

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **1. Conclusion result of the research**

##### 1.1 Demographic variables of consumers surveyed

Majority of consumer surveyed or 67.5% are women, while men are 32.5%. Most of sample at 30.3% are between 26-30 years old. Majority of education levels of samples group are bachelor degree at 35.7%. For working status, Most of sample at 25.3% are business owner or self business while non-working are studying at 22.3%. In term of salary per month, 44.5% of consumers' surveyed gain 10,001-20,000 baht.

##### 1.2 Perception and attitude affecting Kim-chi consumption behavior

The part is designed to find out the perception and all behavior toward the Kim-Chi. The majority of respondents answered that Kim-Chi belongs to Korea are 88% and answered Japan at 12%. When talking about Kim-Chi. The majority of respondents think that Kim-chi is pickling cabbages represented as 67%, in the same time; they also consume Kim-Chi in kind of pickling cabbages represented as 76.3%. The majority of respondents ate Kim-Chi Japanese restaurant in Thailand for the first time represented as 56.7% and ate in the period of 2005-2009 A.D. represented as 48.3%.

The majority of respondents have still eaten Kim-Chi in the present represented as 60.3%. They eat or buy Kim-Chi at Japanese restaurant in Thailand at 60.7%. However, they have eaten Kim-chi occasionally represented as 41.7% and they eat Kim-chi because it comes with a set meal represented as 87.7%. Finally, the majority of respondents keep eating Kim-chi in the future represented as 80.7%.



### 1.3 Factors and causes affecting Kim-chi consumption

This part is to study the factors influencing Kim-chi consumption and strongly intends to find research hypothesis. This part could be examined Korean wave affecting Kim-Chi consumption behavior of Thai on Bangkok. This research shows that the majority of respondents who are Kim-chi consumers prefer Korean culture and entertainment media represented as 71.3%. They got the influence of Korean entertainment media or Korean wave that affect their decision on try Kim-Chi or Korean food at 77.5% while eat only Kim-Chi at 22.5%. Most of consumers in the sample group choose the factor of Korean movie and Korean series as the first importance; represented as 38.8%. The second factor is Korean actors and Korean singers at 46%. The third factor is Korean tourism advertising at 38.8%. Meanwhile, the factor of “Dae-jung-guem” Korean series (aired on TV 3 in Thailand 2005 A.D.) has an effect on respondents for trying decision or interesting toward Kim-Chi. After watching this series, they try eating Kim-chi at 63.8%.

Besides the entertainment media or Korean wave, another factor that has the most influence on your trial or consuming decision toward Kim-Chi and Korean food is oneself represented as 37.5%. The second factor is Friend’s suggestion at 36.3%. The third factor is packaging or product (label/ Korean language/ beauty) represented as 35%.

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

This part is to examine symbolic consumption that has reflected the consumption of Korean cultures among Thai people by studying attitude of respondents who eat Kim-chi. 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. It related to the concept “symbolic consumption” with questions under concept of consumerism of sign.

## **2. General Suggestions**

1. The results reflected the success of Korean cultural products in Thailand territory. Kim-chi was selected as a case study. It found that Kim-chi becomes known and acceptable to more Thai consumers. It also unveiled the state policy or strategies to export the cultural products to be known across culture through mass media such as television program, advertisement, and public relation. Thai foods have been rooted in tradition and culture as long as Korean Kim-chi. However, Thai foods have been found on media slightly while government strategies do not work as effectively as Korean state policy.

2. The results reflected the accomplishment on Korean cultural propagation and cultural product that has become greatly populated in Thai society. Thai consumers exposed to the foreign entertainment media. Regarding to Thai consumers' behavior, it found that despite Korean Kim-chi has become well-known in Thailand, the Japanese restaurants have been paid greater attention than Korean restaurants by Thai consumers. Possibly this was because Thai people are more acquainted with Japanese food than Korean foods. In the researcher's viewpoint, number of Korean restaurants is small currently, they usually were found in the territory where Koreans are residents while the consumers entering into Korean restaurant often were not Thai nationals. On the contrary, the Japanese restaurants can be found more frequently in the department store and there are more options, reflecting that Japanese foods are more popular in Thailand than Korean foods. It's suggested that Korean restaurants should be promoted increasingly to be known in Thai society.

## **3. Future Work Suggestion**

1. This paper examined Kim-chi specifically as it represented the Korean cultural product in Thailand. There was limitation as other Korean menus were not included. For further investigation, other cultural products other than Kim-chi should be examined for comparison and to see they are popular like Kim-chi.

2. This research was examined during the popular currency of Korean culture. The Korean entertainment media has influenced Kim-chi consumption in term of cultural product presentation. For future work, this should be further investigated to see if Korean wave has been continued in Thai society and to see if it has influence on consumption of other Korean cultural products in Thai consumers.