

**THE INFLUENCE OF KOREAN WAVE ON KOREAN PRODUCTS  
PURCHASING INTENTION TO THAI CONSUMERS IN BANGKOK**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
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Thematic paper  
entitled  
**THE INFLUENCE OF KOREAN WAVE ON KOREAN PRODUCTS  
PURCHASING INTENTION TO THAI CONSUMERS IN BANGKOK**

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Sunhwa So

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**ABSTRACT**

This study aims to identify the key factors related to Korean Wave such as K-contents including K-drama, K-pop, or K-movie so as social influence from friends, family and colleagues that influence consumer's decision to purchase Korean products. The author uses quantitative research method to collect the data via online survey targeting 129 Korean products purchasing consumers living in Bangkok. The descriptive analysis found that 83.2% of respondents know Korean Wave and 99.2% have watched or listened to Korean drama, music or movies. With multiple regression analysis, the study found that K-Drama has the most powerful influence on Korean products purchasing intention (p-value = 0.000) followed by K-pop music (p-value = 0.029). However, this study found that social influence from friend, family and colleagues are not influence people to buy Korean products.

**KEY WORDS: KOREAN WAVE / K-SERIES, K-POP / K-MOVIES / PURCHASING  
INTENTION**

42 pages

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# CHAPTER I

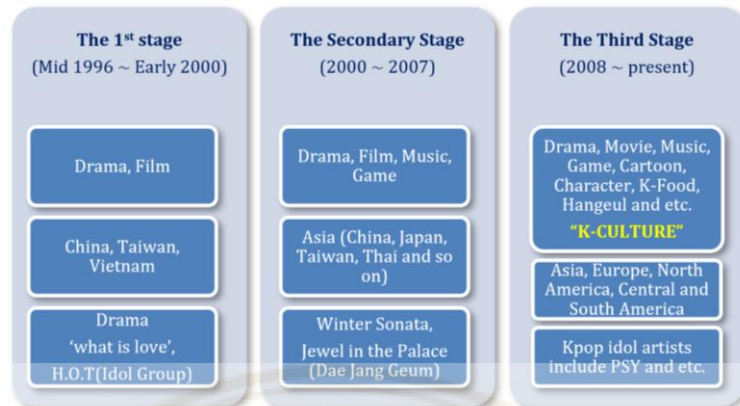
## INTRODUCTION

### 1.1 Background

Nowadays, people can easily find Korean products in Thailand. More diverse product items and easier accessibility of Korean products in Thailand than before are the result of the Korean Wave. “*Korean Wave*” or “*Hallyu*” (한류) in Korean means the spread of Korean popular culture overseas, a term first coined by Chinese news media in the middle of 1998 to describe Chinese youth’s sudden craze for Korean cultural products (Kim Youna, 2013). The wave consists principally of two forms of media, television serials and pop music (K-pop), although Korean feature films and other musical forms are also part of the phenomenon (RavinaMark, 2009).

In the case of Thailand, the Korean Wave began to become more widely known through a drama called Dae Jang Geum. Dae Jang Geum was aired on Thailand’s television broadcast channel 3 in 2005. Department of International Trade Promotion (DITP), Ministry of Commerce of Thailand categorized that era as the secondary stage of the evolution of Korean Wave as shown in Figure 1 (IamtongchaiSatidaporn, 2016). The spread of Korean Wave or K-CULTURE has evolved continuously through drama, movie, music, game, cartoon character, K-Food, Korean alphabets or Hangeul and etc. until present time.

The Korean Wave is also having a great influence on trade and business growth between Korea and Thailand. Import volume of Korean products such as instant noodles are growing. In 2019, the amount of Korean instant noodles imported to Thailand was 5,170 tons, 19,017,000 USD (643M THB) and in 2020, the volume has increased, Thailand imported Korean instant noodles 7,261 tons, 26,823,000 USD (907M THB) (Korea Agro-Fisheries & Food Trade Corporation, 2021).



**Figure 1 Evolution of Korean Wave** (IamtongchaiSatidaporn, 2016)

As the popularity of the Korean Wave heated up, domestic brands in Thailand also began to introduce Hallyu marketing or Korean-style products to Thai consumer. One of the successful launches of Korean-style products is 'Oriental Kitchen' instant noodles product line of the biggest instant noodle brand of Thailand called 'Mama', (see Figure 2 below). In 2019, the brand developed and launched two new flavors including 'Hot Korean' and 'Shrimp Stir Fried Tomyum Sauce' with Korean instant noodle size, which is thicker and chewier than the local instant noodles, to compete with Hot Spicy Chicken Noodles or Buldakbokkeum Ramen from the brand Samyang, South Korea. The reaction was very explosive. In particular, 'Mama OK' or Oriental Kitchen, a premium instant noodle, has grown by 300% (Brand Buffet, 2019).



**Figure 2 Korean Style instant noodle launched by Thai company, 'Mama'**

Previous studies have shown that the increase of sales volume or preference to Korean products are also influenced by Korean Wave such as watching K-dramas or K-series and thus people get to know more about Korean products and make them want to try (LeeJi & YuSeung, 2018). The research done by Lee & Yu found that the aspects of theme and production in K-drama had meaningful influence on the purchasing intention of Korean products through Korean Wave (LeeJi & YuSeung, 2018).

There are several studies researching on the influence of Korean Wave to motivation and purchasing intention of Korean products in Chinese, Vietnamese, Indonesian consumers but not so many in Thai consumer's perspective. Therefore, this study aims to investigate the influence of Korean Wave on Korean products purchasing intention to Thai consumers, especially in Bangkok Area. The researcher designs the factors that may lead to purchase intention on Korean products into two factors, 1) external factors including K-contents such as K-drama, K-pop, K-movie, Price, and Quality and 2) internal factors including social influence from friends, family or colleagues, interests in Korean culture and the age of the consumers.

## 1.2 Research Questions

What are the key factors influencing Thai consumers in Bangkok to buy Korean products?

## 1.3 Research Objectives

- To identify whether Korean products purchasing consumers know '**Korean Wave**' or not
- To identify the most influence factors of '**Korean Wave**' among K-drama, K-pop and K-movie on intention to buy Korean products
- To study relationship between '**Korean Wave**' (K-drama, K-pop and K-movie) and social influence on Korean products purchase intention

#### **1.4 Scope of the Study**

- Study Korean Wave related to Korean contents such as K-drama, K-pop music, and K-movie
- Study the relationship between Korean Wave and Intention to Purchase Korean products
- Target on Thai consumers who purchase Korean products, age between 13-60 years old who are living in Bangkok (Sample size is 100)

#### **1.5 Expected Benefits**

These research results will be valuable for promoting increased consumption measures of Korean products on Thai consumers. Moreover, it will be beneficial for Korean companies wishing to enter Thailand.



## CHAPTER II

### LITERATURE REVIEW

#### 2.1 Korean Wave

The Korean Wave (Hallyu) refers to the global popularity of South Korea's cultural economy exporting pop culture, entertainment, music, TV dramas and movies (RollMartin, 2020). The popularity of the Korean Wave is now spreading not just across Asia but also around the world. The Oscar winning movie Parasite, K-pop boy band 'BTS' who attended several UN speeches, and 'BLACKPINK', K-pop artists who has more than 40 million Instagram followers per member, these results prove the popularity of Korean Wave.

The origins of Hallyu to the Southeast Asia regions especially to Thailand were from a drama called "Autumn in my heart" in 2000 (ChamnankaPornnapat, 2018). It was followed by "My Sassy girl" in 2001 and "Winter Sonata" and "Full House" in 2004. These were followed by "Dae Jang Geum" one of the most well-known drama to Thai people as to Korean cuisine cooking storylines (see Figure 3 below) (ChamnankaPornnapat, 2018).

With the popularity of the Korean Wave, the image of Korea has become more well-known, and the number of consumers using Korean products or Korean brands has also increased. According to the previous study, they found that both attitudes towards Korean culture and Korean products were found to be significant mediators between international audiences' frequency of consuming K-pop media content and intention to purchase Korean Products (ZhangRuonan, 오., 2020).



**Figure3 Posters of Korean drama, "Autumn in my heart", "Winter Sonata", "Dae Jang Geum" (from Left to Right)**

## 2.2 K-Contents

There are several factors that consumers determine before making a purchase decision. In particular, in the case of consumers who purchase Korean products, Korean-related content will affect their purchase intention. Consumers can access various kinds of Korean Wave contents including K-drama, K-pop music, K-movie, etc. Several research data have shown that Korean Wave content has a great influence on the purchase of Korean products. According to the study from Lee, theme and production of K-drama had meaningful influence on the purchasing intention of Korean products through Korean Wave (LeeJi & YuSeung, 2018). Moreover, the leading actor or the actress showed significant influence on viewing motivation of Korean Wave contents (LeeJi & YuSeung, 2018). In this study, the measuring tools of Lee et al, (2018) was modified to identify the influence of each K-Contents including K-Series, K-pop music or K-movie on Korean products purchasing intention.

## **2.3 Social Influence**

The influence of the surroundings is also important on purchasing decisions. Some consumers rely on the recommendation from surrounding environment or acquaintance to try new products. The previous study of repurchase intention of Thai female customers toward Korean cosmetics in Bangkok from Wangwiboolkij found that Thai customers have favorable attitudes and high repurchase intention if they perceive a positive influence from others (WangwiboolkijRossarin, 2012). Wangwiboolkij stated that Thailand is considered to be a collectivist society with strong group-orientation, influencers and referents are concerned with customer's decision making (WangwiboolkijRossarin, 2012). This study adopts measuring tools of Wangwiboolkij (WangwiboolkijRossarin, 2012) to explore the social influence from friends, family or colleagues on Korean products purchasing intention.

## **2.4 Intention to Purchase Korean Products**

Intention to purchase is the probability or the degree of willingness and inclination of consumers to buy a product or service within a certain period of time (SmithLucy, 2021). In this research, the measuring tool of Lee et al. (LeeJi & YuSeung, 2018) was modified to measure the purchasing intention of Korean products influenced by Korean Wave such as K-drama, K-pop music, or K-movies.

## **2.5 Current Status of Exchanges between Thailand and Korea**

### **2.5.1 The Trade between Thailand and Korea**

The trade between Thailand and Korea has steadily increased since the mid-1980s as shown in Figure 4 (ChangJi, 2019). Bilateral trade volume surpassed 14 billion dollars in 2018 and it has increased nearly about 8 times after 1990 (ChangJi, 2019). According to Korea International Trade Association, Korea's export to Thailand recorded

8.5 billion dollars and Korea’s import from Thailand was 5.6 billion dollars in 2018, as shown in Figure 5 (ChangJi, 2019).



**Figure 4 Thailand-Korea Trade Volume from 1991 to 2018 (ChangJi, 2019)**



**Figure 5 Korea's Export & Import with Thailand from 1990 to 2018 (ChangJi, 2019)**





### 2.5.2 Number of Korean Cosmetic Shops in Thailand

With the growing popularity of the Korean Wave, Korean cosmetics can be easily purchased in Thailand. As shown in Table 1, LANEIGE which advertise in several



Korean dramas has 34 stores in Thailand (LANEIGE Thailand, 2021). Sulwhasoo, which is classified in the high-priced cosmetics category among Korean cosmetics, has 30 stores in Thailand (Sulwhasoo, 2021). For ETUDE, there are 25 stores in Thailand, which have been steadily loved by young people since the early days of the Korean Wave (ETUDE , 2021). Innisfree, which is consistently loved by Thais for its green tea product line, has 20 stores in Thailand (innisfree, 2021).

**Table 1 Korean Cosmetics Store Numbers in Thailand**

Korean Cosmetics Brand Name	Image	Number of Stores in Thailand
LANEIGE		34 stores
Sulwhasoo		30 stores
ETUDE		25 stores
innisfree		14 stores

### 2.5.3 Number of Thai Students Studying Korean Language

Currently, the number of schools adopting Korean as a second language is on the rise in Thailand. According to the director Kim Young-jin, Director of the Korean Education Center in Thailand, there are 133 Korean language adoption schools in Thailand and 40,583 Korean language learning students, the world's highest in the number of students learning Korean in a single country (Young-jinKim, 2020). Director Kim said this number is doubled from 25,021 in 65 schools in 2015 in just five years, which is expected to increase further (Young-jinKim, 2020).

Due to the boom in Korean-language education, the Thai government regularly organizes Korean-language speech contests and administers the Korean government-run Test of Proficiency in Korean aka TOPIK in six Thai cities including Bangkok and Songkhla (HyelinKim, 2019).















**Figure 6** First lady of South Korea Kim Jung-sook (center in the second row) and Naraporn Chan-o-cha (right in the second row), the wife of Thai Prime Minister Prayut Chan-o-cha, on Sept. 2, 2019, attend a Korean-language speech contest for Thai students at the Bangkok Chatrium Hotel (HyelinKim, 2019)

On September 2, 2019, the Thai capital hosted an annual Korean-language speech contest for Thai middle school and university students organized by the education ministries of both countries (HyelinKim, 2019). Attending the event was first lady of

South Korea Kim Jung-sook, who was on an official visit to Thailand with her husband, as well as Naraporn Chan-o-cha, the wife of Thai Prime Minister Prayut Chan-o-cha (HyelinKim, 2019) (See Figure 6).

#### 2.5.4 Number of Thai Tourists Visiting South Korea

The number of Thai people traveling to Korea to experience Korean culture and Korean food in person after watching Korean dramas has also increased significantly. As shown in Figure 7, Thailand ranks on the 6<sup>th</sup> most arriving nationality to South Korea in 2019, and the number is increasing from 371,769 people in 2015 to 571,610 in 2019 (Korea Tourism Organization, 2020).

Rank	Country	2019	2018	2017	2016	2015
1	 China	6,023,021	4,789,512	4,169,353	8,067,722	5,984,170
2	 Japan	3,271,706	2,948,527	2,311,447	2,297,893	1,837,782
3	 Taiwan	1,260,493	1,115,333	925,616	833,465	518,190
4	 United States	1,044,038	967,992	868,881	866,186	767,613
5	 Hong Kong	694,934	683,818	658,031	650,676	523,427
6	 Thailand	571,610	558,912	498,511	470,107	371,769
7	 Vietnam	553,731	457,818	324,740	251,402	162,765
8	 Philippines	503,867	460,168	448,702	556,745	403,622
9	 Malaysia	408,590	382,929	307,641	311,254	223,350
10	 Russia	343,057	302,542	270,427	233,973	188,106
11	 Indonesia	278,575	249,067	230,837	295,461	193,590
12	 Singapore	246,142	231,897	216,170	221,548	160,153
	Total	17,502,756	15,346,879	13,335,758	17,241,823	13,231,651

**Figure 7** The Top 12 Nationalities of International Visitors to South Korea (Korea Tourism Organization, 2020)

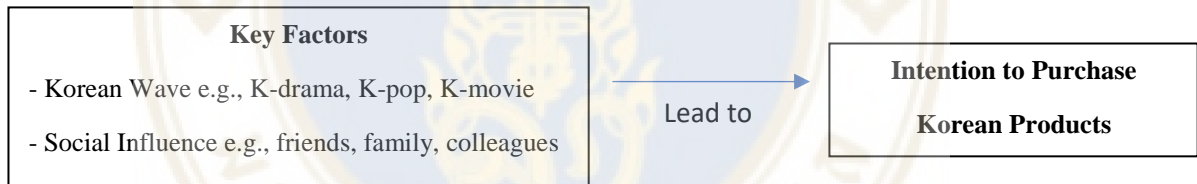
## 2.6 Factors that Influence the Purchasing of Korean Products

Price is also a very important factor for consumers in purchasing decisions. From the previous study, the results indicate that higher own-price volatility makes consumers more sensitive to gains and less sensitive to losses, while intense price promotion by competing brands makes consumers more sensitive to losses but does not influence consumers' sensitivity to gains (HanSangman, GuptaSunil, LehmannDonald,

2001). The general price range of Korean products is neither very low nor very high, so price sensitivity is not expected to be great, but this study will find out how much the impact of the Korean Wave will affect individuals. In addition, this study will briefly look at the quality aspect on Korean products comparing to Chinese or Japanese products as well.

## 2.7 Conceptual Framework

In this study, the author plans to investigate the factors influencing intention to purchase Korean products from Korean Wave related factors and social influence factors. Korean Wave related factors will be investigated on K-Contents such as K-drama, K-pop music, and K-movies. Social influence will be examined on the influence from friends, family, or colleagues as shown in Figure 8.



**Figure 8 Conceptual Framework for factors influencing intention to purchase Korean products**

## 2.8 Main Findings on Previous Studies

**Table 2 Main Findings from related Studies on Factors Influencing Consumer's Selection on Korean Products**

<i>Studies</i>	<i>Data Sources</i>	<i>Analytical Methods</i>	<i>Dependent Variables</i>	<i>Independent Variables</i>	<i>Main Findings</i>
<b>(SoWon-Geun &amp; KimHa-Kyun, 2020)</b>	224 TV viewers who lived in China and had experience watching Korean dramas	Empirical Study	Purchase Intention and Korea Attractiveness	- Cultural Curiosity - Drama Attractiveness - Culture Similarity - Relationship Factor - Viewing Habit	- Significant relationship between motivation, watching K-Dramas with Korean attractiveness - Korean attractiveness had a significant effect on the purchase intention e-Commerce
<b>(LeeJi &amp; YuSeung, 2018)</b>	316 Korean Wave contents consumers in China	Multiple regression analysis	Purchasing Intention of Korean Products	- Theme - Production and leading actor/actress	- Leading actor/actress had meaningful influence on viewing motivation of KW contents. - Theme and production in K-drama had meaningful influence on the purchasing intention of Korean products.
<b>(NGUYENXuan, 2019)</b>	439 Vietnamese Generation Z	A mixed of focus group, in-depth interview, pilot study and official study	Korean product purchasing decision	- Trust - Social norms - Product Involvement - Perceived quality - Perceived usefulness - attitude - Buying intention	- Vietnam's generation Z was strongly impacted by K-Wave. - Korean consumer goods purchase decision of Vietnam's Generation Z was impacted by trust, social norms, product involvement, perceived quality and buying intention.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Method**

This study uses quantitative research method to gather quantifiable data of the respondents who purchase Korean products influenced by Korean Wave or social power, creating online questionnaires in Google Forms. The survey takes approximately 5-10 minutes to complete.

#### **3.2 Population and Samples**

In this research, Thai consumers living in Bangkok area were set as the consumer target group of Korean Wave contents. According to the database of Thailand Board of Investment, the population of Bangkok Thailand recorded in 2020 is 5.59 million (BOI, 2020). The author uses the scale of sample size for  $\pm 10\%$  precision levels where confidence level is 95% and  $P=0.5$  (IsraelGlenn, 2021). Consequently, with the size of population ( $N > 100,000$ ), the sample size ( $n$ ) of this study was required to collect at least 100 (IsraelGlenn, 2021).

#### **3.3 Instrument**

##### Part 1: Introduction

In the first part of the survey, the researcher introduces the background and the objectives of the survey.

##### Part 2: Screening Questions

It consists of 2 questions asking about the respondents' living location and frequency on purchasing Korean products to screen out those who are not relevant to the study.

#### Part 3: General Questions

This part consists of 6 general questions asking about the respondents' perception on Korean Wave, exposure on K-contents, and purchasing amounts on Korean products.

#### Part 4: Specific Questions

In this part, the researcher asks more detailed and specific questions to identify relationship between Korean Wave and Korean products purchasing intention on Thai consumers in Bangkok. The questions are developed from the measuring tools of previous study done by Lee et al. (LeeJi & YuSeung, 2018). The author divided the specific questions into 5 sub parts including 1) the influence of K-Contents especially on K-drama, 2) the influence of K-Contents especially on K-pop music, 3) the influence of K-Contents especially on K-movie, 4) social influence from friends, family, or colleagues on Korean products purchasing intention, and 5) intention to purchase Korean products (LeeJi & YuSeung, 2018).

#### Part 5: Basic Knowledge on Korean Language

This part consists of three questions asking for basic knowledge on Korean language. The researcher would like to know whether the Korean products purchasing consumers also have an interest on Korean language or not.

#### Part 6: Demographic Questions

The last part of the survey includes demographic questions asking about the respondents' age, gender, marital status, income, educational background, and current job.

#### Part 7: Ending

### **3.4 Data Collection**

The data was collected using an online survey distributed via online channels such as researcher's university group chat and Facebook account to reach Generation Z (Aged under 22 years old), Generation Y (Aged between 22-38 years old), Generation X (Aged between 39-53 years old), and Baby boomer (Aged 54-72 years old) groups. The survey is collected during October to November 2021. The questionnaire is provided in both Thai and English.

### **3.5 Data Analysis**

The researcher analyzes the collected data from Google Forms survey using Statistical Package for Social Sciences (SPSS) program to generate inferential statistics and provide basic descriptive statistics such as numerical scales to answer the research question, "What are the key factors influencing Thai consumers in Bangkok to buy Korean products?". Descriptive statistics, multiple linear regression and one-way ANOVA are used in data analysis to identify the relationship between the influence of Korean Wave to Korean products purchasing intention.



## CHAPTER IV

### RESULT

#### 4.1 Overall Result on Korean Wave

First, this study found that Korean products purchasing consumers aware of **'Korean Wave'** which answers the first objective of the study. From 119 respondents, 99 persons or 83.2% answered that they know Korean Wave. More interestingly, 118 persons out of 119 or 99.2% said they have ever watched or listened to K-series, K-pop music or K-movies.

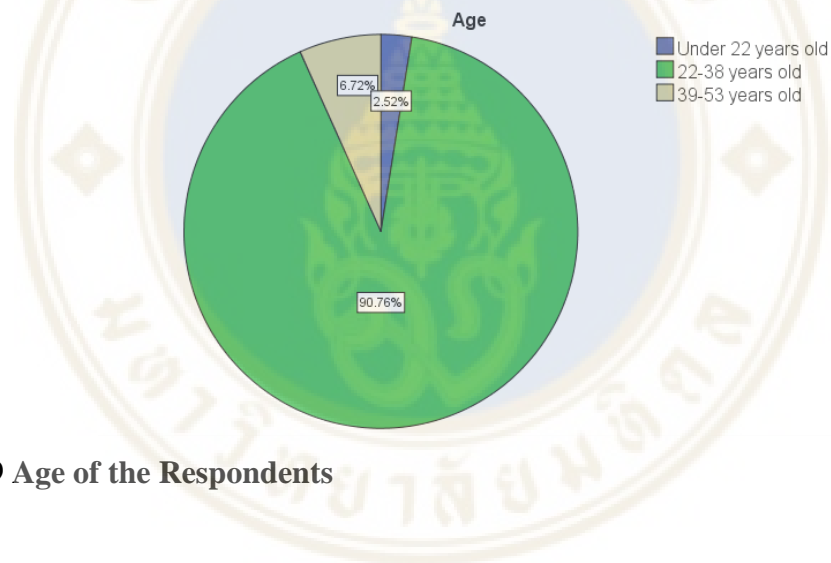
Secondly, the author found that among the group of Korean Wave given in the survey which includes K-series, K-pop music and K-movies, **K-series** are the most effective stimuli on Korean products purchasing intention, then followed by K-movies and K-pop songs.

Lastly, from the investigation on social influence to purchasing intention on Korean products, the study found that **friends** have the most powerful influence on Korean products purchasing decision making followed by colleagues and family members.

#### 4.2 Demographics of Respondents

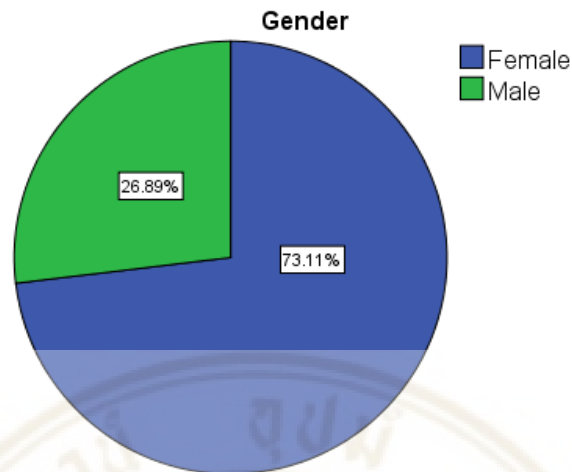
As a result of conducting an online survey starting from 25<sup>th</sup> October 2021 to 5<sup>th</sup> November 2021 through the author's Facebook and the LINE (messenger app) group of CMMU Graduate School Students, a total of 129 people participated in the survey, and a total of 119 samples could be analyzed, excluding 10 respondents filtered through screening questions. The respondents excluded from the screening question were eight who did not live in Bangkok and two who had never purchased Korean products.

The respondents' personal information such as age, gender, education level, income level and occupation were found as follows. The author classified the respondents' age according to the generation classified by the Stock Exchange of Thailand, and the number of participants who responded to the survey by generation was as follows (SET, 2019). Most of the participants in this survey were Y Generation (108 persons out of 119, 90.76%) who aged between 22 to 38 years old, showing as green color in the Figure 9. On the same figure, there were only eight Generation X (6.72%) who aged between 39 to 53 years old. The group that participated the least was Generation Z (3 respondents out of 119, 2.52%) who aged between 10 to 21 years old, and none of the Baby Boomers who aged between 54–72-year-old, or Postwar groups aged more than 73 participated in the survey.



**Figure 9** Age of the Respondents

For the respondents' gender shown in the Figure 10, there were 87 female or 73.11% and 32 male or 26.89% participants.



**Figure 10 Gender of the Respondents**

The finding of educational background of the respondents were shown in Table 3, in which bachelor's degree graduates (68 persons, 57.1%) are the largest group, Master's Degree or higher (46 persons, 38.7%) is the second largest group, follow by high school graduates (3 persons, 2.5%) and technical or vocational school graduates 2 persons, 1.7%.

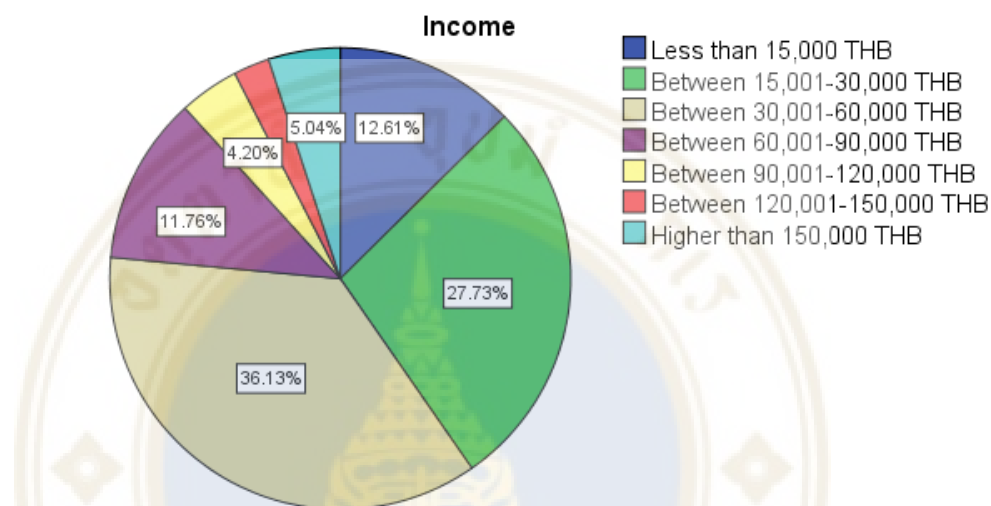
**Table 3 Educational Background of the Respondents**

**Education**

		Frequency	Percent	Cumulative Percent
Valid	High school	3	2.5	2.5
	Technical or Vocational School	2	1.7	4.2
	Bachelor's Degree	68	57.1	61.3
	Master's Degree or Higher	46	38.7	100.0
	Total	119	100.0	

Income level of the respondents were shown in Figure 11. Respondents' incomes varied. A third of the respondents said their monthly income was between 30,001

to 60,000 THB. Another one third said their monthly income was between 15,001 to 30,000 THB. For occupation, most of the respondents were employed for wages (83 persons, 69.7%), followed by student (22 persons, 18.5%) and self-employed (14 persons, 11.8%), shown in Table 4.



**Figure 11** Income level of the Respondents

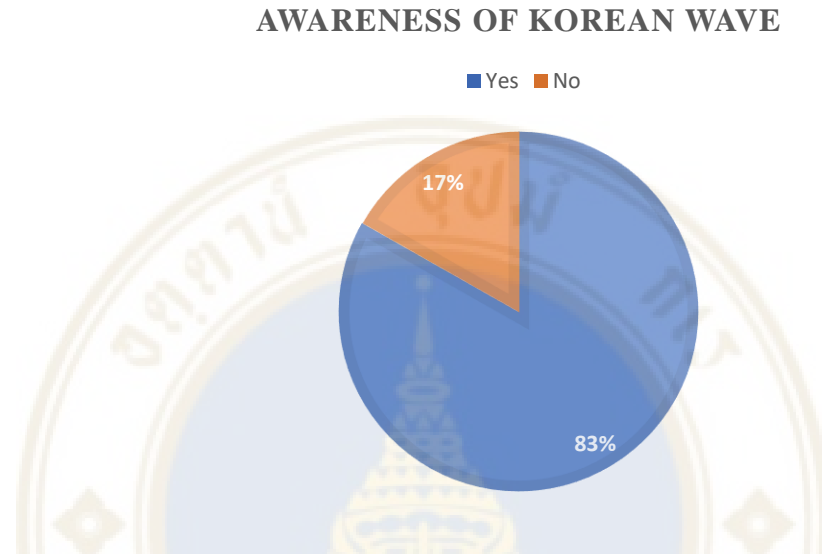
**Table 4** Occupation of the Respondents

**Job**

		Frequency	Percent	Cumulative Percent
Valid	Student	22	18.5	18.5
	Employed for wages	83	69.7	88.2
	Self-employed	14	11.8	100.0
	Total	119	100.0	

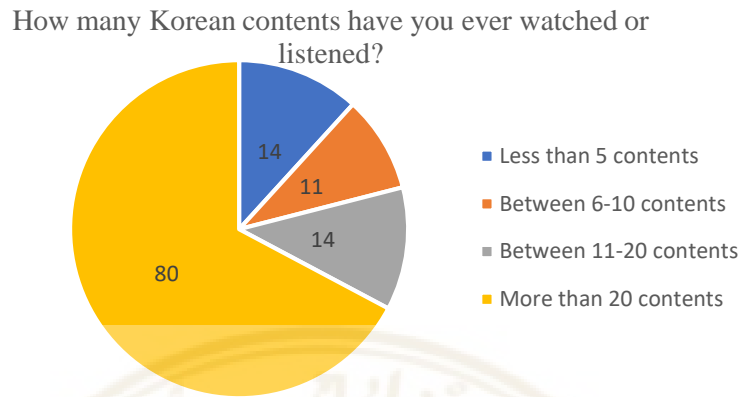
## 4.3 Results on Specific Questions

### 4.3.1 Awareness of Korean Wave on Korean products purchasing consumers



**Figure 12 Awareness of Korean Wave**

The first research objective of this study was answered by the Figure 12 showing that 83% of Korean products purchasing consumers are aware of Korean Wave. There were 99 people out of 119 who know what Korean Wave is, and 118 people out of 119 have ever watched or listened to Korean music, Korean drama or Korean movie. The author also found that 80 respondents or 67.2% have watched or listened Korean contents more than 20 contents (See Figure 13) and more than half of the respondents have been watching K-contents for more than 10 years (See Table 5).



**Figure 13** Number of Korean contents viewed

**Table 5** Period of consumers have been watching or listening Korean contents

How long have you been watching or listening to K Contents?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than a year	4	3.4	3.4	3.4
Between 1-5 years	22	18.5	18.5	21.8
Between 6-10 years	29	24.4	24.4	46.2
More than 10 years	64	53.8	53.8	100.0
Total	119	100.0	100.0	

**4.3.2 Influence of Korean Wave including K-drama, K-pop music, and K-movies on Korean products purchasing intention**

First, the study found that among Korean Wave contents given in the survey (e.g. K-drama, K-pop music, and K-movie), K-drama had the most powerful influence on Thai consumers when buying Korean products (See Table 6). People enjoy watching K-series the most, followed by watching K-movie and listening to K-pop music as shown with the mean scores on Table 6. Interestingly, people who enjoy watching dramas answered that they have a high interest in Korea, and that they are also willing to purchase Korean products. This result tends to support the results of the previous study, and as Lee

and Yu published in 2018, watching Korean dramas was found to increase consumers' desire to purchase Korean products (LeeJi & YuSeung, 2018). Furthermore, it also tells that K-drama are one of the most important factors influencing Thai consumers to buy Korean products.

Secondly influential Korean Wave was K-movies. Korean movies were also having a positive effect on Thai consumers as much as K-dramas. As shown in Table 6, people enjoy watching K-movies more than listening to K-pop music but not as much as K-drama. Moreover, respondents answered that K-movies have an influence on Korean culture and Korean products interests. These findings support the previous study of Lee and Yu saying that K-movie, one kind of the K-contents, have an influence on Korean products purchasing intention (LeeJi & YuSeung, 2018). K-movie is also one of the significant factors affecting Thai consumers who consume Korean products.

Lastly, among the choices of Korean Wave contents given in the study K-pop music showed the lowest interest for consumers' preferences. Respondents answered that K-pop was relatively less enjoyable than dramas and movies, but it still showed a positive trend as the mean score of K-pop music enjoyment is 3.94 which almost reaching the agreeable side. K-pop songs listeners are interested in Korean products and also in Korean culture but comparatively less than K-drama and K-movie lovers. It shows that K-pop music is also one of the interesting factors to be considered as Korean products purchasing catalyst.

**Table 6 Descriptive Statistics of Specific Questions (Descending Means)**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I enjoy watching K-drama.	119	2	5	4.34	.876
The more I watch K-drama, my interest in Korea becomes higher.	119	2	5	4.32	.853
The more I watch K-drama, my interest in Korean products become higher.	119	1	5	4.08	.996
I enjoy watching K-movie.	119	1	5	4.02	.965
I enjoy listening to K-pop music.	119	1	5	3.96	1.175
I want to try Korean products showing in the drama that I watched.	119	1	5	3.94	1.019
The more I watch K-drama, the more Korean products consumption increases.	119	1	5	3.93	1.031
The more I watch K-movie, my interest in Korea becomes higher.	119	1	5	3.92	.976
The more I watch K-movie, my interest in Korean products become higher.	119	1	5	3.70	1.124
I want to try Korean products showing in the movie that I watched.	119	1	5	3.67	1.001
I purchase Korean products through my friend's introduction.	119	1	5	3.67	1.059
Social influence has strong impact on my purchase decision making.	119	1	5	3.65	1.154
The more I watch K-movie, the more Korean products consumption increases.	119	1	5	3.63	1.111
The more I listen to K-pop music, my interest in Korea becomes higher.	119	1	5	3.59	1.231
I purchase Korean products through my colleague's introduction.	119	1	5	3.47	1.126
I want to try Korean products that K-pop artists use.	119	1	5	3.41	1.224
The more I listen to K-pop songs, my interest in Korean products become higher.	119	1	5	3.34	1.224
The more I listen to K-pop songs, the more Korean products consumption increases.	119	1	5	3.26	1.182
If my family recommends one Korean product, I will make a purchase without hesitation.	119	1	5	3.09	1.081
I purchase Korean products through my family's introduction.	119	1	5	3.09	1.255
If my friend recommends one Korean product, I will make a purchase without hesitation.	119	1	5	3.04	1.130
If my colleague recommends one Korean product, I will make a purchase without hesitation.	119	1	5	3.03	1.116
Valid N (listwise)	119				



### 4.3.3 Relationship between Korean Wave and Social influence on Korean products purchasing intention

This study found that K-drama and K-pop have the most powerful effect on Korean product purchasing intention (See Table 7, 8 and 9 below). The author run the multiple regression analysis to see the relationship between social influence from friends, family, and colleagues to intention to buy Korean products. The result was shown in Table 7, 8 and 9 and found that the model explains 44.9% (Adjusted R Square) of dependent variable which is intention to buy. Moreover, from the Table 9, it showed that among the Korean Wave contents, K-drama has the highest Standardized Beta score which means that for each increase in influence of K-drama one unit, intention to buy Korean products increases by 0.432. However, the result from this study showed that social influence from friends, family and colleagues are not influence people to buy Korean products as shown with not significant p-value in Table 9. This finding is contradicted to the study of Wangwiboolkij showing that social influence has an impact on Thai consumers' Korean cosmetics repurchasing intention (WangwiboolkijRossarin, 2012).

**Table 7 Result of Multiple Regression (Model Summary)**

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.691 <sup>a</sup>	.477	.449	.655	.477	17.043	6	112	.000

a. Predictors: (Constant), Influenced by colleague, Kpop Influence, Kmovie Influence, Influenced by family, Kdrama Influence, Influenced by friend

**Table 8 Result of Multiple Regression (ANOVA)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.896	6	7.316	17.043	.000 <sup>a</sup>
	Residual	48.076	112	.429		
	Total	91.972	118			

a. Predictors: (Constant), Influenced by colleague, Kpop Influence, Kmovie Influence, Influenced by family, Kdrama Influence, Influenced by friend

b. Dependent Variable: Intention to buy

**Table 9 Result of Multiple Regression (Coefficients)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.251	.357		.704	.483
	Kdrama Influence	.504	.139	.432	3.623	.000
	Kpop Influence	.138	.062	.169	2.218	.029
	Kmovie Influence	.119	.119	.118	1.000	.319
	Influenced by friend	.069	.135	.076	.512	.610
	Influenced by family	.063	.090	.075	.696	.488
	Influenced by colleague	.014	.128	.015	.107	.915

a. Dependent Variable: Intention to buy

#### 4.4 Additional Findings

As predicted, Korean Wave content was more popular among women. It was found that Thai female consumers have seen more Korean Wave content for a longer time. It was found that the average number of Korean contents viewing by female participants exceeded about 20 contents, and in the case of men, the average was less than 10, see the Table 10 below. It was found that women definitely have a deeper relationship of viewing Korean content than men, shown with significance level of 0.02 in the Table 11 below.

Furthermore, Thai female consumers show significantly longer period of time viewing Korean contents. However, interestingly, frequencies of purchasing Korean products of male and female were not so different, see the Table 10 below. Both male and female consumers buy Korean products twice a month and when they buy Korean products such as instant noodles, fruits, music, clothing, cosmetics, electronic devices, etc., both male and female spend around 501-1,000 THB at a time. These discoveries strengthen the findings from Lee and Yu stating Korean contents motivate consumer's purchasing intention of Korean products (LeeJi & YuSeung, 2018).

**Table 10 Results of One-way ANOVA descriptive on Korean Products Purchasing Frequency and Gender**

		Descriptive								
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
						Lower Bound	Upper Bound			
How often do you buy Korean products?	Female	87	3.72	1.086	.116	3.49	3.96	2	5	
	Male	32	3.69	1.203	.213	3.25	4.12	2	5	
	Total	119	3.71	1.113	.102	3.51	3.92	2	5	
How many Korean contents have you ever watched or listened?	Female	87	3.53	.926	.099	3.33	3.73	1	4	
	Male	32	2.84	1.247	.220	2.39	3.29	1	4	
	Total	119	3.34	1.061	.097	3.15	3.54	1	4	
How long have you been watching or listening to K Contents?	Female	87	3.37	.823	.088	3.19	3.54	1	4	
	Male	32	3.06	1.014	.179	2.70	3.43	1	4	
	Total	119	3.29	.884	.081	3.13	3.45	1	4	
When you buy Korean products, how much do you pay at a time?	Female	87	2.94	.867	.093	2.76	3.13	1	5	
	Male	32	2.84	1.221	.216	2.40	3.28	1	5	
	Total	119	2.92	.971	.089	2.74	3.09	1	5	

**Table 11 Results of One-way ANOVA on Korean Products Purchasing Frequency and Gender**

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
On average, in one month how much do you spend on Korean products?	Between Groups	.681	1	.681	.740	.391
	Within Groups	107.638	117	.920		
	Total	108.319	118			
How often do you buy Korean products?	Between Groups	.031	1	.031	.025	.874
	Within Groups	146.254	117	1.250		
	Total	146.286	118			
How many Korean contents have you ever watched or listened?	Between Groups	10.977	1	10.977	10.536	.002
	Within Groups	121.897	117	1.042		
	Total	132.874	118			
How long have you been watching or listening to K Contents?	Between Groups	2.181	1	2.181	2.832	.095
	Within Groups	90.105	117	.770		
	Total	92.286	118			
When you buy Korean products, how much do you pay at a time?	Between Groups	.228	1	.228	.241	.625
	Within Groups	110.931	117	.948		
	Total	111.160	118			

## **CHAPTER V**

### **CONCLUSION**

#### **5.1 Conclusion**

The study, conducted to find out what are the main factors influencing Thai consumers' decision to purchase Korean products, found that Korean content, especially Korean drama, and K-pop music influence purchase decisions. However, this study found that social influence such as influence from friends, family and colleagues have no impact on Korean products purchasing intention.

Of the 129 people who participated in the online survey of this study, 119 were 87 women and 32 men, excluding 10 filtered out by screening questions. More than 90% of the participants were Y-generations aged between 22-38 years old. This research found that Thai female consumers are exposed to Korean contents such as K-series, K-movies, or K-pop music much longer and more frequently than male. However, the spending on Korean products at a time for both male and female are not so different. They spend around 501-1,000 THB on Korean products per time.

Respondents to the survey answered that K-series and songs (K-drama and K-pop) have a great influence on Korean product purchases in order, and these findings answered the research question of this study that the key factors in Thai consumers' purchase of Korean products affects by Korean dramas and songs.

#### **5.2 Recommendation**

The author expects the results of this study to help local companies in Thailand that sell Korean-related products, for example, Mama or Singha corporation. First, Thai local companies should closely update the trends of Korean drama and use

those contents in marketing. For example, having an event to follow the famous Korean drama cooking scenes with the company's products. Second, the company could do the product sponsorship to K-pop singers. There are several Thai members of K-pop bands. Thai local company may contact those Thai members to promote Thai products as well. Lastly, Thai local company may invite those Thai members in K-pop bands or even use Korean actors or actresses to promote or advertise their products. It will help them figuring out that the influence on Korean products purchasing intention is on viewing or exposing to Korean Wave related contents such as K-drama or K-pop music. With these findings, the related organization could develop their marketing strategies or event's ideas of promotion to capture the hearts of consumers. Moreover, it is expected that not only domestic companies but also Korean companies wishing to enter Thailand will be able to get help from market research, consumer identification, and understanding Thai consumer sentiment through these research findings. Lastly, the discovery that Thai consumers' willingness to purchase Korean products lies in Korean dramas and Korean songs will also help identify Thai consumer trends to the economic section of Korean embassy to Thailand.

### **5.3 Limitation**

The research period of this study was not long, so the data collection period was done only in a week. In addition, the survey results showed that more than 90% of the survey results were from Y Generation who aged between 22-38 years old, and only Bangkok residents were targeted because the questionnaire distribution channels did not include various age groups, occupational groups, and residential areas.

### **5.4 Future Research**

For future study, the next researcher will be able to expand consumer targets not only for Bangkok residents but also covering from all over provinces in Thailand, and

it will be interesting to expand questionnaire distribution channels to more diverse groups, such as Korean-related product sellers in Thailand or Korean companies preparing to entering Thai market.



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## Appendix A: Questionnaire

### Questionnaire

#### Part 1: Introduction

This survey is part of a thematic paper of Sunhwa So, student at College of Management Mahidol University (CMMU). The purpose of this survey is to understand the influence of Korean wave on Korean products purchasing intention to Thai consumers. The survey will take approximately 10-15 minutes. Thank you very much for your participation.

#### Part 2: Screening Questions

1. Do you live in Bangkok?
  - Yes
  - No
  
2. How often do you buy Korean products (e.g., Korean Instant Noodles, Korean Snacks, Korean Cosmetics, Korean Electronic devices (mobile phone, TV, refrigerators), Korean fruits, etc.)?
  - Never
  - Less than once a month
  - Once a month
  - Twice a month
  - More than twice a month

\* For those who answered 'No' in question 1 and 'Never' in question 2 will go to the ending page to end the questionnaire.

#### Ending Page:

**Thank you very much for your kind participation. 감사합니다.**

**Part 3: General Questions**

1. Do you know **'Korean Wave'**?
  - a. Yes
  - b. No
2. Have you ever watched or listen to K-series (or K-drama), K-pop music, or K-movie?
  - a. Yes
  - b. No
3. How many Korean contents (K-series, K-pop music, K-drama, or K-movie) have you ever watched or listened?
  - a. Less than 5 contents
  - b. Between 6 – 10 contents
  - c. Between 11 – 20 contents
  - d. More than 20 contents
4. How long have you been watching or listening to K-Contents (K-series, K-pop music, K-drama, or K-movie)?
  - a. Less than a year
  - b. Between 1 – 5 years
  - c. Between 6 – 10 years
  - d. More than 10 years
5. When you buy Korean products (Instant noodles, Fruits, Music, Clothing, Cosmetics, Electronic Products etc.), how much do you pay for Korean products at a time?
  - a. Less than 100 THB
  - b. Between 101 – 500 THB
  - c. Between 501 – 1,000 THB
  - d. Between 1,001 – 3,000 THB
  - e. More than 3,000 THB

6. On average, in one month how much do you spend on Korean products (Instant noodles, Fruits, Music, Clothing, Cosmetics, Electronic Products etc.)?
- Less than 500 THB
  - Between 501 – 1,000 THB
  - Between 1,001 – 3,000 THB
  - Between 3,001 – 5,000 THB
  - Between 5,001 – 7,000 THB
  - More than 7,000 THB

#### Part 4: Specific Questions

Please indicate to what extent you agree or disagree on each of the following statements regarding the influence on Korean products purchasing intention. (Assessment Scale; 1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree)

<b>3A: The Influence of K-Contents especially on K-drama</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
I enjoy watching K-drama.	1	2	3	4	5
I want to try Korean products showing in the drama that I watched.	1	2	3	4	5
The more I watch K-drama, my interest in Korea becomes higher.	1	2	3	4	5
The more I watch K-drama, my interest in Korean products become higher.	1	2	3	4	5
The more I watch K-drama, the more Korean products consumption increases.	1	2	3	4	5

<b>3B: The Influence of K-Contents especially on K-pop music</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
I enjoy listening to K-pop music.	1	2	3	4	5
I want to try Korean products that K-pop artists use.	1	2	3	4	5
The more I listen to K-pop music, my interest in Korea becomes higher.	1	2	3	4	5
The more I listen to K-pop songs, my interest in Korean products become higher.	1	2	3	4	5
The more I listen to K-pop songs, the more Korean products consumption increases.	1	2	3	4	5
<b>3C: The Influence of K-Contents especially on K-movie</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>

I enjoy watching K-movie.	1	2	3	4	5
I want to try Korean products showing in the movie that I watched.	1	2	3	4	5
The more I watch K-movie, my interest in Korea becomes higher.	1	2	3	4	5
The more I watch K-movie, my interest in Korean products become higher.	1	2	3	4	5
The more I watch K-movie, the more Korean products consumption increases.	1	2	3	4	5
<b>3D: Social Influence from friends, family, or colleagues</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
I purchase Korean products through my friend's introduction.	1	2	3	4	5
I purchase Korean products through my family's introduction.	1	2	3	4	5
I purchase Korean products through my colleague's introduction.	1	2	3	4	5
Social influence has strong impact on my purchase decision making.	1	2	3	4	5
If my friend recommends one Korean product, I will make a purchase without hesitation.	1	2	3	4	5
If my family recommends one Korean product, I will make a purchase without hesitation.	1	2	3	4	5
If my colleague recommends one Korean product, I will make a purchase without hesitation.	1	2	3	4	5
<b>3E: Intention to Buy Korean Products</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
I will buy Korean product if it is available in the stores where I normally shop.	1	2	3	4	5
I will repurchase Korean products that I am currently using or have tried before within next month.	1	2	3	4	5
I will buy Korean products that I saw on K-drama, K-pop music, or K-movies.	1	2	3	4	5

## Part 5: Basic Knowledge on Korean Language

1. How do you say 'Hello' in Korean?
  - a. Sa-rang-hae-yo
  - b. Kam-sa-ham-ni-da
  - c. An-yong-ha-se-yo
  - d. Ma-shi-ta
2. How do you say 'Thank you' in Korean?
  - a. Sa-rang-hae-yo
  - b. Kam-sa-ham-ni-da
  - c. An-yong-ha-se-yo
  - d. Ma-shi-ta

3. How do you say 'Delicious' in Korean?
  - a. Sa-rang-hae-yo
  - b. Kam-sa-ham-ni-da
  - c. An-yong-ha-se-yo
  - d. Ma-shi-ta

### Part 6: Demographic Questions

1. What is your age?
  - a. Under 22 years old
  - b. 22 – 38 years old
  - c. 39 – 53 years old
  - d. 54 – 72 years old
  - e. 73 years old or above
2. What is your gender?
  - a. Female
  - b. Male
3. What is the highest degree or level of school you have completed?
  - a. Primary School
  - b. High School
  - c. Technical or Vocational School
  - d. Bachelor's Degree
  - e. Master's Degree or Higher
4. What is your average monthly income?
  - a. Less than 15,000 THB
  - b. Between 15,001 – 30,000 THB
  - c. Between 30,001 – 60,000 THB
  - d. Between 60,001 – 90,000 THB
  - e. Between 90,001 – 120,000 THB
  - f. Between 120,001 – 150,000 THB
  - g. Higher than 150,000 THB



5. Are you currently....?
- a. A student
  - b. Employed for wages
  - c. Self-employed
  - d. Retired

**Part 7: Ending**

**Thank you very much for your kind participation. 감사합니다.**

