

**AN INVESTIGATION OF KOREAN WAVE INFLUENCE UPON
THE SHOPPING DECISION OF THAI FEMALE CONSUMERS
IN BANGKOK**



**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2014**

COPYRIGHT OF MAHIDOL UNIVERSITY



Thematic paper
entitled
**AN INVESTIGATION OF KOREAN WAVE INFLUENCE UPON
THE SHOPPING DECISION OF THAI FEMALE CONSUMERS
IN BANGKOK**

was submitted to the College of Management, Mahidol University
for the degree of Master of Management

on
December 21, 2014



.....
Ms. Chanisara Chawewongphan
Candidate

.....
Asst. Prof. Pornkasem Kantamara,
Ed.D.
Advisor

.....
Assoc. Prof. Nathasit Gedsri
Ph.D.
Chairperson

.....
Assoc. Prof. Annop Tanlamai,
Ph.D.
Dean
College of Management
Mahidol University

.....
Asst. Prof. Peter De Maeyer,
Ph.D.
Committee member

ACKNOWLEDGEMENTS

I would like to take this opportunity to express my gratitude to everyone who supported me throughout the course of this MBA project. I am gratefully for their aspiring guidance and teaching me. The success of this research paper would not fulfil without supporting from Asst. Prof. Dr. Pornkasem Kantamara who provides a great advice to develop this research paper.

In addition, I would like to gratefully to all ten interviewees for their completely research interview cooperation, relevant information publishing in my research paper and their valuable time for me.

Moreover, I would like to thankfully to my beloved family who always strengthen high motivation and generate a hard support to me actively.

Chanaisra Chaweewongphan

AN INVESTIGATION OF KOREAN WAVE INFLUENCE UPON THE SHOPPING DECISION OF THAI FEMALE CONSUMERS IN BANGKOK

CHANISARA CHAWEEWONGPHAN 5549253

M.M. (ENTREPRENEURSHIP MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASST. PROF. PORNKASEM KANTAMARA, Ph.D., ASSOC. PROF. NATHASIT GERDSRI, Ph.D., ASST. PROF. PETER DE MAEYER, Ph.D.

ABSTRACT

Facing an increasing competition from international businesses market their products and services, Thai businesses have needed to improve their business in order to complete with competitors especially from South Korea entities which have been observed to have a strong impact within the Thai market. South Korea has brought significant cultural influence on Thai consumers' changing life style and attitudes. This research utilises qualitative methods through in depth interviews to show a perspective of Thai females' shopping decision influenced by Korean culture within three age groups of defined by women firstly from the age of 15 to 25, secondly from 26 to 35 and finally those who were 36 to 45. This research examines the difference in consumer's shopping decision by evaluating the following factors: the culture, the reference, the value, the social and the opinion of leader. The objective of this research is to explore shopping decisions of Thai women in difference age groups which have been influenced by the Korean wave. Though it's initial conception, this speculative hypotheses and appealing aspects through analytical approach, 10 respondents demonstrate different values, criterions, limitation and motivation according to the analysis of data collected from in-depth interviews.

KEY WORDS: Korean wave / consumer shopping decision

31 Pages



CONTENTS

	Page
ACKNOWLEDGEMENTS	ii
ABSTRACT	iii
LIST OF TABLES	vi
LIST OF FIGURES	vii
CHAPTER I INTRODUCTION	1
1.1 Problem Statement	1
1.2 Research Objectives	2
1.3 Scope of Study	3
1.4 Theoretical Backbone	3
1.5 Contribution of the Study	3
CHAPTER II LITERATURE REVIEW	4
2.1 Definition Term	4
2.2 Theoretical Background	4
2.3 Conceptual Framework	6
2.3.1 Culture	6
2.3.2 Reference groups	8
2.3.3 Opinion leader	8
2.3.4 Value	9
2.3.5 Social	9
CHAPTER III RESEARCH METHODOLOGY	10
3.1 Research method uses	10
3.2 Data Collection	12
CHAPTER IV FINDINGS AND DISCUSSIONS	15
4.1 The Result of Culture influence	15
4.2 The Result of Reference group	16
4.3 The Result of Opinion leader	17

CONTENTS (cont.)

	Page
4.4 The Result of Value influence	18
4.4.1 Quality	18
4.4.2 Price	18
4.5 The Result of Social influence	19
CHAPTER V CONCLUSION AND RECOMMENDATION	20
5.1 Conclusion	20
5.1.1 Culture	20
5.1.2 Reference group	20
5.1.3 Opinion leader	20
5.1.4 Value	21
5.1.5 Social influence	21
5.2 Recommendation	22
5.2.1 Future recommendation	22
5.2.2 Thai Entrepreneurs	23
5.3 Limitation	23
REFERENCES	25
APPENDICES	27
APPENDIX A: Consent Form	28
APPENDIX B: Interview Questions	29
BIOGRAPHY	30

LIST OF TABLES

Table	Page
3.1 Conceptual Frameworks for interviews	11



LIST OF FIGURE

Figure	Page
2.1 Korean artiste Psy's (above) 'Gangnam Style' video is making waves worldwide	4
2.2 Keeping Momentum behind the Korean wave	5
2.3 External Factors of Consumer buying decision	6



CHAPTER I

INTRODUCTION

1.1 Problem Statement

This research aim to ascertain why Korean culture continues to have strong influence to the local societies in Southeast Asia; especially when Korean culture is assessed as having similar cultures with most of Southeast Asia, through the wide availability of Korean media products which have been brought we demonstrate the relation Korean culture to the local societies of Southeast Asia (Shim 2013; Suh Cho & Kwan 2013). In the past few years, there has a considerable growth of cultural influence of Korea into Southeast Asian countries and also into countries such as China, Taiwan, Hong Kong and Japan. Moreover, it has also spread to the Middle East, former Soviet Union countries in Central Asia and some part of European countries. The big wave of Korea culture is depended on the variety mix and match through many kinds of cultural items that created, communicated as well as simultaneously consumed (Segers, 2000). Korean wave has been influenced people to consume more Korean products as well as increasing tourism related travel to South Korea. (Mariani 2008). The Korean entertainment industry has been using popular culture such as television opera soap, shows, K-pop music, movies, fashion and as well as endorsements from Korean celebrities influencing consumers to follow and imitate these idols such as dancing K-pop and embracing plastic surgery. It has enormous of success and popularity across many age groups obviously; Korea culture continues to maintain Asian values and theme in their consumer products. *Part of the national rebranding has already happened with the onset of Hallyu, translated as “the Korean wave.”* This term is from cultural spread and famous in pan-Asian of Korean pop music, television and the most favorable cinema as “Park Chanwook’s film Old boy” (Borum). The Korean wave has lured Asian consumers’ especially young individuals who are easily motivated by commercial and culture trend to interest in Korea’s hairstyles, makeup, fashion products, plastic surgery, participation in summer

caps, the Korean language, and Korean's food, among many others, and also spread to thirties and forties age groups. (Kim, W., 2004).

Thailand is one such potential market to expand the Korean business both directly and indirectly. Korea has been manipulated the business world, changing people lifestyle and using the celebrity endorsement to influences the consumers' adopted the cultural, slowly gaining foothold into Thai market. Korean culture has been very influential on Thai females to become frenzied everything that Korean such as traveling to South Korea to following soap opera filming location. (Spielman, 1981) states that in advertising celebrity's endorsement has creates more memorable and trust; advertisers used this tactic widely to increase products-desirability. When the advertising has gotten the consumer's attention, the next aim is to motivated consumer's interest in products' advertisement, which may make consumer to buy the product, which creates a lasting memory impression on the consumer. (Sumita & Isogai, 2009).

1.2 Research Objectives

There are several objectives as following:

- To investigate Thai females shopping decisions influenced by Korean culture such as cooking Korean food; travelling to South Korea to well-known sites where movies have been filmed, as well as buying products from South Korea.
- To find out how the different perception of the three different age groups influences their purchasing decision of the products and/or services.
- To study the attitude of the three different age groups toward Korean products and services such as quality of products and services; trend followers or other factors we may discover.

1.3 Scope of Study

- Only external factors including culture; reference groups; opinion leader; value and social influence toward consumers buying decision.
- Study if the three age groups of Thai females have different or similar decision making shopping activities.
- Study of “Korean wave” cultural intelligence an external factor influenced.
- Thai females shopping decision toward their preferred or favorite purchase and the reasons behind this.

1.4 Theoretical Backbone

Investigate Thai females buying decision that influenced by Korean culture to buy Korean products and service. New trendy women have fun walking and chatting with friends while they shop at malls (Koch, 2009; Fischer and Arnold, 1990). Thai male and female, two genders are different prescribed behaviors because they rose differently by their parent who hopes them different on gender (Thorne, 2003). Thai female who love spending more money on cosmetics, and gift giving to friends but both male and female shown no different spending o cloth and personal accessories item like shoes, gadget, online and stationaries (Saimek 2009),

1.5 Contributions of the study

- This research paper provides useful information for Thai businesses about Thai females’ shopping decision toward Korean products and services in order to arm them with a better competitive strategy.
- This research paper does not benefit to business sector but also the others organizations, which support Thai businesses such as government and Department of Cultural Promotion to understand how the Korean wave influences Thai culture.

CHAPTER II

LITERATURE REVIEW

This research aims to clarify Thai females and 36-45 and their shopping decisions especially when buying Korean products and services since the Korean wave or Korean culture has spread into many countries.

2.1 Definition Terms

Korean wave is defined as an influx of Korean popular culture especially movie and dance like “GangNum dance” which spread to the global within a year through online media like YouTube. Another called of Korean wave in Chinese language is “Hallyu” by the same meaning.



Figure 2.1 Korean artiste Psy's (above) 'Gangnam Style' video is making waves worldwide

2.2 Theoretical Background

Many studies exist on purchase decisions of consumer when buying a wide range of consumer products; however there has been a gap in knowledge on purchase of cosmetics by tourists. The author has found that Korean culture and the image of Korea as a country has been able to influence tourist to buy Korean cosmetics (Kim, 2010) and (Suzuki, Jung & Lee, 2010).

There are many factors of consumers buying decision, therefore there are so many research papers to find out on consumers buying decision in different scenario. For example age factors may influence teenagers to buy things through peer or social belonging pressures. Family is also a recognized factor in buying decisions, by having a purchasing power factor to influence behaviors according to the needs of family. (Kahneman and Tversky 1984). Moreover, the effect of decision frames on buying decision has not yet been examined.

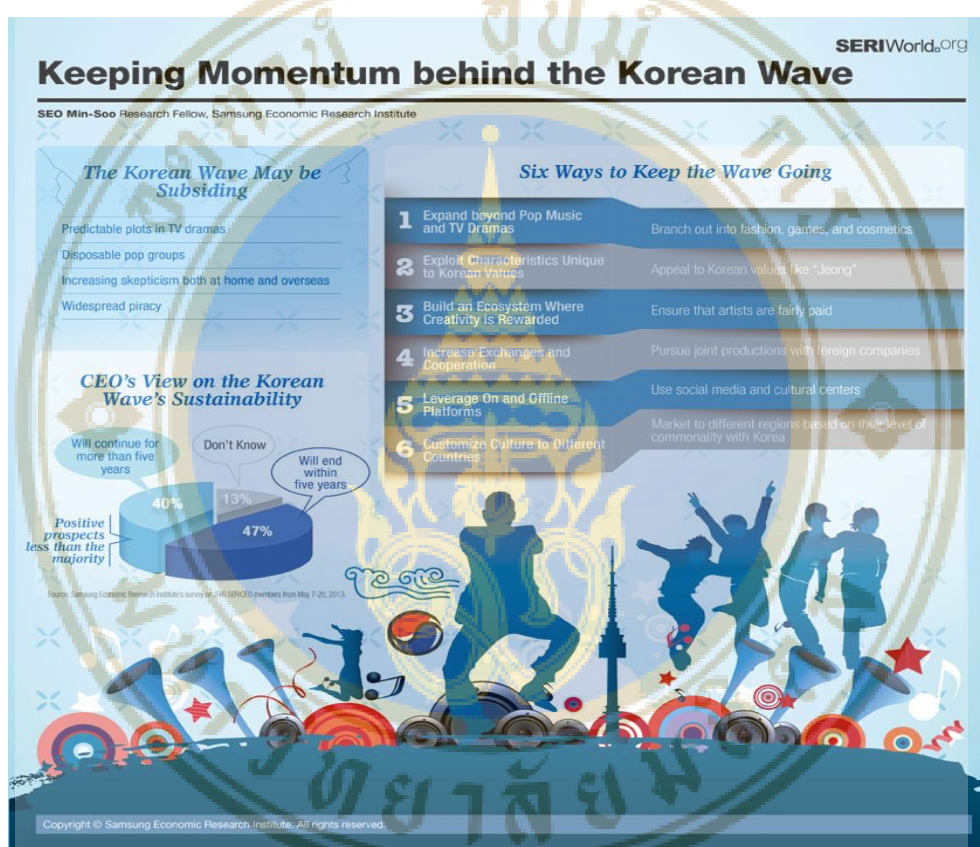


Figure 2.2 Keeping Momentum behind the Korean Wave

Source: Infographics Visual representations of SERI reports (Samsung economic research industry's survey on 2#6 SERCEO members from May 7-20 2013)

2.3 Conceptual Framework

External influences are all around us and play a large role in our buying decisions, how cultures, values and other influences shape our purchases. Kelly Roach

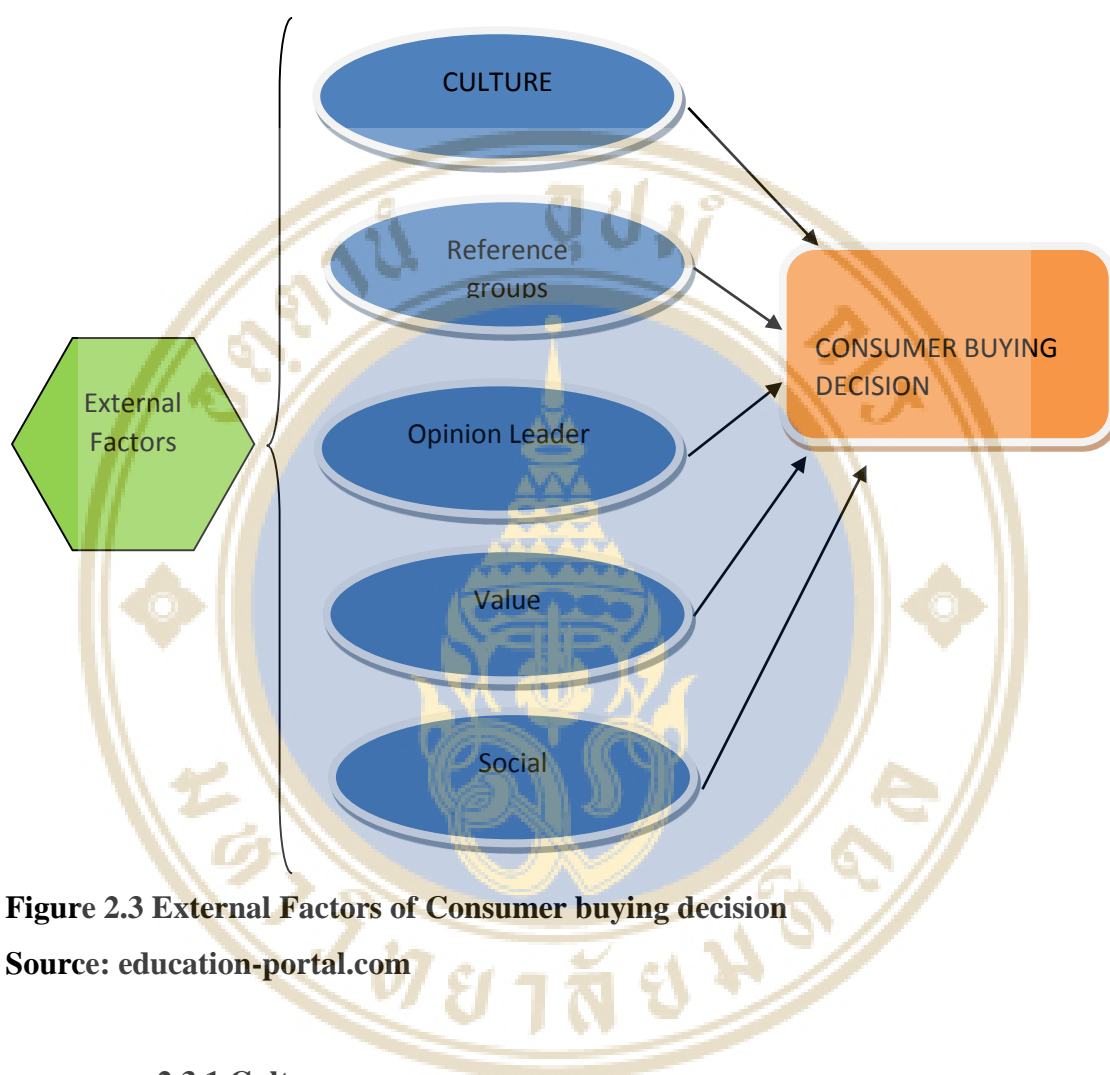


Figure 2.3 External Factors of Consumer buying decision

Source: education-portal.com

2.3.1 Culture

Culture variations across countries can also influence consumption patterns. Variations such as television advertising in countries such as Japan; Western nations; and South Korea is reflected through individuals and youths in many Asian consumers, displaying a fusion of values such as dressing like Japanese and eating fast food like American. Asian societies have adopted Western lifestyles, customs and traditional readily in addition to Western, values and thoughts. For example Valentine day has a long history of being observed by Asian cultures follow their Western

counterparts and Halloween which initiated from Ireland is now accepted globally. These cross-cultural acceptances have been adapted to the local Thai culture as well. The cultural influence of consumer purchasing behavior has indicated on a specific types of culture which can bring powerful to consumer buying behavior which defined by Schiffman and Kanuk (1997) *Korean wave has become a major trend in pan-Asian pop culture* (Shim 2006). *Korean government has been established the Culture and Content Agency under the purview of the Ministry of Culture and Tourism in 2001* (Shim 2006).

Korean wave has presented itself having an excellent culture and skills. It particularly credits Confucian values such as undifferentiated family burdens, leader relations, and pure love for the Korean Wave's appeal to Asian audiences, who are bored of bloody American cultural products.

Types of Culture (Tom Wengraf, 2004)

This is also considers the basic types of culture which has the ability to be adapted with any cultures. Those types are:

1. *Culture is shared*

The meaning is culture share in something with the group and normally within a group only. It is program in memory and passed to others in the group

2. *Culture is learned and is enduring*

Group members will share culture lessons learned to their member. Culture is hard to change and it embedded into our attitude, lifestyle, behavior, belief, etc. such as religion belief, marriage tradition. Culture can also passed through generation after generation.

3. *Culture is a powerful influence on behavior*

Humans hardly deny our culture because it is embedded into our mental programing; this cultural embedding inside us causes us to revert to type no matter what we do to reject it. For example, Chinese people get used to using chopstick so they still use chopstick everywhere they go and if they change, they would feel irritated.

2.3.2 Reference groups

Reference group means a group of people who has significant power influences over others behavior. There are several types of influencing cited by Deutsch and Gerad (1995) and Kelman (1961), as information, valuable and value judgments have been identified (Park and Lessig 1977). Group membership has a very significant behavior which recognized by social scientist. The fact that a frame of reference created by the groups need to act in the same frame of the group that they belong to has been “long-accepted”. (Merton and Rossi 1949). Consumer making decision based on reference group could influence on products use noticeable (Bourne 1957). For example, Kelly (1947) separated “normative” groups including personal behavior, attitudes and value and reference groups who used as a standards comparison for self-esteem (comparative). To increase influence, advertisers have been using a prominent or attractive person being spokespersons as a reference group. This affects motivation in socially pleasant situations for consumers to buy products and brands (Kotler 1980) displayed by the spokesperson.

2.3.3 Opinion leader

People who has ability to influence opinions, attitudes, and beliefs, motivate and behavior on others is opinion leaders and those people always recognized in the spread of “innovation model” which try to describe how creativity and training explore within and among the group (Roger, 2003). (Yancy, Siegel, & MacDaniel, 2002). However in using opinion leaders, we need to apply some techniques otherwise it may instead be a cause disadvantage; for example if a celebrity does not present the correct message this can solicit intense public damage, furthermore the value of the message celebrity was endorsing would decreases (Erdogan, Baker, & Tagg, 2001). Opinion leaders were identified by the demographic and social characteristics from significant research resources that has credited to this interpersonal communication. (Myers and Robertson 1972; Summers 1970). Dichter (1966) recommended that dealing with the product type is more beneficial consideration on word of mouth, further research of the author has studied of opinion leadership which has correlated between product involvement and other variables (Reynolds and Darden 1971; Summers 1970).

2.3.4 Value

The primary objective of marketing and competitive attainable is to generate better customer value (AMA, 2007; Babin and James, 2010; Drucker, 1954; Pitelis, 2009 Slater and Narver, 1994). The final goal of firms and shareholder value is also to maximize customer value (Bolton et al., 2007), both in marketing and accounting management (Brandenburger and Stuart, 1996; Littner and Larcker, 2001; Kim and Mauborgne, 1999). Customers' attitudinal loyalty and return purchase behavior are customer value perceptions that are an importance value to pay back to the firms (Johnson et al., 2006; Sirdeshmukh et al., 2002). Customer value creation has been used in a specific business nucleus which identified by some authors. Srivastava et al. (1999) recognized by product improve, supply chain management, and relationship management as a core processes that seem to be in place. Treacy and Wiersema's (1993) operational skill, product leadership and customer relation. Stabell and Fjeldstad (1998) who had been caution of unmatched of value chain with service businesses which there was two more value found: "value shop and value network". Value shop has created value on problem solution changing customer from leaving to more favorable state (Stabell and Fjeldstad, 1998: 421).

2.3.5 Social

Females have seen to be easier to influence from others and having more concerns of their group dynamics (Tedeschi Schlenker and Bonoma 1973). *Women have stronger purchasing motivations (Widgery and McGaugh 1991)*. Early researchers, for example, attempted to predict consumer behavior and assessed that use of social class was of a better choice than income (Martineau, 1958; Coleman, 1960 and Wasson, 1969 in Keiser and Kuehl, 1972; Schaninger, 1981; Shimp and Yokum, 1981) (James, 2000; Wilk, 1998). Individual's attitudes, favorable and behaviors were influenced by physically and socially groups' space. Influence is always a key important success in consumer behavior (Yukl, 2002). In addition, the success of global managers are practicing influence in cultural mixed within organization (Smith and Peterson, 1988).

CHAPTER III

METHODOLOGY

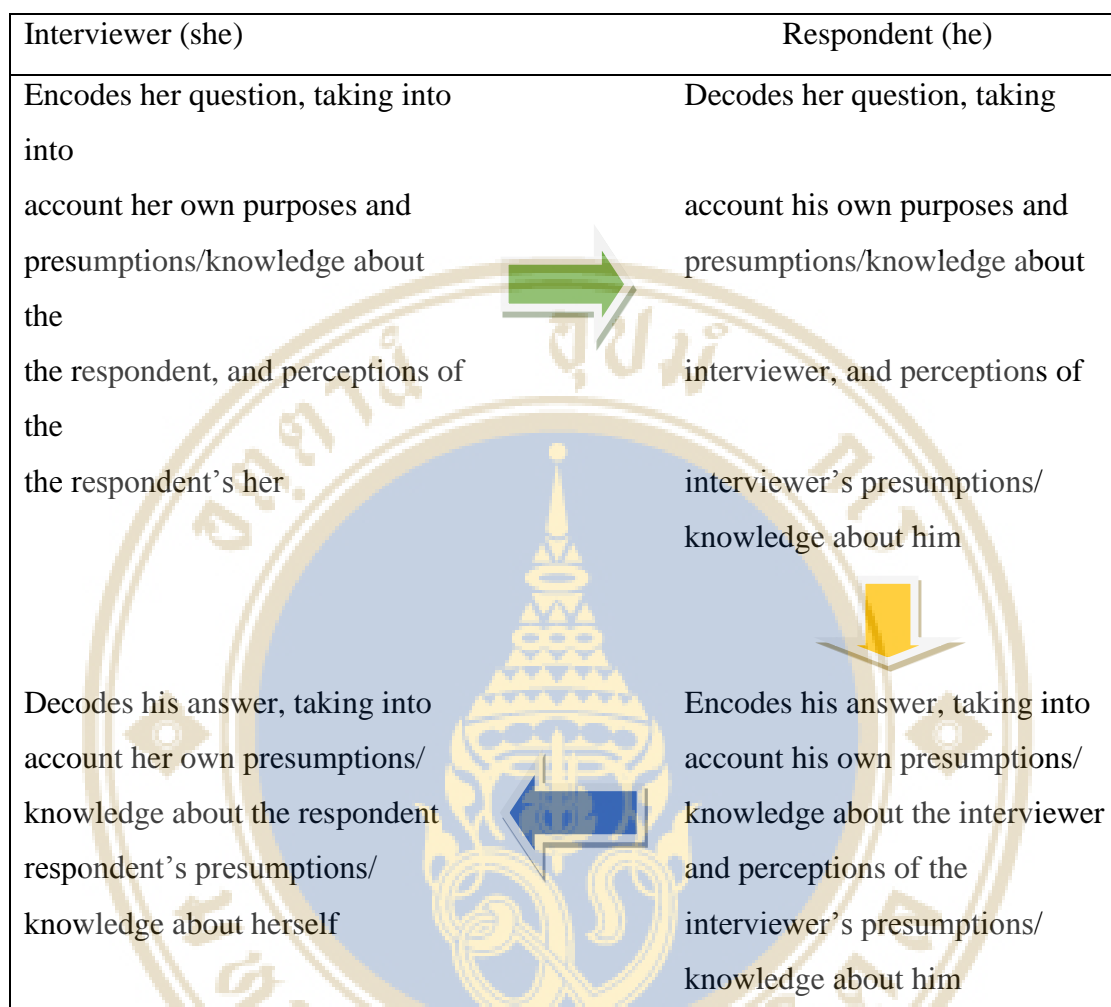
This research paper has been designed to investigate Thai females' behavior when buying Korean products and services where they have been influenced by Korean wave.

3.1 Research method uses

This research uses qualitative method. The main reason is the use of face to face interviews in order to getting in depth of the answer and probing some question that can use to evaluating purchasing decision. To engage prospect interviewees, the researcher has observed and made appointments in advance with prospect interviewees who have been used Korean products including: eating, dressing, imitating; hair cutting and so on like Korean style. Use of semi-structured interviews has needed preparation through design and in advance; while also allowing sufficient openings for the subsequent questions which interviewer is not able plan in advance. This requires questions to be asking in carefully and theorized way.

Semi-structured interviews need following to get successful. (Tom Wengraf, 2004). A lot of preparation for the meeting, possibly and certainty

- Better training and better creative in meeting and certainty
- Time after meeting to evaluate and translate

Table 3.1 CONCEPTUAL FRAMEWORKS FOR INTERVIEWS

Source: Foddy's Symbolic Interactionist Model of a Question-answer Sequence, Modified (Tom Wengraf, 2004).

"The Day Before the interview" (Tom Wengraf, 2004)

Interviewer needs to be well prepared with material such as equipment including tape record, battery, and pen, paper, question and so on. Make appointment and re-confirm again is essential done with the interviewees.

3.2 Data collection

- The survey data on decision purchasing of around 10 women of Thai females shopping were across different age groups of 15 to 25, 26 to 35, and 36 to 45.
- Rating the influence of Korean culture toward the interviewees' decision making.
- Exploring the factors influencing consumer buying decision.

This research paper has been using “Kvale Process Typology” *In his Inter Views (1996:1335)*. Kvale offers the following typology of interviewing question which broadly follows the possible phase of an interview as a whole or a segment of an interview on a given topic. (Tom Wengraf, 2004).

- Introducing question

Can you tell me about Korea and Korean that you thinking of? Could you describe in as much as possible in what way you know about Korea and Korean? These question can have phenomenon investigated the experience of participant.

- Following-up question

Interviewer may use “um” or “pause” to show that the question is clear understood and kept in mind what is important in order to taking more elaboration.

- Probing question

“Can you say something more about that?” “Do you have further example of the story, you told me?” These could bring the answer needed.

- Direct question

“Have you ever travelled to South Korea?” The interviewer has directed the introduction topics and measurement.

- Indirect question

Projective question such as “How do you believe your friends, if your friends have never gone to South Korea or never use Korean products?”

- Silence

Instead of keep asking question, interviewer should pause in the conversation and break interview when hearing significant information.

- Interpretive question

Paraphrase answer as “You then mean that...?” or try to be clear “Is it correct that you feel that...?”

- Structuring question

Interviewer shall control the time and break off on a long interview in order to not getting tired.

Scope of interview questions

- Initiate question in order to having the prospect target

1. What in your mind if you think of Korean culture?
2. Have you ever bought Korean products and/or services?
3. There are so many Korean products in Thailand, how you select it?

- Factors of influencing from Korean culture including culture; social; value; reference; and opinion leader.

4. Most women go shopping with friends who can advise you on Korean products, what kind of suggestion your friends provided to you and did you believe?
5. What are criteria when you have to select products?
6. What is the most influenced on you when you think of buying Korean products?
7. When you watch Korean drama, what you have seen in it?
8. Is there any influenced when watching Korean drama and making decision to buy the products and/or services?
9. What is your opinion toward quality of Korean products and/or services? How about price?

- The attitude toward Korean products and/or services

10. How you think of Korean style, such as dancing style; eating style; and cutely style?
11. What is your experience of shopping Korean products?

12. How does the situation influence your experience of shopping?



CHAPTER IV

FINDINGS AND DISCUSSION

The research found out on the 10 respondent interviewees who were collected during 6-18 November 2014 in Bangkok metropolitan with different age groups. All the interview session was planned an appointment in advance. Younger women tend to participate and willing to answer honestly regarding their favorite of Korean celebrities and singers.

According to the framework, there are 5 domains of consumer buying decision. During the data collection, the interviewer found that there are different thought of purchasing decision toward the Korean culture influencing that captured the attention during the evaluation phase.

4.1 The Result of Culture influence

Cultural orientation (Kacen and Lee, 2002; Lee and Kacen, 1999) Culture affects every part of our lives, every day, from birth to death, and everything in between (Cateora, Gilly, and Graham 2011). Media networks of culture (Lee, 2011), which has recently powerful to the social networking sites and a lot effected on the media in term of acceptance of cultures and products that shown in the media.

The power of social networking has created cultures as Korean wave or “hallyu in Korean” consists of two types of media which is television series and pop music (Ravina, 2010). A *cultural wave, as defined by Mariani (2008)*, has impacted of buying products and interesting in the Korean culture and also increasing on travelling to South Korea on locations shown in the media. This especially affects teenagers who have a lot of appreciation and exposure to certain aspects of Korean culture like TV dramas, K-pop, game; as a result they embrace everything within Korean culture including Korean products and people (Mariani, 2008).

Culture has been impacted to the consumers' lifestyle and shopping decision, research discovered that most Thai females changed their lifestyle norms from watching Thai drama to watching more Korean drama. They imitated what was portrayed on the media such as eating Korean foods and Korean ginseng. The below are answers from Thai females in three age groups toward culture influences of buying decision on Korean products and services such as travelling to South Korea when they watch TV drama series.

"I have thought about Korean traditional dress that is "Hanbok"

"I like K-pop and watch Korean TV drama series" (Age 15-25)

"I watch Korean TV drama series and I want to be beautiful as same as celebrity" (Age 26-35)

"I watch Korean TV drama series showing Korean traditional food so I would like to try Korean food in the Korean restaurant. Moreover, I like to try ginseng as I have seen on film" (Age 36-45)

4.2 The result of reference group

Advertisers have used reference group to persuade consumers to buy the products and brands. Bringing in products that used in socially pleasant environment by using an attractive people as a presenter of the products and also using group member as an announcer in the advertising (Kotler 1980).

Thai females are relying on their peer and family suggestion to buy the products. Now a day, Internet is also the most powerful as social influence because most of the respondents are using an Internet to find information before they go to shop.

"I would like to go South Korea because I would like to follow the celebrities at the location where they did movies" (Age 15-25)

"I often go shopping with my friends and my family, I believed these person if I saw the result of product used by these person" (Age 26-35)

"I like to shop alone but if I found good products I will recommend to my friends and my friends also believe me". "Sometime I have seen celebrities using the products and she is beauty so I want to be beauty as same as her then I will buy the products that celebrity present" (Age 26-35)

"I like be beautiful as same as Korean celebrity; therefore I use Korean products such as face mark and cosmetics any brand that I see the result" (Age 26-35)

"I went to watch Korean pop singer in South Korean because I like the celebrity name Park Jung Hee." (Age 36-45)

It was found in previous research that in general self-confidence could bring in motivation about the products and brand among reference group members (Locander and Hermann 1979)

"I usually shop with family like my husband and parent because my family and my husband would recommend the products that necessary to use such as good Korean restaurant or good Korean ginseng. (Age 36-45)

4.3 The result of opinion leader

Opinion leader has a major characteristic of influence others to follows and also using power over their followers. (Bostian, 1970). The purpose of marketing and policy has been using opinion leader form an outstanding group (Hoyer and Stockburger-Sauer, 2007) neither exist nor non-exist of opinion leaders have related with their followers may impact to the market activity.

From the interview research found out that all the 3 age group of Thai females have been using social network as an opinion leader to make decision of buying the products. One interviewee said that

“I will always follow the blogger recommend of the products”

Opinion leadership is commonly defined as a person’s tendency to influence the purchase decisions of others (King & Summers, 1970). Flynn, Goldsmith, and Eastman (1996, p. 138)

4.4 The result of Value influencing

Marketing has used customer value, and its applications (Sanchez-Fernandez & Iniesta-Bonillo, 2007 (Gorth & Dye, 1999); so, a customer senses value differently. Need and desire are value in each customer own perspective. (Ravald & Gr nroos, 1996), demographics or characteristics (Bolton & Drew, 1991), and income (Ravald & Gr nroos, 1996; Bolton & Drew, 1991; Zeithaml, 1988).

4.4.1 Quality

All three age group of Thai females have the same idea of quality of products from Korea. They trusted the quality of the products especially in cosmetics. (Jiraprabha-sudsawat, 2012) Etude is the cosmetic brand that most respondents have chosen and it is a famous cosmetic products. They use daily of imported Korean cosmetic because they trusted the products.

“Once I had used cosmetic brand “ETUDE” from Korea, because it is a famous so I trusted the quality” (Age 15-25)

“I have repeat purchased of Korean products because when I used, I could see a good result” (Age 26-35)

In addition, all three age group respondents buying the products because its quality as good as the premium international brand.

4.4.2 Price

Cosmetics import from Korea including makeup and body cream that has been distributed in Thailand under the brand ETUDE; SKIN FOOD AND MISSHA. These brands have its own marketing strategy as product strategy and price strategy (Jiraprabha-sudsawat, 2012). In every 2 months purchase of Korean cosmetics and ranged between 500-1,000 Baht.

Price is another factor that consumers were mainly concern about. All respondents were satisfied with reasonable price of Korean products which compared well to the international brands. Therefore Thai female customers showed less hesitance and hardly regretted about the price and impulse purchases through the store brands such as ETUDE; SKIN FOOD AND MISSHA.

4.5 The result of Social Influence

- **Social Recognition**

Consumers may buy the products according to the status of belonging to the peer groups and others to aspect of them. (Bearden et al., 1989). Other reasons include others persons giving trustable information about the product (Cohen and Golden, 1972). By definition of “influence”, the powerful social reference who is an influencer on individuals is family and friends (Mitra Reiss and Capella 1999)

From the interviews younger respondents between the ages of 15-25, indicated they had not shown of any concern with social recognition because most of them were still college students.

On the other hand, two groups of respondents in the 26-35 and 36-45 groups prefer social recognition rather than being uniqueness. These group earned good income and were able to spend their money on the expensive popular products such as Samsung mobile which they could afford. They were concern about the way they looked and how their appearance would conform along with the social trend. For 26-35, prefers to express the similarity of product using as popular products as Samsung mobile to show that they are in trend in the group of Samsung social.

“Even though my family had bad experienced with Samsung TV and refrigerator but I still would like to buy Samsung mobile because it is a famous products that a lot of people use.” (Age 36-45)



CHAPTER V

CONCLUSION AND RECOMMENDATION

This study investigates the influences affecting different age group of Thai females purchasing decision towards Korean wave, the responses collected and the resulting analysis would be beneficial for Thai businesses and Thai Culture Department of Promotion to select the solid strategic consideration direction in a very competitive ways to market.

From interview process with 3 different age groups of women, the author divided distinctive characteristic traits on each factor into 5 elements which are culture, value, opinion leader, references and social influence.

5.1 Conclusion

5.1.1 Culture

Two age groups 15 to 25 and 26 to 35 thought more on cultural expressions such as “K-pop and traditional dressing as “Hanbok cloth”. On the other hand age 36 to 45 considered things such as Korean food and Korean ginseng. In spite of the difference in thought among these three age groups, there was a similar lifestyle change due to the cultural influence of Korean Wave. All three age groups displayed behavioural changes in lifestyle switching from Thai drama to watching Korean drama instead.

5.1.2 Reference group

Most of Thai females in three age groups, they were looking for celebrities to endorse were willing to purchase a products which were in trend to satisfy their emotional desires. Korean celebrities were identified to be a very powerful reference group to motivated Thai females to make decision to buy the products and services.

All three age groups displayed strong craze on Korean celebrities and indicated they would like to travel to South Korea in order to follow location where Korean filming.

5.1.3 Opinion leader

These days' consumers depend on a lot of information which is accessed via search engines. Two age groups of 15 to 25 and 26 to 35 displayed strong dependence on internet available via the internet before purchasing the products. Thai females aged 36 to 45 were found to be more concerned of family opinion before they make decision of buying the products.

5.1.4 Value

It seems that all age groups displayed price sensitivity. Even though, they told the author that Korean products have good quality compared with premium brand name of international products but Korean products have price cheaper. In addition to price, another factor that younger generation was mainly concerned included the importance of beautiful packaging, and free samples rather than quality alone. However, age groups 26 to 35 and 36 to 45 were ready to purchase a product based on the quality of product if price is not too expensive. They were found to actively compare price and quality with premium products from international brands and were of the opinion that Korean products are cheaper and same quality of international brands as cosmetics.

5.1.5 Social influence

Interview research found out those Thai females aged 15 to 25 are not concerned much about social recognition because they were still students in college and did not earn income on their own. They will spend only on items they think they can afford. Even though, they might be subject to some peers' pressure to motivate them to buy products. It seems they were able to make their own judgements. For Thai females aged 26 to 35 and 36 to 45 were concerned of social recognition because these group earned disposable income themselves so they were willing to buy the products according to social trends.

What factors drive shopping decision influencing by Korean wave in three different age groups?

Due to the difference generation in each age group has different factor toward their purchasing decision as well.

The driving purchase decision of 15 to 25 age groups is uniqueness and individual expression. The reasons that teenage prefer shopping in on reasonable price and good quality not the best quality. Celebrities are powerful reference to these age groups as creating teen culture or teen club of favorite Korean super star.

Respondents from 26 to 35 age groups portray social recognition and conformity as a purchase decision-making. This age groups are in working environment, therefore they need respective; creditability and confidential to support their professional career which means their appearance can provide a personality toward social status and identity.

Last groups of age 36 to 45 indicated that social recognition factor was factor influenced shopping decision. They need acceptance and respective among people in family and society seem to be a promising requirement for this age groups. Somehow they believe that the necessarily from family opinion can help support her purchasing decision.

5.2 Recommendation

5.2.1 Future research

Finally, the suggestion for future research of this topic would be conducting a questionnaire. *Quantitative method is appropriate for various kinds of studies. The combination of qualitative and quantitative method are complementary and hardly to be used in isolation from each other (Jones, 1988).* Even though in-depth interview can reflect the complexity of the investigated topic, author found that questionnaire would take time to get an answer and the interviewees would need to end the interview while the interview would have not finished yet. I would recommend to do further research by using other factors that are also influencing on consumer shopping decision such as marketing strategies. Moreover, I would suggested to

extended interview to even more on gender as male because author has seen a lot of Thai males influenced of buying Korean products such as concert ticket of girl generation and K-pop dance.

5.2.2 Thai Entrepreneurs

The culture influence has mean a lot of their business as we have seen the result of Korean wave that influences Thai females to buy Korean product and services like cosmetic “ETUDE brand” instead of buying Thai cosmetic, therefore Thai entrepreneurs have to find out what culture could take those target turning back to be their customer.

5.3 Limitations

There is limited information about Thai females in three different age groups to identify on how they made decision of shopping Korean products and services.

Conducting an in-depth interview, the author have to trying to avoid the bias that may occurred from the asking the question. In addition, interviewer and respondent may have a diverse understanding of each other. Therefore the respondent needed to comprehend the query and rely on their understanding. Besides, the interview was conducted in English, but the interviewees are Thai so they have limited of communication and language barrier that would cause taking more time of interviewer to translate after finished interviewing. Some of respondents felt nervous while recording. The author has to notice body language of the respondent as well in order to using interpretation to the answer. Some interviewees swirled their hair or touching their chin. Furthermore, non-verbal language has also important to the interviewer because it could have meaning such as the respondent laughing may mean they awkwardly answered in some personal question.

As asking an opened ended question, which let the interviewees individually shape their answer, they had to elaborate the answer because they would like to end the interview quick. When there are too many questions are asked, the

respondents may felt bored and carelessly complete the session that radically affect the finding quality. In consequence of the result, author tries to elaborate and conclude the questions and deduct all repeated question. When author recheck the answer, some respondents tried to avoid answering the truth. They attempt to elaborate as the social convention and perspective.



REFERENCES

- Bearden, W., & Etzel, M. (1982). Reference Group Influence on Product and Brand Purchase Decisions. *Journal of Consumer Research*, 9, 184, 193-184, 193. Retrieved October 1, 2014.
- Dholakia, U., & Talukdar, D. (2004). *How Social Influence Affects Consumption Trends in Emerging Markets: An Empirical Investigation of the Consumption Convergence Hypothesis*, 21(10), 776-777. Retrieved November 19, 2014.
- Education-portal.com (2003-2014)
<http://education-portal.com/academy/lesson/influences-on-consumer-buying-decisions-cultures-values-more.html#lesson>
- Ismail, D. (2011). International Journal of Business and Social Science. *Buying Behavior: Gender and Socioeconomic Class Differences on Interpersonal*, 2(4), 55-57. Retrieved November 19, 2014.
- Lita, R., & Cho, Y. (2011). Power and Satisfaction in Societies with Opinion Leaders. *Measuring Power and Satisfaction in Societies in Societies with Opinion Leaders: Dictor and Opinion Leader Properties*, (0943-0180), 162-163. Retrieved October 1, 2014.
- Lita, R., & Cho, Y. (2012). The Influence of Media on Attitudinal and Behavioral Changes: Acceptance of Culture and Products. *International Business & Economics Research*, 11(12), 1433-1435. Retrieved October 1, 2014.
- Mihic, M., & Culina, G. (2006). *BUYING BEHAVIOR AND CONSUMPTION: SOCIAL CLASS VERSUS INCOME*, 11(2), 79-79. Retrieved November 19, 2014.
- Paananen, A., & Seppanen, M. (2013). *Reviewing Customer Value Literature: Comparing and Contrasting*, (1697-9818), 709-710. Retrieved November 19, 2014, from OmniaScience.

- Peichi, C. (2013). *Co-Creating Korean Wave in Southeast Asia: Digital Convergence and Asia's Media Regionalization*, (8(2&3)), 199-199. Retrieved November 18, 2014.
- Putp, C. (1987). *The Framing of Buying Decisions*, 14(3), 301-301. Retrieved October 24, 2014, from JSTOR.
- Robert L, E., Christopher, S., & Servane, D. (2011). Journal of Small Business and Entrepreneurship. *The Role of Social Influence, Culture, and Gender on Entrepreneurial Intent*, 24(4), 3, 5-3, 5. Retrieved November 19, 2014, from ProQuest.
- Shoham, A., & Ruvio, A. (2008). Psychology & Marketing. *Opinion Leaders and Followers: A Replication and Extension*, 25(3), 281-281. Retrieved October 1, 2014.
- Sudsawatt, J. (2012). Factors of Marketing Mix and Brand Equity that have an effect on how the Bangkok universities.
- Thomas, D., & Inkson, K. (2004). *Cutural Intelligence* (pp. 24-25). San Francisco: Berrett-Koehler.
- Wengraf, T. (2004). *Qualitative Research Interviewing* (Vol. 2, p. 39, 170). London: SAGE.



APPENDIX A: Consent Form



COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
Wisdom of the Land

The consent of an interviewee on participating in interview research

I am willing to be an interviewee for this interview research conducted by
 Chanisara Chaweewongphan

I hereby, knowing that I will be one of 10 interviewees to do this research project named Thematic Paper that has designed for gathering information on the academic purpose.

1. I am willing to do this research and understand that I will not be paid for my participation. I can withdraw and discontinue interviewing at any time that I feel uncomfortable with the question without penalty.
2. I can deny answering to any question that I feel uncomfortable to answer or to end the interview.
3. I was informed that this interview will last around 40 minutes. I allowed writing a note using a tape record and also using subsequent dialogue which I understand that all these purpose will keep only for the term project and keep to standard data of policies that protects that anonymity of individuals and institutions.
4. I was informed by the interviewer that this research has been reviewed and approved by Dr.Pornkasem Kantamara, a professor at College of Management, Mahidol University. To question of this research paper may contacted through Dr.Pornkasem Kantamara.
5. I have read and understood the above condition provided to me and if I have not understood any condition clearly, I have got explanation from the interviewer in Thai as well.

.....
 Interviewee's signature

.....
 Interviewer's signature

.....
 Date

.....
 Date

APPENDIX B: Interview Question

Interview Question

1. Introduce Question

Q: May I know little about you?

Q: How old are you?

Q: Are you Study or work?

Q: How much you have earned per month?

Q: Do you know anything about South Korea?

Q: What in your mind, if you think of South Korean culture?

Q: Have you ever bought or used Korean products and/ or services?

2. Question to find factors influenced to buy Korean products and services

Q: When you go shopping, who do you normally go with you?

PQ: Is there any suggestion from..... and do you believe?

Q: There are so many Korean products in Thailand, how you select it?

Q: What are the criteria when you have to select products?

Q: How does the situation (i.e. people you are with, salesperson, location, media and etc.) influence your experience of shopping?

Q: What information you get before you buy the products and or services?

Q: When you watch Korean drama on TV, is there any inspiration to buy products or services?

3. Question on attitude toward Korean products and/or services

Q: Will you recommend products and/or services to your friends, why?

Q: What is your opinion towards quality of products/services (surgery, cosmetic, food, etc.)?

Q: What is your experience of shopping Korean products and/or services?

Q: What is your inspiration for repeat purchase?

Q: Have you ever been to South Korea? Would you like to go? If yes, please tell why?