

EFFECT OF KOREAN WAVE ON YOUNG VIETNAMESE CONSUMERS
: CASE OF KOREAN RESTAURANT POPULARITY

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: กรณีศึกษาความนิยมร้านอาหารเกาหลี



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กระแสนิยมเกาหลีมีบทบาทสำคัญในสังคมเวียดนาม โดยมีผลต่อเวียดนามมากกว่า
วัฒนธรรมจากจีนและฝรั่งเศสที่เข้ามาในช่วงก่อนหน้า กระแสนิยมเกาหลีเข้าสู่ประเทศเวียดนาม
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เกาหลี โดยดาราเกาหลีเป็นกลุ่มที่มีอิทธิพลอย่างมากต่อชาวเวียดนาม โดยเฉพาะอย่างยิ่งต่อ
พฤติกรรมกรรมการบริโภคของคนเวียดนามรุ่นหนุ่มสาว

วัตถุประสงค์ของการศึกษานี้คือ เพื่อพิจารณาผลกระทบของกระแสนิยมเกาหลีที่มีต่อ
พฤติกรรมของผู้บริโภควัยหนุ่มสาวชาวเวียดนามในเมืองโฮจิมินห์ ทฤษฎีของ Manrai และ
Manrai (2011) เป็นกรอบแนวคิดที่นำมาประยุกต์ใช้ในการศึกษานี้ การศึกษานี้พิจารณา
พฤติกรรมผู้บริโภคจากการตัดสินใจไปทานอาหารที่ร้านอาหารเกาหลี ข้อมูลจากการศึกษานี้
รวบรวมจากผู้บริโภควัยหนุ่มสาวชาวเวียดนามจำนวน 306 คนในเมืองโฮจิมินห์ที่มีอายุระหว่าง
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Korean wave has been playing an important role in Vietnamese society. It has created a stronger impact than other previous influences such as Chinese and French culture. Korean popular culture has entered Vietnam's market via television dramas, movies and music since the last decade of the 20th century. The younger generation is the target group of this study because they have grown up with Korean popular culture. The Korean pop stars have had a deep impact on Vietnam, especially on the consumer behavior of the young Vietnamese people.

The purpose of this study is to examine the effect of the Korean wave on the behavior of the young Vietnamese in Ho Chi Minh City. Manrai and Manrai's theory (2011) has been adapted for use as the conceptual framework for this study. This research considers the decision to go to Korean restaurant as the measure of consumer behavior. The data are collected from 306 young Vietnamese consumers aged between 18–30 in Ho Chi Minh City from March–April 2014.

The results show that young Vietnamese consumers are affected by the Korean wave. Moreover, Korean wave is the primary reason they go to Korean restaurants. Many respondents indicate that Korean wave has influenced them to try the foods they have seen in Korean TV dramas and movies. The result also shows that Korean restaurants will remain popular in Vietnam for the long run, especially in Ho Chi Minh City.

Marketers should use more Korean celebrities to advertise their products and the two countries' governments should cooperate to efficiently use the positive impact of Hallyu to promote Vietnamese–Korean collaboration, such as Korean studies in Vietnam.

Field of Study: Korean Studies

Student's Signature

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CHAPTER I

INTRODUCTION

1.1 Significance of the Problem

Culture exists in every single community and society. It includes all of the specific learned norms which are based on attitudes, values and beliefs. It is also based on long standing traditions that have been born and passed down from the older generation to the younger one (Empson & Nabuzoka, 2009). Culture not only affects people's daily lives but also influences business sectors in that community. Because cultures are different from country to country and even community to community, doing business in a foreign place can cause obstacles for even the best business managers. The culture can and will affect many business decisions.

Popular culture influences people's lives every day. Every single place has its own popular culture. Popular culture is located not in a certain particular area, but rather all over the world (Arnold, 1993). Hollywood films from America and the Gangnam Style song from Korea are examples of popular culture.

In the last decade, Korean popular culture has spread and affected other cultures in Asia, especially East Asia, South East Asia and other regions all over the world. It is a big phenomenon of many smaller phenomena such as the drama wave, music wave, movie wave and so on. The Korean wave has swept through many countries including Vietnam (Luu, 2012).

Korean wave has played an important role in setting new ways of living in Vietnamese society, especially among the young Vietnamese. Vietnam used to be

heavily influenced by Chinese and French culture in the past but Korean wave has been dominating that trend in recent years. Apart from being fans of musical artists and the unique fashion of Korean movie stars and singers, young Vietnamese consumers are also attracted by the way they act in their daily lives, especially fashion styles, cosmetics and Korean meals. Recently, there is a trend in Vietnam where young Vietnamese people go to Korean restaurants and enjoy the food and Korean atmosphere with their friends, colleagues or family members. That is the main reason why the Korean restaurants in Vietnam, especially in Ho Chi Minh City, have been warmly received. The power of Korean restaurants in Vietnam has been well proven as they have been more successful than other international restaurant brands and seem to be one of the first choices whenever Vietnamese youngsters want to eat out (Phan, 2012).

To examine this hot trend in Vietnamese society, this study will find out what makes many young Vietnamese consumers love going to Korean restaurants. Korean music, cosmetics and fashion are widely welcome in Vietnam but this study chooses Korean restaurants in Ho Chi Minh City as the subject of study. This not only presents the change of Vietnamese people's living habits but also indicates social meaning. Whenever a person comes to a restaurant, he or she usually comes with their friends, family members or colleagues.

In the literature, Manrai and Manrai (2011) mention that there are four main factors that affect consumer behavior: cultural factors, social factors, personal factors, and psychological factors. This study adapts Manrai and Manrai's theory to examine the effect of Korean wave on the decision to go to Korean restaurant.

The purpose of this study is to investigate whether the Korean popular culture affects the consumer behavior of the young people in Ho Chi Minh City by leading them to eat at the Korean restaurants or not. This study focuses on the young generation aged 18-30 years old. This is the group that is growing up under the influence of Korean wave. Therefore, they are the target group in this research, to better understand their perception of Korean popular culture, Korean pop stars, the eating styles of Korean pop stars and to find out whether their behavior decisions to go to Korean restaurants are affected by these perceptions.

1.2 Objective

To examine the effect of the Korean wave on the decision to go to Korean restaurants of Vietnamese youngsters in Ho Chi Minh City.

1.3 Hypothesis

The more the young Vietnamese consumers in Ho Chi Minh City are exposed to Korean wave, the more they tend to go to Korean restaurants.

1.4 Scope of the Study

This study examines the effect of Korean wave on the young Vietnamese in Ho Chi Minh City. The respondents are Vietnamese, both male and female, aged between 18–30 years old in Ho Chi Minh City who have been to Korean restaurants.

1.5 Expected Benefit

To understand the effect of Korean wave on the decision to go to Korean restaurants of Vietnamese youngsters in Ho Chi Minh City.

CHAPTER 2

VIETNAMESE CULTURE, KOREAN WAVE AND THE CONSUMER BEHAVIOR

This chapter summarizes the basic background of Vietnamese culture, Korean wave and the consumer behavior of young Vietnamese consumers in Ho Chi Minh City, Vietnam.

2.1 Vietnamese Culture

Vietnamese culture is one of the oldest cultures in South East Asia. This is a culture that has been influenced by Chinese culture in terms of daily life routines, cuisine, politics, government, moral ethics and Confucian society under the 1,000-year colonization by China from 939 to 1870 (The Asian Folklore Association, 2006).

Vietnam was also a French colony from 1885–1945. Under that period, western culture influenced Vietnamese culture in diverse fields such as the spread of Catholicism and the adoption of the Latin alphabet. The Vietnamese language had previously used Chinese characters and a script called Chu Nom which depended on Chinese but included newly invented characters meant to represent native Vietnamese words. Nowadays, a number of French style buildings in Ha Noi and Ho Chi Minh City, which were built during the French colonial period, have been recognized as important historical places. Those kinds of places have been attracting lots of foreign tourists to Vietnam. French cuisine also affected the way Vietnamese people eat. Banh Mi, one of the most popular Vietnamese foods today, is actually a French dish (Tran, 1996).

Over the past few decades, Japanese culture also entered Vietnam through music and movies but Japanese culture was not as successful in the Vietnamese market. There are several reasons to explain this. Japanese wave entered Vietnam at an inappropriate time. It came when Vietnam was still having political and economic problems. At that time, many Vietnamese people did not seem to care much about entertaining things. They only cared about their daily meals and literacy levels. They did not even have enough money to spend on meals. Entertainment at that time was quite luxurious to many of them to think about. Japanese products usually stick with high quality and expensive prices so at that time it may not have fit to desires of Vietnamese people (Tran, 1999).

There are a lot of cultures that have entered such as Chinese, western culture, Japanese and Korean. However, most of them are not popular with young Vietnamese anymore because they came to Vietnam at an inappropriate time. Korean wave came to Vietnam at an appropriate time when the lives of Vietnamese people had been improving. They needed more entertainment in their daily lives and the forms of entertainment are quite different from the past. Korean wave came to Vietnam and satisfied the demand of many young Vietnamese people with talented and good-looking artists. Together with efficient strategies, Korean wave has become a cultural wave that has had a big influence on Vietnamese society, especially on many of the Vietnamese young adults (Phan, 2012).

Vietnamese people, especially those who live in the southern part of Vietnam, are more open-minded than the people who live in the Northern part. The Vietnamese in the south are often curious about new things like new cultures or hot trends. Thus in purchasing goods and services, Vietnamese people from the south

tend to make decisions faster than those from the north. In other words, northerners are often more traditional than southerners. Thus, when Korean wave came to Vietnam, together with its products, it was more welcomed by the Vietnamese in the south more than those in the north (Tran, 1999).

2.2 Korean Wave

The term Hallyu (Korean wave), signifying the spreading of Korean cultural influence, firstly appeared in Chinese newspapers around the middle of 1999 when talking about the powerful attraction of young Chinese people toward Korean music bands such as Clon and H.O.T. Hallyu actually began with the film 'Jealousy' shown in Fukouka (Japan) in 1993, which opened a new era of Korea's conquest for the Asian entertainment industry. The climax took place in 2003 when the film 'Winter Sonata' was warmly welcomed throughout Asia. Since then, Hallyu developed firmly in both quantity and quality, becoming the important cultural flow which dominates not only most contemporary cultures in the Asia-Pacific, but also other continents all over the world (Tho, 2012).

There are a lot of aspects of Korean popular culture but the most influential types of Korean popular culture are Korean TV dramas, music and movies. Each type of Korean popular culture has its own audience reach and demand (Chau 2010). For the Korean TV dramas, most audiences have been attracted to the style of fashion, hairstyles and lifestyle. In Vietnam, when Korean TV dramas had just entered, the target audience was housewives because at that time all of the TV channels in Vietnam broadcast Korean TV dramas several times a day (Luu, 2012). Nowadays the target audience of the Korean TV dramas is people from across the scope of society. Besides television, the audience now also has other ways to access to the dramas by

using the internet. Korean musical artists have also adopted Western pop music and recreated it using Korean style through fashion and performance style (Sung 2008).

Moreover, Korean pop music has catchy rhythms, well-choreographed dance moves and beautiful lyrics which appeal to young local fans (Choe, 2001). In Vietnam, the target audience of Korean music is primarily young people. Many of them love to enjoy the music with dynamic rhythms and powerful dance movements. Korean movies have also attracted a lot of Vietnamese viewers by the romantic content and funny stories. Since the audience has to go to movie theaters to see the movies, the target audience is also young people. However, whenever Vietnamese people go out for a movie, they often prefer American action movies to Korean ones. Thus, Korean movies are not as popular as Korean music and Korean TV dramas in Vietnam (Luu, 2012).

In 1997, the first Korean movies 'My Love and First Love' were broadcasted on Vietnam Television. It was an important step of Korean culture in entering the Vietnamese market. Korean movies have created strong awareness with the Vietnamese people, especially the young Vietnamese people. Beside dramas, Korean pop music and idol groups have also been largely welcomed by Vietnamese audiences, especially young adults. Many recent live concerts such as MTV Exit and KBS Music Bank with lists of famous Korean artists have attracted thousands of K-pop fans and ignited a heated debate in the media on 'crazy fandom' in the country. The popularity of Korean pop culture, film and music continues to rage on when Korean-style trends penetrate into consumption patterns of the Vietnamese people. Restaurants catering to Korean cuisine have mushroomed to cater to an ever-

widening demand whereas adolescents actively adopt makeup and fashion styles popularized in Korean dramas (Lee & Tong, 2012).

Korean movies are getting more and more popular in Vietnam because the human values in the Korean TV dramas and movies suit the aspiration of the new life of many Vietnamese youngsters. From Korean TV dramas and movies, many of life's values are gradually absorbed into the perceptions, awareness and actions of the majority of Vietnamese young people, such as the fashion styles, ways to love, and ways to behave toward family members or the simplest activities of daily life like eating habits. These values are sometimes positive for fitting in with the relatively traditional culture of Vietnam (Luu, 2012).

Korean TV dramas are dominating airtime on TV channels all over Vietnam, from the north to the south. There are at least four to five Korean TV dramas broadcast everyday on Vietnamese TV channels. Korean music also plays a huge role in the Korean wave because of its huge number of fans. In Vietnam, the number of fans of the bands SNSD, Big Bang, Super Junior or 2NE1 outnumbers fans of other Vietnamese singers (Tam, 2012). In addition, Korean wave has changed consumer behavior in Vietnam, especially in Ho Chi Minh City. Several years ago, it was extremely hard to find a labeled Korean product in Vietnam. However, after the entering of Korean artists and Korean wave, hundreds of different Korean products have been welcomed into Vietnam (Manh, 2013). With good investments, thorough training, effective strategies, talented superstars and support from the Korean government, Korean wave has affected the young Vietnamese consumer behavior more and more (Nguyen, 2013).

2.3 Consumer Behavior

Young Vietnamese consumers are important subjects for this study on the effect of the Korean Wave because they have grown up in a technology and media saturated environment. These young people are also active, curious, self-reliant and innovative (Solomon & Rabolt, 2004). Moreover, they are the best educated and most culturally diverse generation in history (Wolburg & Pokrywczynski, 2001). Many Vietnamese people are similar to their peers in other countries; their consumer behaviors, attitudes, and skills are influenced from socialisation agents such as family, peers, school and mass media (Moschis, 1987). Moreover, Korean TV dramas and Korean music has played an important role on their decisions to go to Korean restaurants.

As Korean dramas have become very popular in the local media, Korean culture and products have had a significant impact on the youth, to the point that critics are concerned that the spread of Korean popular culture could strip away the self-identity of young Vietnamese. Although Korean popular culture may have an Asian-wide dimension and characteristics to it, it may also carry with it values that contradict local ones. A number of critics have raised questions: To what extent do Vietnamese media enable Vietnamese people to understand Korean culture and people? What are the effects of Korean cultural content on the Vietnamese youth? How does the craze for Korean cultural products affect their lifestyle and behaviour? Will the love of Korean cultural products make the youth despise their own culture? And more importantly, how should we keep the self-identity of the young Vietnamese?

Partly due to these concerns, a number of government documents were issued to request the national and local Television stations to reduce foreign movies and dramas and increase Vietnamese ones instead in order to balance the media content between foreign and domestic programs. Vietnamese culture has its own system of beliefs – the ideas and standards, the institutionalized motives, emotions and values – that enables internal coherence. By being influenced by Hallyu as an alternative culture, it receives only the elements coincident to its own cultural pattern. These imported elements are reinterpreted and reconstructed to be compatible with the prominent cultural pattern of Vietnamese students (Dang, 2009; Tho, 2012).

After the Korean wave entered to Vietnam, Korean restaurants followed this wave by entering into the Vietnamese market and having a deep influence on consumers and the market that serves them during the past 10 years. Through movies and TV series with Korean actors, actresses and movie stars, Korean fashion, hair styles, makeup styles and eating and drinking styles following that trend has slowly penetrated into many Vietnamese consumers' habits, thus creating a Korean trend in Vietnam (Tho, 2012). This study only focuses on Korean restaurants which have reasonable prices and are suitable for young Vietnamese consumers, especially for students and newly graduated youngsters. They are not only the main target audience of the Korean wave but also the potential customers and working labour force in the near future. This study will not focus on luxurious Korean restaurants because those probably do not suit the subjects of the study.

There are a number of reasons to consider Ho Chi Minh City as the main place for this study. In Ho Chi Minh, the trend of going to Korean restaurants for

young people is more welcomed than in Ha Noi. Even though Ho Chi Minh and Ha Noi are the two biggest cities in Vietnam, the ways of living and thinking of the people are different. People in Ho Chi Minh are more open-minded than people in Ha Noi. Whenever a new trend or culture enters Vietnam, many people Ho Chi Minh will often be more curious and may get used to it faster than people Ha Noi. Thus, there are a large number of Korean restaurants in most of the districts in Ho Chi Minh while in Ha Noi there are not so many (Tho, 2012).

Korean restaurants have been developing day by day in Ho Chi Minh City because the price of most Korean restaurants in Ho Chi Minh is acceptable. In Thailand, especially in Bangkok, young Thais also love Korean popular culture but they do not love Korean food as much as the Vietnamese. This is because Japanese restaurants are often preferred more than Korean restaurants. Both the tastes and prices of Japanese restaurants are more suitable to most Thai people than Korean ones (Sakuma, 2013).

Compared to other foods in Vietnam, Korean food is relatively cheaper. Vietnamese people can easily find a good Korean restaurant with reasonable prices and delicious foods. In Ho Chi Minh, a meal in a medium class Korean restaurant costs less than US \$3. The price is almost the same as the school canteen price. In addition, medium class Korean restaurants in Ho Chi Minh do not limit the time to eat as in Bangkok so customers can stay longer after eating without any complaints. Moreover, many Vietnamese young people love the way they are treated at the restaurants with warm service, good music videos and TV dramas showing on the screen all the time. This impresses the customers and makes them want to go back to Korean restaurants (Toyoshima, 2012).

CHAPTER 3

LITERATURE REVIEW

This chapter presents a review of literature related to the effect of culture on consumer behavior. There are two parts in this chapter which are the theoretical frameworks and empirical evidence.

3.1 Theoretical Frameworks

There are three main theories that explain the relationship between the culture and the consumer behavior: the cultivation theory, Manrai and Manrai's theory, and consumer culture theory.

3.1.1 Cultivation Theory

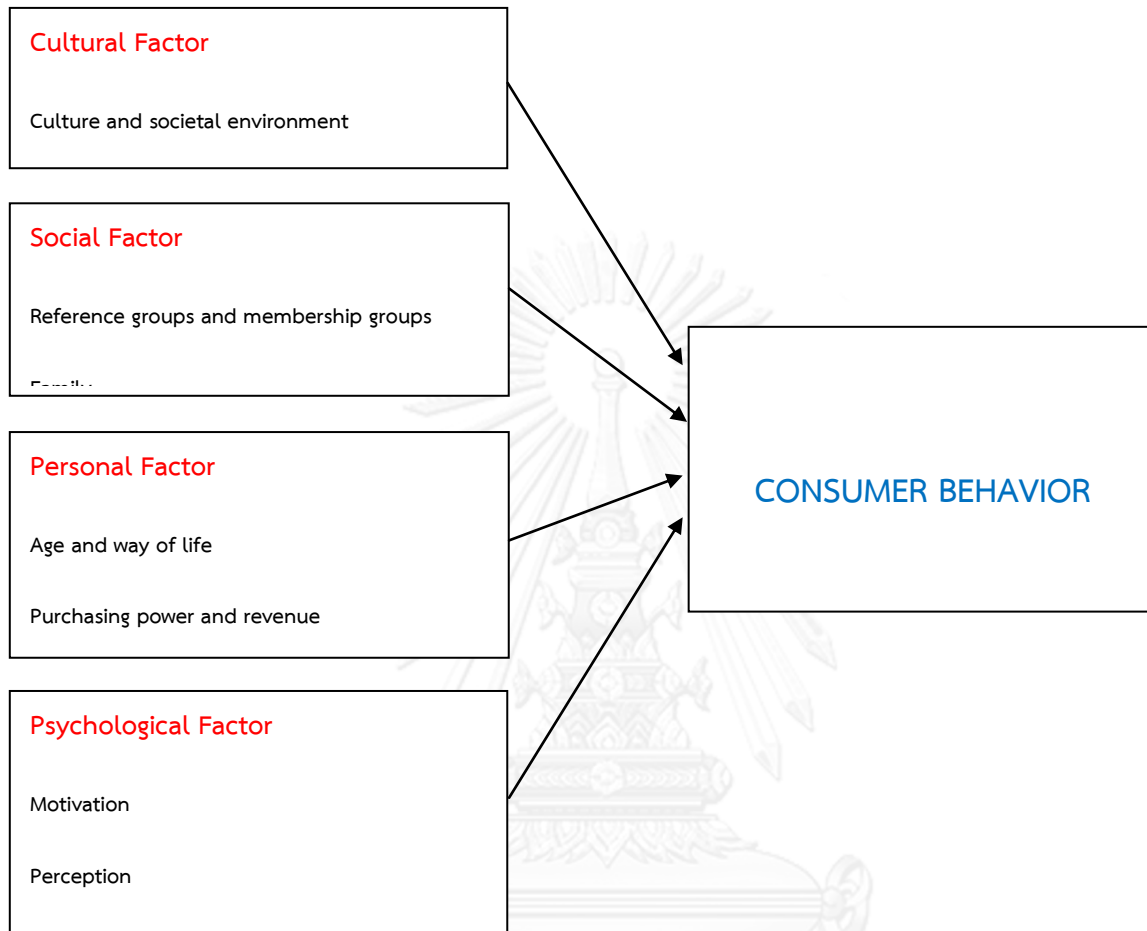
Nowadays, reality television is one of the highest grossing, fastest growing, and most popular genre of TV shows in the world. With hundreds of different types of reality TV, it is almost impossible to turn on the television and not come across some kind of reality program. There are a number of Korean reality television shows now and with the participation of superstars, many young Vietnamese people are really attracted by these kinds of shows. Through these programs, the young people have been influenced by the living styles of Korean people and often try to imitate them by copying fashion styles or eating styles (Phan, 2008). Television and media possess a small but significant influence on the attitudes and beliefs of society about society. Those who absorb more media are those we are more influenced by it (Gerbner, 1969).

According to the cultivation theory of Gerbner (1969), there is a concern about the potential effect of television programming on people and their related behavioral responses (Gerbner, 1969). Nabi and Sullivan (2001) also developed cultivation theory as a theory of media effects. This states that television is the most common source of socialization and everyday information in our society and most of the television programs share similar storytelling. Cultivation theory also concludes that viewing television has an influence on beliefs and opinions about the real world (Nabi & Sullivan, 2001).

3.1.2 Manrai and Manrai's Theory

According to Manrai & Manrai (2011), there are four categories of factors that have influences on consumer behavior. These include: (1) cultural factors, (2) social factors, (3) personal factors, and (4) psychological factor.

Figure 3.1 Manrai and Manrai's Model



Source: Manrai and Manrai (2011)

1) Cultural Influences

Cultural factors consist of sets of values and ideologies of a particular community or group of people. The culture of a person is what she learns from her family members as a little child. Consumer behavior is strongly affected by cultural factors because the wants and the needs as well as the behaviors of a person are formed by her cultural environment. Thus, to win over customers in a country, the

marketers have to be very careful in making policies. They have to understand the cultures of different groups, regions or even countries. The cultural influences include the cultural and societal environment and cultural trends.

(1) Culture and societal environment

To understand the needs and behaviors of customers, the culture of the environment that they are living in is an important factor to consider. After people are born, they are affected by their families, friends and the cultural environment or society around them. Their life values and preferences are also formed from these factors.

(2) Cultural trends

It is a trend which is widely followed by a lot of people and spread from this region to another region quickly in a short time. The more people that follow the trend, the more people get curious and follow it.

2) Social factors

Social factors play an important role in influencing the purchasing decisions of consumers. There are some people that a person always keeps in mind whenever they want to purchase a product. There are reference groups that often disseminate opinions to other individuals. Consumers are pressured into following reference groups' trends, becoming associated with them and using them as a standard for their purchasing decisions. Those groups include entertainment figures, sports heroes, political leaders, parents, co-workers, teachers and peers. Reference groups, family and social roles and status are three categories of social factors.

(1) Reference groups and membership groups

A person will be influenced by social groups which he belongs to. Those groups are the membership groups which are normally related to location, age, hobbies, work, leisure, and characteristics.

How strong the influence is depends on the individuals and/or groups that his or her relationships stick to. But this is generally observed common consumption trends among the members of a same group.

(2) Family

Family is the most influential factor for a consumer because an individual gets his personality and social values from his own family from the time he is born. Those values and personalities have strong effects on deciding to purchase products or decide anything important in his life.

(3) Social roles and status

The social roles and status usually have a deep impact on the purchasing decisions of consumers. If a person is a boss, he wants to show himself to others as a person who has high position. This will affect the consumer behavior of that person.

3) Personal factors

Decisions and buying behavior are clearly influenced by the characteristics of each consumer.

(1) Age and way of life

People do not use the same services or products for their entire lives because their lifestyles, values, living environment, activities, hobbies and habits vary from time to time. Thus, they want products or services to be suitable for them at the present age, and they will buy products or services which are suitable for their situation at the moment.

(2) Purchasing power and revenue

Purchasing power and revenue seem to have an effect on consumer behavior. The purchasing power of an individual will likely have a decisive influence on her behavior and purchasing decisions depending on her income and capital. This obviously affects what she can afford, her perspective on money and the level of importance of price in her purchasing decisions. But it also plays a role in the kind of shops where she goes or the kind of brands she buys. People will generally buy products or spend money on enjoying services more when they have more money.

(3) Lifestyle

Lifestyle can significantly affect consumer behavior. A healthy consumer may pay more attention to exercising. Therefore, he may spend more on sports clothes and sneakers to jog every morning. Also, he might spend money only for healthy meals such as vegetables and lower cholesterol foods. A person who always cares about her appearance may spend more money in spas and shopping centers.

(4) Personality and self-concept

Nowadays many people do not only buy products because they want the intrinsic features but they are also because looking for goods and services that are consistent and reinforce the image they would like to have. The products may be bought and appreciated more if the producers can create a positive and favorable self-image of their products to their customers.

4) Psychological factors

Motivation, perception, learning and beliefs, and attitudes are 4 categories belonging to psychological factors.

(1) Motivation

Motivation is one of the main factors that will lead consumers to make decisions on purchasing. It is a drive to satisfy the need. Motivation is what usually drives consumers to develop a purchasing behavior. It is the expression of a need which becomes pressing enough to lead the consumer to want to satisfy it. Motivation is directly related to need and is expressed in the same type of classification as defined in the stages of the consumer buying decision process. To increase sales and encourage consumers to purchase, policy makers, marketers and advertising agencies should try to create, make conscious or reinforce a need in the consumer's mind so that he develops a purchase motivation. When his purchase motivation is big enough, he will buy it.

(2) Perception

The way that a person chooses, arranges, interprets and analyzes information she receives in order to do something that makes sense is perception. Perception is different from this person to another person because of their life experiences, beliefs and personal characteristics being different. That is the reason why there are different kinds of perfume, soap, shampoo or toothpaste brands.

(3) Learning

Learning will change the behavior of a consumer. If a person has a good impression with a product or service, she will definitely have much more motivation to buy or spend money on it again next time. In contrast, if she has a bad impression with a product or service, she may never buy it again, or she may think very carefully before purchasing it again.

(4) Beliefs and attitudes

Beliefs and attitudes are firmly rooted in people's mind and are very difficult to change. For many consumers, their beliefs and attitudes also show their personality and who they are. For producers, it is very important to understand, identify and analyze the positive attitudes and beliefs from their customers but also the negative ones that consumers can have about a brand or product to change the brand's marketing message or adjust its positioning in order to get consumers to change their brand perception and appreciate it and purchase it more.

3.1.3 Consumer Culture Theory

Consumer culture theory is one of the most interesting theories in the school of marketing. This theory relates to the consumption choices and behaviors from

cultural and social viewpoints. It refers to a family of theoretical perspectives that address the positive relationships between consumer behaviors, the marketplace, and cultural meanings.

Culture is a complex system that combines a mix of a lot of different groups and people. It is not a homogenous structure. Consumer culture is viewed as a social arrangement in which the relationship between lived culture and social resources, between meaningful ways of life and the symbolic and material resources on which they depend are mediated through markets and consumers as part of an interconnected system of commercially produced products and images which they use to construct their identity and orient their relationships with others (Arnould & Thompson, 2005).

3.2 Empirical Evidence

3.2.1 Research on Hallyu in General

With an increase in the global consumption based on Korean pop culture, scholars have been attracted to various fields, such as foreign affairs, media, politics and socio-economics. One branch of research in the initial periods of Hallyu expansion was the research on finding explanations for the enthusiastic reception towards Korean pop culture in Asian markets. Many scholars agree on the cultural proximity and affinity which Korea shares with its neighboring nations as the most likely factor (Chua, 2010; Phan, 2008).

It is commonly agreed that the usual themes deployed in Korean dramas and shows such as familial ties, love and filial affection effectively reflect the traditional Confucian values that Asian audiences feel relevant to their lives (Ryoo, 2009). Other

scholars, on the other hand, attribute the growth of Korean wave to the economic advantage of Korea, which enables its culture industry to maintain higher production values in exportation to other Asian markets (Cho, 2002). Nguyen (2012) also explains the reasons for the effect of Korean wave in Vietnam. In addition, Nguyen (2012) also wants to encourage Vietnamese people to preserve their traditional culture in the globalization era.

Korean wave has affected young consumers' behavior in some countries strongly where it has been introduced. In the study of Francesca and Tsz Yankong (2013), Hong Kong inhabitants are crazy about imitating their Korean idols' fashion styles. Since Korean wave was introduced to Hong Kong, Korean products, especially fashion products, have been quite popular with some young consumers. The same situation has occurred in Indonesia (Lita and Cho, 2012). Korean products and cultural awareness have affected the willingness of many Indonesian people to change their attitudes and behavior. The Korean wave also influences many people to buy Korean products and develop cultural awareness of Korea through its celebrities and pop music soundtracks.

Table 3.1 compares the similarities and differences of previous studies on the Korean wave. Most of the studies have found that Korean wave seems to affect the consumer behavior of the young people.

Table 3.1 Empirical Evidence of Korean Wave

Author (Year)	Detail	Research Questions	Factors	Results
Chua (2010)	- Korean wave	How does	- Cultural	- Understand the effect of Korean

Author (Year)	Detail	Research Questions	Factors	Results
	<ul style="list-style-type: none"> - Effect of Korean wave - Asian markets 	Korean wave affect Asian markets?	factor <ul style="list-style-type: none"> - Effect of cultural wave on economic field - Effect of Korean wave on its neighbor nations 	wave on its neighbor countries <ul style="list-style-type: none"> - Asian markets has been affecting strongly by Korean wave and its products
Ryoo (2009) Cho (2012)	<ul style="list-style-type: none"> - Korean wave and its effects - Reasons for the development of Korean wave in Asian countries 	What are the reasons to explain for the success of Korean wave in Asian countries?	<ul style="list-style-type: none"> - Korean wave and its effects on Asian countries' society - Reasons to explain why Korean wave has affected on Asian countries's society like that 	<ul style="list-style-type: none"> - Understand the development of Korean wave in Asian countries. - Reasons for Korean wave's development are Confucian values that the audience feels relevant to their lives such as the concept of love, family, friends, relationships and ways of living.
Lita and Cho (2012)	<ul style="list-style-type: none"> - Media - Hallyu (Korean wave) 	How does Korean wave affect people's overall	<ul style="list-style-type: none"> - Product awareness - Cultural 	<ul style="list-style-type: none"> - Korean products and cultural awareness affect the willingness of Indonesian people to change their attitudes and behavior.

Author (Year)	Detail	Research Questions	Factors	Results
	<ul style="list-style-type: none"> - Indonesia - 166 respondents in Indonesia 	attitudes and behavior changes?	<ul style="list-style-type: none"> awareness - Perception on class - Strength of attitude toward acculturation 	<ul style="list-style-type: none"> - The Korean wave influences people in buying Korean products and developing cultural awareness through Korean celebrities and Korean-pop/soundtracks - There is no positive relation between perceptions of the Korean wave related to social class or concerning changing attitudes. - There is also no positive relation between the strength of people's attitudes toward acculturation and changes in their attitudes and/or behavior.
Francesca and Tsz Yankong (2013)	<ul style="list-style-type: none"> - Korean wave - Hong Kong - Fashion style - 214 respondents 	How does Korean wave affect the consumer behaviour of the people in Hong Kong and leads them to buy the similar style of clothes of the Korean pop stars?	<ul style="list-style-type: none"> - Influenced group - Price - Marketing - Culture and social aspects - Personal characteristic - Psychological aspect 	<ul style="list-style-type: none"> - The generation Y in Hong Kong are attracted by the Korean popular culture and interested in it. - They also have positive feeling towards the Korean pop stars. - They think the Korean pop stars are talented, charming and have good appearance that could let them pay attention to.

Author (Year)	Detail	Research Questions	Factors	Results
Phan (2008)	<ul style="list-style-type: none"> - Korean wave - Vietnamese youth - 1114 samples 	<p>How does Korean wave affect Vietnamese youngsters?</p>	<ul style="list-style-type: none"> - Influenced group - Price - Marketing promotion - Culture and social aspects - Personal characteristic - Psychological aspect 	<ul style="list-style-type: none"> - Understand typical features of Hallyu in Vietnamese youth - Many of Vietnamese youth love and consume Korean products related to Hallyu - Hallyu has various influences on Vietnamese youth's life, both material and intellectual - Hallyu also contributes much to build friendship between Vietnam and Korea
Nguyen (2012)	<ul style="list-style-type: none"> - Korean wave - Vietnamese modern culture - Cultural relations between Vietnam and Korea 	<p>Why Hallyu affects Vietnam?</p> <p>How Hallyu influences the contemporary culture of Vietnam?</p>	<ul style="list-style-type: none"> - Culture and social aspects 	<ul style="list-style-type: none"> - The positive impacts of Hallyu are associated in the field of perception. - After the perception, the Vietnamese will choose the appropriate actions for the national socio-economic development. - Encourage Vietnamese people to preserve their traditional culture in the globalization era.

3.2.2 Research on Hallyu in Relation to Vietnamese Market

The effect of Korean wave in Vietnam has been analyzed by many Korean researchers (Cho, 2012; West, 2008; Na & Van, 2004; Phan, 2008). Vietnam has been considered the country which has been the most affected by the Korean wave, and the it has penetrated deeply into consumer behavior (Cho, 2002). Vietnam was classified as being into the third stage of Korean pop culture importation. This indicates a very high degree of favor towards not only Korean cultural products but also toward other “made in Korea” commodities as well. In a similar sense, Korean media have often reported on the Hallyu impact in Vietnam with an emphasis on the so-called “addiction” to Korean wave among Vietnamese people. For instance, one article reported that young Vietnamese people today are willing to do whatever it takes to keep up with the styles of their favorite stars (West, 2008).

From the Vietnamese side, many studies and reports have been focusing on describing and explaining the expansion and impact of the Hallyu phenomenon in both Vietnamese and Asian markets (Na & Van, 2004; Phan, 2008). Compared to Korean media, Vietnamese perspectives on the potential of in the country are relatively lukewarm.

For instance, Phan (2008) argues that the gap between images perceived from real-life experiences with Korean people negatively affects the reception of Korean culture and attitude towards the country. Other ideas suggest that the Vietnamese’s interest in the Korean wave is starting to subside (Na & Van, 2004) due to several reasons. First is the fact that Korean cultural concerts and traditional performances were not successful in attracting attention from a more balanced Vietnamese

audience base, except for the youth. The second reason is the lack of organization of cultural exchange programs despite the signing of various agreements between the two countries. Last but not least, cumbersome procedures in the Vietnamese authorization system create lots of problems to plan a greater number of Korean cultural shows. Moreover, from a nationalist point of view, there are also voices which call for the need to protect and support authentic culture by limiting the import of foreign cultural products into the country.



CHAPTER 4

RESEARCH METHODOLOGY

This chapter explains the research methodology for this study. The sections in this chapter are the conceptual framework, data collection, and data analysis.

4.1 Conceptual Framework

Nowadays, a popular phenomenon in the world is the cultural wave that has caused an increase in the consumption of products of and an increase in interests in the culture of the origin country, as shown in the media. TV dramas, music, and games have changed the preferences of people, especially younger consumers (Manrai and Manrai, 2011). In particular, this study hypothesizes that the spread of the cultural wave has also had a huge impact on changing attitudes and behavior.

There are three theories related to this topic. They are Cultivation Theory, Consumer Culture Theory and Manrai and Manrai's theory. However, this study will rely only on the theory of Manrai and Manrai for the conceptual framework because Manrai and Manrai's theory contains primarily main viewpoints and concepts of those two theories. Moreover, Manrai and Manrai's theory also suits the Vietnamese case in the concept of consumer behavior under the influential effects.

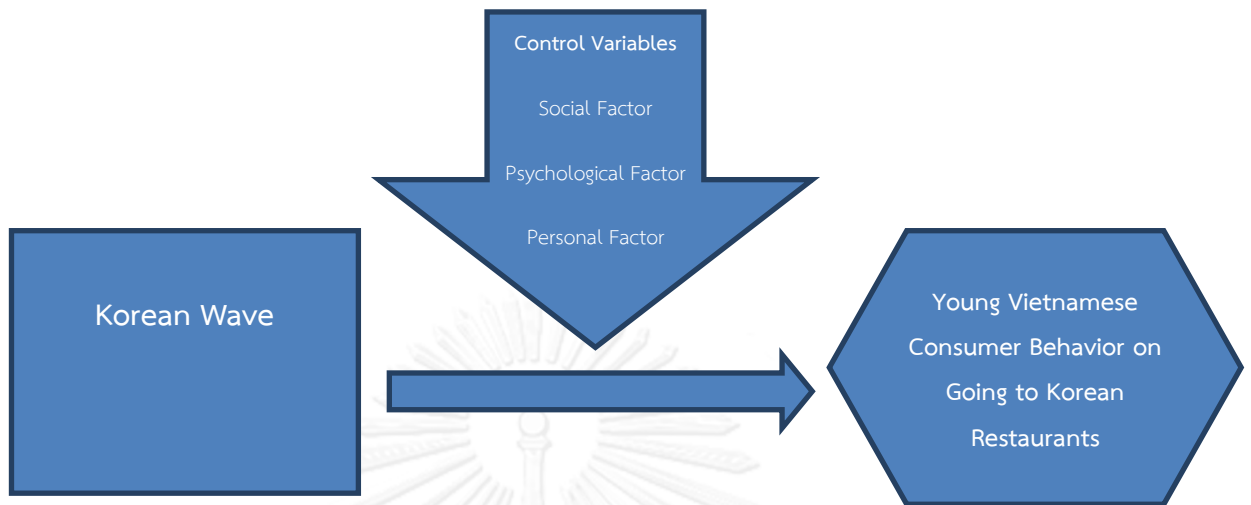
As shown in Figure 4.1, this study proposes that when Korean wave comes to Vietnam, under the effects of the influential factors such as social factors, personal factors and psychological factors, it may have created a willingness of the consumers to change their behavior. This study adapts and adjusts to make it fit with the characteristics of the Vietnamese case. Thus, cultural factors used in the Korean

wave are mainly focused on together with the effect of influential factors because the objective is to measure whether the Korean wave affects Vietnamese young people when deciding whether to go to Korean restaurants.

Moreover, this study proposes that perceptions of the actors, actresses, idol groups and singers may have additional effects on consumers. The cultural wave boom has had an impact on the building up and changing of companies' and products' images. Various companies have provided sponsorship by lending products to be used in dramas - usually products such as mobile phones used by the the main actor/actress.

In several Korean dramas, Korean cuisine has been introduced widely such as in the very famous drama Dae Jang Guem, which is loved by a lot of Vietnamese people (2003). This has created the trend of eating out at Korean restaurants in Ho Chi Minh City. Young Vietnamese consumers with the demographic and psychological characteristics under the Korean waves' influences have different consumption behaviors in Korean restaurants.

Figure 4.1 Conceptual Framework



Source: Adapted from Manrai and Manrai (2011)

To measure which factor is more important when deciding to go to Korean restaurants, this study utilizes questionnaires relevant to four factors: cultural factors, social factors, personal factors and psychological factors.

- Cultural Factor

This study considers the level of exposure to Korean wave as a cultural factor. By measuring the perception of young Vietnamese consumers toward Korean wave and its effect, this study examines whether Korean wave induces change in behavior of young Vietnamese consumers. The perception toward Korean wave may be understood by examining the relationship between young people and the Korean wave. The details of the questions are as follows:

(1) I go to Korean restaurants because of celebrities / idol stars from Korean movies, Korean music;

(2) I go to Korean restaurants because of the Korean atmosphere;

(3) I go to Korean restaurants because eating at a Korean restaurant makes me happier;

(4) I want to experience the same foods as I have seen in the movies/ music videos/ TV dramas.

- Social Factor

The social factor is measured by the relationships that the people belong to such as relationships at the work place, schools, families or groups. Those choices are the relationships with family members, friends, colleagues; the information from means of public media and social trends. The details are as follows:

(1) I go to Korean restaurants because of others' recommendations;

(2) I go to Korean restaurants because of my family members/ friends;

(3) I go to Korean restaurants because I want to express myself somehow;

(4) I go to Korean restaurants because of information from the internet, newspaper, magazines;

(5) the current trend now is eating at a Korean restaurant.

- Personal Factor

The personal factor is characteristics which are necessary whenever consumer behavior is mentioned. They are age, gender, educational level, occupation, and income.

- Psychological Factor

Psychological factor includes motivations, beliefs, learning and perceptions that lead customers to make a decision on purchasing something. The details are as follows:

- (1) I go to Korean restaurants because of the delicious foods;
- (2) I go to Korean restaurants because of the good service;
- (3) I go to Korean restaurants because of the location;
- (4) Korean foods are healthy;
- (5) Korean foods taste familiar to Vietnamese foods;
- (6) The way to eat Korean foods is the same as Vietnamese foods.

4.2 Data Collection

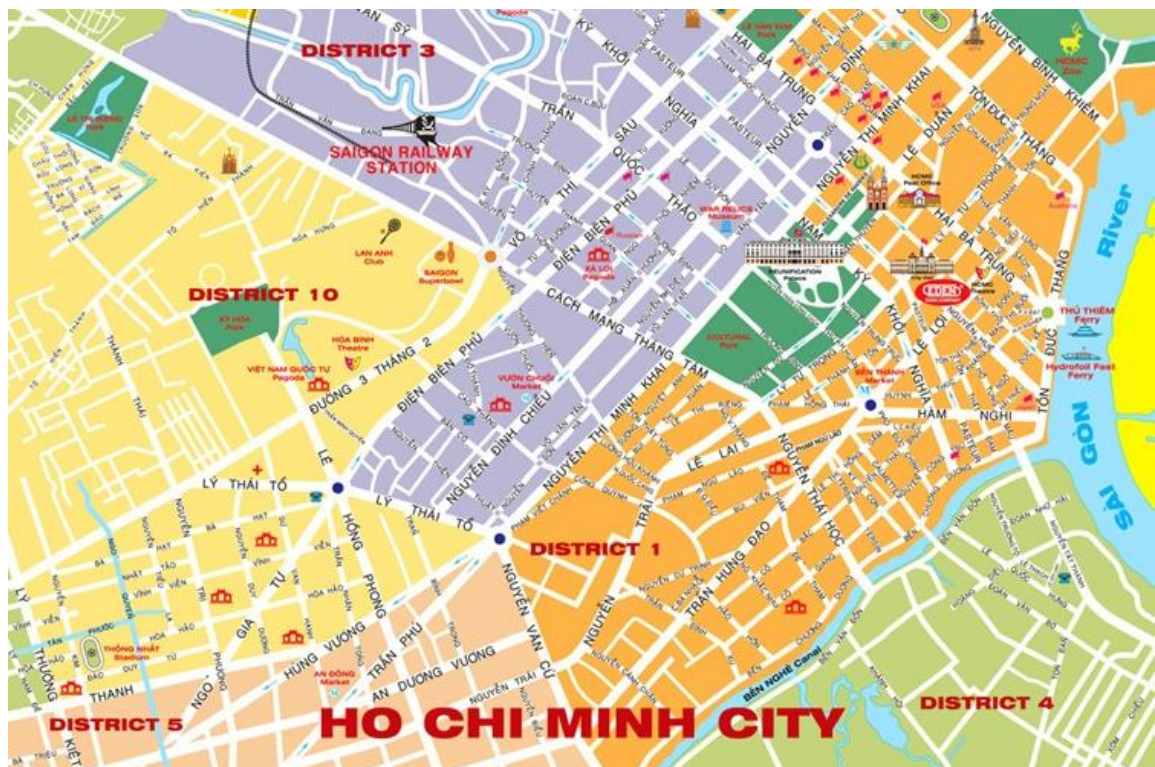
This study aims to explore consumer's behavior with the focus on the factors that have an impact on the decision to go to Korean restaurants. This study uses questionnaires to collect data from young Vietnamese people, aged between 18–30 years old in Ho Chi Minh City.

4.2.1 Population

This study focuses on Vietnamese people aged 18–30 as the sample group because they are the young consumers which are the new target group for Korean restaurants. Young consumers are generally considered as the most important consumers because they usually spend money on eating out at Korean restaurants much more than the older people. They are potential customers for every Korean

restaurant in Ho Chi Minh because in the future they will remain those restaurants' supporters.

Figure 4.2 Ho Chi Minh City Map



Source: Vietnamtourism.com

Ho Chi Minh is the largest city in Vietnam. The metropolitan area, which consists of Ho Chi Minh itself, Thu Dau Mot, Di An, Bien Hoa and surrounding towns, is populated by more than 8,000,000 people. This is equivalent to nearly 8 percent of the total population of Vietnam, making it the most densely populated area in Vietnam. HCMC is divided into 19 urban districts—12 numbered ‘inner’ districts plus seven named districts—occupying 500 square kilometers of land. The swiftly expanding Cu Chi, Hoc Mon, Binh Chanh, Nha Be and Can Gio outer boroughs bring the area to 2,100 square kilometres. Estimates target 20 to 22 million inhabitants by

2020. Ho Chi Minh is where most of the top universities, administrative buildings, groups, and companies of Vietnam are located. Moreover, it has several department stores, cinemas, amusement parks, restaurants, karaoke rooms, and nightclubs. Thus, most Vietnamese young people want to live and work there after graduating.



Figure 4.3 Korean Restaurants in Ho Chi Minh City



Source: www.foody.vn

4.2.2 Sample Size

The target population for this study is young Vietnamese males and females, aged 18–30 years old, in Ho Chi Minh. The study focuses on the effect of Korean popular culture on the decision to go to Korean restaurants. The respondents are those who go to Korean restaurants. A recent report released by Vietnam's Statistic Office (2013) indicates that young people make up 17% of Ho Chi Minh City's population, which accounts for approximately 1,358,317 people. Since the population is more than 50,000, it can be considered as an infinite population.

Godden (2004) provides a formula to calculate sample sizes for infinite population:

$$SS = \frac{Z^2 \times (p) \times (1 - p)}{C^2}$$

SS = Sample size

Z = Z-value (1.96 for a 95% confidence level is used for this study)

P = Percentage of population picking a choice, expressed as decimal

(0.5 is used)

C = Confidence interval, expressed as decimal (0.05 is used)

$$SS = \frac{(1.96)^2 \times (0.5) \times (0.5)}{(0.05)^2} = 384.16$$

Using the formula listed above provides a sample size of 385 (rounded off to the nearest whole), which indicates that this is the number of subjects required to provide statistically meaningful results. However, the sample size of this study is 306 because of the time limitation and specific target respondents.

4.2.3 Sampling Method

This study uses two ways to collect data which are 1) face-to-face, where the questionnaires are given directly to the respondents in Korean restaurants in Ho Chi Minh City, and 2) gathering data online by creating, sending and collecting online questionnaires.

The advantage of data collection from consumers by using face-to-face questionnaire is that it is possible to help explain any unclear points in the questionnaires. However, sometimes the respondents cannot answer all the questions that are asked in the questionnaires because of the lack of time or they answer carelessly because they are in hurry. Therefore, the online survey is preferred.

According to Dillman (2000), even though online questionnaires take more time than face-to-face questionnaires, they may attract those who are also interested in the topic and answer carefully. In addition, interested people will even share and spread the questionnaires to those who are also care about the problem or topic like them. This really helps the researchers or students who are doing research or studying academically.

4.2.4 Questionnaire

In this study, data is gathered by using questionnaires. The questionnaire also includes the research objective.

4.2.4.1 Questionnaire Design

This questionnaire contains 5 parts:

Part 1: Personal Information

This part contains questions about personal information such as gender, age, income, education, and occupation to understand the characteristics of the respondents.

Part 2: Perception toward Korean Wave

The second part includes questions to measure the perception of the Vietnamese people on the Korean wave in general.

Part 3: Reasons to go to Korean restaurants

By letting the respondents choose the most important reasons that lead them to Korean restaurants, the most influential factors that affect consumer behavior will be determined.

Part 4: Consumer Behavior

Consumer behavior is measured by the frequency of going to Korean restaurants per month.

Part 5: Future Trend

By questions about tendency to go to Korean restaurants and eat at Korean restaurants in the future, the trend of Vietnamese youngsters of eating Korean food at Korean restaurants is also clarified.

4.2.4.2 The Rating Criteria

The questionnaire in part 2 and 3 are used to evaluate and classify the respondents into different groups. Thus those questions are rated on a 5-point Likert scale. The meanings of the score are as follows:

Score	Score Meaning
5	Strongly agree
4	Agree
3	Neither agree nor disagree
2	Disagree
1	Strongly disagree

4.2.4.3 The average level of score

This study separates the score into three groups ranging from a very low level to a very high level

The score between 1.00-2.50 non influenced level or low influenced level

The score between 2.51-3.50 medium influenced level

The score between 3.51-5.00 high influenced or very high influenced level

4.3 Data Analysis

- In this study, after gathering all questionnaires, the data were analyzed by using the Microsoft Excel program. A detailed data analysis is shown as the following:

+ Demographics of the respondents' data are analyzed by calculating the percentage to compare factors with one another.

+ Factors in deciding to go to Korean restaurants' data are analyzed by calculating the mean to understand the main characteristics of the respondents who are in the same group after being classified by their mean scores.

+ To determine the relationships of each factor, data are grouped by demographic factors and the important factors are analyzed later.

- This study also uses Cross-tabulation and Correlation to analyze the data to better see the relationships between the influential factors and the consumer behavior.

CHAPTER 5

EMPIRICAL RESULTS

The result of this study is presented in this chapter. There are six parts which are demographic information of the respondents, the effect of the Korean wave, consumers' behavior, reasons to go to Korean restaurants, future trends, and discussion.

5.1 Demographic Information of the Respondents

This part presents the respondents' demographic information which includes age, gender, average income per month, education level and occupation. The results in this study are taken from a survey of young Vietnamese males and females, aged 18–30 years old, in Ho Chi Minh City in March and April, 2014. This part will better understanding of the characteristics of the respondents.

5.1.1 Age

Table 5.1 shows that 53.59% of the respondents are in the 18-22 year old group. The second biggest portion belongs to the 23-26 year old group with a ratio of 40.20% and the 28-30 year old group with a ratio of 6.21%.

Table 5.1 Age

Age	Amount	Percentage
18-22 years old	164	53.59
23-26 years old	123	40.20
27-30 years old	19	6.21
Total	306	100

5.1.2 Gender

As shown in Table 5.2, female respondents are more than male respondents in the sample. There are 219 women (71.57%) and 87 men (28.43%).

Table 5.2 Gender

Gender	Amount	Percentage
Male	87	28.43
Female	219	71.57
Total	306	100

Figure 5.1 shows that most of the consumers who go to Korean restaurants are female. Those photos were taken randomly at several Korean restaurants in Ho Chi Minh City.

Figure 5.1 Female Consumers at a Korean Restaurant in District 10,
Ho Chi Minh City



Source: Foody.vn

5.1.3 Average Income per Month

From the survey, most of the respondents (49.35%) have an average income less than 5,000,000 Vietnamese Dong (VND) per month. 28.76% and 13.17% of the respondents have an average income of 5,000,000–9,999,999 VND per month and 10,000,000–15,000,000 VND per month, respectively. For an average income of more than 15,000,000 VND per month, 8.15% are in this group.

Table 5.3 Income

Average Income per Month	Amount	Percentage
Less than 5,000,000 VND	151	49.35
5,000,000 – 9,999,999 VND	88	28.76
10,000,000 – 15,000,000 VND	42	13.73
More than 15,000,000 VND	25	8.15
Total	306	100

* Note: 1 USD = 21,000VND =32THB, Bank for Foreign Trade of Vietnam, June 12 2014

5.1.4 Education

Table 5.4 shows that 83.99% of the respondents have studied in university while 11.09% are currently enrolled in post-graduate studies. College and high school students account for 3.92% and 1.00%, respectively.

Table 5.4 Education

Level of Education	Amount	Percentage
High school	3	1.00
College	12	3.92
University	257	83.99
Post Graduate	34	11.09
Total	306	100

5.1.5 Occupation

The majority of the respondents (61.76%) are students while 38.24% have jobs.

Table 5.5 Occupation

Occupation	Amount	Percentage
Student	189	61.76
Others	117	38.24
Total	306	100

5.2 Level of Exposure to Korean Wave

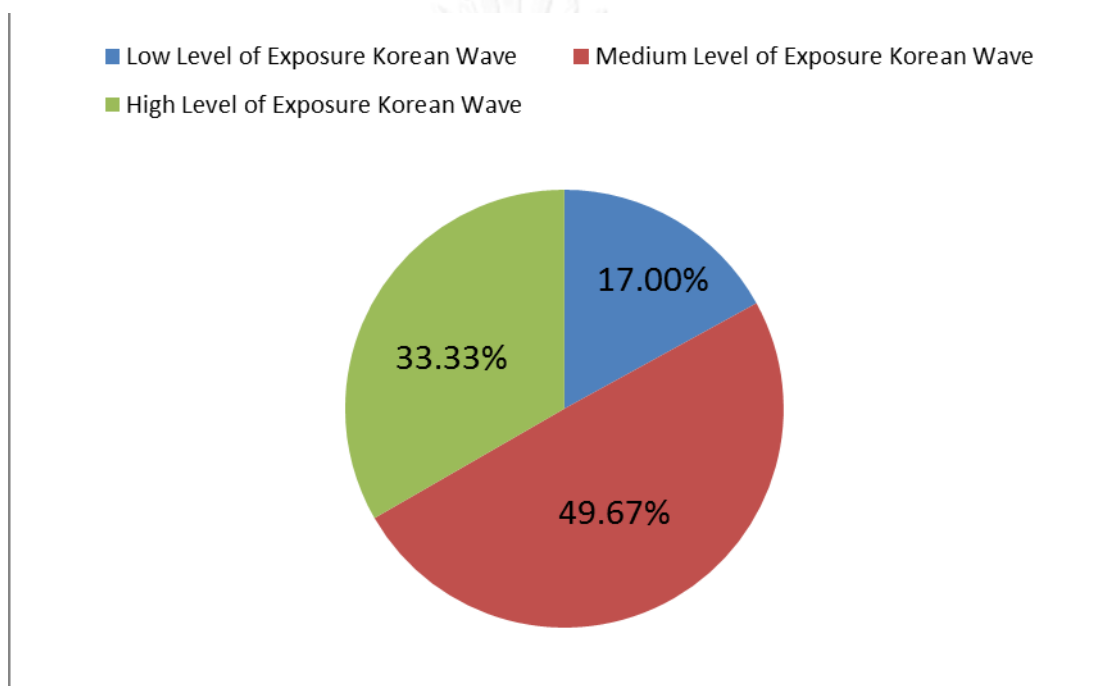
From the survey, this study classifies young Vietnamese consumers into three groups and examines their characteristics.

5.2.1 Classifying exposure groups

There are three groups established after classifying the average score of the influenced level. They are less/non exposure group with an average score from 1.00 to 2.50; this also means that people who belong to this group have less exposure to Korean wave than the two other groups. The second group is the exposure group with a score from 2.51 to 3.50; this is the group that has a medium level of exposure to Korean wave. The last group is the strongly exposed group with a score from 3.51 to 5.00; the people in this group are crazy for Korean wave and spend much of their time for exposing themselves to Korean entertainment.

According to Figure 5.2, the medium exposure group has the biggest portion with 49.67%, the second biggest part belongs to the highly exposure group with 33.33% and the last part with 17% belongs to the non/less exposure group.

Figure 5.2 Exposure Korean Wave Groups



In Table 5.6, most of the respondents are in the medium exposure and strong exposure groups and most of them are female. The medium exposure group has the most people with 44 males and 108 females from the total of 306 respondents.

In all groups, the respondents aged from 18-22 years old account for the biggest number. Right after that in the second position, the respondents are in the age of 23-26 years old.

University students are the majority in both the medium exposure group and the strong exposure group. The number of students in the medium exposure and

strong exposure groups are 91 and 63, respectively. In the medium exposure group, there are 129 students at the university level and 82 in the strong exposure group. Moreover, in all groups, the majority of the respondents have a monthly income of less than 5,000,000 VND.

Table 5.6 Classifying Exposure Groups

Personal Information		Non/Less Exposure Group (score 1 – 2.5)	Medium Exposure Group (score 2.51 – 3.5)	Strongly Exposure Group (score 3.51 – 5)
Gender	Male	18	44	25
	Female	34	108	77
Age	18 – 22 years old	29	84	51
	23 – 26 years old	16	62	45
	27 – 30 years old	7	6	6
Occupation	Student	35	91	63
	Others	17	61	39
Education	High school	0	0	3
	College	4	6	2
	University	46	129	82

Personal Information		Non/Less Exposure Group (score 1 – 2.5)	Medium Exposure Group (score 2.51 – 3.5)	Strongly Exposure Group (score 3.51 – 5)
	Post Graduate	2	17	15
Income	Less than 5,000,000 VND	34	79	38
	5,000,000 – 9,999,999 VND	10	40	38
	10,000,000 – 15,000,000 VND	6	21	15
	More than 15,000,000 VND	2	12	11

5.2.2 Exposure groups and time duration

From the question of how long the respondents have paid attention to Korean popular culture, the results are in Table 5.7. Those who belong to the non/less exposure group have not been affected by Korean wave or have been affected very slightly; less than 1 year for 31 people and not affected at all for 19 people. Table 5.7 shows there is a trend that the longer time a person has paid attention to Korean culture, the more she will be affected.

Table 5.7 Exposure Time Duration by Korean Wave

How long have you paid attention to Korean popular culture?	Non/Less exposure Group	Medium Exposure Group	Strongly Exposure Group
Less than 1 year	31	12	0
1 – 3 years	1	76	14
4 – 6 years	1	44	58
7 – 9 years	0	14	22
More than 10 years	0	6	8
None	19	0	0
Total	52	152	102

5.2.3 Exposure groups and times spending per week on Korean wave

Table 5.8 presents the results of the question of how much time the respondents spend on Korean popular culture per week. Those who belong to the non/less exposure group have not been affected by Korean wave or have been affected very slightly have been spending less than other groups; less than 1 hour for 33 people and not spending time at all for 19 people. In the medium exposure group, 85 respondents have been spending 1-5 hours and 21 people have been spending 6-10 hours. For the strong exposure group, most respondents have been spending more than 6 hours per week on Korean popular culture. There are also 11

people who have been spending more than 16 hours per week on Korean popular culture.

Table 5.8 Times Spending on Korean Wave per Week

How much time do you spend on the Korean popular culture per week?	Non/Less Exposure Group	Medium Exposure Group	Strongly Exposure Group
Less than 1 hour	33	37	7
1 – 5 hours	0	85	39
6 – 10 hours	0	21	31
11 – 15 hours	0	5	14
More than 16 hours	0	4	11
None	19	0	0
Total	52	152	102

5.2.4 Affected groups and types of Korean wave

According to the result of the survey, this study finds that Korean music is the favorite channel for most of the young people to absorb Korean wave. Question 7 from the questionnaire requests respondents to rank from the most favorite to the least favorite type of Korean entertainment among 3 types: Korean TV dramas, Korean music and Korean movies.

In table 5.9, the final points for each type of Korean entertainment are counted. The type that has the most points is the favorite type, and in contrast, the type that has the least points is the least favorite type. The result shows that the favorite type is music, the second favorite is TV dramas and the least favorite is movies. Music is often well received and Korean music has been loved by many of the young people in Vietnam because the singers and bands are talented and good looking. Together with technologically advanced entertainment and huge investment in training artists, Korean music has really reaped its own fruits recently by the love of Vietnamese young people and fans all over the world.

Table 5.9 Types of Korean Wave

Types of Korean Wave	Most favorite	2 nd most favorite	3 rd most favorite	Points
Korean TV Dramas	105	99	102	615
Korean Music	106	129	71	647
Korean Movies	95	78	133	574

Note:

The most favorite type of Korean wave gets 3 points. The second favorite type of Korean wave gets 2 points. The least favorite type of Korean wave gets 1 point

Table 5.10 shows that Vietnamese people seem to spend more time watching Korean TV dramas and listening to Korean music instead of going to the cinema to enjoy movies. In Vietnam, the Korean movies which are shown in the cinema are as not popular as American movies. Another reason is that many Vietnamese people prefer to stay at home and watch Korean series more than watch

movies at the cinema. They enjoy watching Hollywood action movies more than romantic Korean movies. The number of people who love Korean music has been rising more lately. Even though Korean songs are very close to Vietnamese songs, the Korean singers or bands are more professional and good looking. This is why the Vietnamese prefer to listen to Korean songs more than Vietnamese songs.

Table 5.10 Types of Korean Wave and Exposure Groups

Types of Korean Wave	Non/Less affected Group	Affected Group	Strongly Affected Group
Korean TV dramas	17	50	38
Korean music	13	55	38
Korean movies	22	47	26
Total	52	152	102

5.3 Consumer Behavior

This part presents consumer behavior by the number of times that the young people go to Korean restaurants per month. In addition, the relationships between the level of exposure to Korean wave, cultural factors and consumer behavior are also mentioned.

5.3.1 Exposure groups and consumer behavior

Table 5.11 shows that the more people are affected, the more times they choose Korean restaurants over other types. People who belong to the affected group and the strongly affected group go to Korean restaurants more often than people in the non-affected group.



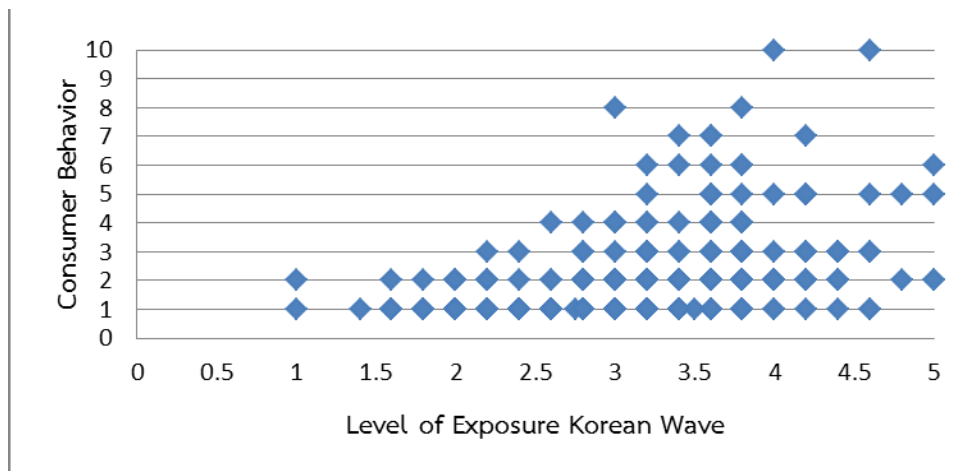
Table 5.11 Consumer Behavior

How many times you go to Korean restaurants per month?	Non-affected / Less Exposure Group	Exposure Group	Strongly Exposure Group
1 and less than 1 time	43	69	6
2 – 4 times	2	108	52
5 – 10 times	0	4	22
Total	45	181	80

5.3.2 Relationship between level of exposure Korean wave and consumer behavior

To examine the relationship between the level of exposure to Korean wave and consumer behavior, this study uses the scatter plot to show the relationship between these two factors (figure 5.3). From figure 5.3, the level of exposure to the Korean wave is shown on the horizontal axis ranging from 1 to 5 and consumer behavior is presented on the vertical axis by the times going to Korean restaurants per month. Figure 5.3 shows that the more highly influenced by Korean wave the consumers are, the more often they go to Korean restaurants.

Figure 5.3 Relationship between Level of Exposure Korean Wave and Consumer Behavior



The correlation coefficient between the level of exposure to Korean wave and consumer behavior is calculated in order to show the relationship between these two variables. The hypothesis of this study is that there is positive relationship between the level of exposure to Korean wave and consumer behavior.

Figure 5.3 shows the relationship between the level of exposure to Korean wave and consumer behavior is a positive one. This confirms the theory of Manrai and Manrai (2011) that cultural factor always has impact on consumer behavior.

By using the Pearson correlation test, the result in Table 5.12 shows that the correlation coefficient is 0.411 with 99% confidence interval. This result shows that there is a significant positive relationship between perception toward Korean wave and the cultural factor.

Table 5.12 Correlation Between Level of Exposure Korean Wave and Consumer Behavior

		Consumer behavior
Level of exposure Korean wave	Pearson Correlation	.411(***)
	Sig. (1-tailed)	.000
	N	306

From Figure 5.4 and 5.5, it indicates the relationship between the level of exposure to Korean wave and consumer behavior of male and female respondents are different. The scatter plots show that male respondents seem to absorb Korean wave slower than female respondents and the consumer behavior of male respondents also grows gradually, not as fast as female respondents.

Figure 5.4 Relationship between Level of Exposure Korean Wave and Consumer Behavior of Male Respondents

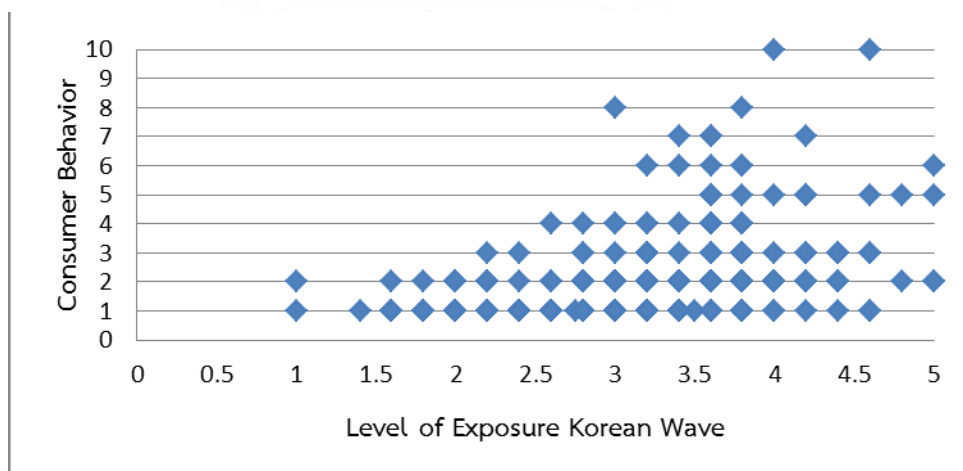
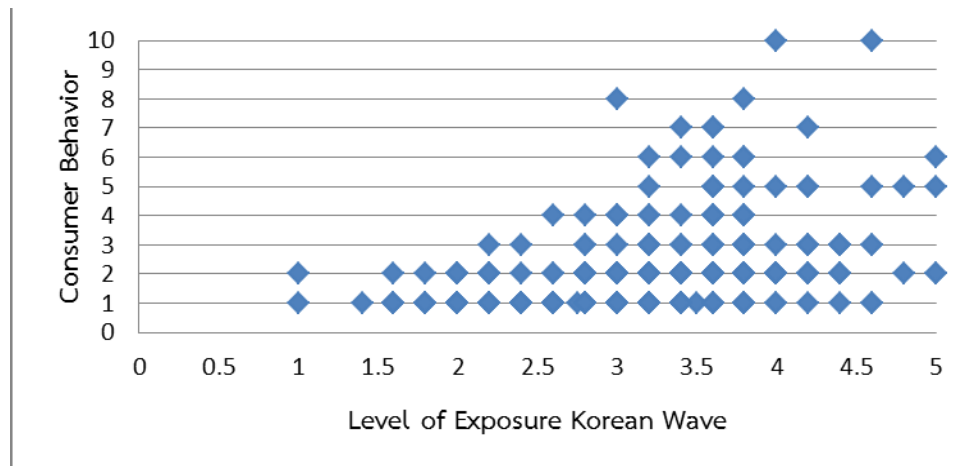


Figure 5.5 Relationship between Level of Exposure Korean Wave and Consumer Behavior of Female Respondents



5.4 Reasons to Go to Korean Restaurants

To measure the most important reason that leads young Vietnamese consumers to Korean restaurants, this study uses 16 questions which are classified into three groups including cultural factors, social factors and psychological factors by adapting from Manrai and Manrai (2011). From the survey of Vietnamese people in Ho Chi Minh, Figure 5.6 shows that cultural factor is a major one that leads young Vietnamese consumers to Korean restaurants. The second influencing factor is the psychological one with 2.99 and the social factor is ranked in the third position with 2.76.

Figure 5.6 Influencing Factors on Consumer Behavior

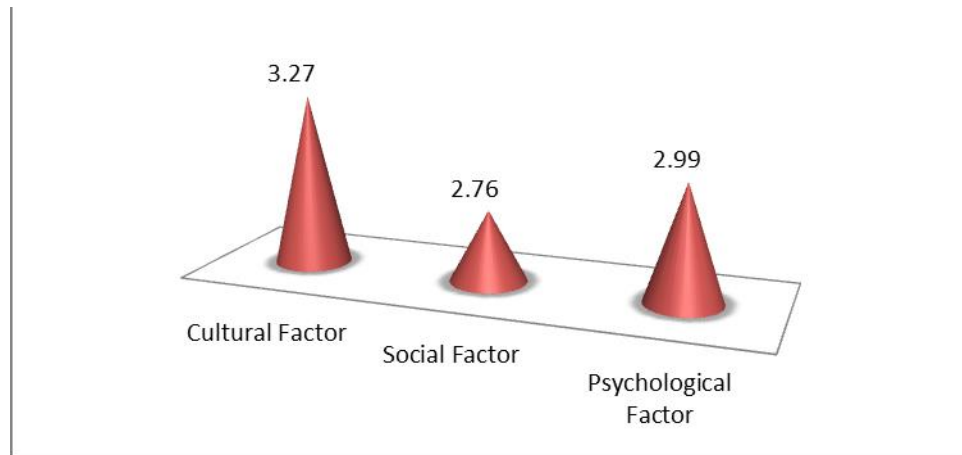


Table 5.13 shows the most influencing factor is that they want to experience the foods same they have seen in the movies, music videos and TV dramas. This reason reaches 3.61 of the maximum 5. This means that many of the young Vietnamese consumers are willing to taste all the foods that they have had chances to see through the Korean TV dramas, movies and music videos.

This result also proves that the hypothesis of this study is correct. The cultural factor does affect consumer behavior. Vietnamese people are curious about new cultures and trends. Whenever they see their favorite actors or actresses' actions in the movies, music videos or TV dramas, they will be more curious about it and want to experience it as soon as possible. The second highest point belongs to the reason that they go to Korean restaurants because of the delicious food with an average point of 3.54. Clearly, this is a very important criterion whenever people want to eat out. Restaurants with delicious foods are always attractive places to consumers. This is not just right in Vietnam but also in other countries.

Since most of the respondents are students, the purchasing power and the conspicuous consumption do not matter in this study. Firstly, their main income is from their parents and if they are working, it is just part-time job and the salary does not that matter. Secondly, almost all of them are students so they do not have a lot of relationships in society so their social status is not that important to the conspicuous consumption. That is probably the reason why in the survey, the number of respondents choosing conspicuous as a reason to go to Korean restaurants in Ho Chi Minh is less than other reasons.

Table 5.13 Reasons to Go to Korean Restaurants

Aspect	Question	Level of Opinion	Overall average
Cultural Factor	1. I go to Korean restaurants because of celebrities / idol stars from Korean movies, Korean music	2.88	3.27
	2. I go to Korean restaurants because of the Korean atmosphere	3.25	
	3. I go to Korean restaurants because of eating at a Korean restaurant makes me happier	3.34	
	4. I want to experience the foods same as what I have seen through the movies/ music videos/ TV dramas	3.61	
Social Factors	5. I go to Korean restaurants because of the others' recommendation	3.03	2.76
	6. I go to Korean restaurants because of my family members/ friends	2.87	
	7. I go to Korean restaurants because I want to show myself somehow	2.42	

Aspect	Question	Level of Opinion	Overall average
	8. I go to Korean restaurants because of the information from internet, newspaper, magazines	2.98	
	9. The current trend now is eating at a Korean restaurant	2.52	
Psychological Factors	10. I go to Korean restaurants because of the delicious foods	3.54	2.99
	11. I go to Korean restaurants because of the good service	3.13	
	12. I go to Korean restaurants because of the location	2.84	
	13. Korean foods are good for health	3.09	
	14. Korean foods taste familiarly with Vietnamese foods	2.63	
	15. The way to eat Korean foods is same with Vietnamese foods	2.71	

Figure 5.7 presents the relationship between the level of exposure and the cultural factor that affects consumer behavior of young Vietnamese consumers as being a positive one. This shows that because of the Korean wave, young consumers will probably change their minds and consume Korean products more.

Figure 5.7 Relationship between Level of Exposure Korean Wave and Cultural Factor

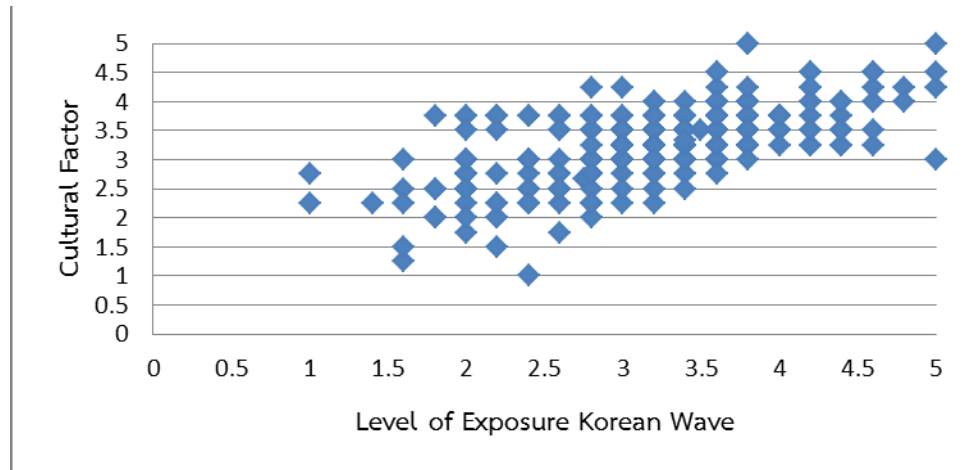


Table 5.14 Correlation between Level of Exposure Wave and Cultural Factor

		Level of Exposure Korean Wave
Cultural Factor	Pearson Correlation	.641(***)
	Sig. (1-tailed)	.000
	N	306

The correlation coefficient between the perception toward Korean wave and the cultural factor is calculated in order to show the relationship between these two variables. By using the Pearson correlation test, the result in the table 5.14 shows that the correlation coefficient is 0.641 with a 99% confidence interval. This result shows that there is a positive relationship between the perception toward Korean wave and the cultural factor. This result confirms Manrai and Manrai's theory (2011).

Figure 5.8 Relationship between Cultural Factor and Consumer Behavior

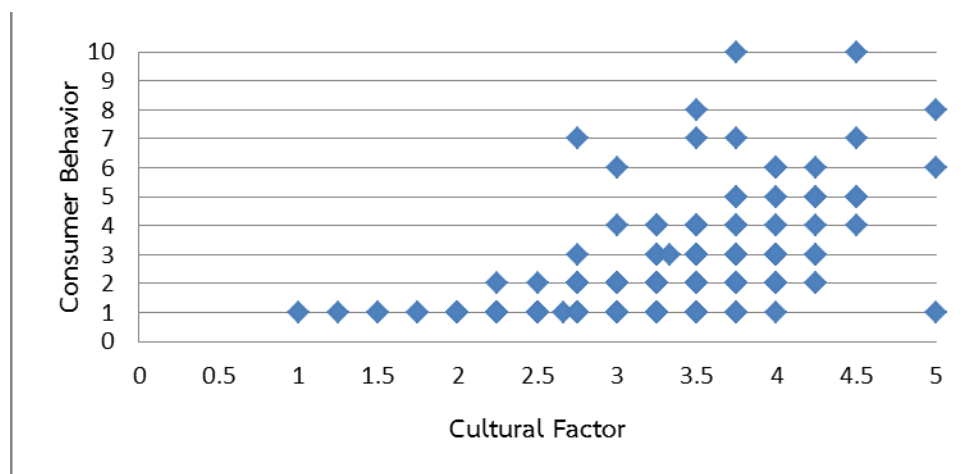


Table 5.15 Correlation between Cultural Factor and Consumer Behavior

		Cultural Factor
Consumer Behavior	Pearson Correlation	.552(***)
	Sig. (1-tailed)	.000
	N	306

The correlation coefficient between the cultural factor and consumer behavior is calculated in order to show the relationship between these two variables. By using the Pearson correlation test, the result in table 5.15 shows that the correlation coefficient is 0.552 with a 99% confidence interval. This result shows that there is a positive relationship between the cultural factor and consumer behavior.

This part is also the main result of this study. The objective has already been proven that Korean wave affects Vietnamese consumers on their decision to go to Korean restaurants. The theory of Manrai and Manrai (2011) is once again confirmed that cultural factors have a deep impact on consumer behavior.

5.5 Future Trend

From table 5.16, when asked the question if the respondent is going to eat alone, whether they would go to a Korean restaurants, 81.7% of the respondents said no because they do not want to go to eat at Korean restaurants alone. They prefer to go in a group to share the bill and have the chance to try many kinds of Korean dishes rather than going alone. However, there were 56 respondents (18.3%) that still want to go to Korean restaurants alone because they really love Korean artists so they want to go to Korean restaurants to see their idols' pictures, music videos and movies which are shown at the Korean restaurants.

Table 5.16 Trend of Eating Alone at Korean Restaurants

Question	If you are going to eat alone, will you go to Korean restaurants?	Percentage
Yes	56	18.30
No	250	81.70
Total	306	100

Table 5.17 shows that 290 respondents (94.77%) choose to eat Korean food at Korean restaurants because they enjoy the Korean atmosphere at the restaurants. In addition, they also enjoy the food and service at the restaurants. Convenience is

also a reason when they choose to eat at the restaurants. The others cannot cook Korean foods and know cheap but good quality restaurants so they do not want to eat at home.

As shown in table 5.17, there are 16 people (5.23%) who chose to eat Korean foods at home. The reason for this group is that their friends do not like Korean foods so they have to make and enjoy Korean foods at home. Some respondents mentioned that they want to try making Korean dishes such as Kimchi, Kimbap or Tokbokki. Others said that eating outside is more expensive than eating at home so they want to enjoy Korean cuisine at home. The rest of people do not want to spend much money on eating Korean foods at restaurants.

Table 5.17 Eating Korean Food at Korean Restaurants and Home

Question	Do you prefer to go to Korean restaurants or to eat Korean foods at home?	Percentage
Korean Restaurants	290	94.77
Home	16	5,23
Total	306	100

Korean restaurants will still be popular in the foreign restaurant market in Ho Chi Minh City in the future. This is shown in Table 5.18. From the survey of 306 young people in Ho Chi Minh, 300 (98.04%) will go back to Korean restaurants. The main reasons are that Korean foods are very delicious and there are still many dishes that they have not yet tried. Others said they really enjoy the Korean atmosphere at

the restaurants and some want to hang out with their Korean friends to improve their Korean language skills. There are also 6 people (1.96%) who will not come back to Korean anymore. The reasons mentioned are that they do not like Korean food, they cannot eat spicy food, or the price is too high for them.

Table 5.18 Future Trend of Going to Korean Restaurants of Young Vietnamese Consumers

Question	Will you still go to Korean restaurants in the future?	Percentage
Yes	300	98.04
No	6	1.96
Total	306	100

5.6 Discussion

Compared to previous studies, there are both similarities and differences between this study and the others. Like Phan (2012) and Luu (2012), this study finds that Korean wave has been affecting some Vietnamese people, especially in regard to consumer behavior. Many Vietnamese young consumers love and consume Korean products relating to Hallyu. This study shows that Hallyu affects young Vietnamese consumers' behavior when deciding to go to Korean restaurants. Generally, Hallyu has various influences on their lives, both materialistically and intellectually.

Furthermore, the results show that the effect of Korean wave and consumer behavior of young Vietnamese consumers have a positive relationship with each other. This comes out in the same way with the studies of Phan (2012) and Luu (2012) because the more the youngsters are affected by Korean wave, the more they will consume Korean products. Tho (2012) also found the same result.

This study finds that not only women but also men are attracted by the Korean wave. However, the number of male consumers at Korean restaurants in Ho Chi Minh is less than the number of females. But once they are fans of the Korean wave, male consumers also love to eat at Korean restaurants.

CHAPTER 6

CONCLUSION AND RECOMMENDATION

This chapter presents the conclusion and recommendation from this study. Moreover, the limitations of this study and suggestions for further study are also presented in the last part.

6.1 Conclusion

Recently, Korean wave has played an important role in Vietnamese society. It has affected the popular culture stronger than any previous foreign influence in the past such as Chinese and French cultures. By entering Vietnam's market with thousands of seemingly beautiful, handsome, unique and talented artists, Korean popular culture has created a big new cultural wave and has a huge impact on the consumer behavior of the young Vietnamese people. By studying the success of Korean restaurants as affected by Korean wave, this study finds a positive relationship between the level of exposure to Korean wave and the young people's tendency to go to Korean restaurants in Ho Chi Minh.

Since Korean wave came to Vietnam, Korean products have been well received and Korean restaurants have become attractive places for young people. In Vietnam now, there is a trend of eating out at Korean restaurants amongst the younger generation. To catch up with this hot trend in Vietnamese society, the purpose of this study is to examine the effect of Korean wave on the decision to go to Korean restaurants of people in Ho Chi Minh City. According to Manrai and Manrai (2011), there are four main factors that affect consumer behavior: (1) cultural factors;

(2) social factors; (3) personal factors; and (4) psychological factors. The cultural factor is the most influential factor that leads consumers to change their consumer behavior and this study once again confirms what Manrai and Manrai (2011) mention in their theory.

This study collects data from young Vietnamese consumers, aged between 18–30 years old in Ho Chi Minh City from March–April 2014. There were 306 respondents of the survey. Descriptive statistics and correlation coefficient were used to analyze the relationship between the Korean wave and the behavior of the young Vietnamese consumers in going to the Korean restaurants in Ho Chi Minh City.

The data shows that female consumers are the main target group of Korean restaurants and most of the consumers are university students. The most influential form of Korean wave in Ho Chi Minh City is Korean music. The second and third most influential are Korean TV dramas and movies, respectively.

For the effect of Korean wave influencing the decision to go to Korean restaurants of the Vietnamese people of Ho Chi Minh City, the results show that the more the young Vietnamese consumers in Ho Chi Minh are exposed to the Korean wave, the more they tend to go to the Korean restaurants. This also proves that the theory of Manrai and Manrai (2011), which this study adapts and applies in the conceptual framework, is once again confirmed.

The result of this study also shows that the more time they have spend exposed to the Korean wave per week, the higher the level the young people have exposed to Korean wave. In addition, those who have been fans of Korean wave for a longer time their level of exposure to Korean wave is higher.

The most important factor that leads young Vietnamese consumers to Korean restaurants is that they want to experience the same foods as what they have seen in the TV dramas and movies. Moreover, 81.70% of the respondents do not like to eat alone while 18.30% of the respondents would still go out for Korean food alone. The result also shows that in the future, Korean restaurants will still be popular in Ho Chi Minh City because young Vietnamese consumers still want to go back to Korean restaurants to experience the Korean food and atmosphere more.

6.2 Recommendation

The recommendations from this study are as follows: First, for business stakeholders, the Korean wave has generated numerous business ventures and opportunities. Therefore, businesses should develop more products with the features of Korean wave values. This means that they should use better marketing methods such as using more Korean celebrities to advertise their products or enhancing the styles of Korean pop in the entertainment business.

Second, for the Korean government, based on the results of this study, the effects of the Korean wave have developed the Korean brand and culture; therefore, the government needs to put more effort into maintaining the role and popularity of the Korean wave. At the same time, the government also needs to keep an eye on the development and preservation of Korean culture and products. Thus, by making this effort, it may be able to increase business and government revenue and improve both the country's image and its position in the world, while also developing international relations between countries.

Third, since Hallyu has various influences on the lifestyles of the Vietnamese, it is necessary for them, as well as Korean scholars and the two governments of the countries to cooperate. Hallyu also contributes to the building of the friendship between Vietnam and Korea. Thus, they should utilize efficiently positive impacts of Hallyu to promote Korean studies in particular, and the Vietnamese–Korean relationship in general is also encouraged.

6.3 Limitation

This study focuses on the young Vietnamese consumers aged between 18-30 years old as the sample group because they are the young consumers, who are the new target group for the Korean restaurant market in Ho Chi Minh City. Those young consumers are still in the studying age or recent graduates or they have just started working so their income and budget are still limited. Thus, this study only focuses on Korean restaurants in the middle class, not the very luxurious ones.

Second, the results of this study are derived from the young consumers group, aged between 18-30 years old. If the sample group was comprised of Vietnamese people older than 30, the major factors that would lead consumers to Korean restaurants might be different.

Third, this study only collects data from young Vietnamese in Ho Chi Minh City. This result represents a level of exposure to Korean wave that may differ from other regions.

6.4 Suggestion for further study

This study concentrates on young Vietnamese consumers aged 18-30 years old in Ho Chi Minh City. Therefore, the results represent behavior and characteristics of this group in March, 2014. In order to understand more about the changes of consumers' behavior on Korean restaurants and to compare the determinants of this behavior across countries, this researcher offers two suggestions for further study

A future study should extend the scope of the study to include a broader sample group such as a group of Vietnamese people with older than 30, and include other big cities in Vietnam such as Ha Noi, Can Tho, Hue, Da Nang. To compare the change of consumers' behavior, the study that collects data from a different time period in the future would be useful.

To compare consumer behavior across countries which have been affected by Korean wave, a comparative study among those countries in the region as well as other would be useful as well.

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APPENDIX

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

QUESTIONNAIRE

Topic: Effect of Korean Wave on Young Vietnamese Consumers: Case of Korean Restaurant Popularity.

Objective: to investigate how Korean wave affects on young Vietnamese consumers on the decision to go to Korean restaurants in Ho Chi Minh City.

- It will take you approximately 5-7 minutes to complete the questionnaire.
- All information collected will be treated confidentially and used only for research purposes.

Thank you for your cooperation!

Part 1. Personal Information

Please complete all sections and tick the appropriate boxes

1.1 Gender: Male Female

1.2 Age: years old

3. Education Level

- High school College
 University Post Graduate
 Others (Please specify):.....

4. Occupation:

- Student Others (Please specify).....

5. Average income per month:

- Less than 5.000.000 VND 10.000.000 – 15.000.000 VND
 5.000.000 – 9.999.999 VND More than 15.000.000 VND

Part 2. You and Korean Wave

Please choose the appropriate number that can best indicate your degree of agreement toward the following statement.

6. Perception toward Korean popular culture

	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
6.1 Korean popular culture attracts me					
6.2 I am interested in Korean popular culture					
6.3 I pay a lot of attention to Korean popular culture					
6.4 Korean popular culture is a part of my life					
6.5 Overall, I like Korean popular culture					

7. What kind of Korean wave do you like? Please rank 1, 2, 3 for most (1) and least (3) favorite

Korean movies

Korean TV dramas (K-dramas)

Korean Music (K-pop)

8. How long have you paid attention to Korean popular culture?

Less than 1 year

1 – 3 years

4 – 6 years

7 – 9 years

More than 10 years

None

9. How much time do you spend on the Korean popular culture per week?

Less than 1 hour

1 – 5 hours

6 – 10 hours

11 – 15 hours

More than 16 hours

None

Part 3. Decision to go to Korean Restaurants

Please choose the appropriate number that can best indicate your degree of agreement toward the following statement

10. Reasons to go to Korean Restaurants

	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
1. I go to Korean restaurants because of celebrities / idol stars from Korean movies, Korean music					
2. I go to Korean restaurants because of the Korean atmosphere					
3. I go to Korean restaurants because of eating at a Korean restaurant makes me happier					
4. I want to experience the foods same as what I have seen through the movies/ music videos/ TV dramas					
5. I go to Korean restaurants because of the others' recommendation					
6. I go to Korean restaurants because of my family members/ friends					
7. I go to Korean restaurants because I want to show myself somehow					
8. I go to Korean restaurants because of the information from internet, newspaper, magazines					
9. The current trend now is eating at a Korean restaurant					

10. I go to Korean restaurants because of the delicious foods					
11. I go to Korean restaurants because of the good service					
12. I go to Korean restaurants because of the location					
13. Korean foods are good for health					
14. Korean foods taste familiarly with Vietnamese foods					
15. The way to eat Korean foods is same with Vietnamese foods					

Part 4. You and Korean restaurants

Please complete all sections and tick the appropriate boxes

11. How many times do you go to Korean restaurants per month?

..... times per month

12. How much do you spend on eating at Korean restaurants each time you have meals there?

Less than 500.000 VND

500.000 – 1.000.000 VND

More than 1.000.000 VND

13. If you are going to eat alone, will you go to Korean restaurants and why?

Yes, because

No, because

14. Do you prefer to go to Korean restaurants or to eat Korean foods at home and why?

Go to Korean restaurant, because

Buy and eat Korean food at home, because

15. Will you still go to Korean restaurants in the future and why?

Yes, because

No, because

THANK YOU VERY MUCH



จุฬาลงกรณ์มหาวิทยาลัย
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VITA

Mr. Tran Tuan Dat is a Vietnamese who lives in Ho Chi Minh city, Vietnam. In 2010 he graduated from Vietnam National University in International Relations. After that he worked as a lecturer and student supervisor for University of Social Sciences and Humanities. In 2012 he received a full scholarship from ASEAN University Network (AUN) to study Master Degree in Graduate School, Chulalongkorn University, Thailand. As a part of the Master program, he went to Seoul National University, Korea for one semester as an exchange student.

