In case of South Korean production of cultural product for export purpose, it's well-known that Korean has become known to Asian countries, including Thailand, through cultural product. Country image-promoting policy which covers art and culture, virtue, way of living, community, value and tourist attractions have been implemented through mass media and entertainment, for examples, online game, Korean cartoon, film, music, and drama. Not only Asia countries, but also some western countries have been influenced by Korean culture. Thailand is an Asian country where Korean culture has been fluxed in a great deal. Korean cultural thriving has been resulted from the influence on mass media on people of all ages and sex. This probably is a simply channel of the influx of the Korean culture into Thailand; namely, mass media is a medium transmitting the way people think and behave, and traditional and cultural pattern. Given that the government is a backup in transmitting the concepts and information to people in the country, it's assumed that the regulation and surveillance will be done by government easily nationwide.

Therefore, mass media is a reflection that reflects social behavior to general public. On one hand, if mass media transmits the positive information to people, the desired behavior pattern is followed. On contrary, if mass media transmits the negative information and scandal to people, the undesired behavior pattern is followed. As realizing of the great influence of mass media on people's way of living, South Korean tries to seek for industrial expansion in channels other than advance

technology, meaning that its effort to make other countries assimilate Korean cultures until it has been admired and so extremely enthusiastic that leads Korean to gain trading naturally. Kim-chi is a long-time traditional cultural product and has been positioned into the entertainment industry. Today Kim-chi is welcomed ubiquitously in Asian countries and some western countries, Japan, Philippines, and Thailand, including other Korean cultural products, for examples, music, film, superstar, and singer. South Korea promotes the production of cultural products. Korean TV series have been transmitted to Asian countries. At the same time, it devotes capital for human resource development in the country and focusing on producing the qualified personnel to produce the cultural media that attracts the interest of the people to admire the TV-broadcasted Korean culture and attract the foreign visitors to experience the unique culture; this meant the influx of enormous income and economic growth.

Kim-chi in term of cultural product, according to studies, it found that Korean entertainment media, especially; dram and film, have influenced to Thai people's preference on Korean unique style. Cultural process in relation to product generates the formation of superstar, artist, and singer protocol, including the assimilation of recognition of drama and films in message receivers, which these all have been emerging in Thai society inevitably as resulted from the influence of media that brings forth the preferences on cultures, values, tradition, way of Korean living, or even products. In particular, Thai youth and teenagers have been influenced by the drama film entitled "Dae Jang Geum", reflecting the cultural promotion for Korean food, and attracting more Thai consumers to try the Korean foods. It's evident that Thai people open to receive the Korean entertainment.

#### Kim-chi: A reflection of perception on entertainment media in Thai society

As earlier discussed in Chapter 4, the causality and factors influencing Thai's Kim-chi consumption, the participants showed preference in pop Korean culture expressly. K-pop has become populated in Thailand, especially in form of drama and films, surmounting the cultural products, cosmetics, electric appliances and

food. In present study, Kim-chi represented a cultural product that has been obvious widely in Thailand.

Most participants (70.3%) preferred Korean culture. Korean entertainment or Korean wave has influenced decision-making by 57.3% for people to try Korean food and Kim-chi. Three powerful factors influencing decision-making on Korean food consumption included drama and film, superstar, and tourism public relationship media, respectively.

Television drama promoted and created the country's image through the cultural product. It stimulated the viewers to be interested in Kim-chi consumption. The study reflected that up 48.3% participants were interested in eating Kim-chi during 2005-2009. Meanwhile, the film "Dae Jang Geum" (which was on air through TV3 Thai channel in 2005) considerably influenced the consumers to try Korean food and Kim-chi by 63.8% or accounted from 26.0% of overall respondents.

"Dae Jang Geum" a story of South Korean food promotion, ignited the popularity in Korean entertainment consumption. It created image that attracted the consumers to Korean product and encouraged more Thai consumers to try on Korean foods. Korean culture was reflected through the history in the film presentation while Korean culture; especial consumption culture and values were assimilated to audiences. As the film transmitted Korean eating culture, the teenagers were interested to try the taste of Korean food. The success of strategy implementation was viewed through Kim-chi as cultural capital. It not only generated income to the country through cultural products such as drama and film, it also reflects the propagation of Korean culture successfully in Thai society.

#### Kim-chi: Effect of Cultural Diffusion and Cultural Hybridization

Today Kim-chi has been renowned among Thai people. Obviously, it represents the Korean nation. The results indicated that Kim-chi has been known among the Thai participants as Korean food by 88%, this reflected the success of cultural diffusion to the consumers. The consumers perceived Kim-chi as a fermented cabbages by 67.0%, and other fermented vegetables, for examples, cucumber, parsnip, chili, ginger, and various type of foods with Kim-chi ingredients, for

examples, Kim-chi fried rice, fried rice with pork and Kim-chi, and seafood with fermented Kim-chi ingredients, for examples, prawn, cuttlefish, crab, and oysters, and so on. In addition, it found that Thai food products contain ingredient like Kim-chi, for examples, Kim-chi - flavored fish, Kim-chi -roasted potato chip, Kim-chi French Fried semi-finished noodle, and Kim-chi -topped pizza, etc. These were consistent with the cultural hybridization that Korean culture has been applied consistently with Thais' trait and represented the Korean fashion.

It's noted that Kim-chi has been known among Thai people as Korean food. However, it found that in respect of consumption behavior, most participants ate Kim-chi for the first time at Japanese restaurants located in Thailand (56.7%), followed by Korean food stores in Thailand (21.3%), whereas they ate or bought Kim-chi at Japanese restaurants mostly (60.7%). Noted that despites Kim-chi has been known among Thai consumers as cultural product, but Thai people paid attention to Japanese restaurants because they were more acquainted with Japanese food than Korean food, so they were more likely to get into Japanese restaurant than Korean restaurant. Regarding to frequency of consumption, the results showed accessional eating mostly (41.7%), followed by once a month (25.7%), reflecting that Kim-chi has not been a menu the consumers eat frequently, but occasionally. Different from Korean society where Kim-chi is always served each meal. All these reflected the consumption behavior and symbolic consumption which will be discussed in next section.

### Kim-chi-Eating Behavior and Symbolic Consumption

“Symbolic Consumption” a concept proposed by Jean Baudrillard states that traditional economics fails to describe the consumption much sufficiently because Today society has become a society of consumption where the role of utility has been eliminated completely and replaced by the differences and symbolic consumption. In modern society, the objects are determined as element of atmospheric creation in values system. For examples, PORCHE car is more expensive than others because it provides the driver a sense of difference; it also represents the modernity and richness of the owners. Therefore, explanation on consumption in

context of traditional economics is not enough for modern society. It's said that current consumption is a social dimension while symbolic culture represents the socio-economic family status and style which can be reflected in the products (Ramon Chompreda, 2004: 19)

“Symbol” according to Baudrillard, is meant that consumption represents not only objective, but symbolic context simultaneously. In addition to utility, the objects are designed as element of atmospheric creation in values system that has been existed a great deal in modern society. Eating fast food in modern style outlet is not meant only to intake of bread, meat, and vegetables, but it represents the modernity that come with western civilization. Unlike American society, such meaning occurs in the conceptual context of Thai people only. On the other hand, in American's viewpoint, fast food is a menu for those who are hurried or relative worse financial status. A transformation into symbolic consumption has caused the resultant effects. Human consumes endlessly as they are not only hungry for objects, but they also need for borderless symbolic fulfillment. In addition, the symbolic context determines the consumption pattern as symbol frames the cultural scope in consumption (class, values, and consumer's quality). Obviously, the obsolete objects are thrown away because of its end of symbolic values. For examples, changing new dresses is not because of wear and tear, but because it's out of fashion. Similarly, other products are replaced by the newly coming ones because of the effect of symbols. (Kanchana Kaewthep, 2544: 159-162)

Baudrillard described four aspects of values in connection with consumption in today society. (Vagee Reungpornvisut, 2010: online)

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 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.

Kim-chi in term of cultural product was unveiled that Korean entertainment, especially, drama and film, was a powerful influence in stimulating the preferences of Korean style in Thai consumers. Materializing a cultural product has derived from superstar, artist, and singer exemplar, including the values in the drama and film presented to the audiences which they have been prevailing over Thai society undeniably. Korean fashion is not only a success of South Korean, but it also attracts income into the country through channel of cultural products, drama, film, tourism. In addition, it's considered a success of Korean style propagation smoothly through the implementation of strategies that generates meaning and value in the products, leading to symbolic consumption and the expression of consumers' behavior in term of value and feeling of recognition.

The concept "symbolic consumption" in this study reflected the current consumption that focused more on interpretation than actual utility of the product. Namely, consumers eat Kim-chi because they thought that Kim-chi is a Korean representative or symbol, but they don't quite recognize the values and tastes of the food. The results showed that the respondents reported moderate level of their attitude toward taste and nutrition value of Kim-chi. Consistent with Baudrillard's symbolic consumption theory, saying that current consumption is not simply for utility purpose, but also symbolic consumption simultaneously. In respect of exchange value, symbolic value, and symbolic exchange value, the finding show that symbolic value was rated positive mostly by the respondents in the question items, "Kim-chi is Korean symbolic or reprehensive." (Mean = 1.14), followed by "Kim-chi is a famous and modern menu." (Mean = 1.11) Such 2 question items were consistent for respondent's positive attitude as below;

|                            |   |
|----------------------------|---|
| Utility value              | <ul style="list-style-type: none"> <li>• “Kim-Chi” is tasty and delicious</li> <li>• “Kim-Chi” is healthy and nutrient-rich foods.</li> </ul>   |
| Exchange value             | <ul style="list-style-type: none"> <li>• Most “Kim-Chi” in Thailand is adapted to Thais’ taste which is different from Kim-Chi in Korea.</li> </ul>   |
| Symbolic value             | <ul style="list-style-type: none"> <li>• “Kim Chi” is a symbol or representative of Korea.</li> <li>• Consuming “Kim-Chi” is to sense Korean culture.</li> <li>• “Kim-Chi” is the popular and modern food in the current.</li> <li>• “Kim-Chi” generally sold in Thailand is expensive or quite expensive.</li> </ul> |
| Symbolic value in exchange | <ul style="list-style-type: none"> <li>• Whenever you eat Korean food, you always eat “Kim-Chi”.</li> <li>• The atmosphere in Korea restaurant can influence you to eat “Kim-Chi”.</li> </ul>   |

Obviously, a current consumption of Korean cultural production represented various symbols. More consumers need cultural products not only for utility solely, but also symbolic consumption (or event for symbolic consumption purpose only). As symbol becomes crucial to represent human being’s self and social recognition, the competition multiplies. The business operators make every effort to make their product distinctive and different. Luxurious and elegant decoration attracts the teenagers. As we’ve seen that many Thai products have been inserted with Korean style as much as possible during the few years. Kim-chi becomes an ingredient food, for examples, “Super Crisp” Kim-chi - flavored crispy seaweed, Tao Kae Noi brand, ” Kim-chi - flavored potato chip, ” Kim-chi - flavored Taro fish, etc. At the same time, the superstars and singers have been taken as presenter. Moreover, the Korean and Japanese restaurant atmosphere have influenced the consumer participants. Some promote wider types of Kim-chi arrangement and cooking demonstration. Today Kim-chi becomes a cultural product representing the people’s identification, not only to satisfy the physical hungry. Other symbolic consumption, for examples, luxury and modernity, have been populated today. The research found that Thai consumers,

especially in teenagers, prefer the products in Korean package and label which it's assumed that it represented the elegance and modern. This is the simple way how meaning has been created and values added to the cultural product as symbolic consumption.

In addition to Korean wave and entertainment media which have been reported the utmost influence on consumers' trying Korean menu like Kim-chi, it found that the most leading factor influencing consumers' trying Kim-chi is an individual, followed by peer's recommendation, and packaging (label, language, and elegance in Korean style), respectively. In present study, overall consumption behavior was consistent with two logics under the materialism. Firstly, logics for difference, consumption that makes the individuals sense of their better self-image, more modern, and more distinctive than others, for examples, higher socio-economic position. Secondly, logics for imitation, as we've often seen that consumers imitate themselves from superstar and singer presented on advertisement and follow peers so that they can share idea among friends who study in the same grade with personality of modern-looking and styles to restore the social status. Such idea leads people to determine others by outward appearances; such as dressing, ornament, belongings, and values of living, and even consumption. The consumers pay more attention to what they eat because what they eat represents their symbolic consumption, characteristics, and values that makes them different and superior. Symbolic consumption influences people who are in the same status admire each other on Kim-chi-eating behavior with hidden meaning, that's called "symbolic consumption"