

# Chapter 1

## Introduction

### 1.1 Introduction

Tourism is one of the worldwide export which ranks third after fuels and chemicals and for many developing countries, tourism is an important part of the economy and even ranks first among all the industries (UNWTO, 2016). Tourism receipts can be a significant contributor to income, investment and employment. Due to its importance to the economy of the destinations, the tourism industry has become highly competitive with the development of an increasing number of available holiday destinations. Effective marketing strategies to influence the choice of destination are of the utmost interest to marketers. Further insights into such strategies will enable them to better design and promote their destinations to increase market share and tourism revenues for destinations.

Recently, there has been an increasing number of tourists visiting destinations featured through film which is not directly related to tourism promotion campaigns. This phenomenon is called film-induced tourism or movie-induced tourism. Many countries such as United Kingdom, United States, Australia, New Zealand and Korea have benefited from attracting a large number of visitors by the release of films. Visiting filmed locations can be an all-year, all-weather attraction thus alleviating the problem of seasonality in tourism (Beeton, 2004). If the notion is empirically supported, Destination Marketing Organizations (DMOs) may consider employing film to increase number of tourist arrivals and tourism revenues for the destination.

To date, there is still no strong evidence to conclude the effects of film especially Korean film on the destination choice. Past studies have mostly used a case study method by conducting the studies at the interested country or the filmed

locations. The extent to which film has actually attracted the tourists to visit the destination or film locations therefore remains a debated issue due to the methodological concerns (Beeton, 2010). A methodological refinement is needed to generalise the findings of film tourism research to the wider context (Connell, 2012).

This study aims to examine whether film can increase the destination preference, intention to visit and the destination choice and to advance the research methodology of the past film tourism research in three ways. First, the study included a group of non-viewers of Korean film and two groups of viewers having low and high frequency of viewing Korean film to compare the differences. Second, the study was conducted at the pre-purchase stage rather than the consumption stage or at the filmed locations. Third, it collected data from the actual tourists at the airport on the notion that a choice of destinations is limited to people who have time and resources (Butler, 1990). This study focused on the influence of the frequency of viewing film as the main independent variable.

## **1.2 Background of the research problem**

Film tourism as a form of cultural tourism is a relatively niche tourism. Film tourism can be used to build awareness and promote under developed or unknown tourist destinations (Connell, 2012). It can provide not only the short-term employment and publicity for the filmed destination but also long term tourism opportunities (Coudry, 1998). Film tourism can also increase the cultural value for the filmed location. Film tourism is a medium of which a range of cultural meanings and values may be communicated. Many film locations gain popularity after the film release because these places become meaningful through film narration. Without film storylines, these places would not be unique to the audience (Busby & Klug, 2001).

Over the past several years, an increasing of Korean culture including film, television series, pop songs has been very well received by many Asian countries. The rise of this popular culture so called 'Korean wave or Hallyu or Hanryu' has

been successful cultural export for Korea. Korea has become the hottest film maker in the industry (Segers, 2000). Korean wave emerges around 1997 when Korean television drama series called 'What is Love is All About' turned out to be a big hit in China followed by the launch of 'Stars in My Hearts' in 1999. In Japan, 'Winter Sonata' is the most popular drama series (Kim et al., 2008). In Thailand, 'Dae Jang Geum' has captured most of Thai audience to become interested in Korean cultures and food. Korean drama series have rapidly taken airtime in many Asian countries and the term 'Korean wave' was used ever since. Furthermore, Korean film has indeed created 'Korean fever' among Asian youth ranging from food, music, eyebrow-shaping and ultimately their intention to visit Korea.

Looking into the tourism statistics of outgoing Thai tourists visiting Korea as shown in Figure 1.1, it clearly shows that the number of Thai tourists visiting Korea has increased from 44,964 in 2001 to 100,336 in 2009, an increase of 123% and from 100,336 in 2009 to 235,984 in 2015, an increase of 225%. This is a dramatic increase of Thai tourists visiting Korea in the past 15 years. Figure 1.1 shows the number of Thai tourists visiting Korea from 2001 to 2015.

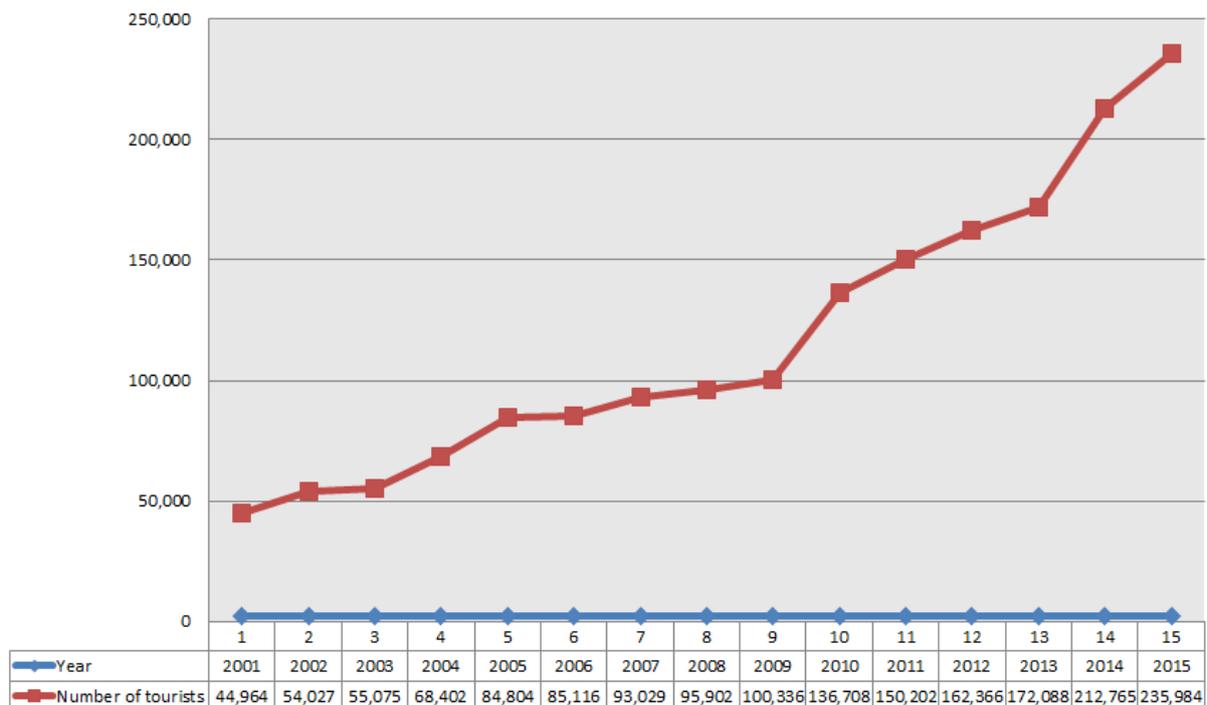


Figure 1.1 Number of Thai tourists visiting Korea from 2001 to 2015 (Source: Department of Tourism, Thailand, 2016)

Film tourism is a distinct area of tourism research and has grown into a body of knowledge in a short period of time (Connell, 2012). Film tourism marketing strategies have been however used in only some destinations such as UK, USA, Korea, Australia and New Zealand. Many tourism destinations have been very slow to tap these benefits of film although past research suggests the potential effects of film on destination preference (Kim, 2012a) and intention to visit (Rajaguru, 2014). At present, there are still limited empirical studies on the effects of film on destination preference and intention to visit. Therefore, the key research question of this study is whether the frequency of viewing Korean film increases preference for Korea, intention to visit Korea and the likelihood of Korea being included in destination choice sets. Lessons learned from Korean film tourism marketing strategies would provide both theoretical contributions and practical contributions for Thailand and many other countries.

### **1.3 Research objectives**

Due to the popularity of Korean film in Asia, particularly Thailand, and the increasing number of Thais visiting Korea discussed in the previous section, the main goal of this study is to explore the frequency effects of viewing Korean film on destination choice and to provide contributions to advance our present understanding on the effects of film on destination choice. Therefore, the study has three main objectives listed as follows:

1. To examine the effects of frequency of viewing Korean film on preference for Korea and intention to visit Korea
2. To investigate the effects of frequency of viewing Korean film on the likelihood of Korea being included in the choice sets
3. To advance the understanding of the effects of film on the destination choice

### **1.4 Research hypotheses**

Previous research suggested that film could enhance destination preference and increase intention to visit the destination. Those who are exposed to the film

will be more familiar with destinations and will be likely to include destinations featured through film in their destination choice sets. Based on the previous research discussed in the next chapter, it leads to the assumption that higher frequency of viewing film would increase preference for the destination and intention to visit the destination. Furthermore, the destination will have more chances of being included in the destination choice sets. Four hypotheses of the study are therefore formulated as follows:

H<sub>1</sub>: Higher frequency of viewing Korean film increases preference for Korea.

H<sub>2</sub>: Higher frequency of viewing Korean film increases intention to visit Korea.

H<sub>3</sub>: Higher frequency of viewing Korean film increases likelihood of Korea being included in awareness set.

H<sub>4</sub>: Higher frequency of viewing Korean film increases likelihood of Korea being included in evoked set.

### 1.5 Conceptual framework

Based on the literature review, film can provide information about destination and increase awareness of the destinations. Those who are exposed to the film will be more familiar with destinations and will be more likely to include destinations featured through film in their destination choice sets. Film can increase preference for destination and intention to visit. Thus, it leads to the notion that frequency of viewing film would increase preference, intention to visit and likelihood of destination being included in awareness set and evoked set. The conceptual framework is illustrated in Figure 1.2.

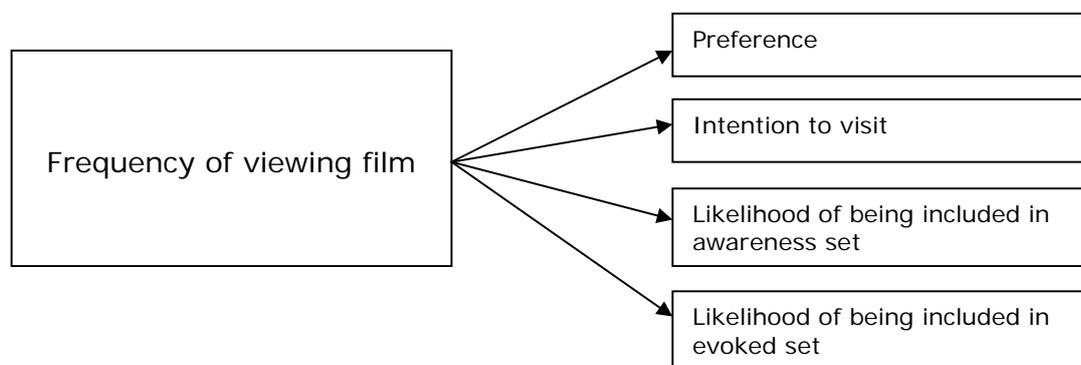


Figure 1.2 Conceptual framework

## **1.6 Operational definitions**

From the hypotheses formulated above, the study has one main independent variable (frequency of viewing film). The study observes the influence of an independent variable on the four dependent variables (preference, intention to visit, likelihood of being included in awareness set, likelihood of being included in evoked set). In the context of this study, the country of interest is Korea. The operational definitions of these variables adopted from the past studies are listed as follows:

‘Frequency of viewing film’ refers to the number of film viewed from television, DVD, cable TV, satellite TV, internet or cinema.

‘Preference’ refers to the strengths of attitude towards the country as a tourist destination.

‘Intention to visit’ refers to the perceived likelihood of visiting a country for holiday.

‘The likelihood of being included in the awareness set’ refers to the chance of a country that a potential tourist is aware of as a tourist destination.

‘The likelihood of being included in the evoked set’ refers to the chance of a country that a potential tourist considers visiting for holiday in the future.

## **1.7 Overview of the report**

The report is organised into five major parts as follows: introduction, literature review, research methodology, results, discussion and conclusions.

Chapter 1 outlines the background of the research problem and presents research objectives and hypotheses. It illustrates the conceptual framework of the study and provides the operational definitions for independent and dependent variables.

Chapter 2 reviews the background of film tourism. It presents destination choice theories to outline how the choice sets are formed and what factors can influence destination choice process. It also discusses the challenges facing traditional destination choice theories. This chapter also outlines the development

of film tourism research, challenges on film tourism research as well as Korean film tourism research.

Chapter 3 outlines research methodology of the study. The chapter first provides a justification for research design, overall research design, measurement of independent and dependent variables, sample, data collection methods, data analyses, ethical considerations and limitations of the research methodology.

Chapter 4 presents sample characteristics, descriptive findings and the results of hypothesis testing and additional analyses.

Chapter 5 discusses the main findings of the study. It defines the limitations of the findings and provides the contributions of the study. It serves as a conclusion to the study and suggests directions for future research.

## Chapter 2

# Literature Review

### 2.1 Introduction

Travel stimuli have been regarded as important factors to influence destination choice (Schmoll, 1977; Moutinho, 1987). Previous studies further indicated that non-touristic directed stimuli such as film has strong influences on tourist decisions (Iwashita, 2003). Tourists rely more on this visual form to get the information about the places than any other sources of information (Butler, 1990). The power of film in creating positive destination image to induce the number of tourists to a place is clearly shown in past studies. These sources are called 'popular culture' since they are easily accessible by public as a source of pleasure and entertainment (Carey, 1988).

Watching film and travelling are the most popular forms of leisure activities in the modern world. Both activities indeed provide temporary escape from realities (Carl et al., 2007). There has been an increasing interest that tourists visit destinations or attractions which have been featured on film. This phenomenon is referred to as film-induced tourism or movie-induced tourism. When people are seeking places they have seen on the screen, these people are considered as film-induced tourists (Riley et al., 1998).

Presenting a destination in a film is one form of product placement (Morgan & Pritchard, 1998) that will influence viewers' and product beliefs in a positive way (Balasubramanian, 1994). By linking the concept of product placement with destination choice, it appears that locations featured through films can be an effective way of placing the filmed locations into audience's evoked set than traditional advertising methods.

This chapter aims to review the literature related to film tourism and destination choice. It is divided into four parts. The first part describes background of film tourism. The second part summarises the theories of destination choice and challenges facing destination choice theories. The third part outlines the development of film tourism research, challenges on film tourism and Korean film tourism research. The chapter ends with a conclusion section.

## **2.2 Background of film tourism**

Film-induced tourism include the visits to the destination due to the influence of television, video and DVD (Beeton, 2005) and now extends to digital media. Connell (2012) made a good review on film tourism studies and suggested three important points regarding the term used. First, the term 'movie tourism' is used interchangeably with 'film tourism' in tourism research depending on the geographical locations. Second, the term 'film tourism' is sometimes referred to 'film-induced tourism' in which viewing a film location on screen influence visits to the destinations. Lastly, film tourism can be examined from either the demand side or the supply side.

Watching films as well as traveling are the same form to escape providing the temporary relief from the realities (Carl et al., 2007). Through film, viewers can experience the scenery, people and landscape and form attitudes towards places. Location and film experiences are enhanced in memories by associated them with the actors, events and setting (Iwashita 2006; Riley & Van Doren, 1992). Associations and sentiments with film are formed in the viewers' minds as memories which then give meaning to the locations portrayed in the film. Thus, people who watched film tend to visit particular places by associations and emotional attachments to places and meanings (Schama, 1996).

Beeton (2005) extended the work of Busby and Klug (2001) on forms and characteristics of film tourism and provided the classification of forms and characteristics of film tourism as illustrated in Table 2.1.

Table 2.1 Forms and characteristics of film tourism

| <b>Forms</b>  | <b>Characteristics</b>   |
|---|--|
| <b>On-Location</b>  |  |
| Film tourism as primary travel motivator                                      | The film site is an attraction in its own right – strong enough to motivate visitation   |
| Film tourism as part of a holiday   | Visiting film locations (or studios) as an activity within larger holiday  |
| Film tourism pilgrimage   | Visiting sites of films in order to 'pay homage' to the film; possible re-enactments   |
| Celebrity film tourism  | Homes of celebrities, film locations that have taken on celebrity status   |
| Nostalgic film tourism  | Visiting film locations that represent another era   |
| <b>Commercial</b>   |  |
| Constructed film tourism attraction   | An attraction constructed after the filming purely to attract/serve tourists   |
| Film/Movie tours  | Tours developed to various film locations  |
| Guided tours at specific on-location set                                      | Tours of specific sites, often on private land   |
| <b>Mistaken Identities</b>  |  |
| Film tourism to places where the filming is only believed to have taken place | Movies and television series that are filmed in one place that is created to look like another; often in other countries for financial reasons; known as 'runaway productions' |
| Film tourism to places where the film is set, but not filmed                  | The films have raised interest in a particular country, region or place, where the story is based, not where it was actually filmed  |
| <b>Off-location</b>   |  |
| Film studio tours   | Industrial tours of working film studios, where the actual filming process can be viewed   |
| Film studio theme park  | Usually adjacent to a studio, specifically built for tourism with no actual filming or production taking place   |
| <b>One-off Events</b>   |  |
| Movie premieres   | Particularly those outside traditional sites   |
| Film festivals  | Many cities hold film festivals to attract film fans for the event   |

(Source: Beeton, 2005)

Film tourism is a niche activity connected to only a few destinations such as UK, USA, Australia, New Zealand and Korea are well-known for film tourism marketing. Film tourism indeed has successfully provided long-term tourism revenue for these countries. Examples of successful western film that showing the impact of film-induced tourism include Braveheart, Captain Corelli's Mandolin, Four Wedding and a Funeral, Harry Potter, Lord of the Rings, Notting Hill, Pride and Prejudice, The Beach and Sense and Sensibility. Korean film and drama series that made the big hit in Asia were What is Love is all about, Winter Sonata and Dae Jang Geum.

The success of film involves various factors which lead to film-induced tourism (Hudson & Ritchie, 2006). The story line and site should be closely related. Film should present a memorable experience which links perfectly with the location (Tooke & Baker, 1996). All these elements will become the push factors for the audience to visit the site, people, experience and fantasies portrayed by the film. Furthermore, Grihault (2003) suggests that the success of film can be a good predictor of film-induced tourism.

Film-induced tourism has been identified as providing many benefits to the destinations. Schofield (1996) mentioned that the association with the places, building and streets could turn previously these common places to the places that have fame, interest and status. Riley et al. (1998) suggested that the benefits of film on tourism can include the new organized tours, expansion of festivals, new tourist attractions, souvenirs, visits to the filmed places. These places can be hotels, resorts, shops, restaurants, theme parks or private houses. An example of successful film such as Winter Sonata can turn the ordinary place i.e. a park into the popular tourist attraction. Tourists visit the park and take photographs as a particular spot featured in the film. One of the popular film locations of Winter Sonata is shown in Figure 2.1.



*Figure 2.1* Film location of Winter Sonata (Source: Korea Tourism Organization, 2016)

Movie map can be a successful part of film tourism marketing campaigns (Hudson & Ritchie, 2006). They can ease film tourists to trace the locations where the films took place. Figure 2.2 elaborates an example of the map of Namisum Island where many scenes of the popular film 'Winter Sonata' have been shot. This island has been very popular as a tourist attraction for Thai tourists. Guided walks

and activities around the island are recommended with the visiting points that show in small pictures labelled in letters and numbers.

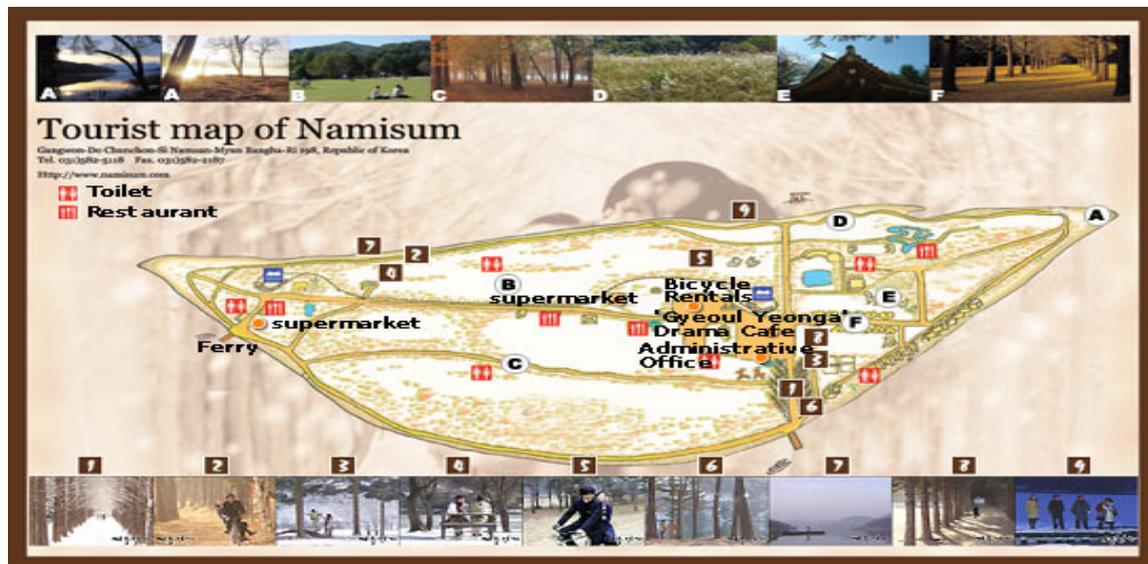


Figure 2.2 Tourist map of filmed locations in Winter Sonata (Source: Korea Tourism Organization, 2016)

### 2.3 Destination choice

Among all tourist decisions, destination choice is considered as the most important factor (Um, 1993). Choice sets are widely accepted in studies on destination choice as a structural framework to understand how tourists screen a large number of vacation destinations (Crompton & Ankomah, 1993). Choice sets are most likely to be applied when the purchase task is new in which individuals seek information and evaluate alternatives, and has some degree of high risk (Spiggle & Sewall, 1987). Many choice decisions for holiday destinations are likely to meet these two criteria (Crompton, 1992). The concept is based on the idea that there is a funnelling process of a large set of destinations being reduced to a smaller set of destinations and then a final destination is selected (Ankomah et al., 1996; Sirakaya & Woodside, 2005).

### *2.3.1 Destination choice theories*

Considering that consumers are able to consider a limited number of destinations when planning a holiday, this section discusses how the choice sets are formed and introduces the variables influencing the formation of destination choice sets. This section presents the development of destination choice theories in order.

Woodside and Sherrell (1977) first developed this rationale and proposed a model of travel destination set in leisure behaviour based on Howard's (1963, p.84) concept of 'evoked set' which is defined as 'the subset of brands that a consumer considers buying out of the sets of brands that he or she is aware of in a given product class'. The evoked set is part of the awareness set and it is a set before potential tourists reach the final destination choice. The final destination choice is a subset of the evoked set (Woodside & Sherrell, 1977). The terms 'inept set' and 'inert set' have been borrowed from Narayana and Markin (1975, p.2) who defined an inept set as 'those brands the consumer has rejected from his purchase consideration, either because he has had an unpleasant experience or because he has received negative feedback from other sources' and an inert set as 'those brands the consumer has neither a positive nor a negative evaluation'. Thus, the terms mentioned above have been applied to the tourism industry and suggest the following operational definitions for leisure travel:

- Evoked set refers to the travel destinations of which the consumer is aware and has some likelihood greater than zero of visiting within some time period.
- Inert set refers to the travel destinations of which the consumer is aware and is undecided on visiting within some time period.
- Inept set refers to the travel destinations of which the consumer is aware and has zero likelihood of visiting within some time period.

Woodside and Lysonski (1989) proposed a model explaining the destination awareness and choice published in *Journal of Travel Research*. In this model, they refer to the evoked set (Woodside and Sherrell, 1977) as a consideration set. Figure 2.3 illustrated the general model of traveller leisure destination awareness and choice.

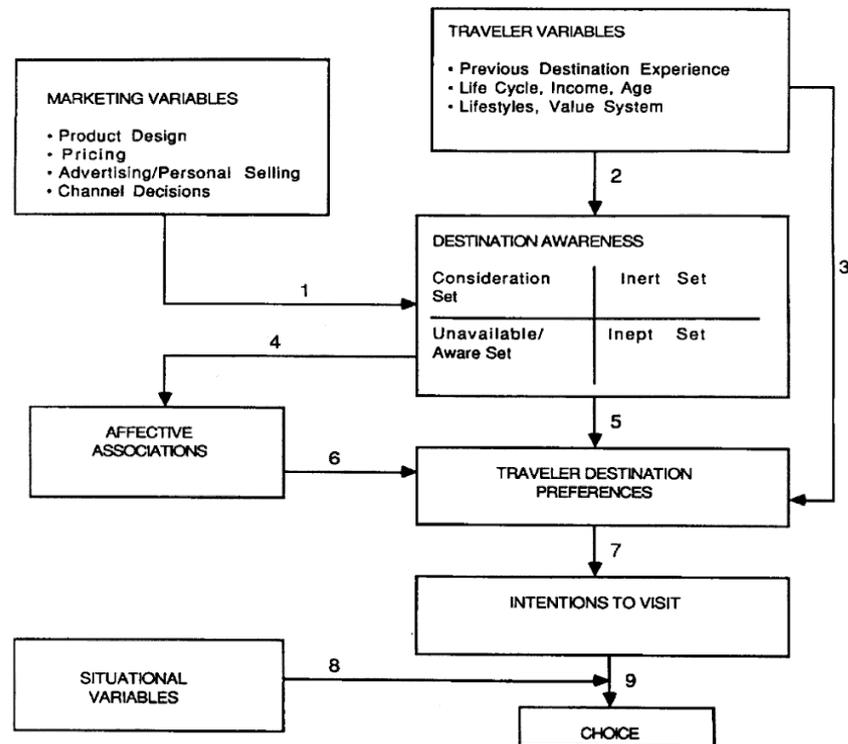


Figure 2.3 General model of traveler leisure destination awareness and choice (Source: Woodside and Lysonski, 1989)

Figure 2.3 shows that marketing variables and previous experience can affect destination awareness which can further develop to preference and intention to visit. They suggested that tourists construct their preferences for alternatives from their awareness of the destinations. Preferences, therefore, are defined as 'the strengths of attitudes towards the destinations'. The term 'intention to visit' is defined as 'the traveller's perceived likelihood of visiting a specific destination within a specific time period' (Woodside & Lysonski, 1989, p.8). However, their study partially confirmed that intention to visit is influenced by destination preference since this relationship appears to be strong for some destinations.

Goodall (1988) proposed a tourist's holiday decision model consisting of five stages: need recognition, information search, evaluation of alternatives, purchase decision and post purchase evaluation. The concept of an opportunity set to the model and explains that converting motivations into a holiday purchase requires tourist's preferences, experience and knowledge of holiday destinations. One's

perception of holiday destinations is conditioned by available information. The perceived opportunity set will include destinations appearing to meet one's expectation and these must be further evaluated according to several factors such as value for money and destination attractions. Information on holiday product range and holidaymaker's preferences and goals will reduce a total opportunity set to a realizable opportunity set, and with further reduction to consideration, choice and decision sets until a holiday is finally selected (Goodall, 1991).

Um and Crompton (1990) proposed a model of the pleasure travel destination choice process. The model shows the progression from awareness set to evoked set and a final destination choice. It identifies and integrates five processes as follows: (a) the formation of subjective beliefs about destination attributes in the awareness set (b) the decision to undertake a pleasure trip (c) evolution of an evoked set from an awareness set (d) the formation of subjective beliefs about the destination attributes of each alternative in the evoked set of destinations and (e) selection of a specific travel destination. The model suggests that the external input such as social interactions and travel stimuli to which one may be exposed can affect the evolution from the awareness set to the evoked set.

Crompton (1992) integrates the work by several authors (Nicosia, 1966; Howard and Sheth, 1969; Narayana & Markins, 1975; Brisoux & Laroche, 1980; Spiggle & Sewall, 1987) and formulates a structure of destination choice sets to tourism. These sets are shaped by both internal and external forces such as motives, previous experience, knowledge and obtained information. He defines the choice set terms as follows:

- Awareness set refers to all the destinations of which an individual may be aware at any given time.
- Early or initial consideration set refers to the destinations which a traveller is considering as possible vacation destinations within some period of time.
- Late consideration set refers to the destinations which a traveller is considering as probable destinations within some period of time.

Chen et al. (1998) proposed a framework for the tourist decision-making process called the tourists' cognitive decision making (TCDM) which embodies five decision-making components: problem formulation, information search, evaluation, implementation and latent influence. In the model, the consideration set formation from the awareness set to a final choice is included in the tourist decision-making process. There are latent variables affecting tourist choice behaviour in each stage of the decision-making. These are previous travel experience and advertisements.

Botha et al. (1999) proposed the positioning elements for a destination published in Journal of Travel Research. The model includes personal motivations, destination attributes and situational inhibitors. Figure 2.4 illustrates the positioning model.

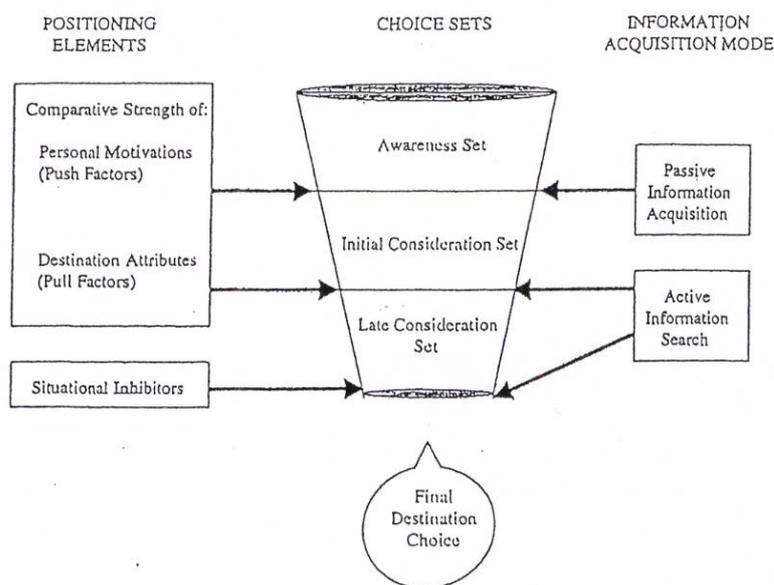


Figure 2.4 The positioning model (Source: Botha et al., 1999)

It can be seen from Figure 2.4 that potential visitors evaluate the destinations in the consideration sets against personal motivation (push factors), destination attributes (pull factors) and the situational inhibitors or constraints of visiting destinations. The information search effort seeks information about important destination attributes, the ability of destination attributes to meet psychological needs of travel desire and perceived barriers to visit a destination

(time, money, destination image) which lead to it being eliminated from further consideration.

A recent work of Karl et al. (2015) summarised the common set model concepts and proposed a model published in *Annals of Tourism Research* as illustrated in Figure 2.5.

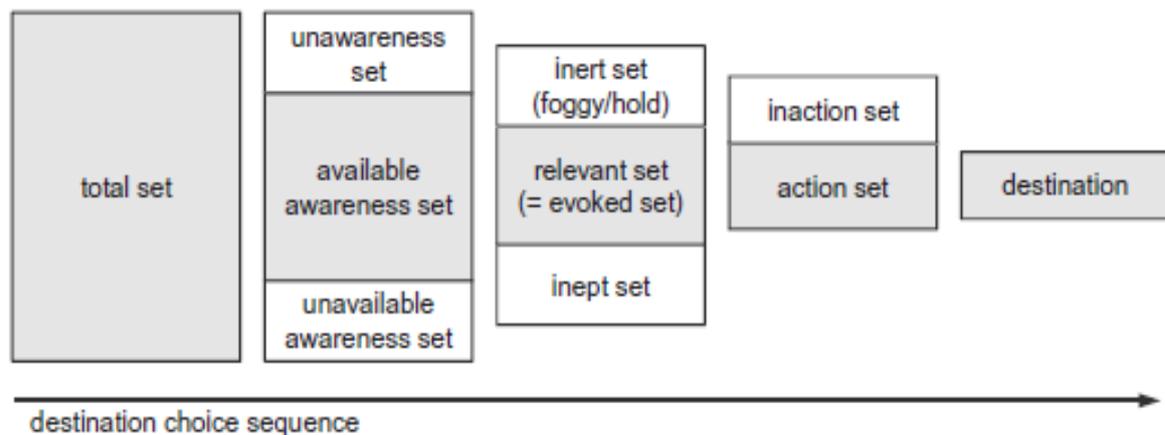


Figure 2.5 Destination choice sequence (Source: Karl et al., 2015)

Figure 2.5 illustrated that the final destination choice will funnel from the total set to available awareness set, evoked set, action set where consumers take action towards planning the holiday such as searching for information or contacting the travel agent (Karl et al., 2015).

Although there are various terms referring to the development of destination choice, central to all of these models is the concept of choice sets, which offers a conceptualisation of how potential tourists narrow down the number of destinations considered to reach a final choice (Botha et al., 1999). There appears to be an agreement among tourism researchers that destination selection goes through three major stages: (a) an early consideration set or an awareness set (b) a late consideration set or an evoked set and (c) a final destination choice (Crompton & Ankomah, 1993).

Crompton (1992) suggests that choice sets can be operationalised by using an open-ended question format since the number of alternatives individuals consider are small. Closed list format alternatives are appropriate in situations when there is a clearly defined set of known destinations. A destination can be assessed on how it is positioned relative to its competitors, by presenting respondents with the defined list of choices and asking them to choose the alternatives. Crompton et al. (1998) suggested that the average number of destinations that an individual would seriously consider will not exceed four.

### 2.3.2 Challenges facing destination choice theories

From the review of set theory in the destination choice process, it can be concluded that these set theories focus on the structure of the choice sets (e.g. Goodall, 1988; Woodside & Lysonski, 1989; Um & Crompton, 1990). Karl et al. (2015) argued that the existing theories do not pay attention on the formation of choice set and the destination attributes that can have the influences on the destination choice selection. Several researchers argued that traditional choice models cannot explain tourism purchase scenarios since tourism products are hedonic and experiential in nature (Decrop & Snelders, 2004; Dellaert et al., 2014) or involving delegated decisions which involve decisions from different individuals (Stone, 2016). Decrop (2010) also suggested that destination alternatives can change during the destination choice process. McCabe et al. (2015) challenge that subjective and situational factors can influence destination choice. Furthermore, destination attributes that shape destination choice selection have hardly been mentioned (Karl et al., 2015). Last but not least, our present understanding of destination choice process are theoretical and need empirical findings to further understand tourists' choice (Decrop, 2006). Cohen et al. (2014) and Decrop (2014) called for various new research directions to re-examine previously presented traditional theories in this section and to improve our understanding of destination choice process. As Smallman & Moore (2010) argued that today's tourist decisions are in fact spontaneous and dynamic in which many conventional theories of destination choice fail to explain.

To place the destinations in consideration, the potential tourists must be aware of information about such destinations. Through marketing efforts, tourist decision-making may be directed towards particular destinations. By manipulating the marketing factors influencing tourist decision-making, tourists' destination preferences can be changed (Mathieson & Wall, 1982). In other words, potential tourists may have their own destination preferences. Providing them with attractive travel stimuli may affect their destination preferences.

Plog (1974) believed that familiarity influence destination selection. It is well known in marketing studies that awareness or familiarity and choice are highly correlated (Axelrod, 1968; Haley & Case, 1979). Product familiarity is an important factor to explain consumer behaviour (Howard & Sheth, 1969), have the effects on decision making which helped developing a long term memory of the brands (Alba & Hutchinson, 1987) and built prior knowledge about the brand (Park & Lessig, 1981). Johnson & Russo (1981, p.151) defined the term familiarity as "the prior knowledge of the brands within a product category". Exposure to a stimulus such as film can increase familiarity and enhance the preference for that stimulus (Baker et al., 1986). Previous study (Laroche et al., 1996) found that familiarity influence the customers' attitude, build confidence of the brand which in turn affect purchase intention. Stimuli which have been frequently encountered with positive effects reduce the uncertainty or perceived risk of purchasing the brand (Baker et al., 1986). Furthermore, frequency of exposure can affect automatic processing and can provide consumers inference making about the brand (Hasher & Zacks, 1984). Coates et al.(2006) further found that only a single exposure to the unknown brand could increase the brand choice.

To date, only recent tourism study starts to pay attention on the effects of exposure and familiarity on destination choice. Oppewal et al. (2015) commented that existing tourism studies do not explain choice activity. Their recent study found that exposing travel consumers to information about destinations can influence destination choice in which destinations that have a strong positive image will benefit from being presented early in the destination choice process. To date,

there are still limited tourism studies on the area of effects of film exposure on destination choice particularly the frequency effects of film on destination choice.

## **2.4 Film tourism research**

Film tourism has received much attention as an emerging area in tourism research. Urry (1990) suggested that places can be selected because of the anticipation with film and television. Butler (1990) stated that tourists would rely more on the visual form to get the information about the places. Sources of visual form include movies and televisions. When watching film, the viewer is led into a fantasy which lies between the imaginary world and the real world (Carl et al., 2007). This section will be divided into three sub-sections; development of film tourism research, challenges on film tourism research, Korean film tourism research.

### *2.4.1 Development of film tourism research*

Beeton (2010) addresses that film-induced tourism research has progressed through the stages of developing the body of knowledge and the implications of the activities. Connell (2012) conducted a comprehensive review on film tourism studies and suggested that the research interests in film tourism fell into three main research themes; film tourists, tourism marketing and tourist decision-making.

Regarding the first research theme on film tourists, there are past studies focusing on the specific group of tourists who are engaged in film tourism by visiting the film locations (e.g. Beeton, 2001; Busby & Klug, 2001) or explore the profiles of the film tourists (e.g. Kim et al., 2010; Kim & O'Connor, 2011). Other studies in this area focus on tourist experience at the film locations (e.g. Kim et al., 2007; Roesch, 2009), cross-cultural aspects of the film tourists on Asian film (e.g. Kim & O'Connor, 2011) and the relationship between the emotional involvement and the actual visit experience to the film locations (e.g. Carl et al., 2007; Kim, 2012b). The latter studies found that the higher the emotional involvement, the

higher the satisfaction with the film locations and certain attributes of the film are likely to attract the viewers to the destinations. Landscape, iconic features, story and characters can be important attributes to induce visits (Riley & Van Doreen, 1992; Riley et al., 1998). These studies provide valuable insights to understand the nature of film tourists but the results may not be generalised to the wider audience of film tourists. Concerning the methodological issues, there is not enough evidence to establish the impact of film on tourist choice in a wider context beyond a specific destination (Connell, 2012).

The second research theme is on tourism marketing. These studies focused on the development of marketing ideas (Busby & Klug, 2001; Connell, 2005; Hudson & Ritchie, 2006) and the role of destination image in decision-making (Schofield, 1996; Kim & Richardson, 2003; Frost, 2006; Shani et al., 2009). The study by Iwashita (2008) indicated that destination image could be shaped by the film and film could influence the perception and a sense of familiarity of the destination. The study by Kim and Richardson (2003) suggested that people who saw places featured in the film were more interested to visit the places than those who did not see the film. Connell (2012) however commented that more work should be further validated on the film tourists versus the non-film tourists so as to generalise the findings on this respect.

The third research theme is related to the area of tourist decision-making. Past studies show that film can be a marketing tool to raise destination awareness and familiarity of the destination presented in film (Croy & Heitmann, 2011) and enhancing destination image of the unknown destination to popular film destination (Frost, 2010; Karpovich, 2010) as well as increase film tourism to the filmed destination (Ryan et al., 2009; Balli et al., 2013; Hao & Ryan, 2013). Despite the benefits of film on tourism promotion, empirical studies to examine the effects of film on the tourist decision are very limited. The present understanding of this area is still lacking.

#### *2.4.2 Challenges on film tourism research*

In the early 2000s, studies in film tourism emerged and gained popularity in tourism research with the growing knowledge of case studies from several destinations that film made an impact. Much research at this stage focused on the flow of tourist to the destinations featured on the film and supported the power of film in inducing number of tourist arrivals to worldwide filmed locations (Riley & Van Doreen, 1992; Tooke & Baker, 1996; Iwashita, 2006; Hudson & Ritchie, 2006; Carl et al., 2007). These studies focusing on a particular production of film may be of interest to a particular group of audience in which the results cannot be generalized to other film locations. This has raised the argument that the effects of film tourism may have been overemphasizing and the importance of film tourism through the studies with relatively high proportions of film-induced tourists visiting the destination may be potentially based on the misleading design and methodology (Connell, 2012). This research further argues that film tourism research also needs the expansion on cross-cultural studies to better understand film tourism.

As suggested by Butler (1990), film can influence travel preference of those who expose to the destination since film can provide knowledge of destination attributes such as nature, culture and people resulting in the positive attitudes towards the country. Interest and positive image of the destination can lead to an actual visit to the country (Iwashita, 2006). Most of the survey studies suggest that film can enhance the destination preference and increase the interest of visiting the destinations. However, there are limited studies to test the effects of the viewing film on destination choice by comparing the results of those who watch film and those who do not watch film. In addition, most of the film tourism studies were conducted at the filmed locations featured on a particular film. This research questions whether it is valid to study those who have strong interest in particular film and have already decided to visit the destinations and then draw a conclusion from such findings that film has the influence on their destination choice. In all, studies of tourist decision should focus on the actual causation of behaviour (Smallman & Moore, 2010). The study related to film tourism need to be further

researched in a forward-thinking manner to provide a better understanding and valid conclusion on the influence of film on the destination choice (Beeton, 2010). The improvement of the methodological approach would provide practical insights for DMOs whether to promote their destinations through film marketing strategies.

#### *2.4.3 Korean film tourism research*

From the late 2000s, there was a volume of research papers on film tourism and the studies have expanded beyond the western film. In Asia, Korea has been a very popular film tourist destination among Asian tourists. A number of film have attracted tourists mainly from China, Taiwan, Hong Kong, Singapore, Malaysia and Thailand to visit the filmed locations in Korea (Shim, 2006).

To date, several studies published in international journals investigated the effects of Korean film. Kim et al. (2007) investigated the effects of Korean drama series called 'Winter Sonata' on the Japanese tourists to Korea and found that drama series can help forming the image of Korea. Kim and O'Connor (2011) compared the profiles of international film tourists induced by drama series 'Daejanggeum' and provide insights to Hallyu phenomenon. Kim and Wang (2012) further found that the level of media exposure influenced audience involvement and film location experience. Rajaguru (2014) studied the visual, vocal and celebrity effects on intention to visit and actual visit of Thai tourists while they visited Korea. The study found that the visual and vocal effects from Korean pictures influence intention to visit Korea. Rittichainuwat and Rattanaphinanchai (2015) employed the mixed method to explain the travel motivation of film tourists in visiting the film destination in Korea and found that specific film tourist shows higher travel motivations associated with a particular film than the general film tourist. Kim (2012a) explained that emotional attachment to film would turn viewers into specific film tourists.

Korea has gained many benefits on the values of national brand and cultural export through film around the world especially in Thailand. There are several studies on the effects of cultural elements of film and drama series on various

aspects. These studies provide insights into the understanding of the successful elements of Korean film and the impact of film on Thai society in many ways. Inchan (2013) examined 213 Korean drama series broadcasted in Thailand from 2000 to 2009 and surveyed on Thai viewers. The results show that most respondents like the plot and film setting presented in the film. Storylines, scripts, locations, costumes, food and daily life play important roles to introduce and transfer Korean culture. Chuttsakulphairatch (2014) studied on the influence of exposure to Korean TV series on value assimilation among Thai youth and found that the respondents the continuity of watching and the duration of watching significantly related to culture imitation and value assimilation. Through film marketing strategies, Korea has successfully created the Korean wave in Asia.

Bunnag (2016) studied on the perceived destination image of South Korea by Thai people. One of the key results of their perception of Korea is that it is famous for film setting which many Thai tourists want to visit. Suebsawasde (2008) studied the influence of media exposure to Korean drama. The results showed that the exposure has influences on the intention to travel to Korea. Barameeratanachai (2008) also investigated the influence of drama series on travel intention to visit Korea. The study found that the respondents decided to visit Korea are mostly female at the age of 31-40 years viewed drama series from free TV for the duration of 4-10 hours. Drama series have influence on their decision to visit Korea and the main destination attributes influencing their destination choice are beautiful sceneries and film settings. Srisurin (2016) found that TV series influence South Korean brand preference which leads to purchase intention of tourism products, Korean food as well as other products such as cosmetics or electrical equipments. Lampao (2013) further found that television and social media has set Korean trend in Thailand. The findings of Wongkhao (2007) suggested that positive attitude towards film would lead to appreciation of Korean culture and intention to visit Korea.

Although there is a progress in Korean film research in Thailand, it is observed that studies on the causal relationship of film on destination choice are still limited. Moreover, there are two suggestions to advance research on the

effects of film on tourism. First, the research design should be improved to examine the effects of film on destination choice. The stronger the design should be introduced such as including viewers and non-viewers to the study so as to compare the results of the effects. Second, data were mainly collected from students or the convenience sample who are not the real tourists. To truly examine the actual destination choice, data should actually be collected from the respondents who have the potentials and resources to purchase the overseas trips.

## **2.5 Conclusion**

This chapter reviewed the literature relating to film tourism and destination choice. It summarised the film tourism research that leads to the research question of this study. Literature review suggests that film can influence destination preference and increase the interest of visiting the filmed locations. Film can be used to help DMOs promote existing and new destinations. Although film tourism is a growing area of the tourism research, past studies have made a progress to provide insights into this field.

To date, several authors commented that the findings might not be generalisable or applicable due to many studies focused on the case studies of particular destinations. There are still limited studies to test the effects of the frequency of viewing film on destination choice by comparing the results of those who watch film and those who do not watch film. Furthermore, there should be a methodological refinement to generalise the findings into the wider context.

Film tourism as a growing field of tourism research still need improvements of the research methodology particularly the research design and data collection method. From these observations, this study intends to build on the past studies to improve the existing research methodology and to investigate the effects of frequency of viewing film on destination choice. Details of the research methodology are discussed in Chapter 3.

## Chapter 3

# Research Methodology

### 3.1 Introduction

As described in the first chapter, the main research question of this study is to examine whether the frequency of viewing Korean film can increase destination preference for Korea, intention to visit Korea and the likelihood of Korea being included in the destination choice sets. This chapter describes the research methodology to answer the main research question and to test the proposed hypotheses.

This study employed a cross sectional survey adopting the fundamental concepts of a three-group between subject quasi-experimental design. An independent variable is the frequency of viewing Korean film which has three levels; (a) do not watch Korean film (b) watch low number of Korean film and (c) watch high number of Korean film. The study observed the influence of an independent variable on the four dependent variables, namely, preference for Korea, intention to visit Korea, likelihood of Korea being included in awareness set and likelihood of Korea being included in evoked set. The study used the survey questionnaire and employed a multi-stage sampling technique to collect data for testing the hypotheses. The sample size of this study is 610.

This chapter is organised into six main sections. First, it provides a justification for selecting the research design and the overall research design of the study. Second, it explains the development of the measurement. Third, it describes the sample and data collection process. Fourth, it outlines the preparation for data analyses. Fifth, it describes the ethical considerations of the study. The last section explained the limitations of the methodology used in the study. The chapter ends with a conclusion section.

### 3.2 Research design

There are many research designs from which one can choose from. However, the nature of a research question will, in part, influence the specific research design (Grimm, 1993). This study employed a cross sectional survey adopting the fundamental concepts of a three-group between subject quasi-experimental design. In this study, viewing film did not occur in the controlled lab experiment but was a natural treatment in which the respondents viewed Korean film during their own free time. The observations of the dependent variables were on the differences between the frequency of viewing Korean film, an independent variable.

To examine the effects of viewing Korean film, this study included three groups of respondents including a group of non-viewers (do not watch Korean film) and two groups of viewers (watch Korean film in two different levels) to compare the differences between the groups who watched Korean film and those who did not watch Korean film. The non-viewers of Korean film will be referred to as "None". The first group of viewers included those who had a low frequency of viewing between 1-5 Korean films will be referred to as "Low" while the second group of viewers included those who had a high frequency of viewing more than 5 Korean films will be referred to as "High". Any differences observed on dependent variables can be concluded to derive from the independent variable of the study. Classification of the respondents into three groups is discussed in Section 4.3.1. This design would allow the researcher to observe the influence of film on three different levels in terms of the respondents' frequency of viewing Korean films: none, low and high. The overall design is illustrated in Figure 3.1.

|      |                |                |                |                |                |
|------|----------------|----------------|----------------|----------------|----------------|
| None |                | O <sub>1</sub> | O <sub>2</sub> | O <sub>3</sub> | O <sub>4</sub> |
| Low  | X <sub>1</sub> | O <sub>1</sub> | O <sub>2</sub> | O <sub>3</sub> | O <sub>4</sub> |
| High | X <sub>2</sub> | O <sub>1</sub> | O <sub>2</sub> | O <sub>3</sub> | O <sub>4</sub> |

Dependent variables:  
 O<sub>1</sub> = Likelihood of Korea being included in awareness set  
 O<sub>2</sub> = Likelihood of Korea being included in evoked set  
 O<sub>3</sub> = Preference for Korea  
 O<sub>4</sub> = Intention to visit Korea

Independent variable  
 X<sub>1</sub> = Low frequency of viewing Korean film  
 X<sub>2</sub> = High frequency of viewing Korean film

Note: 'None' group does not watch Korean film

Figure 3.1 Overall research design

### 3.3 Measurement

This study used a questionnaire survey as a measurement. Measure scales from the previous studies have been adopted for the study. Furthermore, panel of experts were also consulted to check on the content validity and review the scales of the questionnaire for adjustment (see Appendix B for panel of experts). Before the main survey, two pre-tests containing 10 respondents for each were conducted to evaluate interpretation and understanding of the questions as well as the response format. After the adjustment of questionnaire, a pilot study was further conducted with 35 Thai tourists including 20 female and 15 male at Suvarnabhumi International Airport, Bangkok, to test content validity and clarity of the instrument and to check the reliability of the scales. Scale items were deleted and modified accordingly.

The questionnaire for this study was divided into four main sections (see Appendix A). The first section asked the respondents about their destination choice sets including awareness set and evoked set. The purpose of introducing the questions on the choice sets right at the beginning of the questionnaire is to eliminate the testing effects. The second section firstly checked whether the

respondents had ever watched any Korean film. For those who did not watch Korean film, they would directly proceed to the third section of the questionnaire. Only those who watched Korean film would continue answering the remaining questions regarding Korean film viewing behaviour such as number of years of viewing Korean film, number of Korean film viewed, preferred type of Korean film and preferred elements of Korean film. The third section consisted of the measures of preference for Korea and intention to visit Korea. The fourth section consists of the demographic questions regarding gender, age, marital status, educational level, occupation and monthly income. All respondents were asked to answer the third section and the fourth section of the questionnaire.

The measurements of independent and dependent variables of this study were developed based on the review of the previous research relating to the impact of film and destination choice. Development of the measurements for each of these variables is discussed in details.

### *3.3.1 Frequency of viewing Korean film*

In this study, frequency of viewing film refers to the number of film viewed from television, DVD, cable TV, satellite TV, internet or cinema. This study focuses on the number of Korean film viewed by the respondents. The measure of the main independent variable of this study was adopted from the past film tourism studies (Su et al., 2011; Kim & O'Connor, 2011) using one item to ask the respondents on the number of Korean film the respondents have watched. Consistently with the previous research, this study asked the respondents to freely indicate the number of Korean film they have watched. This question was structured with an open-ended question format (see Question 5 in Appendix A).

The measure of frequency of viewing Korean film will be used to classify the respondents into three groups including a group of non-viewers of Korean film (None), a group of viewers who had low frequency of viewing between 1-5 Korean films (Low) and a group of viewers who had high frequency of viewing more than 5

Korean films (High). Details of classification of respondents into three groups are discussed in Section 4.3.1.

### *3.3.2 Preference for Korea*

The term 'preference' refers to the strengths of attitude towards the country as a tourist destination. The country of interest in this study is Korea. The measure of this variable was developed from the previous studies (Woodside & Lysonski, 1989; Kim et al., 2008) using one item to ask the respondents on their preference for a particular destination. In this study, three items were used to measure the construct and the respondents were asked to rate the preference for Korea on a Likert scale ranging from 1 (agree the least) to 5 (agree the most). The first item asked the respondents to rate their agreement with the three statements. These include the followings: (1) I think Korea is an interesting destination (2) Whenever I would like to travel overseas, I will think of Korea and (3) I think Korea is an attractive tourist destination (see Question 8.1, 8.2 and 8.3 in Appendix A). The reliability of this scale was tested and the Cronbach alpha was 0.88. This showed that the internal consistency of the three items in the scale measuring preference was reliable.

### *3.3.3 Intention to visit Korea*

In this study, intention to visit refers to the perceived likelihood of visiting a country for holiday. The country of interest for this study is Korea. The measure of intention to visit Korea was developed from several studies (Woodside & Lysonski, 1989; Lee et al, 2008; Hahm & Wang, 2011; Kim, 2012a) which either used one or two items to measure this construct. This study used three items to measure the intention to visit. The respondents were asked to rate the level of agreement on the three questions on a 5 point Likert scale (1=agree the least, 5= agree the most). The questions are as follows: (1) I intend to travel to Korea for my holiday (2) I plan to visit Korea and have information about Korea and (3) I have the tendency to visit Korea (see Question 8.4, 8.5 and 8.6 in Appendix A). The reliability of this scale was tested and the Cronbach alpha was 0.92, showing that

the internal consistency of the three items in the scale measuring intention to visit was reliable.

#### *3.3.4 Likelihood of Korea being included in awareness set and evoked set*

In this study, the likelihood of being included in the awareness set refers to the chance of a country that a potential tourist is aware of as a tourist destination. The likelihood of being included in the evoked set refers to the chance of a country that a potential tourist considers visiting for holiday in the future. The country of interest in this study is Korea.

The measure of these variables was adopted from the previous studies on the destination choice (Woodside & Lysonski, 1989; Crompton, 1992). Crompton (1992) suggested that an unaided question format could be used to measure the awareness set and evoked set since the number of the destinations that the individuals could recall is limited. Woodside and Ronkainen (1980) and Crompton et al. (1998) suggested that travellers were likely to unaidedly recall a very limited number of around 4 holiday destinations. Furthermore, unaided awareness measurement is useful in learning how well a destination is performing against other competing destinations (Woodside & Lysonski, 1989). This study therefore allowed the respondents to freely indicate five country names for both choice sets with an open-ended question format. To measure the awareness set, the question asked the respondents to specify the countries that they are aware of as a tourist destination (see Question 1 in Appendix A). To measure the evoked set, the question asked the respondents to specify the countries that they consider visiting for holiday in the future (see Question 2 in Appendix A).

### **3.4 Sample and data collection**

The target population for this study was Thai outbound tourists. The study focused on the respondents who were identified as having resources to purchase overseas trips as Butler (1990) recommended that a choice of travel destination is

limited for most people who have time and resources. To study the actual choice of destination is therefore should focus on those who have the potentials to travel.

The sampling frame of the study was Thai tourists who were leaving for their overseas trips at Suvarnabhumi International Airport in Bangkok. Suvarnabhumi International Airport was selected on the notion that it is the biggest airport in Thailand that accommodates most international flights to all destinations around the world. The respondents included only Thai tourists who were leaving Thailand to any possible countries. This sampling technique eliminated the biases and advanced the past film tourism research which previously included respondents who departed the international airports only for Korea or were at filmed locations.

The questionnaire survey employed a multi-stage sampling method involving three steps. First, simple random sampling technique was used to select 7 days in a month of October 2013 to collect data. Second, systematic random sampling was used to collect data for every other departure gate for each day of data collection. Third, systematic random sampling was used to select every fifth passenger complete the questionnaire. Figure 3.2 illustrates stages of sampling techniques.

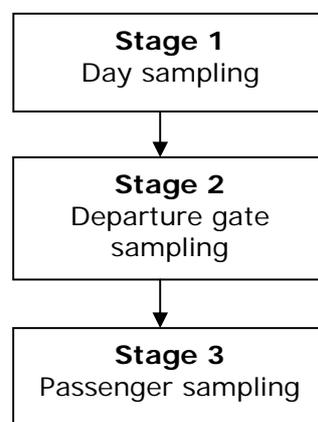


Figure 3.2 Stages of sampling techniques

For the data collection, the researcher requested the permission from Airport Authority of Thailand to collect data in front of the departure gates before the passengers boarded the aircrafts. Attempts were made to keep the questionnaire as brief as possible by including the key questions by acknowledging the fact that the passengers had time limitations since they need to proceed to the departure

gates as soon as possible. The completion of the questionnaire did not take longer than 12 minutes. A total of 700 questionnaires were distributed to the voluntary participants in front of the departure gates and 620 questionnaires were returned. The response rate was 88.57%. There were 610 questionnaires usable for further data analyses.

### 3.5 Data analyses

SPSS package was used to analyze the data to test the four hypotheses of the study. Planned statistical analyses are shown in Table 3.1.

*Table 3.1* Planned statistical analyses

| <b>Hypotheses</b>   | <b>Planned analyses</b> |
|---|-------------------------|
| H <sub>1</sub> : Higher frequency of viewing Korean film increases preference for Korea.                                | MANOVA                  |
| H <sub>2</sub> : Higher frequency of viewing Korean film increases intention to visit Korea.                            | MANOVA                  |
| H <sub>3</sub> : Higher frequency of viewing Korean film increases likelihood of Korea being included in awareness set. | Chi square              |
| H <sub>4</sub> : Higher frequency of viewing Korean film increases likelihood of Korea being included in evoked set.    | Chi Square              |

### 3.6 Ethical considerations

Ethics is an integral part of the research process. If research is to be carried out in a proper way, full account of the ethical issues has to be taken (Neuman, 2000). This study took the ethical issues into consideration in three major stages, namely, designing the questionnaire, before and after data collection. First, the questionnaire was approved by Bangkok University Ethics Committee for Human Research before the data collection began (see Appendix D). Second, the study valued informed consent of the participants. The covering letter of the questionnaire clearly stated the name of the researcher, organization, contact details and the purpose of the study. The respondents were asked to read the first

page and made their decisions to proceed completing the questionnaire. Last but not least, the covering letter clearly guaranteed confidentiality to the respondents that their personal details would not be made public or used for any other purposes. Also, data analyses would only be presented in an aggregate form.

### **3.7 Limitations of research methodology**

The research methodology of the study was carefully selected to answer the research question and to test the proposed hypotheses. Other considerations of the study were the budget, time frame and the interest of the respondents to complete the questionnaire. Similarly to any other projects, the research methodology of this study also had its own limitations. The sample of study included only Thai tourists at Suvarnabhumi International Airport due to the limitation of time and resources. It is, however, acknowledged that sampling on other international airports and on other nationalities would enhance the generalisability of the findings. Second, this study used the cross-sectional method where the frequency of viewing Korean film was recorded as a main factor. It would be more useful to include details of the film to further explore the effects.

### **3.8 Conclusion**

This chapter outlined the overall methodological framework of the study. This study used a cross sectional survey adopting the fundamental concepts of a three-group between subject quasi-experimental design to answer the research question. The chapter began with justification for selecting research design and the overall research design. It outlined the development of the measurement with the pre-tests a pilot study. It described the sampling and data collection process by using the multi-stage sampling technique and the preparation for data analyses. The study gave priority to the ethical considerations of the study in terms of the informed consent and confidentiality and acknowledged the limitations of the methodology used in the study. The next chapter presents the results of the study.

## **Chapter 4**

### **Results**

#### **4.1 Introduction**

This chapter is divided into seven main sections showing the sample characteristics, descriptive findings, four hypotheses testing and additional analyses. The first section reports the sample profiles in terms of gender, age, marital status, education level, occupation and income. It also reports number of years of viewing Korean film, preferred type of Korean film and preferred elements of Korean film. The second section reports descriptive findings regarding the number of Korean film watched, the frequency of Korea included in awareness set and evoked set, preference for Korea and intention to visit Korea. These include major independent and dependent variables for the statistical analyses. The last four sections report inferential statistics to test each of the four hypotheses regarding the effects of frequency on viewing Korean film on the four dependent variables, namely, the preference for Korea, the intention to visit Korea, the likelihood of Korea being included in the awareness set and the likelihood of Korea being included in the evoked set. The chapter ends with a conclusion section.

#### **4.2 Sample characteristics**

This section reports two main findings. First, it presented the general sample profiles in terms of gender, age, marital status, education level, occupation and income. Second, it presented the findings specifically for the respondents who watched Korean film regarding number of years of viewing Korean film, preferred type of Korean film and preferred elements of Korean film.

The sample consisted of 610 respondents. One-third of the respondents (33.4%) were male while two-thirds (65.9%) were female. In terms of age, a little

over half of the respondents (55.2%) fell between the age ranges of 20 to 39 years old. Almost one-third of them (30.3%) were aged between 30-39 years old. Regarding marital status, almost half of the respondents (47.0%) was single and almost the other half (47.7%) was married. As for the education background, over two-thirds of the respondents (77.7%) had either bachelor degree (50.2%) or higher than bachelor degree (27.5%). Majority of the respondents (73.9%) was either company employees (31.0%), self-employed (24.7%) or government employee (18.2%). In sum, a little over half of the respondents (55.7%) worked in the business sector. Over half of the respondents (54.7%) had monthly income between 20,001-60,000 and only about one-tenth (11.1%) had the income over 100,000 Baht. Table 4.1 illustrates the sample profiles.

Table 4.1 Sample profiles

| <b>Variables</b>                             | <b>N</b> | <b>%</b> |
|--|----------|----------|
| <b>Gender (N=610)</b>                        |          |          |
| Male   | 204      | 33.4     |
| Female                                       | 402      | 65.9     |
| Not specify                                  | 4        | 0.6      |
| <b>Age (N=610)</b>                           |          |          |
| 20-29  | 152      | 24.9     |
| 30-39  | 185      | 30.3     |
| 40-49  | 147      | 24.2     |
| 50-59  | 91       | 14.9     |
| 60 or above                                  | 35       | 5.7      |
| <b>Marital Status (N=610)</b>                |          |          |
| Single                                       | 286      | 47.0     |
| Married                                      | 291      | 47.7     |
| Living with a partner                        | 11       | 1.8      |
| Widowed/divorced                             | 18       | 3.0      |
| Separated                                    | 4        | 0.7      |
| <b>Education Level (N=610)</b>               |          |          |
| Primary school                               | 30       | 4.9      |
| Secondary school/ vocational certificate     | 67       | 11.0     |
| College diploma/ high vocational certificate | 38       | 6.2      |
| Bachelor degree                              | 306      | 50.2     |
| Higher than bachelor degree                  | 168      | 27.5     |
| Not specify                                  | 1        | 0.2      |
| <b>Occupation (N=610)</b>                    |          |          |
| Student                                      | 42       | 6.9      |
| Government employee                          | 111      | 18.2     |
| State enterprise employee                    | 34       | 5.6      |
| Company employee                             | 189      | 31.0     |
| Self-employed job                            | 151      | 24.7     |
| Housewife/househusband                       | 48       | 7.9      |
| Others                                       | 35       | 5.7      |
| <b>Income (N=610)</b>                        |          |          |
| None   | 40       | 6.6      |
| Below 20,000 Baht                            | 85       | 13.9     |
| 20,001 - 40,000 Baht                         | 212      | 34.7     |
| 40,001 - 60,000 Baht                         | 122      | 20.0     |
| 60,001 - 80,000 Baht                         | 54       | 8.9      |
| 80,001 - 100,000 Baht                        | 29       | 4.8      |
| Over 100,000 Baht                            | 68       | 11.1     |

For those who watched Korean film (N=419), the results showed that mean of number of years of watching Korean film is 4.57 (SD=2.81). The minimum years of watching Korean film is 1 and the maximum years of watching Korean film is 15. Within those who watched Korean film (N=419), the highest mean of preferred type of Korean film is romantic comedy (M=3.95, SD=0.99), followed by romance (M=3.57, SD=1.04) and history related (M=3.57, SD=1.16). Table 4.2 shows the mean for preferred type of Korean film.

*Table 4.2* Mean for Preferred type of Korean film

| Preferred type of Korean film | N   | Mean | SD   |
|-------------------------------|-----|------|------|
| Romance                       | 419 | 3.57 | 1.04 |
| Drama                         | 419 | 3.02 | 1.15 |
| Comedy                        | 419 | 3.71 | 1.11 |
| Romantic Comedy               | 419 | 3.95 | 0.99 |
| History                       | 419 | 3.57 | 1.16 |
| Action                        | 419 | 2.88 | 1.15 |
| Adventure                     | 419 | 3.00 | 1.16 |

The results further revealed that those who watched Korean film specified that their most preferred elements of Korean film is story of the film (M=4.14, SD=0.83), followed by scenery (M=4.08, SD=0.82) film location (M=3.78, SD=0.92). The least preferred element of Korean film is food (M=3.42, SD=0.99). Table 4.3 presents the mean for preferred elements of Korean film.

*Table 4.3* Mean for Preferred elements of Korean film

| Preferred elements of Korean film | N   | Mean | SD   |
|-----------------------------------|-----|------|------|
| Actor/actress                     | 419 | 3.74 | 0.92 |
| Food                              | 419 | 3.42 | 0.99 |
| Film location                     | 419 | 3.78 | 0.92 |
| Scenery                           | 419 | 4.08 | 0.82 |
| Story                             | 419 | 4.14 | 0.83 |
| Weather                           | 419 | 3.76 | 0.86 |
| Lifestyle                         | 419 | 3.58 | 0.87 |
| Culture                           | 419 | 3.77 | 0.88 |
| Music                             | 419 | 3.65 | 1.02 |

### 4.3 Descriptive findings

This section reports the characteristics of the sample which mainly includes independent and dependent variables of the study. An independent variable is the number of Korean film watched. The dependent variables are the frequency of Korea included in awareness set and evoked set, preference for Korea and intention to visit Korea. This section is therefore divided into five main sections.

#### 4.3.1 Number of Korean film watched

To collect data for this independent variable, the respondents were asked to indicate the number of Korean film they have watched from television, DVD, cable TV, satellite TV, internet or cinema. Table 4.4 shows the number of Korean film the respondents watched.

Table 4.4 Number of Korean film watched

| Number of Korean film watched | N   | %    |
|-------------------------------|-----|------|
| 0                             | 191 | 31.3 |
| 1                             | 34  | 5.6  |
| 2                             | 53  | 8.7  |
| 3                             | 61  | 10.0 |
| 4                             | 41  | 6.7  |
| 5                             | 53  | 8.7  |
| 6                             | 13  | 2.1  |
| 7                             | 13  | 2.1  |
| 8                             | 6   | 1.0  |
| 9                             | 1   | 0.2  |
| 10                            | 68  | 11.1 |
| 12                            | 5   | 0.8  |
| 13                            | 1   | 0.2  |
| 15                            | 19  | 3.1  |
| 20                            | 27  | 4.4  |
| 25                            | 1   | 0.2  |
| 30                            | 4   | 0.7  |
| 34                            | 1   | 0.2  |
| 35                            | 1   | 0.2  |
| 40                            | 2   | 0.3  |
| 48                            | 1   | 0.2  |
| 50                            | 7   | 1.1  |
| 70                            | 2   | 0.3  |
| 72                            | 1   | 0.2  |
| 100                           | 4   | 0.6  |

The results in Table 4.4 showed that around one-third of the respondents (31.3%) did not watch Korean film while the around two-thirds (68.7%) of the respondents watched Korean film. The number of filmed watch ranges from 1 to 100 film. One-tenth of the respondents either watched 3 film (10.0%) or 10 film (11.1%). The mean of the number of film watched is 9.20 (SD=13.49).

To prepare the main independent variable for statistical analyses in the following sections, the number of Korean film watched was divided into three groups in which each consists of approximately one-third of the total respondents. Therefore, the three groups were classified as a group of non-viewers of Korean film (None), a group of viewers who had low frequency of viewing between 1-5 Korean films (Low) and a group of viewers who had high frequency of viewing more than 5 Korean films (High). Each group had the percentage of the respondents of 31.3%, 39.7% and 29.0% accordingly. The classification of the respondents by the number of Korean film watched is shown in Table 4.5.

*Table 4.5* Classification of respondents by number of Korean film watched

| <b>Group</b>                  | <b>N</b>   | <b>%</b>   |
|-------------------------------|------------|------------|
| None                          | 191        | 31.3       |
| Low (watch 1-5 film)          | 242        | 39.7       |
| High (watch more than 5 film) | 177        | 29.0       |
| <b>Total</b>                  | <b>610</b> | <b>100</b> |

#### *4.3.2 Frequency of Korea included in the awareness set*

For this dependent variable, the respondents were asked to specify the maximum of five countries that they were aware of as the tourist destinations. This is to check whether Korea would have a chance to appear in the awareness set list of destinations. For each respondent, Korea had a chance of appearing once in this question. The results in Table 4.6 show the frequency of Korea included in the list of awareness set.

*Table 4.6* Frequency of Korea included in awareness set

| Country included in awareness set | N          | %          |
|-----------------------------------|------------|------------|
| Korea                             | 263        | 43.1       |
| Other countries                   | 347        | 56.9       |
| <b>Total</b>                      | <b>610</b> | <b>100</b> |

The results from Table 4.6 shows that almost half of the respondents (43.1%) included Korea in their awareness set and the other half of the respondents (56.9%) included other countries. Cross tabulation was further conducted to examine the relationship between the frequency of mentioning Korea in the awareness set by group. The results are shown in Table 4.7.

*Table 4.7* Frequency of Korea included in awareness set by group

| Country included in awareness set | None (N)   | Low (N)    | High (N)   |
|-----------------------------------|------------|------------|------------|
| Korea                             | 62         | 99         | 102        |
| Other countries                   | 129        | 143        | 75         |
| <b>Total</b>                      | <b>191</b> | <b>242</b> | <b>177</b> |

It can be seen from Table 4.7 that those who did not watch Korean film (None) included Korea in their awareness set the least (N=62). It can be observed that the respondents who watched more than 5 Korean film (High) included Korea in the awareness set the most (N=102). On the other hand, they included other countries in the awareness set the least.

#### *4.3.3 Frequency of Korea included in the evoked set*

Following the question asking the awareness set of the holiday destinations, the respondents were asked to respondents to specify the maximum of five countries that they are consider visiting for their holiday in the future to examine the evoked set list of destinations. This is to check whether Korea would have a chance to appear in the evoked set list. For each respondent, Korea had a chance of appearing once in this question. The results in Table 4.8 show the frequency of Korea included in the evoked set.

*Table 4.8* Frequency of Korea included in evoked set

| Country included in evoked set | N          | %          |
|--------------------------------|------------|------------|
| Korea                          | 155        | 25.4       |
| Other countries                | 455        | 74.6       |
| <b>Total</b>                   | <b>610</b> | <b>100</b> |

The results from Table 4.8 show that only one-fourth of the respondents (25.4%) included Korea in the evoked set. Comparing the results with the previous section shown in Table 4.6, the percentage of Korea being included decreased from 43.1% in the awareness set to 25.4% in the evoked set. Cross tabulation was further conducted to examine the relationship between the frequency of mentioning Korea in the evoked set by group. Table 4.9 illustrates the relationship.

*Table 4.9* Frequency of Korea included in evoked set by group

| Country included in awareness set | None (N)   | Low (N)    | High (N)   |
|-----------------------------------|------------|------------|------------|
| Korea                             | 27         | 65         | 63         |
| Other countries                   | 164        | 177        | 114        |
| <b>Total</b>                      | <b>191</b> | <b>242</b> | <b>177</b> |

It can be seen from Table 4.9 that those who did not watch Korean film (None) included Korea in their evoked set the least (N=27). Those who watched Korean film for 1-5 film (Low) and those who watched more than 5 film (High) would more likely to include Korea in their evoked set.

#### *4.3.4 Preference for Korea*

For this dependent variable, the questionnaire asked the respondents to reflect their attitude towards Korea as a tourist destination with three items on a rating scale ranging from 1 (agree the least) to 5 (agree the most) for all three items. The mean of the three scale items is shown in Table 4.10.

Table 4.10 Mean preference scale items

| Scale item  | N   | Mean | SD   |
|---|-----|------|------|
| 1. I think Korea is an interesting tourist destination.             | 610 | 3.54 | 0.84 |
| 2. Whenever I would like to travel overseas, I will think of Korea. | 610 | 3.12 | 0.93 |
| 3. I think Korea is an attractive tourist destination.              | 610 | 3.41 | 0.90 |

From Table 4.10, the results show that the mean preference for Korea as an interesting tourist destination in scale item 1 (M=3.54, SD=0.84) is the highest. The results can be further compared between the three groups as shown in Table 4.11.

Table 4.11 Mean preference scale items by group

| Scale item  | None<br>(N=191) |      | Low<br>(N=242) |      | High<br>(N=177) |      |
|---|-----------------|------|----------------|------|-----------------|------|
|   | Mean            | SD   | Mean           | SD   | Mean            | SD   |
| 1. I think Korea is an interesting tourist destination.             | 3.18            | .93  | 3.60           | 0.72 | 3.84            | 0.74 |
| 2. Whenever I would like to travel overseas, I will think of Korea. | 2.72            | 1.02 | 3.16           | 0.82 | 3.49            | 0.80 |
| 3. I think Korea is an attractive tourist destination.              | 3.04            | 0.99 | 3.50           | 0.81 | 3.69            | 0.80 |

As seen in Table 4.11, the results show that the mean score ratings for all three item scales of preference for Korea in the group of non-viewers of Korean film, are lower than the other two groups of viewers of Korean film (Low and High). On the other hand, the mean score ratings for the group of viewers who watched more than 5 Korean film (High), are the highest in all three scale items of preference for Korea.

#### 4.3.5 Intention to visit Korea

For this dependent variable, the questionnaire asks the respondents to rate perceived likelihood of visiting Korea for holiday with three scale items on a rating scale ranging from 1 (agree the least) to 5 (agree the most). The mean of intention to visit Korea of the three scale items is shown in Table 4.12 below.

Table 4.12 Mean intention to visit scale items

| Scale item  | N   | Mean | SD   |
|---|-----|------|------|
| 1. I intend to travel to Korea for my holiday.            | 610 | 3.27 | 0.99 |
| 2 I plan to visit Korea and have information about Korea. | 610 | 3.09 | 1.03 |
| 3. I have the tendency to visit Korea.                    | 610 | 3.13 | 1.06 |

From Table 4.12, it can be seen that the mean of intention to visit Korea for holiday in scale item 1 ( $M=3.27$ ,  $SD=0.99$ ) is the highest. However, the mean of planning to visit and having information about Korea in scale item 2 is the lowest ( $M=3.09$ ,  $SD= 1.03$ ). The results can be cross tabulated between the three groups and the results show in Table 4.13.

Table 4.13 Mean intention to visit scale items by group

| Scale item  | None<br>(N=191) |      | Low<br>(N=242) |      | High<br>(N=177) |      |
|---|-----------------|------|----------------|------|-----------------|------|
|   | Mean            | SD   | Mean           | SD   | Mean            | SD   |
| 1. I intend to travel to Korea for my holiday.            | 2.80            | 1.06 | 3.38           | 0.89 | 3.64            | 0.85 |
| 2 I plan to visit Korea and have information about Korea. | 2.61            | 1.06 | 3.17           | 0.93 | 3.49            | 0.92 |
| 3. I have the tendency to visit Korea.                    | 2.65            | 1.07 | 3.24           | 0.95 | 3.52            | 0.99 |

As seen in Table 4.13, the results show that the mean score ratings for all three item scales of intention to visit Korea in the group of non-viewers of Korean film (None) are lower than the other two groups of viewers of Korean film. On the other hand, the mean score ratings for the group of viewers who watched more than 5 Korean film (High) are the highest in all three scale items of intention to visit Korea.

#### 4.4 Effects of frequency of viewing Korean film on destination preference

This section tests the first hypothesis which predicts that the frequency of viewing Korean film increases preference for Korea. The first hypothesis was formulated as follows:

H<sub>1</sub>: Higher frequency of viewing Korean film increases preference for Korea.

For this hypothesis, an independent variable is the frequency of viewing Korean film. With this variable, the respondents were divided into three groups; a group of non-viewers of Korean film (None), a group of viewers who had low frequency of viewing between 1-5 Korean films (Low) and a group of viewers who had high frequency of viewing more than 5 Korean films (High). A dependent variable of this hypothesis is the preference for Korea composed of the three scale items. The analysis used the mean score of these three scale items. The reliability of this scale was tested and the Cronbach alpha was 0.88. This showed that the internal consistency of the three items in the scale measured destination preference was reliable. Table 4.14 shows the mean of preference for Korea between the three groups.

Table 4.14 Mean preference for Korea between groups

| Group                         | N          | Mean        | SD         |
|-------------------------------|------------|-------------|------------|
| None                          | 191        | 2.98        | .89        |
| Low (watch 1-5 film)          | 242        | 3.42        | .67        |
| High (watch more than 5 film) | 177        | 3.67        | .68        |
| <b>Total</b>                  | <b>610</b> | <b>3.35</b> | <b>.79</b> |

The statistical analysis employed one-way MANOVA using Wilk's Lambda test. The multivariate results were significant, Wilk's Lambda=.86,  $F(4, 1212)=23.08$ ,  $p=.00$ . Follow-up univariate ANOVAs showed that there were significant differences between the three groups on preference for Korea,  $F(2, 607)=40.18$ ,  $p=.00$ . The mean rating for three groups were non-viewers group ( $M=2.98$ ), viewers with low frequency group ( $M=3.42$ ) and viewers with high frequency group ( $M=3.67$ ). The results suggest that those who watched Korean film had higher preference for Korea than those who did not watch Korean film.

Scheffe post hoc tests were conducted in all possible pairwise contrasts. Three pairs of groups were found to be significant ( $p=.00$ ). Those who watched film (Low and High) perceived higher preference for Korea than those who did not watch Korean film (None). The mean difference between those who did not watch

Korean film (None) and those who watched 1-5 Korean film (Low) was 0.44. On the other hand, the mean difference between those who did not watch Korean film (None) and those who watched more than 5 Korean film (High) was 0.69. This revealed that the frequency of viewing Korean film had a statistically significant effect on the preference for Korea. The tests also showed that those who watched more than 5 films (High) statistically significant perceived higher preference for Korea than those who watched 1-5 Korean films (Low). The mean difference between these two groups was 0.25. In other words, higher frequency of viewing Korean film increased the preference for Korea. Therefore, the first hypothesis is accepted. Table 4.15 shows the multiple comparisons between the three groups and Figure 4.1 illustrates the mean plot of preference for Korea by group.

*Table 4.15* Multiple comparisons between mean preference for Korea

| Group                         | Mean | None | Low  | High |
|-------------------------------|------|------|------|------|
| None                          | 2.98 | -    |      |      |
| Low (watch 1-5 film)          | 3.42 | .44* | -    |      |
| High (watch more than 5 film) | 3.67 | .69* | .25* | -    |

\* The mean difference is significant at the .05 level

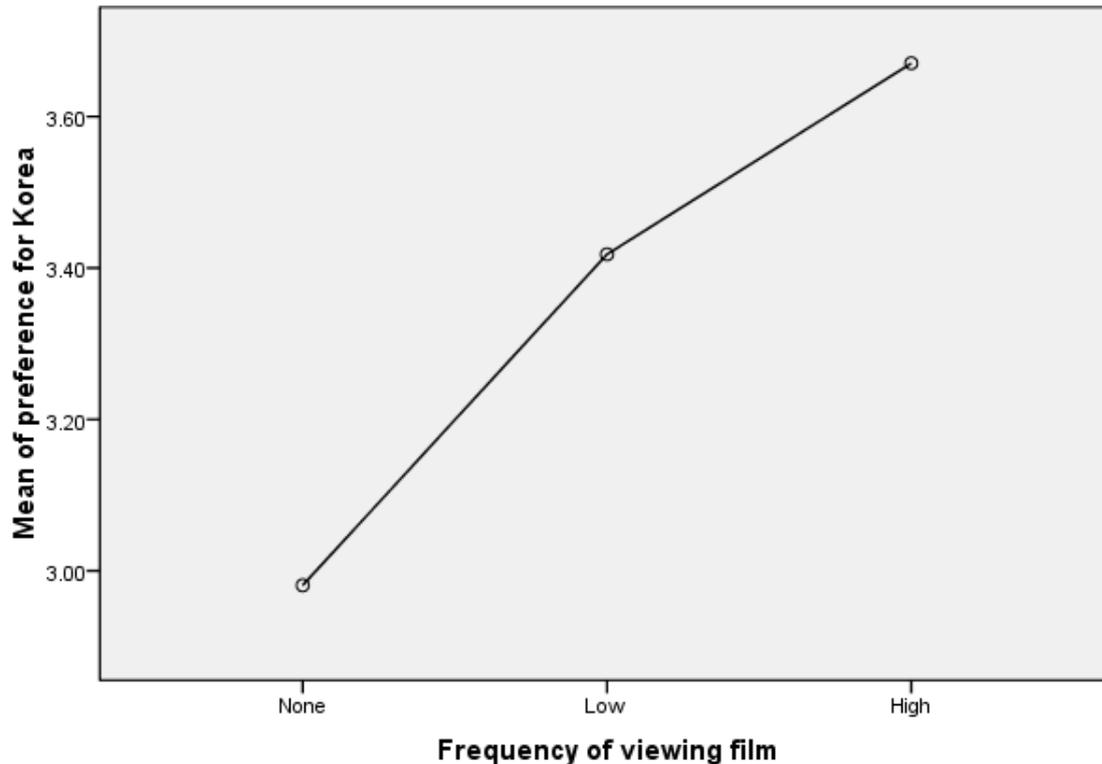


Figure 4.1 Mean plot of preference for Korea

#### 4.5 Effects of frequency of viewing Korean film on intention to visit

This section tests the second hypothesis which predicts that the frequency of viewing Korean film increases intention to visit Korea. The second hypothesis is formulated as follows:

H<sub>2</sub>: Higher frequency of viewing Korean film increases intention to visit Korea.

Similar to the first hypothesis, an independent variable is the frequency of viewing Korean film. The respondents were divided into three groups; a group of non-viewers of Korean film (None), a group of viewers who had low frequency of viewing between 1-5 Korean films (Low) and a group of viewers who had high frequency of viewing more than 5 Korean films (High). A dependent variable for this hypothesis is the intention to visit Korea composed of the three scale items. The analysis used the mean score of these three scale items. The reliability of this

scale was tested and the Cronbach alpha was 0.92. This showed that the internal consistency of the three items in the scale measuring intention to visit was reliable. Table 4.16 shows the mean of intention to visit Korea between the three groups.

Table 4.16 Mean intention to visit Korea between groups

| Group                         | N          | Mean        | SD         |
|-------------------------------|------------|-------------|------------|
| None                          | 191        | 2.69        | .99        |
| Low (watch 1-5 film)          | 242        | 3.26        | .86        |
| High (watch more than 5 film) | 177        | 3.55        | .83        |
| <b>Total</b>                  | <b>610</b> | <b>3.17</b> | <b>.96</b> |

Statistical analysis employed one-way MANOVA using Wilk's Lambda test. The multivariate results were significant, Wilk's Lambda=.86,  $F(4, 1212)=23.08$ ,  $p=.00$ . Follow-up univariate ANOVAs showed that there were significant differences between the three groups on intention to visit,  $F(2, 607)=45.43$ ,  $p=.00$ . The mean rating for three groups were non-viewers group ( $M=2.69$ ), viewers with low frequency group ( $M=3.26$ ), viewers with high frequency group ( $M=3.55$ ). The results suggest that those who watched Korean film had higher intention to visit Korea than those who did not watch Korean film.

Scheffe post hoc tests were conducted in all possible pairwise contrasts. Three pairs of groups were found to be significant ( $p=.00$ ). Those who watched Korean film (Low and High) perceived higher intention to visit Korea than those who did not watch Korean film (None). The mean difference between those who did not watch Korean film (None) and those who watched 1-5 Korean films (Low) was 0.57. On the other hand, the mean difference between those who did not watch Korean film (None) and those who watched more than 5 Korean films (High) was 0.86. This reveals that the frequency of viewing Korean film has a statistically significant effect on intention to visit Korea. The tests further showed that those who watched more than 5 films (High) statistically significant had higher intention to visit Korea than those who watched 1-5 Korean film (Low). The mean difference between these two groups was 0.29. In other words, higher frequency of viewing Korean film increased intention to visit Korea. Therefore, the second hypothesis is

accepted. Table 4.17 shows the multiple comparisons between the three groups and Figure 4.2 illustrates the mean plot of intention to visit Korea by group.

Table 4.17 Multiple comparisons between mean of intention to visit Korea

| Group                         | Mean | None | Low  | High |
|-------------------------------|------|------|------|------|
| None                          | 2.69 | -    |      |      |
| Low (watch 1-5 film)          | 3.26 | .57* | -    |      |
| High (watch more than 5 film) | 3.55 | .86* | .29* | -    |

\* The mean difference is significant at the .05 level

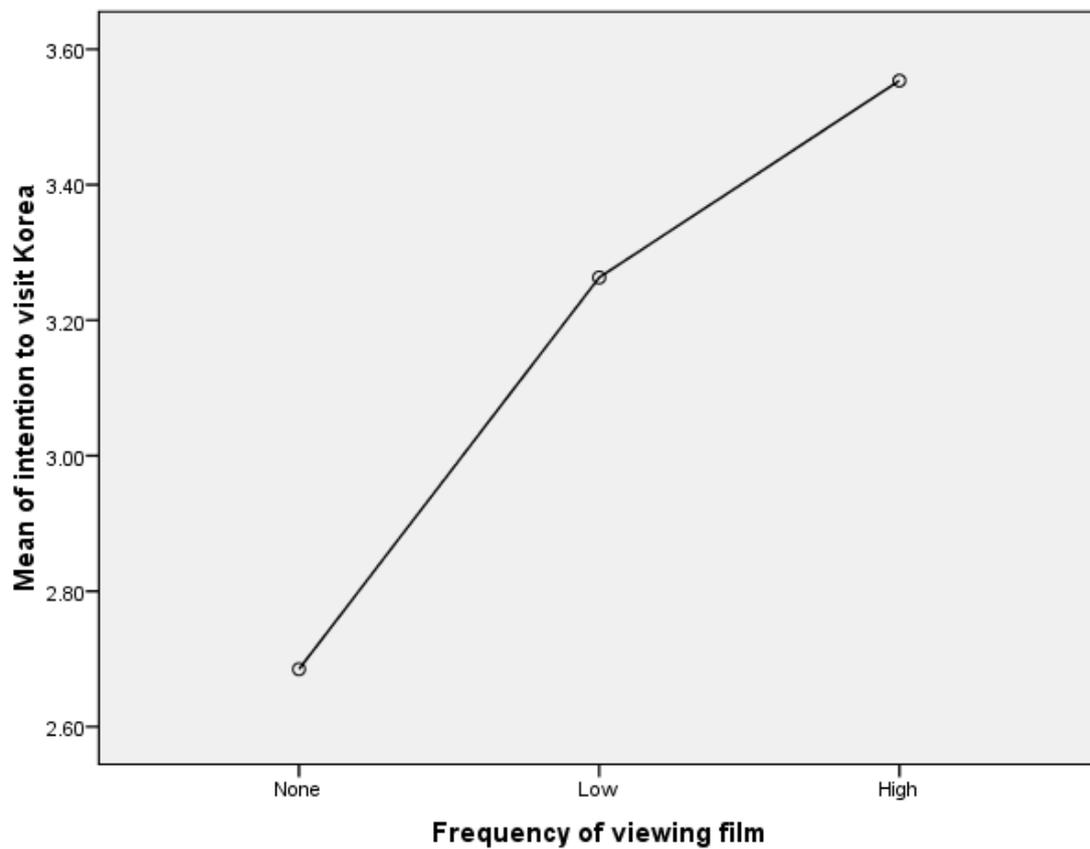


Figure 4.2 Mean plot of intention to visit Korea

#### 4.6 Effects of frequency of viewing Korean film on the likelihood of being included in the awareness set

This section tests the third hypothesis which predicts that the frequency of viewing Korean film increases likelihood of Korea being included in the awareness set. The third hypothesis is formulated as follows:

H<sub>3</sub>: Higher frequency of viewing Korean film increases likelihood of Korea being included in the awareness set

To test this hypothesis, an independent variable is the frequency of viewing Korean film. The respondents were divided into three groups; a group of non-viewers of Korean film (None), a group of viewers who had low frequency of viewing between 1-5 Korean films (Low) and a group of viewers who had high frequency of viewing more than 5 Korean films (High). A dependent variable for this hypothesis is the likelihood of Korea being included in the awareness set. Korea was observed whether it would appear in the awareness list.

Chi-square analysis was used to test the differences between the three groups. The findings revealed that there was a significant effect of frequency of viewing Korean film on the likelihood of Korea being included in the awareness set between the three groups,  $\chi^2(2, N=610)=24.52, p=.00$ . This can be explained that there is a difference of likelihood of Korea being included in the awareness set between those who watched and those who did not watch Korean film. Table 4.18 shows the percentage of Korea being included in the awareness set by group.

Table 4.18 Percentage of Korea included in awareness set by group

| Country included in awareness set | None (%) | Low (%) | High (%) |
|-----------------------------------|----------|---------|----------|
| Korea                             | 32.5     | 40.9    | 57.6     |
| Other countries                   | 67.5     | 59.1    | 42.4     |
| Total                             | 100      | 100     | 100      |

It can be seen from Table 4.18 that 32.5% of those who did not watch Korean film (None) included Korea in their awareness set. The percentage of Korea

included in the awareness set increased in the group of those who watched 1-5 Korean film (Low) and the group of those who watched more than 5 Korean films (High) in the order of 40.9% and 57.6% respectively. It can be observed that the respondents in the group of those who watched more than 5 Korean films (High) included Korea in the awareness set the most. On the other hand, they included other countries in the awareness set the least. The results can be explained that higher frequency of viewing Korean film increased likelihood of Korea being included in awareness set. The third hypothesis is therefore accepted.

#### **4.7 Effects of frequency of viewing Korean film on the likelihood of being included in the evoked set**

This section tests the fourth hypothesis which predicts that the frequency of viewing Korean film increases the likelihood of Korea being included in the evoked set. The fourth hypothesis is formulated as follows:

H<sub>4</sub>: Higher frequency of viewing Korean film increases the likelihood of Korea being included in the evoked set.

To test this hypothesis, an independent variable is the frequency of viewing Korean film. The respondents were divided into three groups; a group of non-viewers of Korean film (None), a group of viewers who had low frequency of viewing between 1-5 Korean films (Low) and a group of viewers who had high frequency of viewing more than 5 Korean films (High). A dependent variable for this hypothesis is the likelihood of Korea being included in the evoked set. Korea was observed whether it would appear in the evoked set list.

Chi-square analyses were used to test the differences between the three groups. The results showed that there were significant differences between these three groups on the likelihood of Korea being included in the evoked set,  $\chi^2(2, N=610)=22.76, p=.00$ . This can be explained that there is a difference of likelihood of Korea being included in the evoked set between those who watched

Korean film and those who did not watch Korean film. Table 4.19 shows the percentage of Korea being included in the evoked set by group.

Table 4.19 Percentage of Korea included in evoked set by group

| Country included in evoked set | None (%)   | Low (%)    | High (%)   |
|--------------------------------|------------|------------|------------|
| Korea                          | 14.1       | 26.9       | 35.6       |
| Other countries                | 85.9       | 73.1       | 64.4       |
| <b>Total</b>                   | <b>100</b> | <b>100</b> | <b>100</b> |

It can be seen from Table 4.19 that 14.1% of those who did not watch Korean film (None) included Korea in their evoked set. The percentage of Korea appearing in the evoked set list increased in the group of those who watched 1-5 Korean film (Low) and the group who watched more than 5 Korean films (High) in the order of 26.9% and 35.6% respectively. About one-fourth of those who watch 1-5 Korean film would include Korea in their evoked set while about one-third of those who watch more than 5 Korean film would include Korea in the evoked set. The results can be explained that higher frequency of viewing Korean film increased the likelihood of Korea being included in evoked set. The fourth hypothesis is also accepted.

#### 4.8 Additional analyses

Reduction of the variance in the dependent variables, destination preference and intention to visit, has already been achieved by the research design in dividing the respondents in to three groups depending on their frequency of viewing Korean film as shown in Figure 3.1. Besides the research design, the means of statistical control can also be used to reduce the variance by using the typical good covariates such as socio-demographic factors i.e. age and gender (Oppewal, 2011). An additional analysis on multivariate analysis of covariance (MANCOVA) which was beyond the hypothesis testing was therefore conducted and presented in this section as a further analysis of MANOVA for destination preference and intention to visit by statistically controlling for the possible effects of confounding variables (covariates). MANCOVA was used to remove the effect of the covariates to further illustrate that the independent variable actually influences the dependent variable.

Correlation analysis was first performed on all soci-demographic factors included in the study and the two dependent variables; preference for Korea and intention to visit. The results showed that the covariates that are uncorrelated with each other but correlated with preference for Korea were gender [ $r=.11$ ,  $p=.00$ ] and age [ $r=-.12$ ,  $p=.00$ ]. For intention to visit, the results of correlation analysis showed that the covariates that were uncorrelated with each other but correlated with intention to visit were gender [ $r=.15$ ,  $p=.00$ ] and age [ $r=-.08$ ,  $p=.04$ ]. After adjusting for the two covariates, one-way MANCOVA was employed using Wilk's Lambda test. The multivariate results were significant, Wilk's Lambda=.88,  $F(4,1200)=19.03$ ,  $p=.00$ .

Follow-up univariate ANCOVAs showed that there were significant differences between the three groups on preference for Korea,  $F(2, 601)=32.37$ ,  $p=.00$ . Confirming the results of MANOVA, the results of MANCOVA also showed that those who watched Korean film had higher preference for Korea than those who did not watch Korean film. The mean ratings for the three groups were non-viewers group ( $M=2.99$ ), viewers with low frequency group ( $M=3.41$ ), and viewers with high frequency group ( $M=3.65$ ). Furthermore, there was also a significant difference between the three groups on intention to visit Korea,  $F(2, 601)=37.60$ ,  $p=.00$ . The results of MANCOVA confirmed those of MANOVA that those who watched Korean film had higher intention to visit Korea than those who did not watch Korean film. The mean ratings for the three groups were non-viewers group ( $M=2.70$ ), viewers with low frequency group ( $M=3.26$ ) and viewers with high frequency ( $M=3.53$ ). See Appendix C for details.

#### **4.9 Conclusion**

This chapter presented in seven main sections. The first section outlined the sample profiles in terms of gender, age, marital status, education level, occupation and income. The majority of the sample was female, aged between 30-39 years old, having at least bachelor degree and worked in the business sector. For those who watched Korean film, the most preferred type of Korean film is romantic comedy and the most preferred element of Korean film is the story.

The second section reported descriptive findings which included the main variables of the study. The main independent variable of the study was the number of Korean film watched. The four dependent variable of the study were the frequency of Korea included in awareness set and evoked set, preference for Korea and intention to visit Korea.

The last four sections reported inferential statistics to test each of the four hypotheses. The results revealed that all the four hypotheses were confirmed. Frequency on viewing Korean film had the effects on preference for Korea, the intention to visit Korea, the likelihood of Korea being included in the awareness set and the likelihood of Korea being included in the evoked set. In other words, the higher the frequency of viewing the film will increase (a) the preference for Korea, (b) the intention to visit Korea, (c) the likelihood of Korea being included in the awareness set and (d) the likelihood of Korea being included in the evoked set. The last section reported additional analyses to verify the results of the main analyses.

The next section will provide the discussion of the main findings, limitations and contribution of the study. It will also provide the future directions of future research.

## **Chapter 5**

### **Discussion and Conclusions**

#### **5.1 Introduction**

This chapter aims to interpret the main findings and to place them in the theoretical context. It also examines the limitations and contributions of the study and finally provides the future directions for further work in the area relevant to the impact of film as well as the destination choice.

The chapter is divided into four main sections. The first section discusses the sample characteristics and the main findings of the study to answer the main research question of this study which is whether the frequency of viewing Korean film increases the preference for Korea, intention to visit Korea and the likelihood of Korea being included in destination choice sets. The results of the study will be placed in the context of the previous literature. The second section describes the limitations of the findings. The third section outlines the contributions of the study in terms of theory, methodology and practice. The final section provides the conclusions and the recommendations for future research.

#### **5.2 Discussion of the main findings**

This section focuses on answering the key research question of the study, that is, whether the frequency of viewing Korean film increases preference for Korea, intention to visit Korea and likelihood of Korea being included in the destination choice sets. The findings in relation to the four main hypotheses linked with the main research question are discussed in this section accordingly. This section is divided into four parts. First, it briefly highlights the sample characteristics. Second, it discusses the findings related to the first two hypotheses ( $H_1$  and  $H_2$ ), which are, the effects of frequency of viewing Korean film on

preference for Korea and intention to visit Korea. Lastly, it discusses the findings related to the last two hypotheses ( $H_3$  and  $H_4$ ), which are the effect of frequency of viewing Korean film on the likelihood of Korea being included in awareness set and evoked set.

### *5.2.1 Sample characteristics*

The purpose of this section is to briefly summarize the key characteristics of the sample to provide some background of the respondents and to place these findings in the context with past studies relevant to the impact of film. The sample of this study consisted of 610 respondents dividing into one-third of male and two-thirds of female respondents. A little over half of the respondents were aged between 20-39 years old. Almost half of the respondents was single and almost the other half was married. Over two-thirds of the respondents had at least bachelor degree. A little over half of the respondents worked in the private sector either company employees or self-employed. Over half of the respondents had monthly income ranging from 20,001 to 60,000 Baht while only around one-tenth had monthly income over 100,000 Baht. For those who watched Korean film, the most preferred type of Korean film is romantic comedy and the most preferred element of Korean film is the story.

The results of the study showed that high proportion of the respondents was female, aged between 20-39 years old and educated at least a bachelor degree. They were rather well-paid and worked in the private sector business. The sample characteristics of this study were similar with the previous studies on the impact of Korean film in several aspects. In term of the proportion of gender and age, past studies showed similar sample profiles that the presence of female respondents was higher than male respondents such as 82.1% (Lee et al., 2008) and 68.5% (Kim & Wang, 2012). For age, past research (Kim, 2012b; Su et al., 2011) also found that approximately half of the respondents fell in the range of 20-39 years old. Regarding educational background, Rajaguru (2014) found that more than 80% of the respondents had at least a bachelor degree. Such findings further support the notion indicated by Butler (1990) that a choice of travel destination is limited for

people who have time, potentials and resources to travel overseas. These results are also consistent with the past studies on the characteristics of film tourists, those who watched film and visited filmed locations, indicating that this particular type of tourists is educated, affluent, in the middle aged group and mostly female (Busby & Klug, 2001; Kim et al., 2008; Kim & Wang, 2012).

### *5.2.2 Effects of frequency of viewing Korean film on destination preference and intention to visit*

This section discusses the findings to answer the first two hypotheses of the study ( $H_1$  and  $H_2$ ). Based on the past studies, the first hypothesis predicts that the higher the frequency of viewing Korean film increases preference for Korea. The findings suggested that the higher the frequency of viewing Korean film did increase preference for Korea. The respondents who did not watch film perceived the lowest preference level for Korea. The preference for Korea increased in the groups who watched Korean film. The higher the number of Korean film the respondents viewed, the higher preference level for Korea perceived by the respondents. The results showed that the frequency of viewing Korean film had a significant effect on the preference for Korea.

The second hypothesis predicts that the higher frequency of viewing Korean film increases intention to visit Korea. The findings suggested that the higher the frequency of viewing Korean film increased intention to visit Korea. In the same direction with the results of the first hypothesis testing, the respondents who did not watch film reported the lowest intention to visit Korea. The intention to visit Korea increased in the groups who watched Korean film. Furthermore, the higher the number of film watched, the higher the intention to visit Korea. Thus, the frequency of watching Korean film also had a significant effect on the intention to visit Korea.

The results confirmed past studies that exposure to a stimulus such as film can increase familiarity and enhance the preference for that stimulus (Baker et al., 1986). In this study, the results show that the frequency of viewing Korean film

increase preference for Korea. The study provides implications to understand the impact of film on tourist decision-making. The study supported past research suggesting that non-touristic directed stimuli such as film had strong influences on tourist decision-making (Iwashita, 2003; Butler, 1990) in which those who watched places featured in the film were more interested to visit the places than those who did not watch the film (Kim & Richardson, 2003). Film can provide knowledge of certain aspects of the country such as nature, culture and people which result in the construction of the positive attitudes towards the country (Iwashita, 2006). Tourists constructed their preferences for alternatives from destination awareness (Woodside & Lysonski, 1989). Preferences can eventually lead to an actual visit to the country. Providing the tourists with attractive stimuli can affect their preference of destination. Thus, film can be one of the effective product placement strategies (Morgan & Pritchard, 1998) to influence preference of the destination in a favourable way.

Past case studies conducted at filmed locations (e.g. Carl et al., 2007; Kim et al., 2009; Kim & O'Connor, 2011) provided evidences that film could increase the number of tourists visiting the filmed locations. Certain attributes of the film such as landscapes, iconic features, characters and story are likely to attract the viewers to the destinations (Riley & Van Doreen, 1992; Riley et al., 1998). Interest and positive destination image of the destination can enhance destination preference and interest to visit the destination (Iwashita, 2006). Past studies only included film viewers or students as the sample which Connell (2012) criticizes that such designs would lead to the misleading results. The present study made attempts to improve the research design by including a group of non-viewers and collecting data from those who have the potentials and resources to travel overseas. The results of this study, however, are consistent the past research studies of the effects of Korean film on Thai film viewers (Wongkhao, 2007; Suebsawasde, 2008) that Korean film has an influence on destination preference and intention to visit Korea. Besides the improvement of the research design, this study provides further insights to the present understanding of the effects of viewing film that as the number of film viewed increases, the destination preference and intention to visit Korea will increase.

### *5.2.3 Effects of frequency of viewing Korean film on the likelihood of being included in awareness set and evoked set*

This section discusses the findings to answer the last two hypotheses of the study ( $H_3$  and  $H_4$ ). The third hypothesis predicts that the higher the frequency of viewing Korean film increases the likelihood of Korea being included in the awareness set. The findings suggested that the higher the frequency of viewing Korean film increased the likelihood of Korea being included in the awareness set. The respondents who did not watch film included Korea in the awareness set the least. The likelihood of Korea being included in the awareness set increased in the groups of respondents who watched Korean film. Additionally, the likelihood of Korea being included in the awareness set increased when the number of film watched increased. The results showed that the frequency of viewing Korean film had a significant effect on the likelihood of Korea being included in the awareness set.

The fourth hypothesis predicts that the frequency of viewing Korean film increases the likelihood of Korea being included in the evoked set. The findings suggested that the higher the frequency of viewing Korean film viewed increased the likelihood of Korea being included in the evoked set. In line with the third hypothesis, the respondents who did not watch film reported the lowest likelihood of Korea being included in the evoked set. The likelihood of Korea being included in the evoked set increased in the groups of respondents who watched Korean film. As the number of film watched increased, the likelihood of Korea being included in the evoked set increased. Therefore, the frequency of viewing Korean film had a significant effect on the likelihood of Korea being included in the evoked set.

These results provide several insights for the understanding of both the impact of film and the theory of destination choice. First, it provides the empirical evidence to the theoretical frameworks on destination choice (Um & Crompton, 1990; Crompton, 1992; Ankomah et al., 1996) suggesting that there seems to be a funnelling process in the destination choice selection involving a progression from an awareness set to an evoked set. The results showing that the likelihood of

Korea being included in the awareness set is higher than the likelihood of Korea being included the evoked set across three groups indeed supported the theoretical framework of destination choice process. Furthermore, the results supported the notion that the exposure to the stimuli related to the destination can affect the funnelling process. Second, it suggested that frequent exposure to the destination featured in film may have provided information, attachment and identification. The results confirmed Schofield (1996) that the association with the destinations can turn these destinations to places of interests. Third, the findings also supported Plog (1974) that suggesting the importance of familiarity in destination selection. Familiarity as a construct is known to have various effects on decision making of retail products which helped developed a long term memory of the brands (Alba & Hutchinson, 1987) and built a prior knowledge about the brand (Park & Lessig, 1981). Lastly, the results advance our present understanding on the effects of film on the destination choice. The results support Oppewal et al. (2015) that exposing travel consumers to information about destinations in a positive way such as film can influence destination choice.

Moreover, several studies (i.e. Kim et al., 2007; Kim & O'Connor, 2011; Kim & Wang, 2012) collected survey data from the respondents at the filmed locations and found that film had the effects on the destination choice. Connell (2012) actually criticized the results of the past studies on the extent to which film actually influenced destination choice. This remains a debated issue since the research design of the studies using case studies may lead to the misleading results. Concerning the research design issues, this study compared a group of non-viewers and viewers of Korean film and conducted at the non-filmed location in the pre-purchase stage to compare the differences of the frequency effects of viewing Korean film. The results are still consistent with other past studies by confirming that film does have an impact on destination choice. Regardless of research designs, the study supported the notion that the impact of film is very powerful in influencing the destination choice. In this research context, the findings reveal that film has increased awareness and likelihood of visiting a country featured in the film.

### **5.3 Limitations of the findings**

The findings of the study should be considered in light of its limitations. This section discusses the limitations of the study in two aspects; internal validity and external validity. Much efforts of this study have focused on improving the internal validity by including the three groups to allow the comparisons of the results between a group of non-viewers and two different groups of viewers. The change in the dependent variable will only occur in the groups of viewers if the independent does affect the dependent variables. Multi-stage random sampling technique was used to lessen the threats of selection. Despite the efforts, the limitation of this study is that it cannot include the details of Korean film that the respondents viewed in the past to explore variables related to Korean film since the purpose of the study was to examine the perception of Korea as a destination featured in film rather than the perception of the specific filmed locations. Furthermore, adding all questions regarding the details of Korean film would lengthen the questionnaire and reduce the response rate considering the limited time the respondents had to complete the questionnaire in front of the departure gates.

The sampling frame of this study included only Thai tourists who were leaving for their overseas trips at Suvarnabhumi International Airport, Bangkok. The study therefore selected only Thai respondents who were identified as having resources to purchase overseas trips and would have the propensity of travel. To improve the external validity of the study, replication of the study should be further conducted with different nationalities of potential tourists or at different geographical locations of airports.

### **5.4 Contributions of the study**

The findings of this study provide the contributions in three aspects. These three main aspects are theoretical contribution, methodological contribution and practical contribution.

First, this study provides theoretical contribution to the present understanding of the effects of film on destination choice and the theories of destination choice. Past studies conducted at the filmed locations agreed on the importance and effects of film on the visit of filmed locations. Past research also suggested that film can enhance preference and increase intention to visit. Those who are exposed to film will be more likely to include destinations featured through film in the choice sets. To date, this notion has hardly been tested on the differences between viewers and non-viewers. This study provided evidence that there was a significant difference between viewers and non-viewers on destination preference, intention to visit, likelihood of destination featured through film being included in the destination choice sets. The study further revealed that higher frequency of viewing film increased preference for the destination, intention to visit, likelihood of destination featured through film being included in the destination choice sets. To date, there is very little research investigated the effects of Korean film although Korean film has made such a huge impact in increasing the number of tourist arrivals to Korea. Additionally, the results of this study showed that for those who watched Korean film, Korea was included in the awareness set and funnelled into the evoked set. Once the name of Korea appeared in the awareness set, it had a chance of being or not being included in the evoked set. These results would provide the empirical findings for the destination choice set theories (Um & Crompton, 1990; Crompton, 1992; Ankomah et al., 1996) suggesting that there seems to be a funnelling process in the destination choice selection involving from a larger set of destinations, an awareness set, to a smaller set of destinations, an evoked set, from which a final destination is selected.

Second, the study provides methodological contribution by introducing an alternative research design to test the effects of film on destination choice. The results can support the results of past studies which their methodological issues remain questionable. This study was designed to have a group of non-viewers of Korean film and two groups of viewers who have low and high frequency of viewing Korean film. The difference between the results of two groups can be compared and the effects of viewing Korean film can be drawn from such a design. The strength of research design and data collection method at the pre-purchase stage

rather than the consumption stage conducted at the destinations or filmed locations would therefore enhancing the generalisability of the findings.

Lastly, the study provides several practical contributions for tourism marketing strategies. This study provides DMOs with the impact of film for future consideration of using film as a source of promoting destinations to potential tourists. Many DMOs have been repeatedly promote attractions through advertising strategies and are slow to employ marketing opportunities through film due to the lack of research knowledge on film marketing. The results supported that film had the effects on destination selection. Those who exposed to the film tended to have positive attitudes towards destination featured through film and were interested to visit the destination for their future holidays. Film can be used as a powerful marketing strategy for the product placement to build awareness of destination. Destinations can benefit from being presented as early as possible in the destination choice process (Oppewal et al., 2015). Furthermore, film can be used as a source of destination knowledge. This study also revealed that the higher frequency of the exposure the audience had with the destination through film, the more likely that they would be aware and considered the filmed destination as a holiday choice. Lesson learned from Korean film can provide insights for Thailand and other destinations to promote both known and unknown tourist attractions.

## **5.5 Conclusions and recommendations for future research**

The aim of this study was to examine whether the frequency of viewing Korean film increases the destination preference, intention to visit and likelihood of being included in the destination choice sets. This study examined the impact of film at the pre-purchase stage by looking into the influence of the frequency of viewing Korean film on the four dependent variables, namely, the preference for Korea, the intention to visit Korea, the likelihood of Korea being included in the awareness set and the likelihood of Korea being included in the evoked set.

The results suggested that frequency on viewing Korean film had the effects on all four variables. The higher the frequency of viewing Korean film would

increase (a) the preference for Korea, (b) the intention to visit Korea, (c) the likelihood of Korea being included in the awareness set and (d) the likelihood of Korea being included in the evoked set.

The study provides several contributions. First, it provides the theoretical contribution to the present understanding of the effects of film and the theories of destination choice. Second, the study provides an alternative research design to test the effects of film on destination choice. Lastly, the study provides practical contributions for DMOs regarding the effects of film on destination process for future implementation of film as an alternative source of promoting destinations to the potential tourists.

There are several recommendations for future works on the impact of film on destination choice. First, there are opportunities for data to be further analyzed focusing on those who watched film. Second, the design can be further developed using the true experiment design technique. It can include the pre-test evaluation, the treatment such as the exposure to a particular film and the post-test evaluation. Lastly, future studies can enhance the generalizability in different ways. The study can be replicated by conducting the study at other international airports in Thailand or expanding to other nationalities who watch Korean film. Future studies can be conducted with different demographic factors and at geographical locations. It can be further conducted to test the impact of film in other countries which would expand the results further. Last but not least, it can be studied in terms of the impact of film on the economic development as well as on the cultural preservation of the local community.