

# Chapter IV

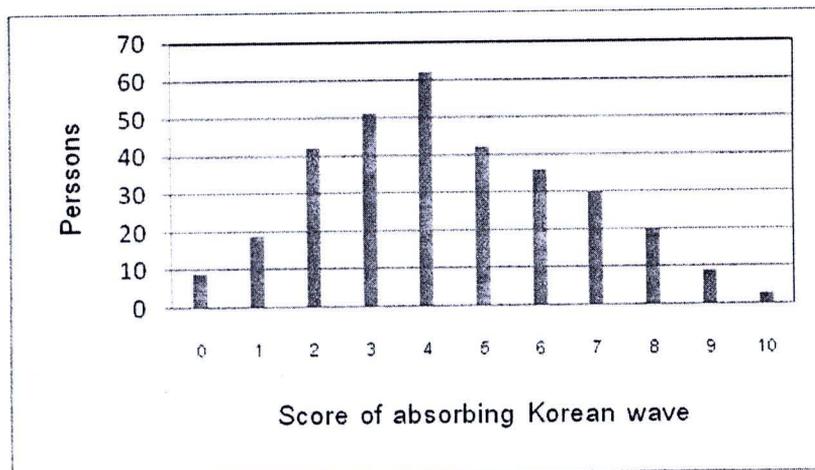
## Research Results

This study gathered data by using questionnaire as a tool to interview the sample group of Thai tourists who travel to Korea 323 people. In order to fulfill the objectives of the study, results presented in this section follow by:

### 1. Characteristics of absorbing Korean wave

This part were investigated the characteristics of absorbing Korean wave of respondents. Easily understanding, this study gave the total score of 11 points for absorbing Korean wave which composed of 11 ways in absorbing Korean wave such as watching Korean dramas, watching Korean movies, listening Korean songs, reading Korean novels, reading Korean magazines, having Korean food, using Korean cosmetics, using Korean mobile phones, using Korean appliances, studying Korean language, and playing Taekwondo. The study gave the points upon what the respondents' answered.

Figure 3: Score of absorbing Korean wave



The findings showed that most tourists absorbed Korean wave through 4 channels (62 persons), followed by 3 channels (51 persons), 2 and 5 channels (42 persons), 6 channels (36 persons), 7 channels (30 persons), 8 channels (20 persons), one channel (19 persons), not absorbed Korean wave and absorbed Korean wave 9 channel (9 persons), and 10 channels (3 persons).

**Table 3: The effect of Korean wave on traveling decision to Korea**

Channel absorbing Korean wave	Number of tourists who absorbed Korean wave by		Number of tourists who decide travel to Korea because of absorbing Korean wave by	
Watching Korean dramas	255	(78.9)	202	(62.5)
Having Korean food	217	(67.2)	88	(27.2)
Listening Korean songs	198	(61.3)	109	(33.7)
Watching Korean movies	188	(58.2)	143	(44.3)
Using Korean cosmetics	164	(50.8)	76	(23.5)
Using Korean appliances	145	(44.9)	28	(8.7)
Using Korean mobile phones	78	(24.1)	18	(5.6)
Studying Korean language	60	(18.6)	34	(10.5)
Reading Korean magazines	57	(17.6)	40	(12.4)
Reading Korean novels	39	(12.1)	22	(6.8)
Playing Taekwondo	10	(3.1)	3	(0.9)

Note: Number in ( ) are percentage.

Result of the study found that most tourists absorbed Korean wave by watching Korean dramas (78.9%). Subsequent group was absorbed Korean wave by having Korean food, listening Korean songs, watching Korean movies, using Korean cosmetics, using Korean appliances, using Korean mobiles phones, studying Korean language,

reading Korean magazines, reading Korean novels and playing Taekwondo (67.2%, 61.3%, 58.2% ,50.8%, 44.9%, 24.1%, 18.6%, 17.6%, 12.1%, and 3.1% respectively).

**Table 4: Percentage of tourists classified by Korean culture's absorbing period and age**

Age	Korean culture's absorbing period						Total
	Less than 2 years		2 years		More than 2 years		
Under 20	3	(15.0)	5	(25.0)	12	(60.0)	20 (100.0)
20 – 29	32	(30.5)	26	(24.8)	47	(44.8)	105 (100.0)
30 – 39	33	(29.2)	37	(32.7)	43	(38.1)	113 (100.0)
Over 40	25	(29.4)	21	(24.7)	39	(45.9)	85 (100.0)
Total	93	(28.8)	89	(27.6)	141	(43.7)	323 (100.0)

From table 4 found that the most group of tourist at age under 20 year old (60.0%) absorbing Korean culture more than 2 years. Subsequent group were the group of tourist at age between over 40 years old, the group of tourist at age 20 – 29 years old, and the group of tourist at age 30 – 39 year old. (45.9%, 44.8% and 38.1% respectively).

Result of the study can conclude that Thai tourists was absorb Korean wave in many channels such as watching Korean dramas/movies, listening Korean songs, reading Korean magazines/novels, having Korean food, using Korean products, studying Korean language, playing Taekwondo especially, watching Korean dramas. So, T.V. is the most influential media and plays a crucial role in promoting Korean tourism for Thai people. With the plus of conveying both in form of picture and voice which provide more understanding and feeling, T.V. can attract a large number of audience. In addition, nowadays, T.V. became the first needed appliance product in nearly all households. Beautiful scenery can save a hundred words and free T.V. channel in Thailand also present Korean dramas; therefore, T.V. was the perfect media in promoting tourism industry. As the plus of positive image of Korean dramas

conveying through media, unsurprising, dramas/movies can fantasize, grasp more attention including stimulate the significant growth of Korea's tourism. On the other hand, most of tourists absorbed Korean wave by having Korean food but did not affect much on traveling decision to Korea because they can easily having Korean food in Thailand whenever they want. Moreover, the survey found that Thai tourists also decide traveling to Korea because of Korean songs, Korean foods, Korean novels/ magazines, Korean language, Korean products all enjoy the positive outcomes from Korean wave. It can conclude that Korean wave came through Thailand in many ways and Thai people known Korean wave from media for long time as a result of study found that most Thai tourists absorbed Korean culture more than 2 years in every age group. The youngest group was absorbed Korean culture over 2 years more than the other group. Korean wave was effect on youngest group of Thai tourists. In summary, Korean wave can consider as an important factor motivating Thai tourists in traveling to Korea.

## **2. Attitude toward Korea**

In this part shown attitude of Thai tourists who traveled to Korea compose of positive attitude and negative attitude in order to understand perception of Thai tourists toward Korea.

Table 5: Thai tourists' attitude toward Korea

Issue about attitude	Level of points					Sum point	Mean ( $\bar{x}$ )	S.D.	Level of attitude
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree				
Positive Issue									
Korean is a good place to travel and have beautiful natural resources.	53 (16.4)	186 (57.6)	81 (25.1)	2 (0.6)	1 (0.3)	1257 (100.0)	3.89	0.676	Positive
Korean is a technology country.	38 (11.8)	167 (51.7)	110 (34.1)	8 (2.5)	0 (0)	1204 (100.0)	3.73	0.696	Positive
Korean produces good quality products.	20 (6.2)	147 (45.5)	151 (46.7)	5 (1.5)	0 (0)	1151 (100.0)	3.56	0.634	Positive
Korean food was tasty and variety.	20 (6.2)	104 (32.2)	178 (55.1)	21 (6.5)	0 (0)	1092 (100.0)	3.38	0.701	Moderate
Korean dramas/movies have an interesting story to pursue.	62 (19.2)	142 (44.0)	104 (32.2)	15 (4.6)	0 (0)	1220 (100.0)	3.78	0.807	Positive
Korean songs are beautiful songs and easy to remember.	25 (7.7)	96 (29.7)	156 (48.3)	41 (12.7)	5 (1.5)	1064 (100.0)	3.29	0.843	Moderate
Korean people are polite and friendly.	10 (3.1)	71 (22.0)	186 (57.6)	45 (13.9)	11 (3.4)	993 (100.0)	3.07	0.785	Moderate

Table 5: (Continue)

Issue about attitude	Level of points					Sum point	Mean ( $\bar{x}$ )	S.D.	Level of attitude
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree				
Negative Issue									
Travel to Korea is expensive.	16 (5.0)	60 (18.6)	203 (62.8)	41 (12.7)	3 (0.9)	1014 (100.0)	3.14	0.728	Moderate
Korean culture was over-flown to Thailand.	69 (21.4)	134 (41.5)	111 (34.4)	7 (2.2)	2 (0.6)	1230 (100.0)	3.81	0.815	Positive
Making plastic surgery is a common thing for Korean people.	76 (23.5)	162 (50.2)	71 (22.0)	12 (3.7)	2 (0.6)	1267 (100.0)	3.92	0.810	Positive
Number of respondents = 323									

Note: The number in ( ) are percentage.

Finding from table 5 revealed tourist's opinion toward Korea found that Most of tourists have positive attitude about place for travel to Korea ( $\bar{x} = 3.89$ ), follow by Korean dramas/movies, Korean's technology, Korean products ( $\bar{x} = 3.78, 3.73$  and  $3.56$  respectively). Most of tourists have moderate attitude about Korean food ( $\bar{x} = 3.38$ ), Korean songs ( $\bar{x} = 3.29$ ), and Korean people ( $\bar{x} = 3.07$ ).

In term of negative attitude issue found that most of tourists have positive attitude about Korean people with making plastic surgery and over flow of Korean culture to Thailand ( $\bar{x} = 3.92$  and  $3.81$  respectively). And have moderate attitude about expenditure for travel to Korea ( $\bar{x} = 3.14$ ).

Therefore, the study can conclude that most of Thai tourists have a positive attitude toward Korea because most of them are interesting in Korea so they decide to travel in Korea. It is not surprise that the answer of this part became positive ways.

### **3. The reaction of absorbing Korean wave on demand for travel to Korea**

This part revealed percentage of Korean wave relating factors that have effect on demand for travel to Korea.

#### **3.1 The reaction of Korean wave relating factors on length of stay**

Korean wave relating factors consist of positive attitude about Korea, Korean culture's absorbing period and channel absorbing Korean wave.

### 3.1.1 Positive attitude about Korea

Table 6: Percentage of tourists classified by length of stay and positive attitude about Korea

Score of attitude	Length of stay						
	Less 5 days		5 days		More 5 days		Total
Lower than 22 points*	20	(25.3)	59	(74.7)	0	(0)	79 (100.0)
22 – 27 points	51	(28.0)	123	(67.6)	8	(4.4)	182 (100.0)
Higher than 27 points**	26	(41.9)	34	(54.8)	2	(3.2)	62 (100.0)
Total	97	(30.0)	216	(66.9)	10	(3.1)	323 (100.0)

\*Minimum score = 15

\*\*Maximum score = 35

Result of study found that tourists who had good attitude about Korea at 22 – 27 points was the most group that had length of stay more than 5 days (4.4%), follow by the good attitude of tourist group at higher than 27 points and the group at lower than 22 points. (3.2% and 0% respectively)

### 3.1.2 Korean culture's absorbing period

Table 7: Percentage of tourists classified by length of stay and Korean culture's absorbing period

Absorbing period	Length of stay (days)						
	Less than 5		5 days		More than 5		Total
Less than 2 years	34	(36.6)	55	(59.1)	4	(4.3)	93 (100.0)
2 years	26	(29.2)	61	(68.5)	2	(2.2)	89 (100.0)
Over 2 years	37	(26.2)	100	(2.2)	4	(2.8)	141 (100.0)
Total	97	(30.0)	216	(66.9)	10	(3.1)	323 (100.0)

The study found that the group that absorbing Korean culture less than 2 years were the group which is the most group travel to Korea more than 5 days (4.3%),

followed by the group which absorb Korea culture more than 2 years and the group that absorb Korea culture 2 Years (2.8 % ,2.2% respectively).

### 3.1.3 Channel absorbing Korean wave

#### 3.1.3.1 Watching Korean dramas

Table 8: Percentage of tourists classified by length of stay and watching Korean dramas

Watch Korean dramas	Length of stay						Total
	Less than 5 days		5 days		More than 5 days		
Watch	78	(30.6)	169	(66.3)	8	(3.1)	255 (100.0)
Not watch	19	(27.9)	47	(69.1)	2	(2.9)	68 (100.0)
Total	97	(30.0)	216	(66.9)	10	(3.1)	323 (100.0)

Result of analysis found that tourists who watched Korean dramas will travel to Korea more than 5 days higher than tourists who did not watch Korean dramas (3.1% and 2.9% respectively).

#### 3.1.3.2 Watching Korean movies

Table 9: Percentage of tourists classified by length of stay and watching Korean movies

Watch Korean movies	Length of stay						Total
	Less than 5 days		5 days		More than 5 days		
Watch	59	(31.4)	120	(63.8)	9	(4.8)	188 (100.0)
Not watch	38	(28.1)	96	(71.1)	1	(0.7)	135 (100.0)
Total	97	(30.0)	216	(66.9)	10	(3.1)	323 (100.0)

From table 9 found that tourists who watched Korean movies will travel to Korea more than 5 days higher than tourists who did not watch Korean movies (4.8% and 0.7% respectively).

### 3.1.3.3 Listening Korean songs

Table 10: Percentage of tourists classified by length of stay and listening Korean songs

Listen Korean songs	Length of stay						Total
	Less than 5 days		5 days		More than 5 days		
Listen	60	(30.3)	131	(66.2)	7	(3.5)	198 (100.0)
Not listen	37	(29.6)	85	(68.0)	3	(2.4)	125 (100.0)
Total	97	(30.0)	216	(66.9)	10	(3.1)	323 (100.0)

The study found that tourists who listen Korean songs was more likely to travel to Korea than tourists who did not listen Korean songs with the length of stay over 5 days (3.5 % and 2.4 % respectively).

### 3.1.3.4 Reading Korean novels

Table 11: Percentage of tourists classified by length of stay and reading Korean novels

Read Korean novels	Length of stay						Total
	Less than 5 days		5 days		More than 5 days		
Read	13	(33.3)	24	(61.5)	2	(5.1)	39 (100.0)
Not read	84	(29.6)	192	(67.6)	8	(2.8)	284 (100.0)
Total	97	(30.0)	216	(66.9)	10	(3.1)	323 (100.0)

Result of study found that tourists who read Korean novels was more likely to travel to Korea than tourists who did not read Korean novels with the length of stay over 5 days (5.1 % and 2.8 % respectively).



### 3.1.3.5 Reading Korean magazines

Table 12: Percentage of tourists classified by length of stay and reading Korean magazines

Read Korean magazine	Length of stay						Total
	Less than 5 days		5 days		More than 5 days		
Read	24	(42.1)	29	(50.9)	4	(7.0)	57 (100.0)
Not read	73	(27.4)	187	(70.3)	6	(2.3)	266 (100.0)
Total	97	(30.0)	216	(66.9)	10	(3.1)	323 (100.0)

Finding from table 12 found that tourists who read Korean magazines was more likely to travel to Korea than tourists who did not read Korean magazines with the length of stay over 5 days (7.0 % and 2.3 % respectively).

### 3.1.3.6 Having Korean food

Table 13: Percentage of tourists classified by length of stay and having Korean food

Have Korean food	Length of stay						Total
	Less than 5 days		5 days		More than 5 days		
Eat	62	(28.6)	146	(67.3)	9	(4.1)	217 (100.0)
Not eat	35	(33.0)	70	(66.0)	1	(0.9)	106 (100.0)
Total	97	(30.0)	216	(66.9)	10	(3.1)	323 (100.0)

The study found those tourists who have Korean food was more likely to travel to Korea than tourists who did not have Korean food with the length of stay over 5 days (4.1 % and 0.9 % respectively).

### 3.1.3.7 Using Korean cosmetics

Table 14: Percentage of tourists classified by length of stay and using Korean cosmetics

Use Korean cosmetics	Length of stay						
	Less than 5 days		5 days		More than 5 days		Total
Use	53	(32.3)	105	(64.0)	6	(3.7)	164 (100.0)
Not use	44	(27.7)	111	(69.8)	4	(2.5)	159 (100.0)
Total	97	(30.0)	216	(66.9)	10	(3.1)	323 (100.0)

The study found that tourists who use Korean cosmetics was more likely to travel to Korea than tourists who did not use Korean cosmetics with the length of stay over 5 days (3.7 % and 2.5 % respectively).

### 3.1.3.8 Studying Korean language

Table 15: Percentage of tourists classified by length of stay and studying Korean language

Study Korean language	Length of stay						
	Less than 5 days		5 days		More than 5 days		Total
Study	17	(28.3)	39	(65.0)	4	(6.7)	60 (100.0)
Not study	80	(30.4)	177	(67.3)	6	(2.3)	263 (100.0)
Total	97	(30.0)	216	(66.9)	10	(3.1)	323 (100.0)

Result of study found that tourists who study Korean language was more likely to travel to Korea than tourists who did not study Korean language with the length of stay over 5 days (6.7 % and 3.1 % respectively).

From result of cross tab can conclude that demographic characteristic of tourists who travel to Korea more than 5 days were male with age between 30 – 39 years old, had marital status and none income from work. In term of influence of Korean wave found that tourists who traveled to Korea had good attitude with the range of 22 – 27

points, absorbing Korean wave less than 2 years also gain Korean wave by watching Korean dramas/movies, listening Korean songs, reading Korean novels/magazines, having Korean food, using Korean cosmetics, and studying Korean language.

### 3.2 The reaction of Korean wave relating factors on expenditure per trip

#### 3.2.1 Positive attitude about Korea

Table 16: Percentage of tourists classified by expenditure and positive attitude about Korea

Score of attitude	Expenditure per trip (Baht)				Total
	Less 40,000	40,000 - 49,999	50,000 - 59,999	Over 60,000	
Lower 22 points	27(34.2)	18 (22.8)	24 (30.4)	10 (12.7)	79 (100.0)
22 – 27 points	50 (27.5)	62 (34.1)	33 (18.1)	37 (20.3)	182 (100.0)
Higher 27 points	25 (40.3)	14 (22.6)	16 (25.8)	7 (11.3)	62 (100.0)
Total	102 (31.6)	94 (29.1)	73 (22.6)	54 (16.7)	323 (100.0)

Result of study found that tourists who had positive attitude about Korea at 22 – 27 points was the most group that spend money more than 60,000 baht (20.3%), follow by the positive attitude of tourist group at lower than 22 points and the group at higher than 27 points. (12.7 % and 11.3 % respectively).

### 3.2.2 Korean culture's absorbing period

Table 17: Percentage of tourists classified by expenditure and Korean cultures absorbing period

Absorbing period	Expenditure per trip (Baht)				Total
	Less 40,000	40,000 - 49,999	50,000 - 59,999	Over 60,000	
Less than 2 years	32 (34.4)	27 (29.0)	19 (20.4)	15 (16.1)	93 (100.0)
2 years	28 (31.5)	21 (23.6)	25 (28.1)	15 (16.9)	89 (100.0)
Over 2 years	42 (29.8)	46 (32.6)	29 (20.6)	24 (17.0)	141(100.0)
Total	102 (31.6)	94 (29.1)	73 (22.6)	54 (16.7)	323 (100.0)

Whenever tourists absorb more Korean culture, they will have more expenditure. Tourists who absorb Korea culture more than 2 years had expenditure more than 60,000 baht (17.0%). Follow by tourists who absorb Korean culture 2 years and less than 2 years (16.9 %, 16.1% respectively).

### 3.2.3 Channel absorbing Korean wave

#### 3.2.3.1 Watching Korean dramas

Table 18: Percentage of tourists classified by expenditure and watching Korean dramas

Watch Korean dramas	Expenditure per trip (Baht)				Total
	Less 40,000	40,000 - 49,999	50,000 - 59,999	Over 60,000	
Watch	81 (31.8)	74 (29.0)	58 (22.7)	42 (16.5)	255 (100.0)
Not watch	21 (30.9)	20 (29.4)	15 (22.1)	12 (17.6)	68 (100.0)
Total	102 (31.6)	94 (29.1)	73 (22.6)	54 (16.7)	323 (100.0)

Result of study found that tourists who did not watch Korean dramas will spend money more than 60,000 baht higher than tourists who watched Korean dramas (17.6 % and 16.5 %).

### 3.2.3.2 Watching Korean movies

Table 19: Percentage of tourists classified by expenditure and watching Korean movies

Watch Korean movies	Expenditure per trip (Baht)				Total
	Less 40,000	40,000 - 49,999	50,000 - 59,999	Over 60,000	
Watch	60 (31.9)	55 (29.3)	40 (21.3)	33 (17.6)	188 (100.0)
Not watch	42 (31.1)	39 (28.9)	33 (24.4)	21 (15.6)	135 (100.0)
Total	102 (31.6)	94 (29.1)	73 (22.6)	54 (16.7)	323 (100.0)

From table 19 found that tourists who watched Korean movies will spend money per trip more than 60,000 baht higher than tourists who did not watch Korean movies (17.6 % and 15.6 %).

### 3.2.3.3 Listening Korean songs

Table 20: Percentage of tourists classified by expenditure and listening Korean songs

Listen Korean songs	Expenditure per trip (Baht)				Total
	Less 40,000	40,000 - 49,999	50,000 - 59,999	Over 60,000	
Listen	72 (36.4)	54 (27.3)	41 (20.7)	31 (15.7)	198 (100.0)
Not listen	30 (24.0)	40 (32.0)	32 (25.6)	23 (18.4)	125 (100.0)
Total	102 (31.6)	94 (29.1)	73 (22.6)	54 (16.7)	323 (100.0)

The study found that tourists who did not listen Korean songs spend more money than tourists who listen Korean songs with the expenditure over 60,000 baht (18.4 % and 15.7 % respectively).

### 3.2.3.4 Reading Korean novels

Table 21: Percentage of tourists classified by expenditure and reading Korean novels

Read Korean novels	Expenditure per trip (Baht)				Total
	Less 40,000	40,000 - 49,999	50,000 - 59,999	Over 60,000	
Read	15 (38.5)	12 (30.8)	6 (15.4)	6 (15.4)	39 (100.0)
Not read	87 (30.6)	82 (28.9)	67 (23.6)	48 (16.9)	284 (100.0)
Total	102 (31.6)	94 (29.1)	73 (22.6)	54 (16.7)	323 (100.0)

Result of study found that tourists who did not read Korean novels were spending more money than tourists who read Korean novels with the expenditure over 60,000 baht (16.9 % and 15.4 % respectively).

### 3.2.3.5 Reading Korean magazines

Table 22: Percentage of tourists classified by expenditure and reading Korean magazines

Read Korean magazines	Expenditure per trip (Baht)				Total
	Less 40,000	40,000 - 49,999	50,000 - 59,999	Over 60,000	
Read	19 (33.3)	17 (29.8)	11 (19.3)	10 (17.5)	57 (100.0)
Not read	83 (31.2)	77 (28.9)	62 (23.3)	44 (16.5)	266 (100.0)
Total	102 (31.6)	94 (29.1)	73 (22.6)	54 (16.7)	323 (100.0)

From table 22 found that tourists who read Korean magazines was spend more money than tourists who did not read Korean magazines with the expenditure over 60,000 baht (17.5 % and 16.5 % respectively).

### 3.2.3.6 Having Korean food

Table 23: Percentage of tourists classified by expenditure and having Korean food

Have Korean food	Expenditure per trip (Baht)				Total
	Less 40,000	40,000 - 49,999	50,000 - 59,999	Over 60,000	
Have	73 (33.6)	61 (28.1)	46 (21.2)	37 (17.1)	217 (100.0)
Not have	29 (27.4)	33 (31.1)	27 (25.5)	17 (16.0)	106 (100.0)
Total	102 (31.6)	94 (29.1)	73 (22.6)	54 (16.7)	323 (100.0)

Result of the study found those tourists who have Korean food spend money more than tourists who did not have Korean food with the expenditure over 60,000 baht (17.1 % and 16.0 % respectively).

### 3.2.3.7 Using Korean cosmetics

Table 24: Percentage of tourists classified by expenditure and using Korean cosmetics

Using Korean cosmetics	Expenditure per trip (Baht)				Total
	Less 40,000	40,000 - 49,999	50,000 - 59,999	Over 60,000	
Use	52 (31.7)	50 (30.5)	38 (23.2)	24 (14.6)	164 (100.0)
Not use	50 (31.4)	44 (27.7)	35 (22.0)	30 (18.9)	159 (100.0)
Total	102 (31.6)	94 (29.1)	73 (22.6)	54 (16.7)	323 (100.0)

The study found that tourists who did not use Korean cosmetics had expenditure more than tourists who use Korean cosmetics with the expenditure over 60,000 baht (18.9 % and 14.6 % respectively).

### 3.2.3.8 Studying Korean language

Table 25: Percentage of tourists classified by expenditure and studying Korean language

Studying Korean language	Expenditure per trip (Baht)				Total
	Less 40,000	40,000 - 49,999	50,000 - 59,999	Over 60,000	
Study	21 (35.0)	18 (30.0)	13 (21.7)	8 (13.3)	60 (100.0)
Not study	81 (30.8)	76 (28.9)	60 (22.8)	46 (17.5)	263 (100.0)
Total	102 (31.6)	94 (29.1)	73 (22.6)	54 (16.7)	323 (100.0)

Result of study found that tourists who did not study Korean language spend much money more than tourists who study Korean language with the expenditure over 60,000 baht (17.5 % and 13.3 % respectively).

From result of cross tab can conclude that demographic characteristic of tourists who had expenditure per trip to Korea over 60,000 baht were male with age over 40 years old, had marital status and had income from work more than 40,000 baht. In term of influence of Korean wave found that tourists who had expenditure per trip to Korea had good attitude with the range of 22 – 27 points, absorbing Korean wave more than 2 years also gain Korean wave by watching movies, reading Korean magazines, and having Korean food but they did not gain Korean wave by watching Korean dramas, listening Korean songs, reading Korean novels, using Korean cosmetics, and studying Korean language.



### 3.3 The reaction of Korean wave relating factors on frequency of travel

#### 3.3.1 Positive attitude about Korea

Table 26: Percentage of tourists classified by frequency of travel and positive attitude about Korea

Score of attitude	Frequency of travel					
	First time		More than 1 time		Total	
Lower than 22 points	69	(87.3)	10	(12.7)	79	(100.0)
22 – 27 points	156	(85.7)	26	(14.3)	182	(100.0)
Higher than 27 points	51	(82.3)	11	(17.7)	62	(100.0)
Total	276	(85.4)	47	(14.6)	323	(100.0)

Result of study found that those tourists who had positive attitude about Korea higher than 27 points (17.7 %) were the most group that had frequency of travel over 1 time than every group of tourists. Follow by the positive attitude of tourist group at 22 – 27 points and the group at lower than 22 points. (14.3 % and 12.7 % respectively).

#### 3.3.2 Korean culture's absorbing period

Table 27: Percentage of tourists classified by frequency of travel and Korean cultures absorbing period

Absorbing period	Frequency of travel					
	First time		More than 1 time		Total	
Less than 2 years	86	(92.5)	7	(7.5)	93	(100.0)
2 years	79	(88.8)	10	(11.2)	89	(100.0)
Over 2 years	111	(78.7)	30	(21.3)	141	(100.0)
Total	276	(85.4)	47	(14.6)	323	(100.0)

The study found that the group that absorbing Korean culture over than 2 years were the group which is the most group travel to Korea more than 1 time (21.3 %),

followed by the group which absorb Korea culture 2 years and the group that absorb Korea culture less than 2 years (11.2 % ,7.5 % respectively).

### 3.3.3 Channel absorbing Korean wave

#### 3.3.3.1 Watching Korean dramas

Table 28: Percentage of tourists classified by frequency of travel and watching Korean dramas

Watch Korean dramas	Frequency of travel					
	First time		More than 1 time		Total	
Watch	219	(85.9)	36	(14.1)	255	(100.0)
Not watch	57	(83.8)	11	(16.2)	68	(100.0)
Total	276	(85.4)	47	(14.6)	323	(100.0)

Finding from table 28 found that tourists who did not watch Korean dramas will travel to Korea more than 1 time higher than tourists who watch Korean dramas (16.2 % and 14.1 %).

#### 3.3.3.2 Watching Korean movies

Table 29: Percentage of tourists classified by frequency of travel and watching Korean movies

Watch Korean movies	Frequency of travel					
	First time		More than 1 time		Total	
Watch	158	(84.0)	30	(16.0)	188	(100.0)
Not watch	118	(87.4)	17	(12.6)	135	(100.0)
Total	276	(85.4)	47	(14.6)	323	(100.0)

Result of the study found that tourists who watched Korean movies will travel to Korea more than 1 time higher than tourists who did not watch Korean movies (16.0 % and 12.6 %).

### 3.3.3.3 Listening Korean songs

Table 30: Percentage of tourists classified by frequency of travel and listening Korean songs

Listen Korean songs	Frequency of travel					
	First time		More than 1 time		Total	
Listen	171	(86.4)	27	(13.6)	198	(100.0)
Not listen	105	(84.0)	20	(16.0)	125	(100.0)
Total	276	(85.4)	47	(14.6)	323	(100.0)

The study from table 30 found that tourists who did not listen Korean songs was more likely to travel to Korea than tourists who listen Korean songs with the frequency of travel more than 1 time (16.0 % and 13.6 % respectively).

### 3.3.3.4 Reading Korean novels

Table 31: Percentage of tourists classified by frequency of travel and reading Korean novels

Read Korean novels	Frequency of travel					
	First time		More than 1 time		Total	
Read	31	(79.5)	8	(20.5)	39	(100.0)
Not read	245	(86.3)	39	(13.7)	284	(100.0)
Total	276	(85.4)	47	(14.6)	323	(100.0)

Result of study found that tourists who read Korean novels was more likely to travel to Korea than tourists who did not read Korean novels with the frequency of travel more than 1 time (20.5 % and 13.7 % respectively).

### 3.3.3.5 Reading Korean magazines

Table 32: Percentage of tourists classified by frequency of travel and reading Korean magazines

Read Korean magazines	Frequency of travel					
	First time		More than 1 time		Total	
Read	46	(80.7)	11	(19.3)	57	(100.0)
Not read	230	(86.5)	36	(13.5)	266	(100.0)
Total	276	(85.4)	47	(14.6)	323	(100.0)

Finding from table 32 found that tourists who read Korean magazines was more likely to travel to Korea than tourists who did not read Korean magazines with the frequency of travel more than 1 time (19.3 % and 13.5 % respectively).

### 3.3.3.6 Having Korean food

Table 33: Percentage of tourists classified by frequency of travel and having Korean food

Have Korean food	Frequency of travel					
	First time		More than 1 time		Total	
Have	179	(82.5)	38	(17.5)	217	(100.0)
Not have	97	(91.5)	9	(8.5)	106	(100.0)
Total	276	(85.4)	47	(14.6)	323	(100.0)

The study found those tourists who have Korean food was more likely to travel to Korea than tourists who did not have Korean food with the frequency of travel more than 1 time (17.5 % and 8.5 % respectively).

### 3.3.3.7 Using Korean cosmetics

Table 34: Percentage of tourists classified by frequency of travel and using Korean cosmetics

Use Korean cosmetics	Frequency of travel					
	First time		More than 1 time		Total	
Use	134	(81.7)	30	(18.3)	164	(100.0)
Not use	142	(89.3)	17	(10.7)	159	(100.0)
Total	276	(85.4)	47	(14.6)	323	(100.0)

Compare with the tourists who used and not used Korean cosmetics found that tourists who use Korean cosmetics was more likely to travel to Korea than tourists who did not use Korean cosmetics with the frequency of travel more than 1 time (18.3 % and 10.7 % respectively).

### 3.3.3.8 Studying Korean language

Table 35: Percentage of tourists classified by frequency of travel and studying Korean language

Study Korean language	Frequency of travel					
	First time		More than 1 time		Total	
Study	47	(78.3)	13	(21.7)	60	(100.0)
Not study	229	(87.1)	34	(12.9)	263	(100.0)
Total	276	(85.4)	47	(14.6)	323	(100.0)

Result of study found that tourists who study Korean language was more likely to travel to Korea than tourists who did not study Korean language with the frequency of travel more than 1 time (21.7 % and 12.9 % respectively).

From result of cross tab can conclude that demographic characteristic of tourists who travel to Korea more than 1 time were male with age between 30 – 39 years old, had marital status and had income 20,001 – 40,000 baht. In term of, influence of Korean

wave found that tourists who traveled to Korea had good attitude with the higher than 27 points, absorbing Korean wave more than 2 years also gain Korean wave by watching Korean movies, reading Korean novels/magazines, having Korean food, using Korean cosmetics, and studying Korean language excepted watching Korean dramas and listening Korean songs.

#### **4. Factors affecting demand for travel to Korea**

This part shown the result of multiple linear regression analysis to find out which factors were affect on demand for travel to Korea

##### **4.1 Results of a multiple regression analysis to predict length of stay**

The result of multiple regressions of 14 independent variables with length of stay (Table 36) found that all of independent variables explained only 6 percents of the variance of a dependent variable ( $R^2 = 0.060$ ). After control other independent variables, there is only one independent variable which is divorce/ widow status that affect on length of stay and have a statistically significant at 0.05 levels.

Table 36: Results of a multiple regression analysis to predict length of stay

Independent Variables	Coefficient (B)	T
Constant	4.673	14.523*
Gender (female =1 , male=0)	-0.060	-0.720
Age	0.001	0.254
Marital status ( Married = 1, Others = 0)	-0.008	-0.090
Divorce/widow status (Divorce/Widow = 1,Other = 0)	-0.680	-2.757*
Income	5.853E-7	0.677
Positive attitude about Korea	-0.004	-0.325
Korean culture's absorbing period	0.054	1.274
Watching Korean dramas(Watch = 1, not watch = 0)	-0.055	-0.553
Watching Korean movies (Watch = 1, not watch = 0)	-0.022	-0.256
Listening Korean songs (Listen = 1, not listen = 0)	0.038	0.477
Reading Korean novels (Read = 1, not read = 0)	0.055	0.466
Reading Korean magazines (Read = 1, not read = 0)	-0.165	-1.573
Having Korean food (Eat = 1, not eat = 0)	0.094	1.235
Using Korean cosmetics (Use = 1, not use = 0)	-0.029	-0.373
Studying Korean language (Study = 1, not study =0)	0.087	0.888
R = 0.245    R <sup>2</sup> = 0.060		

\* $p$  – value < 0.05

Finding from the result of multiple regressions can conclude that the average on length of stay of tourists is about 5 days (B = 4.673). Factors that affect the length of stay in negative way compose of;

- Demographic factors

Gender factor found that female have effect on reduce of length of stay (B = - 0.060). Marital status also have effect on reduce of length of stay (B = - 0.008). Divorce/widow status is the most important factor that affect on decrease of length of stay (B = - 0.680) which have a statistically significant at 0.05 level.

- Korean wave relating factors

Positive attitude toward Korea effect on reduce the length of stay

( $B = - 0.004$ ). Channel absorbing Korean wave such as watching Korea dramas

( $B = - 0.055$ ), watching Korean movies ( $B = - 0.022$ ), reading Korean magazines

( $B = - 0.165$ ) and using Korean cosmetics ( $B = - 0.029$ ) have effect on reduce of length of stay.

However, finding from the table 36 found some positive factors both demographic factors and Korean wave relating factors that effect on the rise of length of stay such as:

- Demographic factors

Age have effect on the rise of length of stay ( $B = 0.001$ ) and income also

have effect on the rise of length of stay ( $B = 5.853E-7$  which mean 0.0000005853).

- Korean wave relating factors

Channel absorbing Korean activities such as listen Korean songs, reading Korean novels, having Korean food, studying Korean language, and Korean culture's

absorbing period have effect on the rise of length of stay ( $B = 0.038, 0.55, 0.094, 0.087, 0.054$  respectively).

Finding from the regression to predict length of stay can analyze that there are some factors that affect reducing of length of travel to Korea, for example, demographic factors found that the shorter length of stay of female tourists might be because female always think of safety of travel more than male. In term of status, the single group is freer to travel due to less responsibility from family. Added with the late marriage among the current generation, so, single tend to travel more than the others marital status. There are some demographic factors that can extend the length of stay such as age and income. The length of travel varies on age. Children may need shorter

length of travel because they are easier to be tired and need more relax time than adults. Due to length of stay was limited by tour agent because the sampling group was the people who travel with tour agent. When they decide to travel, they might mainly choose from length of stay that matches with their free time rather than other factors. In term of Korean wave relating factors, it had both positive and negative ways affecting the length of stay, for example, watching Korea dramas/movies was shown the image of the places but tourists was limited length of stay by program tour.

#### **4.2 Results of a multiple regression analysis to predict expenditure per trip**

The result of multiple regressions of 14 independent variables with expenditure per trip (Table 37) found that all of independent variables explained 23 percents of the variance of a dependent variable ( $R^2 = 0.225$ ). After control other independent variables, there are two independent variable which are marital status and income that affect on expenditure and have a statistically significant at 0.05 levels.

Table 37: Results of a multiple regression analysis to predict expenditure per trip

Independent Variables	Coefficient (B)	T
Constant	41656.606	5.831*
Gender (female = 1 , male=0)	-3278.034	-1.778
Age	155.603	1.623
Marital status ( Married = 1, Others = 0)	5337.278	2.707*
Divorce/widow status (Divorce/Widow = 1,Other = 0)	-2024.293	-0.369
Income	0.102	5.318*
Positive attitude about Korea	-25.205	-0.098
Korean culture's absorbing period	122.389	0.131
Watching Korean dramas(Watch = 1, not watch = 0)	-695.509	-0.315
Watching Korean movies (Watch = 1, not watch = 0)	-96.650	-0.052
Listening Korean songs (Listen = 1, not listen = 0)	-1087.979	-0.617
Reading Korean novels (Read = 1, not read = 0)	-479.219	-0.183
Reading Korean magazines (Read = 1, not read = 0)	1960.029	0.840
Having Korean food (Eat = 1, not eat = 0)	-964.558	-0.572
Using Korean cosmetics (Use = 1, not use = 0)	879.680	0.504
Studying Korean language (Study = 1, not study =0)	1896.896	0.874
R = 0.474    R <sup>2</sup> = 0.225		

\*p – value < 0.05

Finding from the result of multiple regressions can conclude that the average on expenditure per trip was about 42,000 baht (B = 41656.606). Factors that affect the expenditure in positive way compose of;

- Demographic factors

Marital status and income factors was the most important factors that effect on the rise of expenditure and have a statistically significant at 5 percent , with coefficients of 5337.278 and 0.102 respectively. Age also have effect on rise of expenditure with coefficients of 155.603.

- Korean wave relating factors

Korean culture's absorbing period have effect on the rise of expenditure per trip ( $B = 122.389$ ). In addition there are some of channel absorbing Korean wave which are reading Korean magazines, using Korean cosmetics, and studying Korean language, that effect on the rise of expenditure per trip ( $B = 1960.029, 879.680, \text{ and } 1896.896$  respectively)

Moreover, the result of a multiple regression analysis to predict expenditure also found there are some negative factors which reduce of the expenditure are:

- Demographic factors

Female and Divorce/widow status have effect on reduce of expenditure with coefficients of  $-3278.034$  and  $-2024.293$ .

- Korean wave relating factors

Positive attitude about Korea and channel absorbing Korean wave by watching Korean dramas, watching Korean movies, listening Korean songs, reading Korean novels and having Korean food ( $B = -695.509, -96.650, -1087.979, -479.219$  and  $-964.558$  respectively)

Finding from the result of regression to predict expenditure can analyze that there are some factors that affect both positive and negative factors. In term of demographic factors found that only two factors were negative factors are gender and divorce/widow status. Female spend money less than male, it might be because of men paid money instead of women. Divorce status also spend money for trip less than other status because they did not paid so much money for the souvenirs with their family while other marital status spend more money for travel. In term of income found that the pocket money also varied by income. Higher income tends to spend more money. As known from the basic economic rule of demand tourists consider that how they can gain

maximize benefits in the purchase for their goods and services (Reisinger, 2009 : 303). Korean wave relating factors did not have much effect on expenditure. It might be because some of Korean wave relating factor can found in Thailand such as watching Korean dramas/movies, songs, or novels can download from internet or buying from store. The people who use Korean cosmetics also spend money for buying Korean cosmetics because of the cheaper price. Most expenditure also includes in tour such as food, hotel, and airplane tickets.

### 1.1 Results of a multiple regression analysis to predict frequency of travel

The result of multiple regressions of 14 independent variables with frequency of travel (Table 38) found that all of independent variables explained 8 percents of the variance of a dependent variable ( $R^2 = 0.087$ ). After control other independent variables, there are four independent variable which are Korean absorbing period, watching Korean dramas, using Korean cosmetics, and studying Korean language status affect on frequency of travel and have a statistically significant at 0.05 levels.



Table 38: Results of a multiple regression analysis to predict frequency of travel to Korea

Independent Variables	B	T
Constant	0.867	2.350*
Gender (female = 1 , male=0)	-0.171	-1.799
Age	0.006	1.271
Marital status ( Married = 1, Others = 0)	-0.089	-0.871
Divorce/widow status (Divorce/Widow = 1,Other = 0)	-0.321	-1.134
Income	-9.925E-7	-1.000
Positive attitude about Korea	0.004	0.309
Korean culture's absorbing period	0.106	2.187*
Watching Korean dramas(Watch = 1, not watch = 0)	-0.259	-2.271*
Watching Korean movies (Watch = 1, not watch = 0)	0.008	0.081
Listening Korean songs (Listen = 1, not listen = 0)	-0.015	-0.167
Reading Korean novels (Read = 1, not read = 0)	0.022	0.165
Reading Korean magazines (Read = 1, not read = 0)	-0.002	-0.014
Having Korean food (Eat = 1, not eat = 0)	0.092	1.055
Using Korean cosmetics (Use = 1, not use = 0)	0.177	1.964*
Studying Korean language (Study = 1, not study =0)	0.246	2.194*
R = 0.296    R <sup>2</sup> = 0.087		

\* $p$  - value < 0.05

Finding from the result of multiple regressions can conclude that the average on frequency of travel was about one time (B = 0.867). Factors that affect the frequency of travel compose of;

- Demographic factors

From the table 38 found that most of demographic factors affect frequency of travel in negative way expect age that effect frequency of travel in positive ( $B = 0.006$ ). Negative demographic factors consist of gender ( $B = - 0.171$ ), marital status ( $B = - 0.089$ ), divorce/widow status ( $B = - 0.321$ ), and income ( $B = - 9.925E-7$  which mean  $- 0.0000009925$ )

- Korean wave relating factors

Result of multiple regression found that most of Korean wave relating factors affect frequency of travel in positive way consists of Korean culture's absorbing period, using Korean cosmetics, and studying Korean language ( $B = 0.106, 0.177$  and  $0.246$  respectively) and have a statistically significant at level 0.05. In addition, watching Korean movies, reading Korean novels, and having Korean food also are positive factors that effect on frequency of travel ( $B = 0.008, 0.022, 0.092$  respectively). However, watching Korean dramas affect on decrease of frequency of travel to Korea ( $B = - 0.259, p - \text{value} < 0.05$ ). Listening Korean songs and reading Korean magazines also affect on decrease of frequency of travel to Korea ( $B = - 0.015$  and  $- 0.002$  respectively).

Finding from the result of regression to predict frequency of travel can analyze those demographic factors did not have much effect on frequency of travel in positive way. It might depend on the personal interest in Korean rather than demographic factors. Age is the only demographic factor that effect on frequency of travel to Korea in positive way because younger people have more energy to travel than the aging people. Most of Korean wave relating factors have influence on frequency of travel except watching Korean dramas, listening Korean songs and reading Korean magazine. As known that Korean dramas was play significant role in promoting Korean tourism, but finding from the study contrast with what we perceived. Only Korean dramas did not

play enough roles for revisiting. Besides watching Korean dramas, there are other factors such as good attitudes watching Korean movies, reading Korean novels, and having Korean food. Using Korean cosmetics, learning Korean language, absorbing Korean culture for long time also have an effect on frequency of travel. Therefore, it can conclude that Korean wave relating factors play a significant role that effect on length of stay.