

**THAI CONSUMER VALUES TOWARDS KOREAN RESTAURANTS IN  
BANGKOK, THAILAND**



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**A THEMATIC PAPER SUBMITTED IN PARTIAL  
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## **THAI CONSUMER VALUES TOWARDS KOREAN RESTAURANTS IN BANGKOK, THAILAND**

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### **ABSTRACT**

Nowadays, people can easily find Korean restaurants in Bangkok, Thailand. As the popularity of Korean wave has led to an increasing of Korean food consumption in Thailand. There are several Korean restaurants in Thailand that became popular due to their association with Korean culture and it led to the increase of Thai consumers' attention towards Korean cultures.

The purposes of this study are to study consumer values of Thai consumers towards Korean restaurants, to investigate the relationship between consumer values, familiarity and affective country image and consumers attitudes toward dining at a Korean restaurant, and to study the consumer attitudes associate to intention to dine in Korean restaurant.

This study uses a quantitative method and will gather the data from 150 samples. They must have experienced dining in a Korean restaurant in Bangkok. According to the key findings, consumer values have a positive impact to the attitude towards Korean restaurant. The most important of consumer values' variables are ranked from quality value, emotional values, epistemic values, aesthetic values, economic values and social values. From the hypothesis results of multiple regression analysis consumer values, familiarity and affective image of the country have positive impact to the attitude towards Korean restaurant. And the attitude also leads to positive affect to intention to dine in Korean restaurant. This paper can help the audiences understand the Thai consumer values towards Korean restaurant including the influential factors that impact their purchase decision. And it will be beneficial for Thai and Korean restaurant owners to improve the business strategies.

**KEYWORDS:** KOREAN WAVE / CONSUMER VALUES / ATTITUDES /  
FAMILIARITY / BEHAVIOR INTENTION



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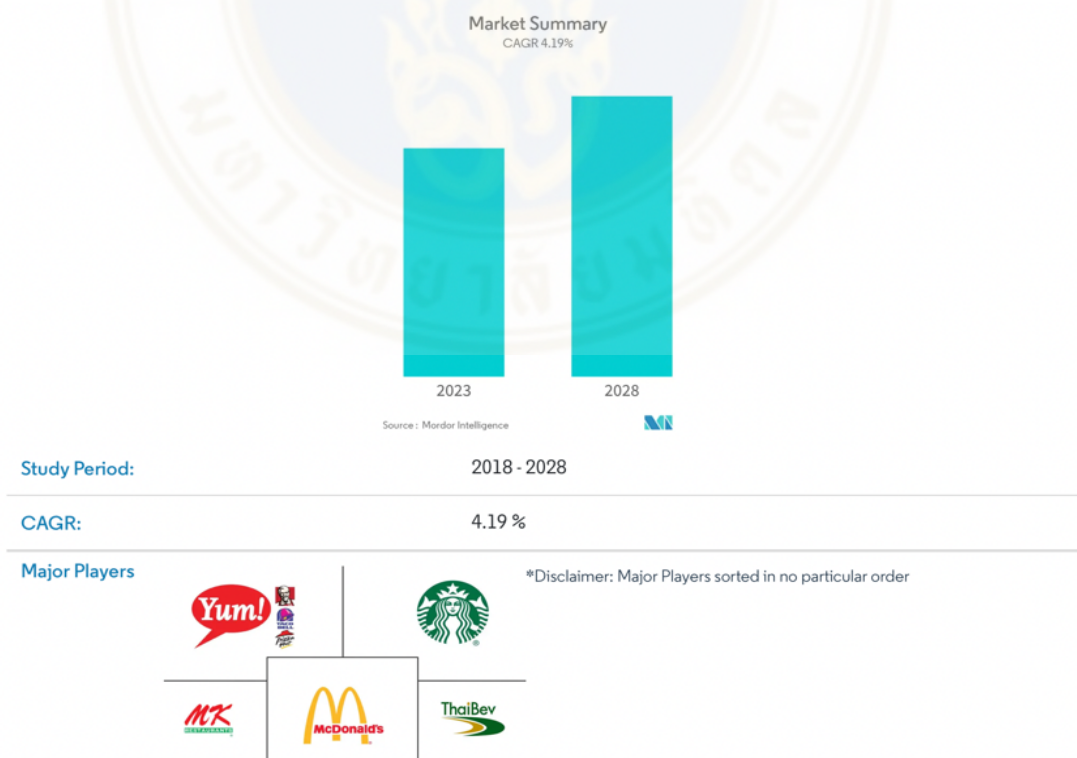
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# CHAPTER I

## INTRODUCTION

### 1.1 Background

According to the Bangkok Post reported that the Korean food market value in Thailand was estimated to be 2 billion baht and had an average yearly growth rate of 4-5% (Bangkok Post, 2022). The Korean restaurants have been present in Thailand for more than 20 years, with the popularity of Korean historical drama Dae Jang Geum came in 2005. The story was depicted about an orphaned cook who becomes the king's first female physician. Since then, there were various aspects of Korean cultures such as Korean cosmetics, K-series, K-pop, Korean instant noodles and Korean food have gained popularity in Thailand (Jitpleecheep, 2022).

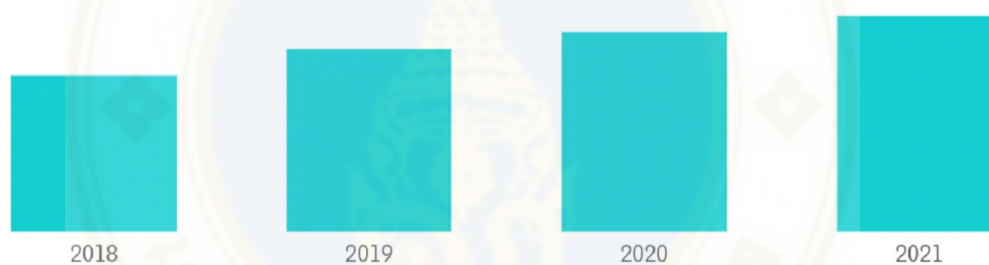


**Figure 1.1: Thailand Foodservice Market Analysis Summary**

(Source: Mordor Intelligence, 2022)

In the report of Thailand Foodservice Market Analysis 2022 showed the forecast of the Thai foodservice market's CAGR is 4.19% in the period of 2022-2028 (Figure 1.1). The foodservice market is segmented by the type of full-service restaurants, which there is a significant share among the restaurant industry. In Thailand, Korean restaurants are growing due to increase of consumers preferences in terms of convenience, high-quality standards and hygiene. Moreover, due to Covid-19 situation nowadays, there are many Korean restaurants chains that offered takeout and delivery service options in order to serve customers convenient and safety, which are the reasons why they are gaining more popularity.

Foodservice Market: Year-On-Year Growth Rate (%), Full-service Restaurants, Thailand, 2018-2021



Source: Mordor Intelligence



**Figure 1.2: Foodservice Market growth rate (%), Full-service restaurants, Thailand, 2018-2021**

(Source: Mordor Intelligence, 2022)

The reports also stated that the growth of Korean food in Thai market was rapidly increased from 1,000 million to 2,000 million baht and the Korean restaurants has gained larger momentum comparing to American fast-food, which they gained high positive trend as they rise in the food industry (Figure 1.2).

Nowadays, people can easily find Korean restaurants in Bangkok, Thailand. As the popularity of Korean wave has led to an increasing of Korean food consumption



in Thailand (Wongsurawat, W., & Apiwatanakul, P., 2022). This is because of their widespread influence of Korean pop culture which includes K-Pop, K-dramas and TV shows and they are considered to be one of Asian values. However, one of Korean cultures that has effects towards Thai consumers is Korean food. There are several Korean restaurants in Thailand that became popular due to their association with Korean culture and series, and it can be seen that it led to the increase of Thai consumers' attention towards Korean cultures.

As Korean food is a part of Korean Wave, it is usually displayed by Korean drama and has significant impact on Thai consumers. There are most of Thai consumers wanted to try Korean food once they have seen it in the K-drama because the appearance of food can attract their intention to try it. For instance, Korean BBQ grill, bibimbap, ramyun, the side dishes like kimchi and dessert such as bingsu are among popular Korean food in Thailand (Figure 1.3).



**Figure 1.3: Korean Food**

(Source: 14 South Florida Restaurants Serving Incredible Korean Food, 2021)

According to the Korean Cultural Centre in Bangkok (Bangkok Post, 2020), there are approximately 20,000 South Korean people living in Thailand with 12,000 people in Bangkok, 4,000 people in Chiang Mai, 3,000 people in Chonburi and Rayong, and 750 in Phuket. Most of these expats have opened their own business in Thailand, including Korean restaurants. As a result, they were successful as Korean food and culture gained popularity in Thailand, the demand was grown therefore, the Korean owners decided to open more Korean restaurants. In figure 1.4 shows the example of famous Korean restaurants in Thailand including Banjoo BBQ, Dong Dae Moon, Doorae, Joha, KoKung, Sookdal Premium Korean BBQ, Cheonman, Bonchon chicken, Samauel etc.



**Figure 1.4: Korean restaurants in Bangkok**

(Source: 9 Restaurants for Authentic Korean Flavors in Bangkok)

As seen nowadays, the influence of the Korean Wave still continues to be a significant effect on Thai consumers. Therefore, the researcher is interested in studying the Thai consumers values that associates with the across different generation. By analyzing



the Thai consumers values relating to Korean wave across different generation of Thai people, the researcher can examine the potential differences in consumption patterns as well as the adoption of their culture. As Korean foods are often promoted through the popular movies, series and music videos that have gained widespread popularity among Thai consumers. Thus, understanding these cultural influences can help to shape how Thai consumers make a decision and choices to dine in Korean restaurants.

## **1.2 Problem Statement**

Despite there are studies related to successful of Korean food become globalization or ethnic food and why consumers choose to dine in Korean restaurants. The studies applied the theory of psychographic segmentation to seek the consumers' attitude and behavioral intentions toward dining at a Korean restaurant. The trend of Korean food also rapidly increases, there is still cannot be seen the behind Thai consumers consume values towards Korean food. Apart from this, the studies on Korean have been surveyed in other countries such as South Korea, Malaysia, United States and Indonesia. However, there is still lack of studies of the consume values of Thai consumers towards Korean food in Bangkok, Thailand. The understanding of these issues would help the business owner to expand and improve the business in order to maximize the profits by knowing the Thai consumers consume values.

## **1.3 Research Question**

What are the Thai consumer values towards Korean restaurants in Bangkok, Thailand?

## **1.4 Research Objectives**

There are three research objectives in this paper as follows as below.

1. To study consumer values of Thai consumers towards Korean restaurants.
2. To investigate the relationship between consumer values, familiarity and affective country image of dining at the Korean restaurant and consumers attitudes toward dining at a Korean.
3. To study the consumer attitudes associating to intention to dine in Korean restaurant.

## **1.5 Scope of the Study**

Study the Thai consumers who live in Bangkok and have experienced dining in Korean restaurant in Bangkok.

## **1.6 Expected Benefit**

The knowledge and understanding in this study would benefit to the researcher in order to understand the context better and she will be a fresh graduate after completing her master's degree. Moreover, this paper can help the audiences understand the Thai consumer values towards Korean restaurant in Bangkok including the influential factors that affect their purchase decision. The understanding of the key success factors will be beneficial for Thai and Korean restaurant owners to improve the business strategies. Understanding Thai consumer values will identify insights for the restaurant owners to develop effective marketing strategies and differentiate their brand to be a competitive market during the Korean wave impact. Furthermore, as people are adapted with Korean culture, the owners will understand Thai consumers' preferences more.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Korean Wave**

The Korean wave refers to the increasing of popularity of South Korean culture around the world (Lee, 2011). In other words, Korean wave is referred as hallyu in Korean language. Once the trend spread out to mainland Asian countries, it led to the fascination of not only Korean music and drama but also its movies, food, and fashion among all Asian people. Furthermore, the impact of Korean wave does not only beyond popular culture but it also positively influences lifestyle for many Asian people. Therefore, Korean wave ultimately enhanced Korea's image in foreign countries (Lee, 2011).

#### **2.2 Consumer Values**

Consumer values define as a central to consumers in order to make a decision on something (Jooyeon Ha, 2019). It is the perception of what a product or service is worth to a customer comparing with the possible alternatives. Jooyeon Ha, 2019 also claimed that by knowing consumer values can help the companies to enhance their values in order improve customers experience and increase customer satisfaction. For instance, the price and quality, and what the product or service can do for that particular person.

Another study defined the meaning of consumer values have been assumed to influence behavioral and consumption decisions through their attitudes. Hence, in order to create desire and influence consumer choices, it is important to satisfy specific needs through the products or services offered. Customer values considered to be a fundamental aspect of consumer attitudes and behavior, influencing all types of needs that consumers seek to satisfy through their purchase and consumption behaviors. As such, they can play an important role in determining which products or services

consumers choose to fulfill their specific needs (Kim, J., Forsythe, S., Gu, Q. and Jae Moon, S., 2002). In other words, the values of consumers are shaped by the society and environment that surround them, which ultimately shapes their needs and desires. These values help consumers adapt to their circumstances and work towards achieving their goals.

Consumer value is a part of consumption activities in creating happiness, experience and satisfaction for consumers (Wikström, Solveig & Hedbom, Martin & Thuresson, Ludvig, 2010). Jooyeon Ha (2019) has used a theoretical method to better understand consumer values. The method aimed to focus on economic value perceived by consumers, as well as capturing their emotion and feelings once they purchase products or services. purchased products or service. The study proposed consumers values including choice situation and suggested model for dimension of consumer values that influence consumer choice such as quality value, economic value, social value, emotional value, aesthetic value and epistemic value.

### **2.2.1 Economic Value**

Jooyeon Ha (2019) describes Economic value that it refers to the value of money. It means the benefits that the product or service generates from the decreasing of long-term and short-term costs (Kim, J., Forsythe, S., Gu, Q. and Jae Moon, S., 2002). It is important to consider about economic value for instance, the price should be reasonable because low price can influence consumers' choice of choosing food. It also defines as the maximum price that consumers are willing to pay for product or service. Hence, it can be higher than the market value (Thanabordeekij, Pithoon, et al., 2022).

### **2.2.2 Quality Value**

According to Jooyeon Ha (2019), quality value is a consumer's evaluation of how good or bad a product or service is. It defines as the social performance in terms of a product and service (Thanabordeekij, Pithoon, et al., 2022). Nam, Min-Jung, et al., 2017 also found that the perceived quality of food service had a significant impact on customers' perceived value. By extension, quality value can be defined as consumers' judgment about the overall of product or service's excellent performances (Zeithaml, Valarie A, 1988).

### **2.2.3 Social Value**

Social value is the benefit that comes from product or service's possibility to enhance consumers' social self-concept (Kim, J., Forsythe, S., Gu, Q. and Jae Moon, S., 2002). In the study of Wikström, Solveig & Hedbom, Martin & Thuresson, Ludvig. (2010) explained the fact that most of food consumption mostly takes place within a family which leads to create demand for a special social value. Thus, there is usually one person who creates the services for different individuals with their various preferences wants and needs.

### **2.2.4 Emotional Value**

Kim, J., Forsythe, S., Gu, Q. and Jae Moon, S. (2002) describes the terms emotional value that it is the feelings that are generated by a product or service such as joyful or excited feelings. Jooyeon Ha (2019) explained that it refers to the affective states that generated by the product or service. Emotional value can also impact to human reasoning, it can be shaped judgment and behavior hence, it can influence consumers reasoning, consumers judgment, and consumer behavior (Thanabordeekij, Pithoon, et al., 2022).

### **2.2.5 Epistemic Value**

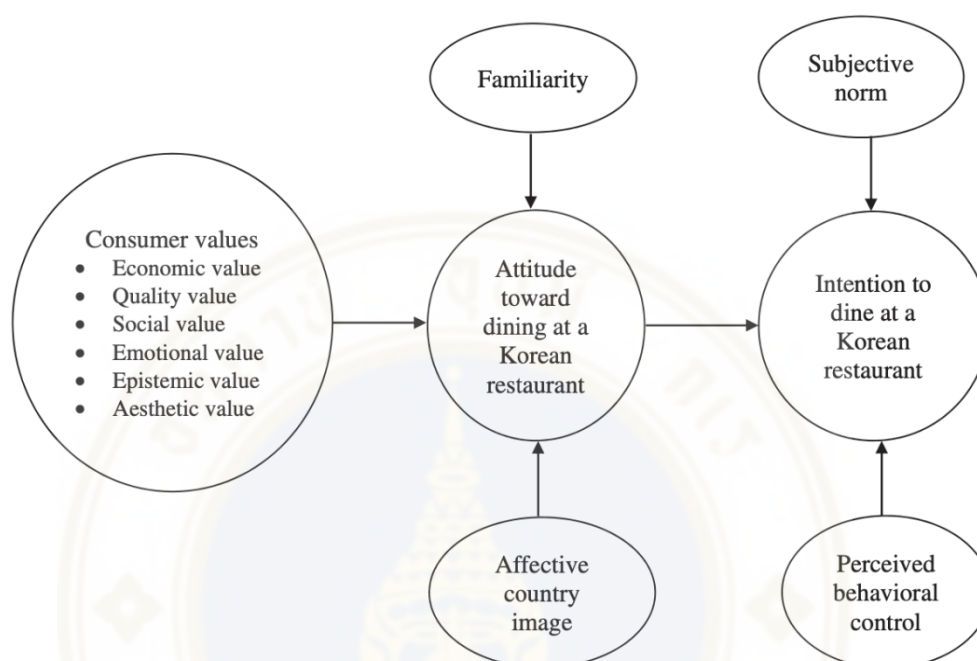
Epistemic value refers to a products capacity of providing knowledge or satisfying a desire of knowledge and it is important for consumers who are considering to gain new experiences. In other words, epistemic value is when consumers arouse curiosity to try something new. For instance, the case of experience new products or services such as holiday, adventures or shopping trips (Sweeney, J. & Soutar, Geoffrey, 2001).

### **2.2.6 Aesthetic Value**

An old Korean proverb says "What looks good, tastes good" Chung et al. (2016) Aesthetic value refers to something about the beauty of product (Jooyeon Ha, 2019). It is a type of product experienced, that consumers have an experience they value

for their own sake (Forsey, Jane, 2017). Thus, Koreans have always carefully considered the appearance and taste of their food when preparing it (Chung et al., 2016).

The conceptual research model of previous studies is depicted in Figure 2.1



**Figure 2.1: Conceptual research model “Why do you dine at Korean restaurant?”  
An ethnic food consumption model approach**

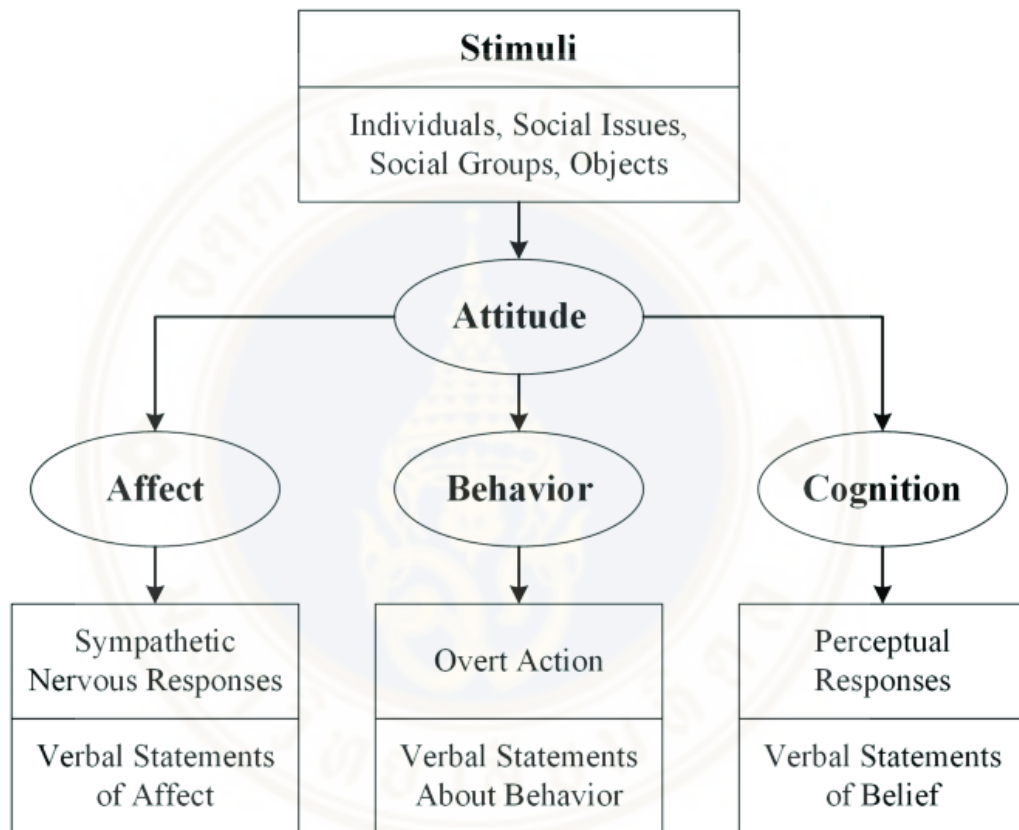
### 2.3 Attitudes

Sunthornchitcharoen and Taechapiroontong (2016) explained that attitude has been a key factor in marketing since 1960s. Attitude is defined as an individual’s internal evaluation of an object and it useful for predicting customers behavior when it comes to purchasing products or services.

Attitude can also be defined as an individual’s positive or negative evaluation of the object, which based on their personal preferences, experiences, and social construct that they have associate with (Wongsurawat, W., & Apiwatanakul, P., 2022). Additionally, an attitude can boost a sense of confidence in order to make a decision and also prevent from accessing the information that may influence their decision-making process.



Attitude is described as a construct that is continuing to evolve (Phillips, W.J., Asperin, A.E., & Wolfe, K.L., 2013). One of the most widely accepted models is the tripartite model (Figure 2.2), which includes the three components: cognition, affect and behavior. The researcher stated that these components may not always have to express the attitude but it can be based on only one or any combinations of the component.



**Figure 2.2: The Tripartite Model**

(Source: Wang, Jun & Shu, Tao & Zhao, Wenjin & Zhou, Jixian, 2022)

The study showed that food attitudes are mainly comprised of affective and cognitive components. (Aikman et al., 2006). Eertmans et al. (2001) explained that it can be developed by various factors such as the social or economic background. For instance, culturally acceptable foods, a sensory preference such as smell and texture, as well as the outcomes of consuming food such as health benefits or risks.

## **2.4 Familiarity**

Familiarity is defined as a complex concept that relates to individual's experience with a product or service, and it is a key driver in the purchasing and consumption process, especially in food products. It can help to reduce the uncertainty associated with the product or service and ensure that consumer's expectations align with the actual characteristic of the product or service. Furthermore, familiarity can influence the types of descriptors and sensory properties that the person uses in daily life (Jeong & Lee, 2021).

Familiarity is often depending on the number of experiences that consumers have had with a product. The more consumers become familiar with a product, the more they feel comfortable and confident in their purchase decision, which can lead to greater loyalty and repeated purchases. Additionally, familiarity can also affect the way consumers perceive and evaluate a product's attributes and features (Wikström, Solveig & Hedbom, Martin & Thuresson, Ludvig, 2010).

## **2.5 Country Image**

According to the study of Jooyeon Ha (2019) indicated that country image is an important concept in consumer research because consumers often use their beliefs and perceptions about a country to evaluate products associated with that country. This can happen even if the consumer has not personally experienced the product or been to the country. The country image can have both positive and negative impacts on consumers' attitudes and purchase decisions. Marketers can use country image to their advantage by promoting positive aspects of the image of the country to enhance the appeal of their products.

It can also include various aspects such as culture, people, politics, history, and geography. The image of the place can also define as “the sum of all emotional and aesthetic qualities such as experiences, beliefs, ideas, recollections and impressions, that person has for the place”.

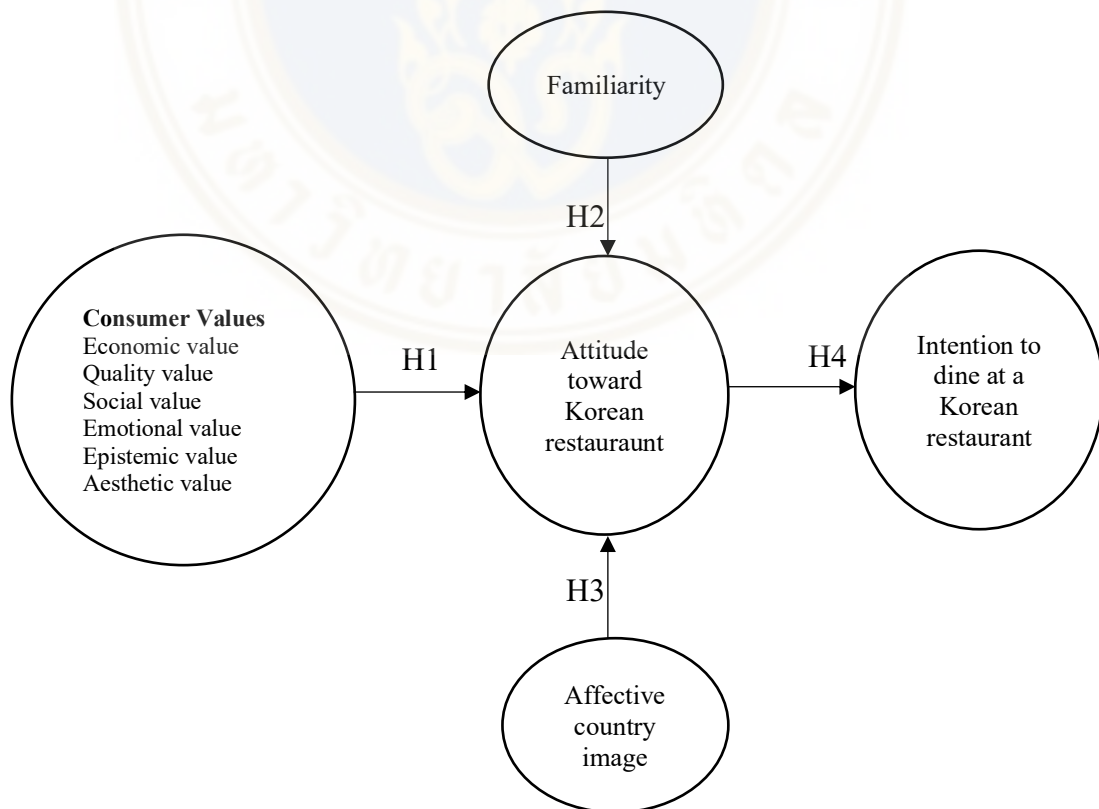
Another study defined country image as perceptions, associations, stereotype, or schemas. Consumers may rely on a country's image as a basis for



evaluating products, considering factors such as price, packaging and brand name. The impact of a country's image can provide valuable information for the businesses as they prefer to develop their marketing strategies. And it influences consumers' attitudes towards products associated with that country and their purchasing intentions (Phillips, W.J., Asperin, A.E., & Wolfe, K.L., 2013). The study also suggests that a country's image can affect consumers' attitudes towards ethnic food.

## 2.6 Behavior Intention

Ha and Shawn Jang (2010) indicated that perceived value is an important factor that influences consumers' behavioral intentions and decision-making. When consumers perceive a high level of value in their consumption experience, they are likely to show positive behavioral intentions. The research suggested that consumers tend to value the affective aspects of a dining experience the most, and this leads to an increased intention of word-of-mouth in a positive way.



**Figure 2.3: theoretical framework of The Consumer Values of Thai Consumers towards Korean Restaurants in Bangkok, Thailand**



## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

In this study uses a quantitative research methodology, which is a self-administrative questionnaire was created for this study. The quantitative method helps to attain greater knowledge and understanding of the context. The researcher chose to use quantitative method in order to observe situation or events that affect consumers. In other words, it can be clearly communicated through statistic and numbers as it gets speed and effective results, makes it possible to process and analyze the data quickly.

#### **3.2 Population and Sample Size**

##### **3.2.1 Population**

This study aims to find the consumer values of Thai consumers towards Korean restaurants Thai people who live in Bangkok areas that have experienced dine in Korean restaurant, age over 18 years old. The research uses quantitative approach. The quantitative will collect 150 surveys via online using a convenient online sampling method.

##### **3.2.2 Sample Size**

The researcher plans to collect 150 people who live in Bangkok, Thailand via the online questionnaire Google form within the period of February 2023. The questionnaire will be provided both English and Thai for the local people to clearly understand the questions.

### **3.3 Sampling Plan**

The data for this research was collected via online survey; Google form that is separated into both English and Thai version. In addition, the respondents must have experiences dining in a Korean restaurant in Bangkok to measure the most influence factors of consumer value towards Korean restaurant. The target of this study is consumers who live in Bangkok, who is over 18 years old. Before we move onto the quantitative section, we would screen the respondents to capture the right targets that we filter out who have not reached 18 years old yet and the people who live outside Bangkok. Another significant criteria is that we capture only people who have experience dining in a Korean restaurant in Bangkok.

### **3.4 Research Instrument**

The survey included a range of questions related to consumer value, affective country image, attitude, food familiarity, consumer behavioral intention and demographic data. The elements of consumer values including the values of economic, quality, social, epistemic, emotional, and aesthetic. Furthermore, the measurement for consumer values were adopted from the research Jooyeon Ha (2019), which was modified to suit with Korean food consumption situation. Next is, food familiarity was measured by asking consumers about how they are familiar with Korean food. The factors of affective country image and attitude were adopted from previous studies (Ha & Jang, 2012; Holbrook, 1998; Sheth et al., 1991; Sweeney & Soutar, 2001) and modified to suit with Korean food consumption situation. And lastly is the behavioral intention that was measured by asking consumers about intention to consume Korean food in Korean restaurants in Bangkok, Thailand. The elements for consumer values and also including the factors food familiarity, affective country image, and behavioral intention were measured on 5-point scale (From 1 = strongly disagree to 5 = strongly agree).

### **3.5 Data Collection**

For data collection, the researcher distributed an online survey to the respondents. The respondents must response to the questions based on their dining experience at a Korean restaurant in Bangkok. The survey questionnaires were distributed to 150 respondents through the social media platforms such as Facebook group, Line and Instagram. The 150 online survey questionnaires are used for data analysis.

### **3.6 Data Analysis**

The result from the online questionnaire (regarding to quantitative methodology) would be inputted in the further analysis step. The respondents' responses are decoded to numerical data and transferred to further quantitative analysis by SPSS Statistics software in order to determine the measurement of each elements used to construct reflected to the variables. The software could potentially provide the results of reliability, correlation, multiple regression, which potentially provides the outcomes of significant differences between variables according to the theoretical framework and testing the theoretical framework's reliability.

After the software possesses the quantitative results, the data would transfer to the interpretation phase where the purpose is to answer the research question and eventually to define the recommendation based on the degree of satisfaction compared with the general use dimension. After analysis and interpretation, the data from the survey would be destroyed to ensure that the data of respondents would be secured and not be delivered for further misuses.

## **CHAPTER IV**

### **RESEARCH FINDINGS**

After the researcher has designed the process, then next step is to conduct the survey, gather the information and summarize the results. This chapter focuses on statistical analysis and research findings. The researcher uses the quantitative method to collect the data through online survey called “google form”, the questionnaires were distributed through online channel such as Line, Instagram and Facebook group. After distribution, a total of 150 usable samples were collected after data cleaning and screening questions. The initial working process after data collection is to run the SPSS program, which including descriptive statistics and multiple regression analysis were applied for the testing of each hypothesis.

#### **4.1 Descriptive Analysis**

The descriptive statistics summarized the total 150 respondents’ demographic characteristic and rating level based on their opinion.

##### **4.1.1 Demographic Characteristics**

The results of the demographic are interpreted in the table 4.1. Regarding to all the respondents, the gender that participated are mostly female with 68.7%. According to the age group, the majority of the respondents are 26-35 (47.3%), followed by the age range of 18-25 (32%). Moreover, participants with the highest education background are mostly Bachelor’s Degree (74.7%). In addition, the most common individual monthly income was 15,000–29,999 THB (37.3%), followed by 30,000-44,999 THB per month (27.3%). The major occupations are either office workers and students with 41.3% and 26.7% respectively. As a result, the researcher can characterize the samples as young-adult female with high education level, and have moderate income.

## Descriptive Statistics

**Table 4.1: Summary of demographic variables**

		Frequency	Percent
Gender	Male	47	31.3
	Female	103	68.7
Age	18-25	48	32.0
	26-35	71	47.3
	36-43	27	18.0
	46-55	4	2.7
Education background	High School or Diploma	3	2.0
	Bachelor Degree	112	74.7
	Master Degree	34	22.7
	Doctoral Degree	1	0.7
Monthly income	15,000 THB or less than	34	22.7
	15,000 - 29,999 THB	56	37.3
	30,000 - 44,999 THB	41	27.3
	45,000 - 59,999 THB	10	6.7
	60,000 - 74,999 THB	2	1.3
	Over 75,000 THB	7	4.7
Occupation	Student	40	26.7
	Office Worker	62	41.3
	Self-employed	12	8.0
	Government Official	15	10.0
	Business owner	20	13.3
	Other	1	0.7



#### 4.1.2 Consumer Values

The results of the consumer values are interpreted in each variable in the following tables

**Table 4.2: The analysis of each of consumer values (Economic Value)**

<b>1. Economic Value</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Analysis N</b>
1.1 The price of Korean food, in general, is expensive	3.65	1.003	150
1.2 Korean food could be compared with the market price of food from other nationalities.	3.98	.719	150
1.3 The good atmosphere of Korean restaurant's service results in the willingness to pay higher prices for Korean food.	3.54	.924	150
	3.72		

According to the descriptive statistics of Economic Value (Table 4.2), the result shows the mean score of the respondents ( $n = 150$ ) toward the importance of Thai consumers values in terms of economic value towards Korean restaurants. The variables are ranked by the highest scores for each independent variable: Korean food could be compared with the market price of food from other nationalities (Mean = 3.98, SD = 0.719), The price of Korean food, in general, is expensive (Mean = 3.65, SD = 1.003), The good atmosphere of Korean restaurant's service results in the willingness to pay higher prices for Korean food (Mean = 3.54, SD = 0.924).



**Table 4.3: The analysis of each of consumer values (Quality Value)**

<b>2. Quality Value</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Analysis N</b>
2.1 Quality of food was good	4.33	.608	150
2.2 Quality of employee service was good	4.21	.738	150
2.3 Quality of dining environment was good	4.14	.760	150
	4.22		

According to the descriptive statistics of Quality Value (Table 4.3), the result shows the mean score of the respondents ( $n = 150$ ) toward the importance of Thai consumers values in terms of quality value towards Korean restaurants. The variables are ranked by the highest scores for each independent variable: Quality of food was good. (Mean = 4.33, SD = 0.608), Quality of employee service was good (Mean = 4.21, SD = 0.738), Quality of dining environment was good (Mean = 4.14, SD = 0.760).

**Table 4.4: The analysis of each of consumer values (Social Value)**

<b>3. Social Value</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Analysis N</b>
3.1 Dining at the Korean restaurant made a good impression on other people.	3.39	1.060	150
3.2 Dining at the Korean restaurant made me gain more social.	3.14	1.075	150
3.3 Dining at the Korean restaurant improved the way other people perceive me.	2.73	1.164	150
	3.08		

According to the descriptive statistics of Social Value (Table 4.4), the result shows the mean score of the respondents ( $n = 150$ ) toward the importance of Thai consumers values in terms of social value towards Korean restaurants. The variables are ranked by the highest scores for each independent variable: Dining at the Korean restaurant made a good impression on other people (Mean = 3.39, SD = 1.060), Dining at the Korean restaurant made me gain more social (Mean = 3.14, SD = 1.075), Dining at the Korean restaurant improved the way other people perceive me (Mean = 2.73, SD = 1.164).

**Table 4.5: The analysis of each of consumer values (Emotional Value)**

<b>4. Emotional Value</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Analysis N</b>
4.1 Dining at the Korean restaurant made me feel good.	4.25	.768	150
4.2 Dining at the Korean restaurant made me enjoy it.	4.21	.735	150
4.3 Dining at the Korean restaurant made me feel relaxed.	4.01	.839	150
	4.15		

According to the descriptive statistics of Emotional Value (Table 4.5), the result shows the mean score of the respondents ( $n = 150$ ) toward the importance of Thai consumers values in terms of emotional value towards Korean restaurants. The variables are ranked by the highest scores for each independent variable: Dining at the Korean restaurant made me feel good (Mean = 4.25, SD = 0.768), Dining at the Korean restaurant made me enjoy it (Mean = 4.21, SD = 0.735), Dining at the Korean restaurant made me feel relaxed (Mean = 4.01, SD = 0.839).

**Table 4.6: The analysis of each of consumer values (Epistemic Value)**

<b>5. Epistemic Value</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Analysis N</b>
5.1 Consuming Korean food satisfies my experience	4.11	.752	150
5.2 Consuming Korean food makes me feel the atmosphere of Korean culture	4.28	.743	150
5.3 Consuming Korean food reminds me about the K-dramas that I watched.	4.23	.837	150
5.4 Consuming Korean food makes me learn the cultural differences between South Korea and Thailand.	4.00	.819	150
	4.15		

According to the descriptive statistics of Epistemic Value (Table 4.6), the result shows the mean score of the respondents ( $n = 150$ ) toward the importance of Thai consumers values in terms of epistemic value towards Korean restaurants. The variables are ranked by the highest scores for each independent variable: Consuming Korean food makes me feel the atmosphere of Korean culture (Mean = 4.28, SD = 0.743), Consuming Korean food reminds me about the K-dramas that I watched (Mean = 4.23, SD = 0.837), Consuming Korean food satisfies my experience (Mean = 4.11, SD = 0.752). Consuming Korean food makes me learn the cultural differences between South Korea and Thailand (Mean = 4.00, SD = 0.819).

**Table 4.7: The analysis of each of consumer values (Aesthetic Value)**

<b>6. Aesthetic Value</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Analysis N</b>
6.1 Food presentation was attractive	4.41	.697	150
6.2 Physical environment of the Korean restaurant was visually appealing.	4.21	.782	150
6.3 Appearance of the employees' uniform at the Korean restaurant was pleasant.	3.65	.935	150
	4.09		

According to the descriptive statistics of Aesthetic Value (Table 4.7), the result shows the mean score of the respondents (n = 150) toward the importance of Thai consumers values in terms of aesthetic value towards Korean restaurants. The variables are ranked by the highest scores for each independent variable: Food presentation was attractive (Mean = 4.41, SD = 0.697), Physical environment of the Korean restaurant was visually appealing (Mean = 4.21, SD = 0.782), Appearance of the employees' uniform at the Korean restaurant was pleasant (Mean = 3.65, SD = 0.935).

#### 4.1.3 Familiarity

**Table 4.8: The analysis of Familiarity**

<b>7. Familiarity</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Analysis N</b>
7.1 I am familiar with the taste of Korean food	4.29	.738	150
7.2 I am familiar with the name of Korean food	3.74	.993	150
7.3 Korean foods in K-dramas are familiar to me	4.29	.870	150
	4.10		

According to the descriptive statistics of Familiarity (Table 4.8), the result shows the mean score of the respondents ( $n = 150$ ) toward the importance of familiarity towards Korean restaurants. The variables are ranked by the highest scores for each independent variable: I am familiar with the taste of Korean food (Mean = 4.29, SD = 0.738), Korean foods in K-dramas are familiar to me (Mean = 4.29, SD = 0.870), I am familiar with the name of Korean food (Mean = 3.74, SD = 0.993).

#### 4.1.4 Affective Country Image

**Table 4.9: The analysis of Affective Country Image**

<b>8. Affective Country Image</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Analysis N</b>
8.1 I like South Korea as a country	4.37	.710	150
8.2 I trust South Korea as a country	3.99	.773	150
8.3 I respect South Korea as a country	4.07	.706	150
8.4 South Korea arouses good feelings	4.08	.848	150
	4.12		

According to the descriptive statistics of Affective Country Image (Table 4.9), the result shows the mean score of the respondents ( $n = 150$ ) toward the importance of affective country image towards Korean restaurants. The variables are ranked by the highest scores for each independent variable: I am familiar with the taste of Korean food (Mean = 4.29, SD = 0.738), Korean foods in K-dramas are familiar to me (Mean = 4.29, SD = 0.870), I am familiar with the name of Korean food (Mean = 3.74, SD = 0.993).

#### 4.1.5 Attitude

**Table 4.10: The analysis of Attitude**

<b>9. Attitude</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Analysis N</b>
9.1 The dining experience at the Korean restaurant is good.	4.35	.667	150
9.2 The dining experience at the Korean restaurant is beneficial.	4.05	.745	150
9.3 The dining experience at the Korean restaurant is enjoyable.	4.22	.684	150
	4.20		

According to the descriptive statistics of Attitude (Table 4.10), the result shows the mean score of the respondents ( $n = 150$ ) toward the importance of attitude towards Korean restaurants. The variables are ranked by the highest scores for each independent variable: The dining experience at the Korean restaurant is good (Mean = 4.35, SD = 0.667), The dining experience at the Korean restaurant is enjoyable (Mean = 4.22, SD = 0.684), The dining experience at the Korean restaurant is enjoyable (Mean = 4.05, SD = 0.684).

#### 4.1.6 Intention to consume Korean food

**Table 4.11: The analysis of Intention to consume Korean food**

<b>10. Intention to consume Korean food</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Analysis N</b>
10.1 When I decide to consume food, I prefer to consume Korean food.	3.75	.859	150
10.2 When I decide to consume food, I mostly intend to consume Korean food.	3.49	.896	150
10.3 I will still consume Korean food in the future if I have a chance.	4.29	.814	150
	3.84		

According to the descriptive statistics of Intention to consume Korean food (Table 4.11), the result shows the mean score of the respondents ( $n = 150$ ) toward the importance of Intention to consume Korean food towards Korean restaurants. The variables are ranked by the highest scores for each independent variable: I will still consume Korean food in the future if I have a chance (Mean = 4.29, SD = 0.814), When I decide to consume food, I prefer to consume Korean food (Mean = 3.75, SD = 0.859), When I decide to consume food, I mostly intend to consume Korean food (Mean = 3.49, SD = 0.896).

## 4.2 Regression Analysis

Regression analysis is running to test the causal relationships among factors. According to the conceptual framework of this study, there are a total of two models tested.

Model 1: Causal relationship between Consumer values, Familiarity, Affective Image and Attitude



Model 2: Causal relationship between Attitude and intention

**Model 1: Causal relationship between Consumer values, Familiarity, Affective Image and Attitude**

Dependent variable: Attitude

**Table 4.12: Regression test of Causal relationship between Consumer values, Familiarity, Affective Image and Attitude**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.081	3	8.694	61.214	<.001 <sup>b</sup>
	Residual	20.735	146	.142		
	Total	46.816	149			

a. Dependent Variable: Attitude

b. Predictors: (Constant), AffectiveImage, Familiarity, ConsumerValues

According to table 4.12 the ANOVA test, Sig.=<.001, F=61.214 therefore, the model is usable, there is a causal relationship between Consumer values, Familiarity, Affective Image and Attitude.

**Table 4.13: Model Summary of Causal relationship between Consumer values, Familiarity, Affective Image and Attitude**

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	.746 <sup>a</sup>	.557	.548	.37686	.557	61.214	3	146	<.001

a. Predictors: (Constant), AffectiveImage, Familiarity, ConsumerValues

In the table 4.13 Consumer values, Familiarity, Affective Image can explain the change in overall Attitude by 54.8% (R Square=.548).



**Table 4.14: Coefficients table of Causal relationship between Consumer values, Familiarity, Affective Image and Attitude**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.446	.284		1.573	.118
	ConsumerValues	.503	.087	.408	5.764	<.001
	Familiarity	.188	.053	.238	3.575	<.001
	AffectiveImage	.246	.062	.261	3.956	<.001

a. Dependent Variable: Attitude

According to the coefficients table 4.14, for Attitude, the factors are taken as the independent variables, which are Consumer Values, Familiarity and Affective Image. The results indicate that Consumer Values, Familiarity and Affective Image have positive impact on Attitude. However, Consumer Values has the most positive impact among all variables (Beta=.408; Sig=<.001), followed by Affective Image (Beta=.261; Sig=<.001) and Familiarity (Beta=.238; Sig=<.001).

### **Model 2: Causal relationship between Attitude and intention**

Dependent variable: Intention

**Table 4.15: Regression test of Causal relationship between Attitude and intention**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.856	1	18.856	49.477	<.001 <sup>b</sup>
	Residual	56.403	148	.381		
	Total	75.259	149			

a. Dependent Variable: Intention

b. Predictors: (Constant), Attitude

According to the table 4.15 ANOVA test, Sig.=<.001, F=49.477 therefore, the model is usable, there is a causal relationship between Attitude and intention.

**Table 4.16: Model Summary of Causal relationship between Attitude and intention**

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	.501 <sup>a</sup>	.251	.245	.61734	.251	49.477	1	148	<.001

a. Predictors: (Constant), Attitude

In the table 4.16, the Attitude can explain the change in overall Intention by 25.1% (R Square=.251).

**Table 4.17: Coefficients table of Causal relationship between Attitude and intention**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.175	.383		3.068	.003
	Attitude	.635	.090	.501	7.034	<.001

a. Dependent Variable: Intention

According to the coefficients table 4.17, for Intention, the only factor is taken as the independent variable, which is Attitude. The result indicates that Attitude has a positive impact on Intention (Beta=.501; Sig=<.001).

## Summary of hypothesis testing results

**Table 4.18: Summary of hypothesis testing results**

<b>No.</b>	<b>Hypothesis</b>	<b>Beta</b>	<b>Sig.</b>	<b>Hypothesis results</b>
<b>H1</b>	Consumer values → Consumer attitudes toward dining at a Korean restaurant	.408	<.001	<b>YES</b>
<b>H2</b>	Familiarity → Consumer attitudes toward dining at a Korean restaurant	.238	<.001	<b>YES</b>
<b>H3</b>	Affective country image → Consumer attitudes toward dining at a Korean restaurant	.261	<.001	<b>YES</b>
<b>H4</b>	Consumers' attitudes → Intention to dine in at Korean restaurant	.501	<.001	<b>YES</b>

In the table 4.18, the researcher uses multiple regression analysis to test the four hypotheses on each different factors that impact on consumer attitudes toward dining at a Korean restaurant and intention to dine in at Korean restaurant. Overall, the result shows that all of the hypothesis are accepted.

## CHAPTER V

### CONCLUSION

#### 5.1 Conclusion

The three main objectives of this study are to study consumer values of Thai consumers towards Korean restaurants, to investigate the relationship between consumer values of dining at the Korean restaurant and consumers attitudes toward dining at a Korean restaurant, and to study the relationship between consumer attitudes and perceived behavioral intention to dine in Korean restaurant.

According to the quantitative method, after the data collection with 150 usable samples and tested the hypothesis with multiple regression analysis. In order to be successful in Korean restaurant business in Thailand, in this study the researcher found that there are several factors that the restaurant owner should be considered when developing the restaurant to meet with consumers' needs, as well as managing marketing strategies that will be able to encourage more consumers to come to the restaurants. Regarding the elements of consumer values, the findings lead to the following conclusions; Quality values have the most essential impact on consumer attitudes toward dining at Korean restaurant (mean=4.22), followed by Emotional values and Epistemic values (mean=4.15), Aesthetic values (mean=4.09), Economic values (mean=3.72) and lastly is Social values that has the least impact on consumer attitudes toward dining at Korean restaurant (mean=3.72). This result is also consistent with Thanabordeekij, Pithoon (2022) that quality value and emotional value positively affects consumers attitude towards Korean restaurant.

From the hypothesis results of multiple regression analysis (Table 4.19) show that consumer values (Beta=.408; Sig=<.001), affective image of the country (Beta=.261; Sig=<.001) and familiarity (Beta=.238; Sig=<.001) have positive impact to the attitude towards Korean restaurant. The result of consumer's attitudes (Beta=.501; Sig=<.001) also leads to positive affect to intention to dine in Korean restaurant.

**Table 5.1: Hypothesis testing results**

No.	Hypothesis	Hypothesis results
<b>H1</b>	Consumer values → Consumer attitudes toward dining at a Korean restaurant	<b>Accepted</b>
<b>H2</b>	Familiarity → Consumer attitudes toward dining at a Korean restaurant	<b>Accepted</b>
<b>H3</b>	Affective country image → Consumer attitudes toward dining at a Korean restaurant	<b>Accepted</b>
<b>H4</b>	Consumers' attitudes → Intention to dine in at Korean restaurant	<b>Accepted</b>

## 5.2 Recommendation

### 5.2.1 Consumer Values

According to the result of consumer values has a positive impact to the attitude towards Korean restaurant. The most important of consumer values' variables are ranked from quality value, emotional values, epistemic values, aesthetic values, economic values and social values. Therefore, the restaurant owners should develop their marketing strategies in order to gain more customers and raise more awareness. At this point, they should consider these important factors for example as below;

**Quality Values:** As quality values were significantly influencing consumers' attitudes towards Korean food consumption. It can be indicated that they consider about the quality of the food. Thus, the restaurant owners should provide a quality food. For example, the freshness of food should be priority concern for the restaurant. Moreover, employee service is also considered as a part of quality values therefore, the employee services in the restaurant should serve customers with manners and positive attitude. Thus, this can be one of the businesses standpoints and gain more customers.

**Epistemic Values:** As epistemic values were also significant influencing consumers' attitudes towards Korean food consumption. The restaurants should try to create a unique and attractive atmosphere for the restaurant. For instance, they can decorate or design their interior stores to represent the Korean cultures (Figure 5.1) or

popular trends in order to provide consumers more feelings and attract them to dine in at the restaurant.



**Figure 5.1: Example of interior design of Korean restaurant**  
(Source: Korean BBQ Restaurant)

### 5.2.2 Affective Country Image

From the result, the affective image has a positive impact on consumer attitudes toward dining at a Korean restaurant. As Jooyeon Ha (2019) stated that “country image is the sum of all emotional and aesthetic qualities such as experiences, beliefs, ideas, recollections and impressions, that person has for the place”. To be indicated, consumers like and respect Korean as a country. Therefore, the restaurant can use a Korean wave to develop their marketing strategies in order to make the consumers become perceived the symbolic of Korean country higher and it would be more effective as well.



### 5.2.3 Familiarity

According to the results, most of Thai consumers agreed that they are familiar with Korean foods in K-dramas. Therefore, in order to get consumers' attention, the restaurant can present or come up with the menu that related with the viral K-drama for consumers. Furthermore, as most of consumers are familiar with the Korean foods, the restaurant owners can also make the appearance, names and taste of the food look nice and keep it the same as in the K-dramas. For example, the series named Itaewon Class, was a series about the main actor who had a talent in cooking and became a chef in order to take a revenge on the antagonist. However, his cook on the series became viral on social media such as kimchi soup (Figure 5.2). Thus, it influenced the audiences to try this menu.



**Figure 5.2: Kimchi soup menu**

(Source: Korean Drama Food-Itaewon Class)

Moreover, the restaurant can launch a marketing activity such as participating the food event and give free samples to consumers in order to make them become more familiar with Korean food. In addition, it can create better consumers' attitudes towards dining at Korean restaurants.

## **5.3 Limitations**

### **5.3.1 Time constraint**

Since this thematic paper has approximately 3 months to conduct, it may not be appropriate time for the researcher to gather a good quality information to complete this paper. Therefore, time management can be an obstacle for this study.

### **5.3.2 Using quantitative method can create a bias**

This study uses quantitative method for collecting the data and find the results through online survey. However, it can create a bias compared with on-site surveys, which may take more time but the researcher can get more accurate information. According to the screening question, the researcher provided a question if the consumers have experienced dine in at Korean restaurant within 6 months. Hence, the respondents have to base on their memories to response the questions, which can possibly cause a bias on the survey.

### **5.3.3 The study does not consider the type of Korean restaurant**

As this research did not consider the type of Korean restaurant as most of the respondents were dined in a casual restaurant regarding the screening questions. Therefore, it is possible that the type of the restaurant, whether it is casual or upscale, can influence consumers' perceived values due to the uniqueness of their different characteristics.

## **5.4 Future Research**

Regarding to the limitations, the future research should be;

1. Manage and gather more time in order to conduct research and be able to complete the study with a good quality.
2. Distribute the on-site survey will be more effective result than online survey and add qualitative study for the future research.
3. Collect the Korean restaurant types information and test the effect of the restaurant types between values and consumer behavioral intention.



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**Section 1: Screening Questions**

1. Do you live in Bangkok?
  - Yes (please go to 2)
  - No
2. Are you 18 years old or above?
  - Yes (please go to 3)
  - No
3. Have you ever experienced dining at a Korean restaurant in Bangkok, Thailand?
  - Yes (please go to 4)
  - No
4. Which Korean restaurant in Bangkok did you recently dine in, in the past 6 months? (please select **one** answer)
  - Banjoo BBQ
  - Dong Dae Moon
  - Doorae
  - Sookdal Premium Korean BBQ
  - Choenman
  - Bonchon Chicken
  - Samauel
  - Others, please specify.....

**Section 2: The survey of the consumer values of Thai consumers towards Korean restaurants in Bangkok, Thailand.**

**Please indicate your level of agreement on each of the following statements;**

5 means Strongly Agree

4 means Agree

3 means Neutral

2 means Disagree

1 means Strongly Disagree

<b>1. Economic Value</b>	<b>Strongly Disagree 1</b>	<b>Disagree 2</b>	<b>Neutral 3</b>	<b>Agree 4</b>	<b>Strongly Agree 5</b>
1.1 The price of Korean food, in general, is expensive					
1.2 Korean food could be compared with the market price of food from other nationalities.					
1.3 The good atmosphere of Korean restaurant's service results in the willingness to pay higher prices for Korean food.					

<b>2. Quality Value</b>	<b>Strongly Disagree</b> <b>1</b>	<b>Disagree</b> <b>2</b>	<b>Neutral</b> <b>3</b>	<b>Agree</b> <b>4</b>	<b>Strongly Agree</b> <b>5</b>
2.1 Quality of food was good					
2.2 Quality of employee service was good					
2.3 Quality of dining environment was good					

<b>3. Social Value</b>	<b>Strongly Disagree</b> <b>1</b>	<b>Disagree</b> <b>2</b>	<b>Neutral</b> <b>3</b>	<b>Agree</b> <b>4</b>	<b>Strongly Agree</b> <b>5</b>
3.1 Dining at the Korean restaurant made a good impression on other people.					
3.2 Dining at the Korean restaurant made me gain more social.					
3.3 Dining at the Korean restaurant improved the way other people perceive me.					



<b>4. Emotional Value</b>	<b>Strongly Disagree</b> <b>1</b>	<b>Disagree</b> <b>2</b>	<b>Neutral</b> <b>3</b>	<b>Agree</b> <b>4</b>	<b>Strongly Agree</b> <b>5</b>
4.1 Dining at the Korean restaurant made me feel good.					
4.2 Dining at the Korean restaurant made me enjoy it.					
4.3 Dining at the Korean restaurant made me feel relaxed.					

<b>5. Epistemic Value</b>	<b>Strongly Disagree</b> <b>1</b>	<b>Disagree</b> <b>2</b>	<b>Neutral</b> <b>3</b>	<b>Agree</b> <b>4</b>	<b>Strongly Agree</b> <b>5</b>
5.1 Consuming Korean food satisfies my experience					
5.2 Consuming Korean food makes me feel the atmosphere of Korean culture					
5.3 Consuming Korean food reminds me about the K-dramas that I watched.					
5.4 Consuming Korean food makes me learn the cultural differences between South Korea and Thailand.					

<b>6. Aesthetic Value</b>	<b>Strongly Disagree 1</b>	<b>Disagree 2</b>	<b>Neutral 3</b>	<b>Agree 4</b>	<b>Strongly Agree 5</b>
6.1 Food presentation was attractive					
6.2 Physical environment of the Korean restaurant was visually appealing.					
6.3 Appearance of the employees' uniform at the Korean restaurant was pleasant..					

<b>7. Familiarity</b>	<b>Strongly Disagree 1</b>	<b>Disagree 2</b>	<b>Neutral 3</b>	<b>Agree 4</b>	<b>Strongly Agree 5</b>
7.1 I am familiar with the taste of Korean food					
7.2 I am familiar with the name of Korean food					
7.3 Korean foods in K-dramas are familiar to me					

<b>8. Affective Country Image</b>	<b>Strongly Disagree 1</b>	<b>Disagree 2</b>	<b>Neutral 3</b>	<b>Agree 4</b>	<b>Strongly Agree 5</b>
8.1 I like South Korea as a country					
8.2 I trust South Korea as a country					
8.3 I respect South Korea as a country					
8.4 South Korea arouses good feelings					

<b>9. Attitude</b>	<b>Strongly Disagree 1</b>	<b>Disagree 2</b>	<b>Neutral 3</b>	<b>Agree 4</b>	<b>Strongly Agree 5</b>
9.1 The dining experience at the Korean restaurant is good.					
9.2 The dining experience at the Korean restaurant is beneficial.					
9.3 The dining experience at the Korean restaurant is enjoyable.					

<b>10. Intention to consume Korean food</b>	<b>Strongly Disagree 1</b>	<b>Disagree 2</b>	<b>Neutral 3</b>	<b>Agree 4</b>	<b>Strongly Agree 5</b>
10.1 When I decide to consume food, I prefer to consume Korean food.					
10.2 When I decide to consume food, I mostly intend to consume Korean food.					
10.3 I will still consume Korean food in the future if I have a chance.					

### **Section 3 : Demographic Questions**

1. What is your gender?
  - Male
  - Female
2. How old are you?
  - 18-25
  - 26-35
  - 36-45
  - 46-55
  - over 55
3. What is your monthly income?
  - 15,000 THB or less than
  - 15,000 - 29,999 THB
  - 30,000 - 44,999 THB
  - 45,000 - 59,999 THB
  - 60,000 - 74,999 THB
  - Over 75,000 THB

## 3. What is your educational level?

- High School or Diploma
- Bachelor Degree
- Masters Degree
- Doctoral Degree
- Others, please specify.....

## 4. What is your occupation?

- Student
- Office worker
- Self-employed
- Government Official
- Business Owner
- Others, please specify.....

