

ANALYSIS OF K-FOOD FRANCHISES IN THAI MARKET FOCUSING ON THE CONSUMPTION
BEHAVIOR OF THAI GENERATION Y AND GENERATION Z IN BANGKOK METROPOLITAN
REGION



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วชิรวิชญ์ สิริปิยพัทธ์ : การวิเคราะห์กระแสอาหารเกาหลีผ่านรูปแบบธุรกิจแฟรนไชส์ในตลาดประเทศไทยโดยมุ่งเน้นพฤติกรรมผู้บริโภคของเจนเนอเรชั่นวายและเจนเนอเรชั่นแซดชาวไทยในเขตกรุงเทพมหานครและปริมณฑล. (ANALYSIS OF K-FOOD FRANCHISES IN THAI MARKET FOCUSING ON THE CONSUMPTION BEHAVIOR OF THAI GENERATION Y AND GENERATION Z IN BANGKOK METROPOLITAN REGION) อ.ที่ปรึกษาหลัก : รศ. ดร.เกรียงไกร บุญเลิศอุทัย

ทุกวันนี้ผู้บริโภคหลายคนทั่วโลกต่างหลงใหลในกระแสเกาหลี (ฮันรยู) รัฐบาลเกาหลีได้หลายรัฐบาลต่างก็ใช้ความนิยมนั้นเพื่อผลักดันอาหารเกาหลี (K-food) ให้เป็นหนึ่งในผลิตภัณฑ์ทางวัฒนธรรมเพื่อการส่งออก อย่างไรก็ตามการปรับอาหารเกาหลีให้เข้ากับผู้บริโภคในต่างประเทศอาจทำให้เกิดความเข้าใจผิดในเรื่องอาหารเกาหลีในหมู่ผู้บริโภคชาวต่างชาติได้ ด้วยเหตุนี้การทำธุรกิจในรูปแบบแฟรนไชส์จึงเป็นรูปแบบที่มีศักยภาพในแง่ของการรักษาต้นตำรับของอาหาร วิทยานิพนธ์นี้จึงมีวัตถุประสงค์เพื่อศึกษาพฤติกรรมผู้บริโภคของคนเจนเนอเรชั่นวายและแซดชาวไทยในส่วนของธุรกิจอาหารจากธุรกิจอาหารแฟรนไชส์ของเกาหลี โดยพฤติกรรมจะเกิดขึ้นในเขตกรุงเทพมหานครและปริมณฑล การวิเคราะห์ขั้นแรกใช้ทฤษฎีพฤติกรรมการวางแผน (TPB) ร่วมกับตัวแปรใหม่เกี่ยวกับพฤติกรรมผู้บริโภคของเกาหลีและคนไทย จากนั้นจึงศึกษาถึงการส่งผลของค่านิยมของผู้บริโภค ความคุ้นเคย และภาพลักษณ์ของประเทศต่อทัศนคติ การวิจัยดำเนินการโดยใช้แบบสำรวจออนไลน์ มีจำนวนผู้ตอบแบบสอบถามจำนวนสี่ร้อยคน ในการวิเคราะห์ข้อมูล ผู้วิจัยใช้สถิติเชิงพรรณนาและการวิเคราะห์การถดถอยพหุคูณที่ระดับนัยสำคัญทางสถิติ 0.05 ผลการวิจัยพบว่าตัวแปรทุกตัวมีนัยสำคัญ อย่างไรก็ตามคุณค่าทางสุนทรียศาสตร์มีบทบาทสำคัญที่สุดต่อทัศนคติของผู้บริโภค นอกจากนี้ข้อค้นพบใหม่ยังพบว่าวัฒนธรรมการบริโภคอาหารมีอิทธิพลต่อความตั้งใจด้านพฤติกรรมมากที่สุด

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Vajirawit Siripiyaphat : ANALYSIS OF K-FOOD FRANCHISES IN THAI MARKET FOCUSING ON THE CONSUMPTION BEHAVIOR OF THAI GENERATION Y AND GENERATION Z IN BANGKOK METROPOLITAN REGION. Advisor: Assoc. Prof. KRIENKRAI BOONLERT-U-THAI, Ph.D.

These days, fans everywhere are enamored with the Korean Wave (Hallyu). South Korean administrations have highlighted Korean cuisine (K-food) as one of their exported cultural products. Localizing K-food abroad might cause misunderstandings among foreigners. Accordingly, franchising has the potential to maintain food authenticity. Thus, the purpose of this thesis was to examine the consumption behavior of Thai Generation Y and Z in relation to Korean franchise businesses in the Bangkok Metropolitan Region (BMR). The first analysis used the theory of planned behavior (TPB) together with a new variable regarding the food consumption behaviors of Koreans and Thais. Then, the examination of how consumer values, familiarity, and country image affect attitudes. Research was conducted using a web-based survey with four hundred respondents. To evaluate the data, descriptive statistics and multiple regression analysis were performed at the 0.05 level of statistical significance. The results showed that all variables were significant. Nonetheless, aesthetic value played the most important role in the attitude of consumers. Moreover, the novel finding was that food consumption culture has the most influence on behavioral intentions.

Field of Study: Korean Studies

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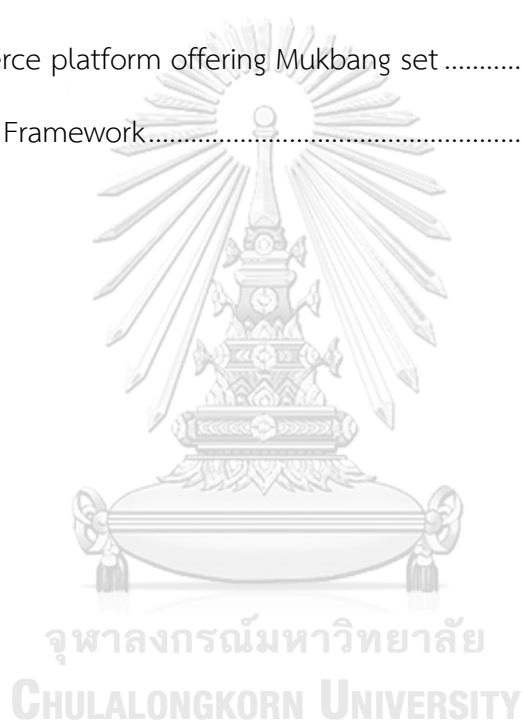
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CHAPTER I

INTRODUCTION

1.1 Introduction and study background

The world currently recognizes Korean culture as a major influence. President Kim Young sam's administration's strategy is the cornerstone of Korea's globalization of its culture for the global market. The focus of the policy was on using and globalizing ordinary Korean culture through the idea of "cultural clothes" in order to increase international competitiveness. Under Park Geun hye's administration and the creative economy approach, food has been explicitly prioritized as a component of culture. Beginning in 2020, the Moon Jae-in administration furthered the globalization of Korean culture through cultural "K" campaigns, K-food, K-content, and K-beauty. It is interesting to point out that the campaign concentrate on creating a purported "fair ecosystem" to increase revenues for South Korean small and medium-sized businesses (SME) (Bang, 2020).

Korean food, or K-food, is a notable cultural export of South Korea. The objective of introducing K-food to the global market is not just to assist Korean agricultural exports or to increase tourism in Korea, but also to draw the for the unification of nation. National menus by themselves are unable to capture a country's culture; in contrast, more domestic consumption promotes industrialization. The nation's culture is then defined by its food. The use of food as a political instrument, however, is also significant. The Food Industry Promotion Act of Korea mandates that traditional Korean cuisine only be prepared with Korean ingredients. Even a local restaurant might find it challenging to qualify due to a lack of local ingredients (Mishan, 2022). The Food Industry Promotion Act enables the local governmental agency to give appropriate policy while forming a partnership with overseas institutions to assist the Korean food market in other nations (*FOOD INDUSTRY PROMOTION ACT*, 2015). In order to assist promote Korean food, there are currently 34 Korean cultural centers spread across the Asia-Pacific, Europe, America,

Middle East, and Africa (KOCIS, 2023). In addition, the Korean Food Policy Council was established in October 2015 with the aim of promoting Korean products abroad under the direction of the Korean Food Promotion Institute (KFPI, 2023).

Economically, it is not an exaggeration to say that the Korean food business can see a bright future in the international market. In 2020, consumers spent over 87 trillion Won (2.3 trillion Thai Baht) at Korean restaurants abroad, compared to 23 trillion Won (614 billion Thai Baht) at domestic restaurants (Kim, 2022). Yet numerous nations have adapted Korean food marketing and promotion strategies in various ways (Lee et al., 2008). The number of people who are followers of Korean culture increased substantially by 15% from 156 million in 2021 to 178 million in 2022, according to the ease of the rigorous COVID-19 policy and the current diversity of Korean contents. Due to their close cultural affinities, Asia and Oceania have the greatest proportion of fans worldwide. From 115 million fans in 2021 to 131 million in 2022, the number of supporters climbed steadily. Thailand has the most fans in the region of Southeast Asia. As an illustration, the number of Thai fans in 2022 was estimated to be 17 million (KF, 2023).

Regarding Korean food in Thailand, authentic Korean restaurants were first introduced in Thai culture roughly 34 years ago (1989) at Sukhumvit Plaza (near Sukhumvit Soi 12), today known as Korean Town (Neighboroot, 2022). Since the majority of the Korean restaurants in this region are run by Koreans, their authenticity stands out (Mala, 2020). During the COVID-19 pandemic in 2020 (74 billion Won), the market value of Korean food in Thailand was roughly 2 billion Thai Bath (Jitpleecheep, 2022), and it is predicted to expand 30 percent following the pandemic due to the popularity of the Korean wave (Katthamat, 2022). In addition, one of the most well-known Korean dramas (K-dramas), *Dae Jang Geum* or *Jewel in the Palace*, which aired on Channel 3 in 2005, introduced Korean cuisine to Thai viewers. At that point, Thai people appeared to truly enjoy the program. In comparison to other TV channels airing at the same time, Channel 3 was able to

broadcast Dae Jang Geum and create an average rating of over ten percent per episode ("“Dae Jang Geum” the influence of the series about the goodwill of women who fight against injustice," 2023). This trend is still prevalent in Thai society today. There are numerous sources that encourage Thai people to eat the Korean cuisine that appears in Korean dramas.



Figure 1 Korean Town in Bangkok



Figure 2 Dae Jang Geum (2005)



Figure 3 The content about Korean food from Korean dramas on Thai website

Besides K-dramas, “Meokbang” or “Mukbang”, an online content that shows a person eating food in a large portion (Song, 2022), is another driving force to influence fans of Korean culture to consume Korean food. The followers of the eating clips can see people in Mukbang content as an influencer due to emotionally connect. Also, they can make a connection with other followers (Choe, 2019). Watching Mukbang can even help the viewers to overcome loneliness or fulfil their sexual desire (Donnar, 2017). Equally important, Korean food related-businesses could take advantage of this content by offering special menus and products for fans (KF, 2023).



Figure 4 Mukbang

Hover to zoom

Korean Food, MUKBANG FAVORITES, Instant Meal Kit (Spicy) + Ramen Pot, 12 PCS

Condition: New

Quantity: 9 available / 1 sold

Price: **US \$79.99**
Approximately THB2,874.03

[Buy It Now](#)

[Add to cart](#)

Best Offer:

[Make offer](#)

[Add to watchlist](#)

People want this. 33 people are watching this.

Figure 5 E-commerce platform offering Mukbang set

From the first unofficial establishment of Korean restaurants at Sukhumvit Plaza in 1989. Nowadays, Thailand seems welcome all international foods with open arms by aiming to become world's food hub. The purpose is to encourage investment in food businesses (Ridmontri, 2020). In the same light, after the pandemic, Thai public sector recently gives important to international food. The Tourism Authority of

Thailand (TAT) held Bangkok International Food Festival 2023 in May 2023. The objective of this event is to inspire Thai and foreign tourists to travel more around Thailand. Interestingly, there was also the International Food zone presenting internationally branded restaurants, cafés, and bakeries (TAT, 2023).

Franchise is one of the most popular foreign entry modes for foreign business. In Thailand, there are more than hundred international franchises. The major franchisors are from the US, Japan, and South Korea (Julia, 2023).

Table 1 List of Korean franchise restaurants in Thailand

Business	Major products	Number of branches in Thailand (2023)	Number of branches in Bangkok Metropolitan Region (2023)
Saemaeul Sikdang	Korean BBQ	8	8
TUDARI	Korean Casual Dining	18	12
DOOKKI Topokki Buffet	Topokki Hotpot	13	11
RedSun Thailand Tokpokki	Topokki Hotpot	13	11
Kyochon Thailand	Fried chicken	4	4
Bonchon Thailand	Fried chicken	1,003	529
Choongman Chicken Thailand	Fried chicken	17	14
Sulbing International	Korean Dessert	5	3
TOM N TOMS	Coffee, Pizza, International desserts	16	12

As seen in table 1, Bangkok Metropolitan Region (BMR), which includes the cities of Bangkok, Nonthaburi, Samut Prakan, Pathum Thani, Samut Sakhon, and Nakhon Pathom (Bartlett & Satterthwaite, 2016), is a popular site for Korean franchise restaurants. The reason why most of them are in BMR is because Bangkok is Thailand's capital and one of the largest cities in Asia, with an unofficial population well in excess of 10 million people. Population in Bangkok is constantly growing due to immigration from the Thai countryside since it serves as an economic attraction. The city of Bangkok has experienced a rapid increase in its population, capital investment, factories, and workforce. As a result, the city has expanded into the surrounding areas, five adjoining cities, developing road networks, real estate developments, and advanced technologies (Srivanit et al., 2012).

Hence, study on Korean Food franchise businesses in Thailand would lead the readers to the understanding how this business model success Thailand. At the same time, study on consumption behavior of K-food among Thai consumers in Bangkok Metropolitan Region is remarkable due to both qualitative and quantitative reason. For qualitative reason, the constant growing demand. For quantitative reason, the highest numbers of consumer in the Southeast Asia region. Therefore, this study would allow the readers to understand the perspective of both sides of K-food in Thailand which are the Korean franchise restaurant and the Thai consumer behavior on K-food.

1.2 Research Question

1. What are important factors for behavioral intention of Thai consumers?
2. Do the low cultural distance on food consumption between Korean and Thai culture play an important role for behavioral intention of Thai consumers?
3. What influence attitude of Thai consumers toward their consumption of Korean food from Korean franchise restaurants?

1.3 Objective of the study

1. To examine the impact of subjective norm, attitude, and perceived behavioral control variables on Thai consumers' intention to consume Korean food from Korean franchise restaurants using the theory of planned behavior.
2. To explore how the low cultural distance between Thai consumers' food consumption culture and that of Koreans affects their intention to consume Korean food from Korean franchise restaurants. By applying the culture variable, as the fourth independent variable, to the theory of planned behavior.
3. To analyze the factors of values, familiarity, country image of Korea influencing the attitude of Thai consumers toward consumption of Korean food from Korean franchise restaurants.

1.4 Hypothesis

Thai consumers' consumption of Korean food is significantly influenced by the Korean wave. It instills ideals and familiarizes Thai consumers with Korean food. Korea also enjoys a positive image among Thai citizens. It also gets affected by the influential Korean wave. As a result, Thai consumers will have a favorable attitude, subjective norm, and perceived behavioral control when it comes to eating Korean food. The study's key variables include other factors outside the Korean Wave. Another significant reason encouraging Thai consumers to eat Korean food is the small cultural gap between Korean and Thai food consumption.

The list of hypotheses for this study is presented in a corresponding manner.

Hypothesis 1: Subjective Norm has a positive influence on Thai consumers to consume Korean food from a Korean franchise restaurant.

Hypothesis 2: Attitude toward dining at a Korean franchise restaurant has a positive influence on Thai consumers to consume Korean food from a Korean franchise restaurant.

Hypothesis 3: Perceived Behavioral Control has a positive influence on Thai consumers to consume Korean food from a Korean franchise restaurant.

Hypothesis 4: The low cultural distance of consumers on food consumption between Korean and Thailand has a positive influence on Thai consumers to consume Korean food from a Korean franchise restaurant.

Hypothesis 5: Consumer values of dining Korean food from a Korean franchise restaurant have a positive influence on consumer attitude.

Hypothesis 5.1: Economic value of dining Korean food from a Korean franchise restaurant has a positive influence on consumer attitude.

Hypothesis 5.2: Quality value of dining Korean food from a Korean franchise restaurant has a positive influence on consumer attitude.

Hypothesis 5.3: Emotional value of dining Korean food from a Korean franchise restaurant has a positive influence on consumer attitude.

Hypothesis 5.4: Epistemic value of dining Korean food from a Korean franchise restaurant has a positive influence on consumer attitude.

Hypothesis 5.5: Aesthetic value of dining Korean food from a Korean franchise restaurant has a positive influence on consumer attitude.

Hypothesis 6: Familiarity of Korean food has a positive influence on consumer attitude toward dining Korean food from a Korean franchise restaurant.

Hypothesis 7: Country image of Korea has a positive influence on consumer attitude toward dining Korean food from a Korean franchise restaurant.

1.5 Scope of study

This study will utilize quantitative research method, the author will collect data by launching a survey to four hundred Thai Generation Y and Generation Z who live, work, or study in the Bangkok Metropolitan Region and have direct experience on consuming Korean food from Korean franchise restaurants.



CHAPTER II

LITERATURE REVIEW

2.1 Hallyu and K-everything

Hallyu or Korean Wave refers to the craze of Korean culture in the international market. The trend started in China and Japan during the mid-1990s to the mid-2000s with the first broadcast of K-dramas on Chinese and Japanese major television channel, CCTV and NHK, respectively. By keeping Korean Wave in the global trend, South Korea has been keeping exporting its pop culture with many mediums and types to the world. As mentioned earlier, it starts from series (K-dramas) then movies (also in the category of K-dramas). Later, South Korea consecutively started export Korean popular music (K-pop) under the formation of all many favorite pop groups in the Korean music industry, with SM Entertainment being established in 1995, JYP Entertainment in 1997, and YG Entertainment in 1998 (Gerocs, 2020; MasterClass, 2021). The successful of K-dramas and K-pop in international market drives global consumers to consume other Korean cultural products, services, or contents such as Korean food, Korean cosmetic, or Korean technology, especially consumers in the low cultural distance countries like Asian countries. This trend undoubtedly benefits many Korean culture related businesses. According to the mentioned incident, products, services, or contents that are influenced by K-pop or K-dramas is called K-everything (Adams, 2022; KF, 2023).

With the spreading of K-everything, the fans of Korean culture are not only in Asia but also in the rest of the world. However, Asia shares the highest number of fans due to low cultural distance (KF, 2023; KOCIS, 2023). In Southeast Asia, Thailand currently still the home of the largest group of Hallyu fandom. The number of community members from 15 million members in 105 communities in 2021 to 17 million members in 112 communities in 2022. The data collection for community members and the number of communities was implemented by diplomatic mission

abroad of the oversea diplomatic offices of South Korea. There are positive signs for K-everything consumption during these days, post pandemic; the ease of COVID-19 strict policy of many countries leading to the activation of offline communities and the diversity of Korean cultural products (K-everything) are two main reasons (KF, 2023).

2.2 Glocalization strategy

Glocalization is a combination of globalization and localization. This vocabulary is made by Roland Robertson, a British sociologist. In the process of spreading Hallyu in global market, Korean popular culture adapts to local culture and context in order to appeal local consumers in a friendlier way. For K-pop, the artists releases songs in local languages to satisfy their international fans. For K-dramas, international viewers can watch Korean dramas with subtitles and dubbing in many languages. For K-food, adaptation of traditional Korean food to fit to local tastes and preferences is a great example for this concept. However, localization can make profit in only short-term in regard with losing Korean culture identity. Overdoing localization is an undesired outcome, making the consumers misunderstand the original Korean culture. It therefore necessary to pursue harmony with glocalization by adapting to a different locality while simultaneously spreading original Korean culture (KF, 2023).

The example of Glocalization of Korean food could be in the strategy of the international expansion of Bibigo, a well-known international Korean food company that is introducing new dining lifestyles by incorporating modern ideals into Korean culinary traditions (CheiUedang, 2023), in the initial stage. In the foreign market, Bibigo localizes ingredients. The chewy mandu (dumpling) made by Bibigo and sold in China is made from Chinese cabbage and corn. In Russia, more pork is added to Mandu to make it similar to the pelmeni, a traditional Russian menu. Customers in Japan have

a preference to consume dumplings in stews or soup, thus boiled Mandu is created for them (Do et al., 2020).

2.3 Korean Food

Korean food, or Hansik, is distinguished by an obvious distinction between the main dish (rice, noodles, etc.) and the side dish (banchan), unique recipes, a well-balanced combination of animal and plant ingredients, and refined fermented foods (Korean Culture and Information Service (KOCIS, 2023). Korean food has a diverse range of flavors that distinguish it from its neighbors' food. To illustrate, Chinese food has a strong taste and Japanese flavors are clean and light. Korean meals are built on natural flavors that are both strong and light, fresh and spicy. In many Korean recipes, the spices used are more essential. The combination of spices is what distinguishes any type of Muchim (seasoned or spiced menu), Jjim (steamed or braised meanu), Bokkeum (stir-fries), and Jjigae (stews). The most often used spices in Korean cooking are garlic and chili peppers. Kimchi, the iconic Korean food, is a famous example of spicy Korean food that prominently utilizes these ingredients. Koreans eat a lot of vegetables. They are cooked using an astounding variety of techniques in Korean food such as fresh, dried, parboiled, steamed, etc. Vegetables have traditionally been dried and pickled as kimchi by Koreans to prevent them from rotting during Korea's lengthy winter.

Soup is served at every meal in Korea, including breakfast, lunch, and supper. The tastes of the soup match the other meals on the table, resulting in a fusion of flavors with a clean aftertaste. Soup is typically served in a large bowl in the center of the table, allowing everyone to eat together. Rice is always given with soup since, in Korea, a solid food and a liquid food make a great meal.

Rice, soups, and stews are all prepared right before serving in Korea. This is due to the fact that serving food at the proper temperature is essential for imparting

flavor, and certain meals must be served extremely hot. On the other hand, certain foods, like naengmyeon (chilled buckwheat noodles), are supposed to be served ice cold (KF, 2017).

Nowadays, many scholars mentioned Korean food as a healthy food because of the diversity of culinary methods and ingredients (Shin & Shetty, 2022). Furthermore, some scholars would claim that Korean food uses a few sugars and fat. For menu that need oils to cook, Koreans prefer an adequate amount of cooking oil from soybean. Also, seasonal foods are the healthiest food in terms of Korean belief (Kwon et al., 2023).

Interestingly, Korean food or K-food has been gaining popularity globally since the COVID-19 pandemic because of the lockdown and social distancing policy. YouTube is a media that contents about K-food increases drastically. The videos are related to several Korean menus such as Bulgogi (grill meat dish), Tteok-bokki (stir-fried rice cake), Korean fried chicken, Ramyeon (Korean instant noodle). Korean wave of Hallyu such as K-pop, K-movie, K-dramas is also a great supporting factor for internationalization of Korean food. Examples of how K-food boosted its popularity due to the Korean wave include advertisements showing K-pop stars eating Tteokbokki or the scene of K-dramas with characters eating Ramyeon (Moon & Cha, 2023).

The South Korean Ministry of Food, Agriculture, Forestry, and Fisheries established the Korean Food Foundation in 2010 with the goal of promoting Korean food as a global brand for standard control and to increase foreigners' understanding of Korean food, as previously mentioned. As a result, there are already 34 Korean cultural centers dispersed around Asia-Pacific, Europe, America, the Middle East, and Africa (KFPI, 2023).

2.4 Authenticity of food

The preservation of the authentic and traditional characteristics of a certain cuisine or food product is referred to authenticity. To preserve a particular ethnic or regional character, the original flavor, ingredients, and cooking techniques must be adhered to (Abarca, 2010; Groves, 2001). Since it affects customer preferences, market demand, and trade relationships, authenticity is vital, especially in the food sector. In focus of business practice, it can prove the authenticity of the products lead to competitive advantage of each business over its competitors. Food authenticity is frequently associated with customer trust. Authenticity can appear in a couple of forms. The first concerns a product that is made from traditional raw materials and using traditional methods. On the other hand, another sense of authenticity highlights what is thought to be authentic products while acknowledging the changing character of national cuisine. Customers seem to like culinary authenticity since it indicates a transparent, reliable production process and a better-quality final product. As a result, customers may therefore assess a product's authenticity by relying their perspective on the features of the goods and the circumstances surrounding the purchase. This serves as a sign for the advantages the product will have on both their mental and physical health. (Beer, 2008; Groves, 2001).

2.5 Franchise

A franchise is a kind of license that enables a franchisee to use the franchisor's brand name to sell goods and services by having access to the franchisor's both tangible and intangible assets such as confidential business techniques, procedures, and trademarks. The franchisee typically pays the franchisor an initial start-up cost and yearly licensing fees in return for obtaining a franchise. The primary driver behind the existence of this type of business is the need for the

franchisor to increase its market share in the domestic or international market at a low cost (Hayes, 2023).

Branding is a strong commercial technique for brand recognition since it may familiarize clients with the company. For franchisees, using a well-known brand seems advantageous. Compared to other business types, franchise business has a lower probability of failure because the franchisor provides the franchisee with all they need to get started, including operational guidelines, quality assurance procedures, and marketing strategy and plans. Customers are aware that similar goods and services with the same standards of quality and customer service may be found elsewhere. Most of the franchise business's customers are thought to be loyal. A strong customer base is the most valuable capital for businesses. Moreover, the findings show that franchise customers have better purchase intentions by indicating higher quality and brand reliability. Therefore, brand recognition, a lower risk of failure, ease of setting up, and a ready market for customers are the advantages of this business model (Mainardes et al., 2019; Salar & Salar, 2014).

Even while franchising offers several benefits, purchasing a franchise has some significant disadvantages that a franchisor must deal with. A franchise purchase entails some expenses, including start-up costs, utilities, rent, franchising fees, staff, and taxes. These expenses are divided into initial and ongoing expenses. Another problem is dependency, which suggests that franchisees are powerless over their franchisor. In addition to receiving fees from franchisees, part of which are converted into earnings from the franchising activity itself, franchisors also indirectly get growth capital, which is entirely the franchisees' burden. Another challenge is that franchisees seem to have their own businesses, but they are still subject to the franchisor's restrictions. Franchisees must also abide by the extensive number of regulations that the franchisor provides to them. Franchisees are required to provide the same service to consumers and to utilize the same supplies and equipment.

Therefore, high cost, dependency, and strict rules are the disadvantages of franchise (Salar & Salar, 2014).

In practice, most franchisors acknowledge that their franchisees are a significant source of innovation. Due to the requirement for maintaining the consistency of the franchise structure, implementation of franchisee ideas across the system is, however, limited. Only minor aspects of the format were altered. In other words, the fundamental elements of the format were not altered (Cox & Mason, 2007).

In light of the Korean Foundation's (2023) recommendation that Korean cuisine served overseas not be entirely localized, franchising appears to be a suitable business strategy. For Korean cuisine, on the other hand, authenticity is necessary given the context of current Korean culture.

2.6 Thai Generation Y and Generation Z and their behavior

In this research Generation Y is people who were born between 1981 and 1996. Their ages are between 42 and 27 as of the current year, 2023. Generation Z is people who were born between 1997 to 2012. They range in age from 26 to 11 years old (KasikornBank, 2021; Wisesight, 2023). However, the author aims to examine those who have reached the legal age of majority in Thailand, which is 20 years old. They are otherwise regarded as minors in all other respects. Faculty of Law, Chiang Mai University explains, in Thai law, a minor is a person whose ability to exercise their rights is limited because of youth and inexperienced. They are unable to help themselves in their lives and must therefore be under the protection and assistance of a person who is their legal representative, namely their father, mother, or guardian ("Capacity," 2023). The fact that Thai citizens who reached the age of 18 are granted additional rights under Thai law, including the ability to vote, obtain a driver's license, buy cigarettes and alcohol, and undergo sex reassignment surgery (Muntawijuck,

2023). Thus, the minimum age for Generation Z in this study will be 18 years old. Currently, Thailand has a population of approximately 66 million people. Thailand has about 15.3 million people who belong to Generation Y out of this total population. Additionally, 13.3 million are Generation Z. However, as mentioned earlier, the research will focus on Generation Z members who are between the ages of 18 and 26. Consequently, 7.8 million people will be part of Generation Z in this study (NSO, 2023). Equally important, together, these two generations account for the majority of Thai populations (Statista, 2022).

For behavior of Thai Generation Y, they are flexible as well as creative. They support societal advancement and development. Online updates of trends and lifestyles are popular among this phase of life. Despite being addicted to social media, this generation feels lonely. They enjoy spending time outdoors doing activities like camping, scuba diving, and hanging out at cafés, in order to update their lifestyle on social media. Therefore, they like to spend time with outdoor activities such as camping, diving, and cafes to update their lifestyle on social media. This generation is a target group of various beverage shop businesses. Equally important, the importance of their quality of life and mental health cannot be overstated. Stress is always building up on this day for this generation. As a result, they search for pursuits to bring balance into their lives, such as ASMR, travel or exercise. For Thai Generation Y, it's crucial that a brand be sincere and honest (Bundechanan & Fongsuwan, 2017). Last but not least, Thai Generation Y prefers to eat nutritious meals the most (Amornvivat, 2014; Amornvivat et al., 2014). Facebook is where Thai Generation Y looks for restaurant information, while Instagram is where they choose restaurants. The content created by consumers' friends, relatives, and followers, however, has greater influence than that of restaurants. Thai Gen Y consumers who satisfied with their experience at selected restaurant, they will "Like" and "Follow" restaurants on social media. In contrast, they will complain and unfollow on social media when they are dissatisfied (Jariangprasert et al., 2019).

For behavior of Thai Generation Z, social media is the preferred information-gathering medium for Generation Z. They will learn more by registering for short online courses. This generation is eager to express their ideas and demonstrate empathy. They like acting, particularly when it comes to issues of social change (McCargo, 2021). Trends or viral content frequently originate from Generation Z. For additional earnings, they can develop content for the YouTube channel or other social media, as well as use it as a platform for entertainment like watching game streaming (Rungtrakulchai & Setthapat, 2021). When making a purchasing decision, brand image is crucial. They give a lot of thought to how they seem when uploading images on social media. Regarding food consumption, Thai Generation Z is frequently open to trying new products and writing reviews on them (LINE, 2023; "Meta reveals how Gen Z Consumers are driving the growth of commerce in Thailand," 2023; "Thailand's Gen Z embraces sustainable practices," 2020), therefore businesses would consider the important of online word of mouth because Thai Generation Z find it more effective (Rungtrakulchai & Setthapat, 2021).

There are some connections between Korean food's reputation and Thai Generation Y and Z behavior. For the Thai Generation Y, they place a premium on nutritious meals. As was already established, Korean cuisine is among the world's healthiest cuisines. Furthermore, online platforms are having a greater influence on Thai Generation Z. They are also willing to try new products before posting reviews online. Even though Korean cuisine is not new to Thai society, there are some menus that have never been presented to the Thai market. As a result, the Korean food industry in Thailand will profit in some way from the distinctive eating habits of Thai Generation Z.

2.7 Theory of Planned Behavior

The theory of planned behavior (TPB) is a psychological theory for a prediction of individual's intention. According to theory, customer behavior is always influenced by their intentions. Because of this, while researching consumer behavior, researchers should concentrate on the consumer's intention. The idea also enables researchers to investigate customer behavior at a particular location and time (ISALT, 2014). In this theory, the three motivational variables of attitude, subjective norm, and perceived behavioral control are used to measure intention (Ajzen, 1991). The concept underlying attitude encourages academics to investigate how strongly people's positive or negative feelings are correlated with their actions (ISALT, 2014). Moreover, subjective norms relate to how people perceive their social environment, which is a motivating variable. The people could act in a way that conflicts with how they perceive others to act in a certain situation, or the other way around. For perceived behavioral control, the theory indicates that this variable reflects whether people think performing the activity will be simple or challenging (Ajzen, 1991).

Additionally, the theory is a great instrument for predicting consumer behavior for both a single brand or product as well as for a variety of brands or goods. Many academics have utilized the theory to forecast food consumption intentions and behaviors, such as consuming of fish or dairy products (Ajzen, 2015). TPB is therefore an appropriate match for this study, which examines the consumption habits of Thai Generation Y and Generation Z to Korean franchise restaurants.

2.8 Relevant Variables

2.8.1 Consumer values

Value can signify a lot of things. prices individuals may claim that value and price are synonymous, others may view value as an advantage. It might also mean the worth of a thing. Consumer value in the context of services refers to an

assessment of the worth of a good or service to a consumer in relation to alternatives that could be available.

Consumer values are used in earlier studies to investigate how attitudes, one of the motivating factors in theory of planned behavior, are influenced. Ha (2019) investigated the link between six values, including economic value, quality value, social value, emotional value, epistemic value, and aesthetic value, and the attitudes of consumers in the United States regarding dining at a Korean restaurant. The results of his study demonstrate that consumers in the USA are not influenced by social or aesthetic value when deciding whether to eat at a Korean restaurant. In the same light, Thanabordeekij et al. (2022) examined how the Korean Wave affected Thai consumers' consumption of Korean food in the province of Chiang Mai. Social and Aesthetic values were not included in the variables related to values. That is meaning that they considered (p.50). Economic and Epistemic values are the two values that have no impact on Thai consumers in their work (p. 56). However, there is a discovery from a research on the impact of food's aesthetic value and customer revisit intention in Asian country (Bekar & Sürücü, 2017). Interesting results indicate that consumers are influenced by aesthetic value. Additionally, the favorable aesthetic value raised the likelihood of revisiting. Additionally, Korean food's aesthetic worth appears to be its distinctive quality, with many wonderful visual elements like the food's natural colors holding beauty that is difficult to discover elsewhere (Chung, Chung, & Kim, 2016). In addition, consumers still consider economic value when choosing a restaurant for eating out (Park, 2004). Epistemic value has an influence on international customers' favorable attitudes regarding their intentions to consume food. For Asian customers in particular who eat cuisine from other Asian countries (Choe & Kim, 2018).

Consequently, the five values that will be the subject of this research are: economic value, quality value, emotional value, epistemic value, and aesthetic value. Economic value is an assessment of the advantages that customers receive

from goods or services. Preferences define the economic value of a good or service and the trade-offs that a certain person is willing to make for obtaining it (Banton, 2023). Quality value is defined as the customer's assessment of how excellent or poor the product or service is (Holbrook, 1999). Interestingly, one of the key elements in a restaurant's ability to satisfy customers is the quality of the cuisine (Teng & Chang, 2013). High service quality has a positive impact on customer satisfaction and loyalty in the services business as well (Ghotbabadi et al., 2015). Emotional value links to the feelings of customers when dealing with businesses and their representatives. Interestingly, customers are motivated by these feelings to either leave a place of business and never return or to visit again (Barlow & Maul, 2000). Epistemic value refers to the ability to offer something new or distinctive (Sheth et al., 1991). In other words, this value can be seen as consumer interest in novelty, a need for knowledge, diversity, and curiosity. Consumers can fulfill their need to try something new by engaging in fresh experiences (Hirschman, 1980). Furthermore, the demand for a novel experience is the main motivator of restaurants in the food business since customers have diverse financial circumstances (Sun et al., 2020). Aesthetic value has to do with how attractive the product is (Holbrook, 1999). In a restaurant, aesthetic value includes its atmosphere and the service provided by staff members in addition to the dish's attractive decoration (Marković et al., 2021).

2.8.2 Familiarity

Familiarity, in psychology, is related to a circumstance, event, location, person, or object might immediately elicit a subjective sense of recognition that people mistakenly interpret as a memory (Sam, 2013). In businesses, familiarity not only refers to experience with the same or a different service of providers, but also to the ability to recognize trustworthy information about them that the customers may be particularly engaged in. Furthermore, customers with high levels of familiarity rate their level of satisfaction in the high-performance condition significantly lower than

those with low levels of familiarity (Söderlund & Gunnarsson, 2000). Unexpectedly, familiarity, especially with ethnic food, might be associated with food neophobia. In other words, a barrier to embracing new ethnic foods may be lowered by developing familiarity with Korean culture through exposure to Korean lifestyles, music, movies, and dramas. According to previous research, customers were more willing to accept Korean ethnic foods if they were often exposed to Korean pop culture. They become increasingly used to the country and finally see Korean cuisine as being safe (Jang & Kim, 2015).

2.8.3 Country image

Country image refers to how people, consumers, see a country in three aspects, degree of industrialization, living standard, and rate of economic growth. Interestingly, buyers will use a country's image to decide whether or not to purchase a foreign product when they just have a little knowledge about it. When customers' perceptions of products from other countries are unclear, this issue is equally crucial. Instead, they will rely on country image (Wang et al., 2012).

There have been previous studies on the relationship between Korean food and country image; there is a study show that Chinese consumers' purchases of Korean functional foods are influenced by their perceptions of Korea's country image. The findings indicated that the favorable country image of Korea affects Chinese consumers' decisions to purchase Korean functional foods (Xin & Seo, 2019). Customers from Asia and Oceania, Hong Kong, Bangkok, Sydney, and Dubai were studied in another study to determine preferences for Korean. In that study, factors for a mediating influence of Korea's national image include likeability of Korean celebrities, dramas, and music. The study discovered that while liking Korean songs had little bearing on one's perception of Korea as a whole, Korean actors and drama had the most impact. The greatest degree fascination in Korean celebrities, dramas,

and music is shared by Bangkok consumers. Equally significant, consumers' choices for dining at Korean restaurants were positively impacted by the country's image (B. Lee et al., 2015).

2.8.4 Cultural distance on food consumption culture: Korea and Thailand

Culture is the culmination of all a people's taught behaviors, which are typically regarded as their traditions and passed down from parent to child (*Culture definition*, 2023). Understanding cultural differences necessitates awareness of not only linguistic differences but also variations in knowledge, perceptions, beliefs, attitudes, and behaviors (LaMorte, 2023). The cultural differences in dietary habits between Korea and Thailand will be the emphasis of this part of the study, but there is not much research in this area. As a result, in order to explore the cultural variations in food consumption between those two nations, the researcher will concentrate on the philosophy of eating and dining etiquette between Koreans and Thais.

In Korea, a fundamental principle of Korean cuisine is "food is medicine". In other words, an individual's wellness starts with their diet. Korean foods contain the five elements of fire, wood, water, metal, and earth to aid the body energy balance (Chung, Chung, & Kim, 2016; Oktay & Ekinci, 2019). Comparing to Thai philosophy on food, there is some similarity, Thai people already had a basic awareness of the importance of food to human health; they were aware that eating well can prevent them from being sick (Suwanlaong, 2006). Thais believe that food is their primary form of preventative medicine. According to this belief, eating well maintains good health by preserving the harmony of the four elements that make up the body: earth, water, wind, and fire (Su, 2018). Seemingly, the fundamental idea of eating for health is the same in both Korea and Thailand.

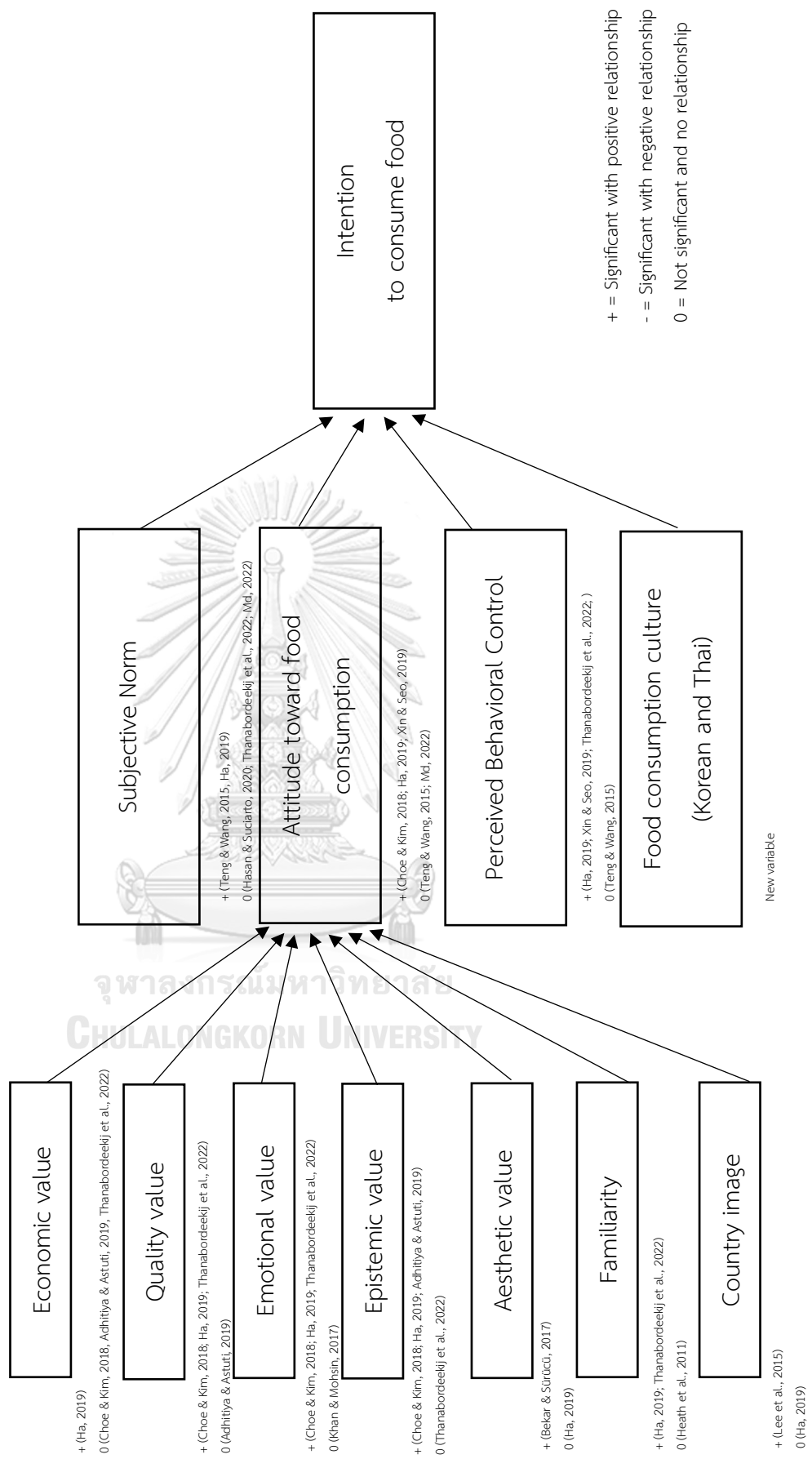
Additionally, Korean food is a "with what to eat bap (rice)?" culture. Korean ancestors were continually thinking of ways to make bap, their major source of protein, taste wonderful while enhancing its flavor with herbs and spices they would gather from the mountains and fields (Kwon, 2022). Likewise, Thai culture has strong relation with rice. Kin kao laew reu young ('Have You Eaten Rice Yet')? is one of the most successful campaigns for Thailand tourism (Berno et al., 2019). Also, Thai food involves using fresh, in-season, and local ingredients whenever possible (Su, 2018). From this point on, eating rice and utilizing local products appear to be two things that both Korea and Thailand have in common.

Another interesting component of Korean dining culture is the concept of sharing is caring. The Korean notion of bapsang, or a table set out for shared enjoyment, is fostered by a balanced feast and is the foundation of every delightful dinner (Kim et al., 2016). Thai culture also includes the idea that "sharing is giving" when it pertains to eating. Dining etiquette is highly valued by the Thai people when they eat and share dishes with family and friends (TAT, 2017). The idea of sharing in their eating traditions may be explained by the notion of Hofstede's cultural dimensions, given that both Korea and Thailand are collective societies (Hofstede, 2023).

Overall, it is assumed that Thai and Korean cuisine share a low degree of cultural dissimilarity with each other. This is consistent with the statement made by the Korea Foundation (2023) in its recent report on the Global Hallyu Status that Asian and Oceanian nations share a lower degree of cultural distance with Korea. Additionally, it contributes to the enormous number of Hallyu fans in the region.

2.9 Research Framework

Figure 6 Research Framework



CHAPTER III

RESEARCH METHODOLOGY

3.1 Research instrument

This study will utilize a web-based survey as the key research instrument. The channel that the author used to publicize inviting participants to complete the questionnaire is Thai-language fan pages related to Korean culture, such as fan pages for Korean food, Korean artists, Korean stars, Korean tourism, etc. The survey included questions in regard with consumer demographic, values of Thai consumers on dining at Korean franchise restaurant, familiarity of Korean food, country image of Korea, attitude, subjective norm, perceived behavioral control, behavioral intention, and cultural distance on food consumption between Korean and Thai culture.

The concepts of consumer value include economic value (Choe & Kim, 2018; Ha, 2019; Kyophilavong, 2011; Saka et al., 2019; Thanabordeekij et al., 2022), quality value (Choe & Kim, 2018; Ha, 2019; Kuo et al., 2009; Thanabordeekij et al., 2022), emotional value (Becerra et al., 2019; Ha, 2019; King & Emmons, 1990; Raksanawes, 2023; Thanabordeekij et al., 2022), epistemic value (Ha, 2019; Raksanawes, 2023; Saka et al., 2019; Thanabordeekij et al., 2022), and aesthetic value (Ha, 2019; Raksanawes, 2023) which were adapted from previous studied. For familiarity of Korean food (Ha, 2019; Thanabordeekij et al., 2022; Turetken et al., 2019), attitude (Ha, 2019; Raksanawes, 2023), subjective norm (Ertmer, 2016; Ha, 2019; Thanabordeekij et al., 2022), perceived behavioral control (Ha, 2019), consumers will be questioned about their level of familiarity with Korean food based on their personal dining experiences. For, behavioral Intention (Ha, 2019; Islam et al., 2019; Khidzir et al., 2017; Sarlan et al., 2012; Thanabordeekij et al., 2022), consumers will be questioned about their intention to consume Korean food from Korean franchise restaurant in the future. The questions in this part were also adapted from previous studies. For the country image of Korea, consumers will be asked about their perspective towards South Korea as a country such as opinion on technology development, economic development, cultural development, reliability of Korean people, friendliness of

Korean people, consumers' positive feeling about Korea as a country (B. Lee et al., 2015). For the reason that cultural distance on food consumption between Korean and Thai cultures is a novel idea, the author has created the questions based on food philosophy, rice consumption, local ingredient use, and the notion of sharing between Korean and Thai cultures (Berno et al., 2019; Su, 2018; Suwanlaong, 2006; TAT, 2017).

All questions for consumer values, food familiarity, country image, attituded subjective norm, perceived behavioral control, behavioral intention, and the cultural distance will be measured on a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree).

3.2 Data collection and analyses

The study will use purposive sampling method (Etikan, 2016) to survey four hundred (Yamane, 1967) of Thai Generation Y and Z who reside in Bangkok Metropolitan Region and have dining experience in Korean franchises restaurants.

The data analysis, a statistical program for social science will be used to measure the seven hypotheses of this research. The hypothesized correlations between variables were examined using regression analysis once the measurement items had been verified for assessing the hypotheses.

CHAPTER IV

RESEARCH RESULTS AND DATA ANALYSIS

In this study, an online survey was utilized as a research method to gather data. Four hundred respondents from Thai Generation Y and Z who work, reside, or attend school in the Bangkok Metropolitan Region (BMR). Furthermore, within a month, they must have personally experienced consuming Korean food from Korean franchise restaurants. A presentation of the findings is shown below.

4.1 Demographic information

Table 2 Age distribution of the respondents

Age	Quantity	Percentage
18 – 26 years	231	57.75
27 – 42 years	169	42.25
TOTAL	400	100

According to table 2, the majority of respondents are in the age range of 18 to 26 years old (57.75%), indicating that they are mostly members of Generation Z.

Table 3 Education level of the respondents

Education level	Quantity	Percentage
Vocational degree	9	2.25
High school degree	171	42.75
Bachelor's degree	189	47.25
Master's degree	28	7.00
Doctorate degree	3	0.75
TOTAL	400	100

According to table 3, most of the respondents are in the group of those who have a bachelor's degree (47.25%) and a high school degree (42.75%). The smallest group is the respondents with a doctorate degree (0.75%).

Table 4 Residence of the respondents

Province	Quantity	Percentage
Bangkok	113	28.25
Nonthaburi	71	17.75
Pathum Thani	128	32.00
Nakhon Pathom	21	5.25
Samut Prakan	61	15.25
Samut Sakhon	6	1.50
TOTAL	400	100

According to table 4, most of the respondents are in Pathum Thani (32.00%) and Bangkok (28.25%). On the other hand, the least percentage of respondents (1.50%) in this study are from Samut Sakhon.

Table 5 Gender of the respondents

Gender	Quantity	Percentage
Male	130	32.50
Female	258	64.50
LGBTQ	12	3.00
TOTAL	400	100

According to table 5, The majority of respondents (64.50%) are female, whereas the least number (3.00%) identify as LGBTQ.

Table 6 Monthly income of the respondents

Monthly income	Quantity	Percentage
Less than 15,000 Thai Baht	187	46.75
15,000 - 29,999 Thai Baht	165	41.25
30,000 - 44,999 Thai Baht	20	5.00
45,000 - 59,999 Thai Baht	12	3.00
60,000 - 74,999 Thai Baht	5	1.25
More than 75,000	11	2.75
TOTAL	400	100

According to table 6, most of the respondents have monthly income less than 15,000 Thai Baht (46.75%). The lowest percentage (5.00%) is seen in the monthly income range of 60,000 to 74,999 Thai Baht.

Table 7 Occupation of the respondents

Occupation	Quantity	Percentage
Private company employee	135	33.75
State enterprise employee	41	10.25
Student	192	48.00
Business owner	17	4.25
Freelance	5	1.25
Others	10	2.50
TOTAL	400	100

According to table 7, students share the highest proportion among the respondents (48.00%). Freelance share the smallest proportion among the respondents (5.00%).

4.2 Korean food consumption behavior

Table 8 Reasons to consume Korean food from Korean franchise restaurant of the respondents.

Reasons to consume Korean food from Korean franchise restaurant	Quantity	Percentage
Because it is appropriate to eat together with friends/colleagues.	170	42.50
Because it is appropriate food to eat together with family/lovers.	57	14.25
Because it is appropriate food to eat during business negotiations.	1	0.25
Because it is food that you think is easy to eat.	53	13.25
Because it is food that you think will give you a variety of dining experiences.	119	29.75
TOTAL	400	100

According to table 8, most of the respondents have Korean food with friends or colleagues (42.50%). In contrast, only one of them (0.25%) has Korean food for business purposes.

Table 9 Spending per time on Korean food consumption.

Spending per time on Korean food consumption	Quantity	Percentage
Less than 500 Thai Baht	130	32.50
500 – 1,000 Thai Baht	229	57.25
1,001 – 1,500 Thai Baht	34	8.50
More than 1,500 Thai Baht	7	1.75
TOTAL	400	100

According to table 9, The average amount of money respondents spent on Korean food at one time is between 500 and 1,000 Thai Baht (57.25%). Conversely, the least percentage of them (1.75%) spend more than 1,500 Thai Baht at a time.

Table 10 mealtime consumption of Korean food of the respondents

Mealtime	Quantity	Percentage
Breakfast	2	0.50
Lunch	154	38.50
Dinner	244	61.00
TOTAL	400	100

According to table 10, most of the respondents have Korean food for dinner (61.00%); in contrast, least of them have Korean food for breakfast (0.50%).

Table 11 The day on which the respondents often consume Korean food.

Day	Quantity	Percentage
Weekdays	135	33.75
Weekends or holidays	265	66.25
TOTAL	400	100

According to table 11, most of the respondents have Korean food on weekends or holidays (66.25%).

4.3 Respondent behavior and K-everything

Table 12 Frequency of consuming K-food

Frequency of consuming K-food	Quantity	Percentage
Less than once a month	138	34.50
At least 1 time per month	200	50.00
At least 1 time per week	48	12.00
2-3 times a week	13	3.25
Daily	1	0.25
TOTAL	400	100

According to table 12, half of the respondents have Korean food at least once a month (50.00%). In contrast, only one of them has Korean food everyday (0.25%).

Table 13 Frequency of watching K-dramas or K-series

Frequency of watching K-dramas or K-series	Quantity	Percentage
Less than once a month	38	9.50
At least 1 time per month	99	24.75
At least 1 time per week	133	33.25
2-3 times a week	77	19.25
Daily	53	13.25
TOTAL	400	100

According to table 13, most of the respondents watch Korean drama or Korean series at least once a week (33.25%). Conversely, the least number of respondents (9.50%) watch it less than once a month.

Table 14 Frequency of listening to K-pop

Frequency of listening to K-pop	Quantity	Percentage
Less than once a month	44	11.00
At least 1 time per month	52	13.00
At least 1 time per week	55	13.75
2-3 times a week	131	32.75
Daily	118	29.50
TOTAL	400	100

According to table 14, most of the respondents listen to Korean songs 2-3 times a week (32.75%). On the other hand, the least number of respondents (11.00%) listen to it less than once a month.

Table 15 Frequency of learning Korean language

Frequency of learning Korean language	Quantity	Percentage
Less than once a month	120	30.00
At least 1 time per month	162	40.50
At least 1 time per week	48	12.00
2-3 times a week	58	14.50
Daily	12	3.00
TOTAL	400	100

According to table 15, the majority of respondents (40.50%) learn Korean language at least once a month. The fewest respondents (3.00%), on the other hand, learn Korean language every day.

Table 16 Frequency of following K-content

Frequency of following K-content	Quantity	Percentage
Less than once a month	90	22.50
At least 1 time per month	57	14.25
At least 1 time per week	41	10.25
2-3 times a week	131	32.75
Daily	81	20.25
TOTAL	400	100

According to table 16, the majority of respondents (32.75%) follow content related to Korean culture 2-3 times a week. The fewest respondents (10.25%) follow this type of content at least 1 time per week.

4.4 The reliability test

Initially the author uses Cronbach's Alpha to examine each variable's reliability for the 400-person sample. Table 17 displays the outcomes. Cronbach's Alpha values above 0.7 indicate that the data could not be unidimensional (Tavakol & Dennick, 2011). Every variable in this study demonstrates sufficient variability, with a value above 0.7, according to this scale assessment, which means that all of them are theoretically reliable.

Table 17 Results of the Cronbach's Alpha

Variable	Cronbach's Alpha (n=400)	Item	Mean
Subjective Norm	0.813	SJN1	3.79
		SJN2	3.38
		SJN3	3.32
Attitude	0.850	ATT1	3.97
		ATT2	3.62
		ATT3	3.79
		ATT4	3.82
Perceived Behavioral Control	0.765	PBC1	4.13
		PBC2	3.93
		PBC3	3.87
Behavioral Intention	0.830	BHI1	3.80
		BHI2	4.09
		BHI3	4.03
Food Consumption Culture	0.704	FCC1	3.54
		FCC2	3.81
		FCC3	3.96
		FCC4	3.71
Economic value	0.793	ECV1	3.45
		ECV2	3.46
		ECV3	3.62

		ECV4	3.62
Quality value	0.805	QAV1	3.86
		QAV2	2.83
		QAV3	3.93
		QAV4	4.02
		QAV5	3.78
		QAV6	3.69
Emotional value	0.835	EMV1	3.94
		EMV2	3.96
		EMV3	3.76
		EMV4	3.78
		EMV5	3.57
Epistemic value	0.761	EPV1	4.04
		EPV2	3.88
		EPV3	3.94
Aesthetic value	0.797	ASV1	4.04
		ASV2	3.97
		ASV3	3.76
Familiarity	0.805	FAM1	3.71
		FAM2	3.54
		FAM3	3.77
Country image	0.798	CTI1	4.05
		CTI2	4.10
		CTI3	3.88
		CTI4	3.86
		CTI5	3.20
		CTI6	3.81

4.5 Relationship in relevant variables and research hypotheses

4.5.1 Theory of Planned Behavior: The impact of Subjective Norm, Attitude, and Perceived Behavioral Control on Intention

In accordance with the theory of planned behavior (TPB), this study put forward the relationships between subjective norm, attitude, and perceived

behavioral control and behavioral intention (Ajzen, 1991, 2015). Then, this research has three hypotheses. They are as follows.

Hypothesis 1: Subjective Norm has a positive influence on Thai consumers to consume Korean food from a Korean franchise restaurant.

Hypothesis 2: Attitude toward dining at a Korean franchise restaurant has a positive influence on Thai consumers to consume Korean food from a Korean franchise restaurant.

Hypothesis 3: Perceived Behavioral Control has a positive influence on Thai consumers to consume Korean food from a Korean franchise restaurant.

The results of the research are shown in Table 18 below.

Table 18 Summary of the tests for relationship between subjective norm, attitude, perceived behavioral control and behavioral intention.

Path of Hypothesis	Beta (β)	p-value	VIF	Hypothesis supported
(H1) Subjective Norm \rightarrow Behavioral Intention	0.211	0.000***	1.652	Supported
(H2) Attitude \rightarrow Behavioral Intention	0.197	0.000***	2.307	Supported
(H3) Perceived Behavioral Control \rightarrow Behavioral Intention	0.438	0.000***	1.683	Supported

Notes: $R^2=0.509$, a significant level at 0.05 p-value < 0.05; p-value > 0.01 = * (significant), p-value > 0.001 = ** (very significant), p-value < 0.001 ***(highly significant)

Multicollinearity needed to be verified first. This is to confirm that there is no strong correlation between the observed variables. Otherwise, it may have an impact on the measurement of the same object or provide predictions that overlap, which would lead to faulty analysis findings. The Variance Inflation Factor, or VIF, value should not be more than 10 (Hair, 2009). According to Table 18, all VIF has a value lower than 10, indicating that all of them are measurable. The findings showed that behavioral intentions were highly impacted by subjective norm ($\beta = 0.211$ and $p =$

0.000), attitude ($\beta = 0.197$ and $p = 0.000$), and perceived behavioral control ($\beta = 0.438$ and $p = 0.000$). Furthermore, perceived behavioral control had the strongest impact on behavioral intention of consumers in this study. It confirmed the finding of Ha (2019) that the decision of customers to consume Korean food was also influenced by the availability or accessibility of Korean food and information about them. This result also confirmed what Thanabordeekij et al. (2022) found that Thai consumer agreed that it is easier to buy Korean food. Suksap (2022) also stated that the distribution channel was proven to be a factor in customers' decision to use online meal ordering services in Bangkok. It has the most effect when consumers make decisions. LINE MAN is the most popular food delivery service among consumers in Bangkok. Interestingly, numerous Korean franchise restaurants, including Bonchon Thailand, Kyochon Thailand, and RedSun Thailand Tokpokki, have used LINE MAN as a partner in their food delivery services. (Wongnai, 2019). The availability of Korean franchise restaurants in Bangkok Metropolitan Region (BMR) also corresponds to the study of Panjavinin (2019). The study indicated that while there are Korean restaurants around the nation, 70% of them are dispersed across Bangkok. The finding is in line with the initial statement of the author, which indicated that the greatest concentration of Korean franchise restaurants was found in Bangkok Metropolitan Region (BMR). The research findings align with findings of Panudomluk (2015) that the accessibility of information, which showed that Thai consumers in Bangkok were satisfied with the communication provided by foreign restaurant franchises.

Subjective norm and attitude also significance in this study. For subjective norm, the research result confirmed what Ha (2019) found that friends, family members, and relatives who hold special meaning for the consumer influenced their decision to eat Korean cuisine. For attitude, it is a confirmation of the work of Ha (2019) and Raksanawes (2023) that found out the significant impact of attitude on behavioral intention of consumers in terms of dining Korean food. Both of them

found that consumers with positive attitude on Korean food tend to consume Korean food more. Furthermore, for the impact of both subjective norm and attitude on behavioral intention, it can be explained by what Lampao (2013) found out from his work on the effect of Korean trends on consumer behavior. The study said the individuals that surround consumers have an impact on their attitudes and encourage Korean-related consumption. The direction of demand for the Korean marketing trend also remains positive in all product and service groups. Noticeably, the thing to notice was that the attitudes of Thai Generation Y and Z consumers did not play an important role as much as those of foreign consumers.

4.5.2 The impact of food consumption culture of Korea and Thailand on behavioral intention

As a fourth component to the original Theory of Planned Behavior, the researcher included the closed food consumption culture between Koreans and Thais. The researcher adopted the concept from the Korea Foundation, which states that because Asians and Oceanians have comparable cultures, the more things that reflect Korean culture, the more popular it would be among Asian and Oceanian consumers (KF, 2023). As a consequence, the author divided the questions to be answered by the respondents into four categories: a basic principle of Korean and Thai cuisine in connection to medical benefit; consuming rice culture; using local ingredients; and sharing concepts in the food consumption of those two states. Along with the first three hypotheses based on the original Theory of Planned Behavior (Hypothesis 1-3), the notion imposed on rise to Hypothesis 4: “The low cultural distance of consumers on food consumption between Korean and Thailand has a positive influence on Thai consumers to consume Korean food from a Korean franchise restaurant”. The results of the research are shown in Table 19 below.

Table 19 Summary of the tests for relationship between subjective norm, attitude, perceived behavioral control, food consumption culture (Korea and Thailand) and behavioral intention.

Path of Hypothesis	Beta (β)	p-value	VIF	Hypothesis supported
(H1) Subjective Norm \rightarrow Behavioral Intention	0.131	0.003**	1.748	Supported
(H2) Attitude \rightarrow Behavioral Intention	0.115	0.023*	2.407	Supported
(H3) Perceived Behavioral Control \rightarrow Behavioral Intention	0.292	0.000***	2.001	Supported
(H4) Food consumption culture \rightarrow Behavioral Intention	0.366	0.000***	2.008	Supported

Notes: $R^2=0.575$, a significant level at 0.05 p-value < 0.05; p-value > 0.01 = * (significant), p-value > 0.001 = ** (very significant), p-value < 0.001 *** (highly significant)

Every VIF in Table 19 has a value less than 10, indicating that they are all verifiable. The findings continued to support the Theory of Planned Behavior in terms of the relationship between subjective norm ($\beta = 0.131$ and $p = 0.003$), attitude ($\beta = 0.115$ and $p = 0.023$), and perceived behavioral control ($\beta = 0.292$ and $p = 0.000$) and behavioral intention as explained in. Furthermore, the food consumption culture of Koreans and Thais ($\beta = 0.366$ and $p = 0.000$) as a new variable in this research showed the strongest impact on behavioral intention. This research result proved the author's new variable on food consumption culture of Koreas and Thais. In this research, Thai consumers appeared to agree that Korea and Thailand have the same conviction on the health benefits associated with consuming food (Chung, Chung, & Kim, 2016; Oktay & Ekinci, 2019; Suwanlaong, 2006). Additionally, the survey respondents agreed that both Thais and Koreans consume something with rice and that home-grown ingredients are mostly used in local recipes (Berno et al., 2019; Kwon, 2022; Su, 2018). Equally important, they concurred that the concepts of sharing meals with friends and family are comparable in both Korean and Thai cultures (Kim et al., 2016; TAT, 2017). This research finding could be verified by the

research of S. y. Lee et al. (2015) stated that Korean food has a big impact on Thai consumers' intentions to revisit Korean restaurants because of their short cultural difference. This is especially true in the early stages of the globalization of food businesses when consumers will be attracted to the food. Interestingly, Thai people have a receiving culture, which is reflected in the way they are depicted in their educational system. As such, they quickly and readily absorb cultures from outside of their own nation (Sangvanich & Chuppunnarat, 2018; Sinlarat, 2014). Also, Zhang et al. (2023) said consumers in closer-knit cultures will have a greater preference for foods that seem similar than those in more culturally diverse countries. This could clarify why, in this study, Thai people's willingness to savor Korean food was most strongly influenced by the proximity of the Korean and Thai cultures.

4.5.3 The impact of consumer values, familiarity, and country image on attitude

In order to determine which variable affects attitude, this study also examined the relationship between consumer values, familiarity, and country image and attitude. Then, this research has seven hypotheses. They are as follows.

Hypothesis 5: Consumer values of dining Korean food from a Korean franchise restaurant have a positive influence on consumer attitude.

Hypothesis 5.1: Economic value of dining Korean food from a Korean franchise restaurant has a positive influence on consumer attitude.

Hypothesis 5.2: Quality value of dining Korean food from a Korean franchise restaurant has a positive influence on consumer attitude.

Hypothesis 5.3: Emotional value of dining Korean food from a Korean franchise restaurant has a positive influence on consumer attitude.

Hypothesis 5.4: Epistemic value of dining Korean food from a Korean franchise restaurant has a positive influence on consumer attitude.

Hypothesis 5.5: Aesthetic value of dining Korean food from a Korean franchise restaurant has a positive influence on consumer attitude.

Hypothesis 6: Familiarity of Korean food has a positive influence on consumer attitude toward dining Korean food from a Korean franchise restaurant.

Hypothesis 7: Country image of Korea has a positive influence on consumer attitude toward dining Korean food from a Korean franchise restaurant.

Table 20 Summary of the tests for relationship between consumer values, familiarity, country image and attitude.

Path of Hypothesis	Beta (β)	p-value	VIF	Hypothesis supported
(H5.1) Economic value → Attitude	0.160	0.000***	1.620	Supported
(H5.2) Quality value → Attitude	0.121	0.004**	2.144	Supported
(H5.3) Emotional value → Attitude	0.140	0.002**	2.501	Supported
(H5.4) Epistemic value → Attitude	0.092	0.033*	2.222	Supported
(H5.5) Aesthetic value → Attitude	0.282	0.000***	2.404	Supported
(H6) Familiarity → Attitude	0.079	0.031*	1.605	Supported
(H7) Country image → Attitude	0.188	0.000***	1.792	Supported

Notes: $R^2=0.669$, a significant level at 0.05 p-value < 0.05; p-value > 0.01 = * (significant), p-value > 0.001 = ** (very significant), p-value < 0.001 ***(highly significant)

It is also apparent in Table 20 that every VIF has a value less than 10. Subsequently, each one can be measured. The findings showed that all seven variables were statistically significance. Among them, aesthetic value ($\beta = 0.282$ and $p = 0.000$), country image ($\beta = 0.188$ and $p = 0.000$), and economic value ($\beta = 0.160$ and $p = 0.000$) showed strong impact on attitude. For aesthetic value, food plating, atmosphere of the restaurant, and uniform of employees were three factors to study in this research. The positive result of this value in this research supported research by Bekar and Sürücü (2017) that showed aesthetic value in food and beverage

businesses led to an increase in customers' desire to come back. Moreover, it was able to explain more in Thai context by the research result of Chieochankitkan (2023), which stated that beauty and presentation of food and an environment of the restaurant were key factors that make consumers in Bangkok Metropolitan Region chose to dine Korean food. At this point, it is undeniable that the appearance of Korean food is distinct. A traditional Korean proverb stated, "What looks good, tastes good." Then, it could say that Koreans gave meticulous consideration to both flavor and appearance when cooking food (Chung, Yang, et al., 2016). The environment of the restaurant including a uniform of employees led to positive feelings of consumers. To illustrate, the interior of restaurants that are similar to the background of Korean dramas and movies (Lee, 2020). The contemporary versions of traditional Korean uniforms which applied from traditional patterns and coloring concept - "Obangsaek" (the five direction colors of blue, red, yellow, white, and black) (Nam & Kim, 2003). It seems only Korean restaurants have the aforementioned elements. That this aspect has the most influence on consumer attitudes is therefore not unanticipated.

For country image, the research finding was in line of work of B. Lee et al. (2015), which stated a positive relationship between the country image of South Korea and the attitude of consumers in terms of their preferences for Korean restaurants. The impact of the country image on the consumption of Korean cuisine also aligns with a research of Eungsupaporn (2022), which examined Thai Generation Y and Z. Her research has demonstrated Thai consumers would trust and confidence in products and services of South Korea by a strong image of the country. It is therefore not unexpected that this is the origin of the positive perception of the nation. Response to the attempt of the Korean government to export these goods through a number of channels. Thai customers are naturally quite open to it, whether it be in the form of K-dramas, K-series, or K-pop (Eungsupaporn, 2022; Polyorat & Sripongpun, 2015).

For economic value, the result verified work of Ha (2019) in the same way. His work stated that economic value was a key element that fostered positive attitudes of consuming Korean food. Customers placed a high value on fair prices, which are determined by the quantity of food served, the restaurant's atmosphere, and its promotion. For Thai diners, cost plays a significant role in selecting their restaurant (Raksanawes, 2023) because of the economic condition of the country (Uehara & Assarut, 2020). Then, the expense of dining out should not be insurmountable. Promotions are in place to highlight affordable costs. It is interesting to note that eating out is becoming more and more popular in Bangkok due to the lack of time and the increased cost of raw supplies. As a result, competitive pricing will boost both the likelihood and frequency of service (Piyaratanakul, 2012).

Emotional value ($\beta = 0.140$ and $p = 0.002$), and quality value ($\beta = 0.121$ and $p = 0.004$) also showed an impact on attitude. For emotional value, it could prove what Choe and Kim (2018) and Ha (2019) found on their research that consumers were satisfied and inclined to return to an ethnic restaurant if they believe they are getting emotional value from their meal, such as pleasure, satisfaction, excitement, or relaxation. Specifically, when individuals make the decision to eat something that is likely not part of their typical diet, they frequently anticipate experiencing favorable emotional effects. In the same light, Thanabordeekij et al. (2022) stated on their work that emotional value influences the intention to eat Korean food as well. They indicated that the majority of Thai customers on their work watched K-dramas, that behavior influenced their desire to eat Korean food and they usually seem happy after eating Korean food at that time. For quality value, the research finding was fit to the work of Choe and Kim (2018) and Ha (2019) said that Customers who believed that the flavor, ingredients, or even the restaurant's services had produced a meal with a high quality value were likely to be pleased with their meal and have a positive attitude. Their evaluation of their entire eating experience was favorable as a result of the pleasant feeling. Positive emotions hence produced positive attitudes

regarding Korean restaurants. Quality value also played a vital role among Thai consumers in the work of Chieochankitkan (2023) and Thanabordeekij et al. (2022), they discovered that there was a greater likelihood of consuming Korean food with a higher quality value.

Although epistemic value ($\beta = 0.092$ and $p = 0.033$) and familiarity ($\beta = 0.079$ and $p = 0.031$) were also significant factors in this study, their effects on attitude were not as great as those of the preceding five variables. For epistemic value, its significance on this work could validate the work of Adhitiya and Astuti (2019) and Ha (2019) that consumers perceived a product or service in food businesses to have epistemic value if it can spark their interest or provide some new dining experience. Equally important, a work of Choe and Kim (2018) added that one unique eating experience is trying foreign cuisine, which in this case is Korean food. However, Thai diners might not have been entirely satisfied with their eating experiences due to the work of Thanabordeekij et al. (2022). Their research finding said Thai diners did not acquire any new dining experiences from consuming Korean food, such as knowledge of South Korean food or exposure to the atmosphere of Korean culture as shown in K-dramas or K-series. For familiarity, the research result allied with what Ha (2019) and Thanabordeekij et al. (2022) found that once consumers know more Korean cuisine, their attitude in relation to Korean food consumption are more positive. The development of familiarity in this sense came through direct dining experiences or from watching K-dramas or K-series (Thanabordeekij et al., 2022). The direct experience, however, seems a weak point of this variable that might influence attitude of consumers. Heath et al. (2011) explained on their research that neophobic rejection of an unknown food usually happens before the meal has been tasted. It is also noteworthy that presumptions of consumers about the flavors of new dishes are significantly influenced by their past encounters—both positive and negative—with meals that appear similar. Consequently, the fact that this variable

had the least effect on attitudes of population in this research may have been due to their lack of firsthand experience with Korean cuisine.

4.6 Robustness check

Robustness check is often reserved for situations where a test method is modified, or entirely new test method is developed (Chansuwan, 2021). As a result, the check is crucial in this thesis to determine the reliability of the author's primary finding is, as demonstrated in Tables 18 and 19. The author computed the new variable of attitude using the so-called Two-Stage Least-Squares Regression (IBM, 2023). It could compute the predicted value of attitude by utilizing survey data on consumer values, familiarity, and country image. The predicted attitude will be denoted by attitude*. Then, the frameworks for Hypotheses 1-4 will be examined using the attitude* value that was obtained from the stated computation. If the coefficients from the new analysis are reliable and verifiable, then structural validity is commonly accepted (Lu & White, 2014). The robustness check for Table 18 was displayed in Table 21 below. Table 22 displayed the robustness check for Table 19, in a similar manner.

4.6.1 Robustness check for the framework of Hypothesis 1, 2, and 3

Table 21 Summary of the tests for relationship between subjective norm, attitude, perceived behavioral control and behavioral intention.*

Path of Hypothesis	Beta (β)	p-value	VIF	Hypothesis supported
(H1) Subjective Norm \rightarrow Behavioral Intention	0.167	0.000***	1.682	Supported
(H2) Attitude* \rightarrow Behavioral Intention	0.303	0.000***	2.565	Supported
(H3) Perceived Behavioral Control \rightarrow Behavioral Intention	0.377	0.000***	1.839	Supported

Notes: $R^2=0.528$, a significant level at 0.05 p-value < 0.05; p-value > 0.01 = * (significant), p-value > 0.001 = ** (very significant), p-value < 0.001 *** (highly significant)

4.6.2 Robustness check for the framework of Hypothesis 1, 2, 3 and 4

Table 22 Summary of the tests for relationship between subjective norm, attitude*, perceived behavioral control, food consumption culture (Korea and Thailand) and behavioral intention.

Path of Hypothesis	Beta (β)	p-value	VIF	Hypothesis supported
(H1) Subjective Norm → Behavioral Intention	0.129	0.002**	1.709	Supported
(H2) Attitude* → Behavioral Intention	0.162	0.017*	3.124	Supported
(H3) Perceived Behavioral Control → Behavioral Intention	0.286	0.000***	1.993	Supported
(H4) Food consumption culture → Behavioral Intention	0.316	0.000***	2.344	Supported

Notes: $R^2=0.576$, a significant level at 0.05 p-value < 0.05; p-value > 0.01 = * (significant), p-value > 0.001 = ** (very significant), p-value < 0.001 *** (highly significant)

There was no discrepancy from the results indicated in Table 18 and 19, according to Table 21 and 22. To give an example, all variables remained significant. In Table 18 and 21, perceived behavioral control continued to have the greatest effect on behavioral intention. Accordingly, Table 19 and 22 show that the food consumption culture of Korean and Thai people had the greatest impact on behavioral intention. In these regards, it might be said that results in Table 21 and 22 were consistent and enhanced the primary findings in Table 18 and 19. Put in a different light, the framework was robust enough to be applied to the analysis of the hypotheses of this thesis.

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

Korean culture is currently one of global major influence. Korean food, or K-food, is a notable cultural export of South Korea. Economically, consumers spent over 87 trillion Won (2.3 trillion Thai Baht) at Korean restaurants abroad (Kim, 2022). Also, the Korea foundation stated that the number of followers of Korean culture increased substantially by 15% from 156 million in 2021 to 178 million in 2022, according to the ease of the rigorous COVID-19 policy and the current diversity of Korean contents. Among fans in Asia and Oceania, Thailand has the largest number in Southeast Asia with number of 17 million. According to the increased number of fans, especially in Thailand, K-food seems to be able to find its room. Since Korean cuisine might lose its authenticity if it is too heavily localized abroad (KF, 2023), franchising is a business strategy that can keep Korean food unique due to the stringent regulations and dependence on franchisors (Salar & Salar, 2014). Bangkok Metropolitan Region (BMR), which is composed of Bangkok, Nonthaburi, Samut Prakan, Pathum Thani, Samut Sakhon, and Nakhon Pathom (Bartlett & Satterthwaite, 2016), is a concentrated area for Korean franchise restaurants. Equally important, Generation Y together with Generation Z share the biggest proportion in Thai population (Statista, 2022). Also, most of them live, work, or study in BMR (NSO, 2023).

Therefore, this thesis purposed to examine factors that impact Korea food consumption of Thai Generation Y and Z who live, work, or study in Bangkok Metropolitan Region. The were two objectives of this thesis. First, to examine the mediating factors affecting the intention of consumption of Korean food at Korean franchise restaurants of Thai consumers. Second, to analyze the factors of values, familiarity, country image of Korea influencing the attitude of Thai consumers toward consumption of Korean food at Korean franchise restaurants. By examining the mediating factors affecting the intention of consumption of Korean food, the author applied the theory of planned behavior. The mediating factors are composed of

subjective norm, attitude, and perceive behavioral control (Ajzen, 1991, 2015). Moreover, the Korea foundation stated that the reason why Asia and Oceania have the highest number of Korean wave fans is the closer culture. Accordingly, the author added the fourth factor, the factor of similarity of food consumption between Koreans and Thais, to the original framework of theory of planned behavior. The new factor is consisting of a basic principle of Korean and Thai cuisine in connection to medical benefit, consuming rice culture, using local ingredients; and sharing concepts in the food consumption of those two states. Furthermore, the author studied the factors that impact the attitude of consumers in dining Korean food. The factors of study were economic value, quality value, emotional value, epistemic value, aesthetic value, familiarity, and country image (Choe & Kim, 2018; Ha, 2019; Raksanawes, 2023; Thanabordeekij et al., 2022).

The study utilized an online survey to collect answer of four hundred respondents of Thai Generation Y and Z who live, work, or study in Bangkok Metropolitan Region (Yamane, 1967) after all questions were qualified by the office of the research ethics review committee for research involving human subjects of Chulalongkorn University. There were nine sections to the questionnaire: questions on personal information, experiences eating Korean food, consumption behaviors linked to Korean culture, and research factors.

The research results showed that the majority of respondents are in the age range of 18 to 26 years old (57.75%), indicating that they are mostly members of Generation Z. Most of them hold a bachelor's degree (47.25%) and a high school degree (42.75%). The majority of the respondents were from Pathum Thani (32.00%) and Bangkok (28.25%). Most of them were female (64.50%). For a monthly income, most of the respondents have monthly income less than 15,000 Thai Baht (46.75%). Students (48.00%) were the highest proportion among the respondents. Most of the respondents have Korean food with friends or colleagues (42.50%). The average amount of money respondents spent on Korean food at one time is between 500 and 1,000 Thai Baht (57.25%). Most of them had it for dinner (61.00%) on weekends or holidays (66.25%). Also, most of the respondents have Korean food at least once a month (50.00%). In terms of consumption behaviors related to Korean culture,

most of the respondents watch Korean dramas or Korean series at least once a week (33.25%), listen to Korean songs 2-3 times a week (32.75%), learn Korean language at least once a month (40.50%), and follow content related to Korean culture 2-3 times a week (32.75%). On the basis of the findings, if Korean franchise businesses in the Bangkok Metropolitan Region, particularly in Bangkok and Pathum Thani, sought to target Thai Generation Y and Z, they would likely provide food that costs between 500 and 1,000 Thai Baht per person. Additionally, they ought to give a promotional campaign to customers who bring friends or coworkers. An offer that is launched around dinner on weekends or holidays would be a great way to meet consumer demand. Additionally, the campaign needs to run just once a month. In addition, Thai Generation Y and Z appears to mostly absorb Korean culture through music and online contents. As a consequence, when it comes to promoting Korean food, both the private and public sectors may select media that features Korean music and content.

The results of the study showed that there were no discrepancies between the original theory of planned behavior model and the model to which the food consumption cultures of Korea and Thailand had been incorporated. All four independent variables were significant to the intention of the studied consumers. Among those four independent variables, food consumption culture showed the highest impact ($\beta = 0.366$ and $p = 0.000$). This result validated the author's novel idea on close Korean and Thai food consumption culture. Perceived behavioral control ($\beta = 0.292$ and $p = 0.000$), subjective norm ($\beta = 0.131$ and $p = 0.003$), and attitude ($\beta = 0.115$ and $p = 0.023$) also showed their influence on behavioral intention, respectively. Accordingly, the research findings indicated that the attitudes of Thai Generation Y and Z consumers did not play an important role as much as those of foreign consumers. Considering these explanations, Thai people adopt cultures from other countries fast and easily (Sangvanich & Chuppunnarat, 2018; Sinlarat, 2014). Furthermore, consumers in more similar cultures will favor meals that appear more like their own food (Zhang et al., 2023). A higher probability of customers consuming Korean food would result from the ease of purchasing the

cuisine and the availability of restaurant information (Panudomluk, 2015; Suksap, 2022; Thanabordeekij et al., 2022). The intention of customers to eat Korean food was impacted by those who are close to them, such as friends, family, and relatives. Furthermore, their attitude also contributed to their desire to eat Korean cuisine (Ha, 2019; Lampao, 2013; Raksanawes, 2023). However, consumers are slightly more impacted by others than by themselves.

About the findings of the investigation on how consumer values, familiarity, and country image affect attitudes of consumers. It showed that all seven variables were significant. Among them, aesthetic value ($\beta = 0.282$ and $p = 0.000$), country image ($\beta = 0.188$ and $p = 0.000$), and economic value ($\beta = 0.160$ and $p = 0.000$) showed strong impact on attitude. After that, the values for emotional value ($\beta = 0.140$ and $p = 0.002$), quality value ($\beta = 0.121$ and $p = 0.004$), epistemic value ($\beta = 0.092$ and $p = 0.033$), and familiarity ($\beta = 0.079$ and $p = 0.031$) are indicated. The findings suggested that, in terms of the attitude of customers in Bangkok Metropolitan region, exquisite cuisine provided in a setting with a Korean atmosphere by staff wearing attractive uniforms with Korean influences is what matters most (Bekar & Sürücü, 2017; Chieochankitkan, 2023; Chung, Yang, et al., 2016; Lee, 2020; Nam & Kim, 2003). Furthermore, positive perceptions of Thai consumers on a country image of South Korea strengthen their favorable attitudes toward Korean cuisine. (Eungsupaporn, 2022; B. Lee et al., 2015). However, they are regularly concerned about the price of food because of the condition of the economy (Uehara & Assarut, 2020), hence Korean cuisine ought to be reasonably priced. Fair pricing will also increase chances and frequency of service (Ha, 2019; Piyaratanakul, 2012). Thai customers seemed to depend on their positive feelings regarding food and their convictions about the high quality of the ingredients and services (Chieochankitkan, 2023; Choe & Kim, 2018; Ha, 2019; Thanabordeekij et al., 2022). Therefore, both emotional and quality value play a role in this research. It is important to note that Thai customers might not have the same experience eating Korean food as they had anticipated. Without actually consuming the food, they appeared to learn about Korean cuisine through a variety of media, including K-dramas and K-series. If it didn't

lead them to the novel experience. They wouldn't be entirely satisfied with the experience (Thanabordeekij et al., 2022). Epistemic value therefore had less of an impact on consumers' attitudes in this study. Customers who have never had Korean food are the ones most likely to have unfavorable views on the food. It appeared difficult to have a good perspective on Korean food without prior experience. They could evaluate the flavor of the dish according to their opinion. By doing so, they tend to believe that food that looks the same will also taste the same, which is not always true (Heath et al., 2011). As a result, it appears to be challenging for Korean franchise businesses to provide Thai consumers with a great dining experience in order to improve their attitude.

5.2 Contribution

1. For Thai Generation Y and Z, attitude is less important than it was in previous works of foreign scholars addressing foreign consumers.
2. The low cultural distance between Korean and Thai food consumption cultures plays an important role in the intentions of Thai consumers in terms of dining Korean food from Korean franchise restaurants.

5.3 Limitation and Recommendation

1. As both Generation Y and Generation Z were the subject of this investigation. Thai Generation Y and Z responses did not equalize in number. In future work, the results of the study may be different if the populations of the two generations were absolutely equal.
2. The majority of those who responded to the survey were women. Including more genders might potentially provide different outcomes. Furthermore, different genders probably have different behaviors, such as frequency of consumption or favorite menu. Also, pricing may affect each gender differently. Therefore, it would be interesting to study more on this issue in future research.

3. Bangkok Metropolitan Region (BMR) was the only area of study for this thesis. Considering the disparate economic circumstances and subcultures, comparative analyses as well as additional investigations into other significant Thai provinces would be fascinating to examine in the future.
4. The Korean cuisine seen in Thai market was the only topic of this thesis. Future study on the Thai market might be interesting in comparing and examining food from other nations in Thailand. For instance, Chinese mala is presently quite well-liked.
5. This study exclusively researched franchise businesses. In future research, it is also fascinating to research other business models. For example, there are Korean restaurants in Thailand that are owned by Koreans but are not franchised.
6. The sole culture employed in this study was the food consumption culture of Koreans and Thais. Studying the food consumption culture of the country of interest besides Thailand is a prerequisite in terms of conducting research and comparing it to Korean culture. Comparisons between different cultures are very interesting for future study.
7. This thesis explored more variables that influence the attitude of consumers. With the same model, the variables that impact food consumption culture are interesting to examine in the future.
8. This thesis only examined consumers who had direct experience consuming Korean food from Korean franchise restaurants. In future research, exploring those who have no direct experience and comparing the results of experienced ones would benefit businesses that may look for information to create a marketing plan for attracting unexperienced consumers.

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APPENDIX

Questionnaire (English)

Consent to participate in the questionnaire.
Do you agree to participate in this survey? If you do not consent, the researcher will not utilize your survey findings for analysis.
[1] Yes
[2] No
Part 1: Personal information
Age
[1] 18 - 26
[2] 27 - 42
Not in [1] and [2]
At present, which province do you mainly live, study, or work in?
[1] Bangkok
[2] Nonthburi
[3] Pathum Thani
[4] Nakhon Pathom
[5] Samut Prakan
[6] Samut Sakhon
[7] Not in the above options
Gender

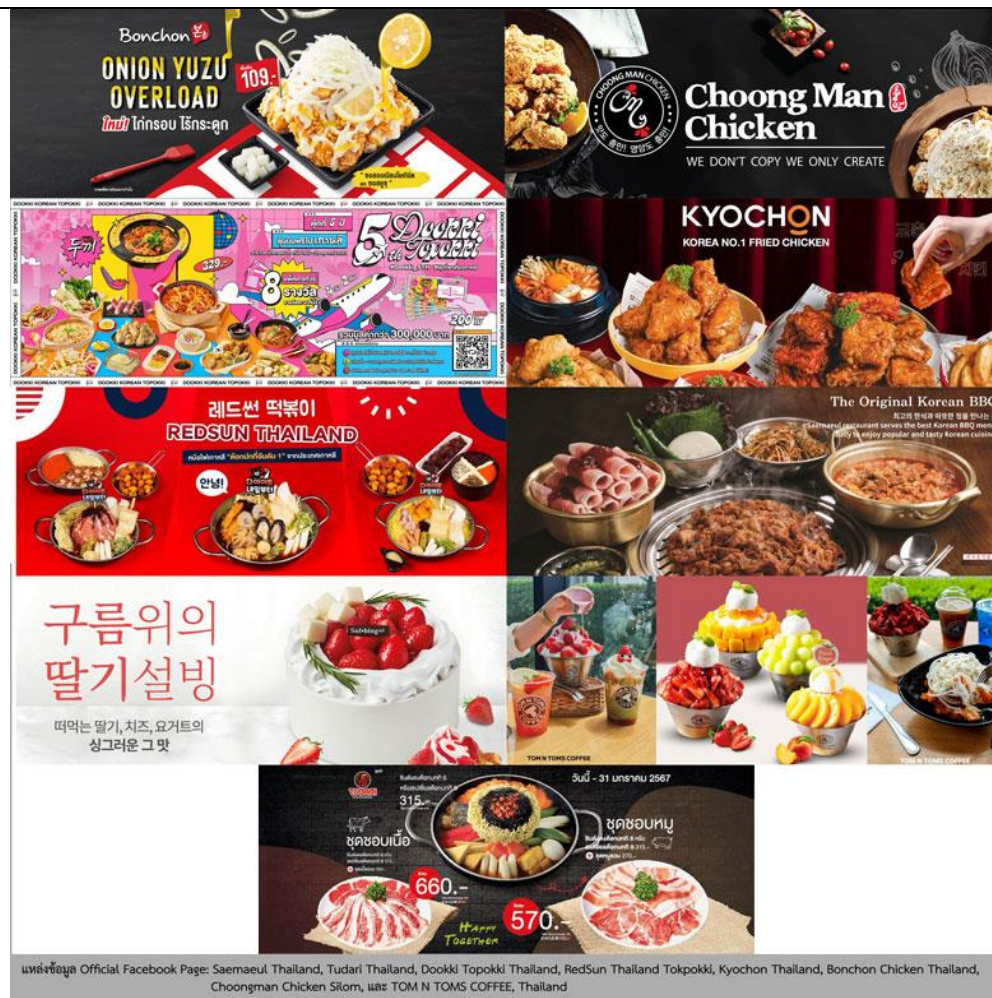
[1] Male
[2] Female
[3] LGBTQ
Education level
[1] Vocational degree
[2] High school degree
[3] Bachelor's degree
[4] Master's degree
[5] Doctorate degree
Monthly income
[1] Less than 15,000 Thai Baht
[2] 15,000 - 29,999 Thai Baht
[3] 30,000 - 44,999 Thai Baht
[4] 45,000 - 59,999 Thai Baht
[5] 60,000 - 74,999 Thai Baht
[6] More than 75,000
Occupation
[1] Private company employee
[2] State enterprise employee
[3] Student
[4] Business owner
[5] Freelance
[6] Others

Part 2: Korean food consumption behavior

Statement 1: Franchise businesses in the study include these businesses



Statement 2: Images of sample products of franchise businesses



Within the past month, have you eaten Korean food from any of the above businesses?
[1] Yes
[2] No
What is the reason for choosing Korean food from the above businesses? (Choose one option)
[1] Because it is appropriate to eat together with friends/colleagues.
[2] Because it is appropriate food to eat together with family/lovers.
[3] Because it is appropriate food to eat during business negotiations.
[4] Because it is food that you think is easy to eat.
[5] Because it is food that you think will give you a variety of dining experiences.
Your average cost of eating Korean food per visit (both ordering online and eating at the restaurant) from the above businesses?
[1] Less than 500 Thai Baht
[2] 500 – 1,000 Thai Baht
[3] 1,001 – 1,500 Thai Baht
[4] More than 1,500 Thai Baht
When do you eat Korean food from the above businesses the most during the day?
[1] Breakfast
[2] Lunch
[3] Dinner
On which day do you eat Korean food from the above businesses the most?
[1] Weekdays
[2] Weekends or holidays

Part 3: Behavior related to Korean culture within the past month					
Question	Less than once a month	At least 1 time per month	At least 1 time per week	2-3 times a week	Daily
	1	2	3	4	5
Frequency of consuming K-food (both at the store and from the food delivery service provider)					
Frequency of watching K-dramas or K-series					
Frequency of listening to K-pop					
Frequency of learning Korean language (both from studying at the institute and studying on your own)					
Frequency of following K-content (For example, from being a member of a Fan Page on Facebook / watching YouTube, etc.)					

Part 4: Subjective Norm towards consuming Korean food from a franchise restaurant					
Question	Strongly disagree	Disagree	Fair	Agree	Strongly Agree
	1	2	3	4	5
Eating Korean food from a franchise restaurant is something that your friends, lover, or family can do. Most of them will consider it correct and appropriate.					
Eating Korean food from a franchise restaurant is something that most of your friends, lover, or family would like you to do.					
Eating Korean food from a franchise restaurant is something our society today encourages.					

Part 5: Attitudes towards consuming Korean food from a franchise restaurant					
Question	Strongly disagree	Disagree	Fair	Agree	Strongly Agree
	1	2	3	4	5
Your experience eating Korean food at a franchise restaurant was good.					
Your experience eating Korean food from a franchise restaurant is one that is worth the price.					
Your experience eating Korean food from a franchise restaurant was enjoyable.					
Your experience eating Korean food from a franchise restaurant has been comfortable.					

Part 6: Perceived Behavioral Control towards consuming Korean food from a franchise restaurant					
Question	Strongly disagree	Disagree	Fair	Agree	Strongly Agree
	1	2	3	4	5
Whether you eat Korean food from a franchise restaurant is something you can decide for yourself.					
Eating Korean food from a franchise restaurant is easy.					
Finding information about Korean food from franchise restaurants is easy.					

Part 7: Behavioral Intention towards consuming Korean food from a franchise restaurant					
Question	Strongly disagree	Disagree	Fair	Agree	Strongly Agree
	1	2	3	4	5
Do you intend to eat Korean food from a franchise restaurant soon?					
You will continue to eat Korean food from Korean food franchises in the future if you have the opportunity.					
Eating Korean food is something you want to do when you can go out to eat with friends, loved ones, or family.					

Part 8: Korean and Thai food consumption cultures and concepts					
Question	Strongly disagree	Disagree	Fair	Agree	Strongly Agree
	1	2	3	4	5
What is similar between Korean and Thai food is that the food has medicinal properties, such as being eaten to prevent disease.					
What is similar about Korean and Thai food is that some dishes are eaten with rice. (any type of rice)					
What is similar between Korean and Thai food is their preference for using local ingredients.					
What is similar between eating Korean and Thai food is the connotation of sharing in close society, such as with family or friends.					

Part 9.1: Economic value of consuming Korean food from a franchise restaurant					
Question	Strongly disagree	Disagree	Fair	Agree	Strongly Agree
	1	2	3	4	5
The prices of Korean food from franchise restaurants are reasonable compared to the food you get.					
The price of Korean food from franchise restaurants is in the same price range as food from other countries (not including Thai food).					
The prices of Korean food from franchise restaurants are appropriate for the atmosphere in the store.					
The prices of Korean food from franchise restaurants are reasonable because of the various promotions (both from storefronts and food delivery service providers).					

Part 9.2: Quality value of consuming Korean food from a franchise restaurant					
Question	Strongly disagree	Disagree	Fair	Agree	Strongly Agree
	1	2	3	4	5
Korean food from franchise restaurants uses quality ingredients.					
Korean food from franchise restaurants is food that makes you healthy.					
Korean food from franchised restaurants is clean and hygienic.					
Korean food from franchise restaurants can be eaten in restaurants with a nice atmosphere.					
Employees at franchised stores provide excellent service.					
Food can be delivered by couriers with ease and speed.					

Part 9.3: Emotional value of consuming Korean food from a franchise restaurant					
Question	Strongly disagree	Disagree	Fair	Agree	Strongly Agree
	1	2	3	4	5
Eating Korean food from a franchise restaurant makes you feel happy.					
Eating Korean food from a franchise restaurant puts you in a better mood.					
Eating Korean food from a franchise restaurant gives you the fun of trying to make it, just like in the dramas and media about Korea that you have seen.					
Eating Korean food from a franchise restaurant makes you feel warm if you go with your loved one or family.					
Eating Korean food from a franchise restaurant makes you feel part of Korean culture.					

Part 9.4: Epistemic value of consuming Korean food from a franchise restaurant					
Question	Strongly disagree	Disagree	Fair	Agree	Strongly Agree
	1	2	3	4	5
Eating Korean food from a franchise restaurant allows you to get to know new Korean dishes.					
Eating Korean food from a franchise restaurant gives you the opportunity to try new things that you do not do every day, such as eating in a different way than you normally would.					
Eating Korean food from a franchise restaurant gives you the opportunity to try menus from Korean dramas or media that you have watched.					

Part 9.5: Aesthetic value of consuming Korean food from a franchise restaurant					
Question	Strongly disagree	Disagree	Fair	Agree	Strongly Agree
	1	2	3	4	5
Korean food from franchise restaurants is beautifully presented and delicious.					
The atmosphere of the franchise restaurant will be good and attract people to use the service.					
In franchised restaurants, employees are beautifully dressed.					

Part 9.6: Your familiarity with Korean food					
Question	Strongly disagree	Disagree	Fair	Agree	Strongly Agree
	1	2	3	4	5
You are familiar with the taste of Korean food.					
You are familiar with the names of various Korean dishes.					
You are familiar with Korean food that appears in Korean movies or dramas.					

Part 9.7: The image of South Korea (country image) from your perspective					
Question	Strongly disagree	Disagree	Fair	Agree	Strongly Agree
	1	2	3	4	5
South Korea is a developed country in terms of technological development.					
South Korea is a developed country in terms of economic development.					
South Korea is a developed country in terms of cultural development.					
Products from South Korea are reliable.					
South Korean people are friendly.					
You have good feelings towards South Korea as a country.					

แบบสอบถาม (ภาษาไทย)

การแสดงความยินยอมร่วมทำแบบสอบถาม
คุณยินยอมในการร่วมทำแบบสำรวจนี้หรือไม่? หากไม่ยินยอม ผู้วิจัยจะไม่นำผลการทำแบบสำรวจของคุณไปวิเคราะห์
[1] ยินยอม
[2] ไม่ยินยอม

ส่วนที่ 1 ประวัติส่วนตัว
อายุ
[1] 18 - 26 ปี
[2] 27 - 42 ปี
ไม่อยู่ใน [1] และ [2]
ในปัจจุบันคุณอยู่อาศัย ศึกษา หรือทำงาน อยู่ในจังหวัดใดเป็นหลัก?
[1] กรุงเทพมหานคร
[2] นนทบุรี
[3] ปทุมธานี
[4] นครปฐม
[5] สมุทรปราการ
[6] สมุทรสาคร
[7] ไม่อยู่ในตัวเลือกข้างต้น
เพศ
[1] ชาย
[2] หญิง
[3] อื่นๆ

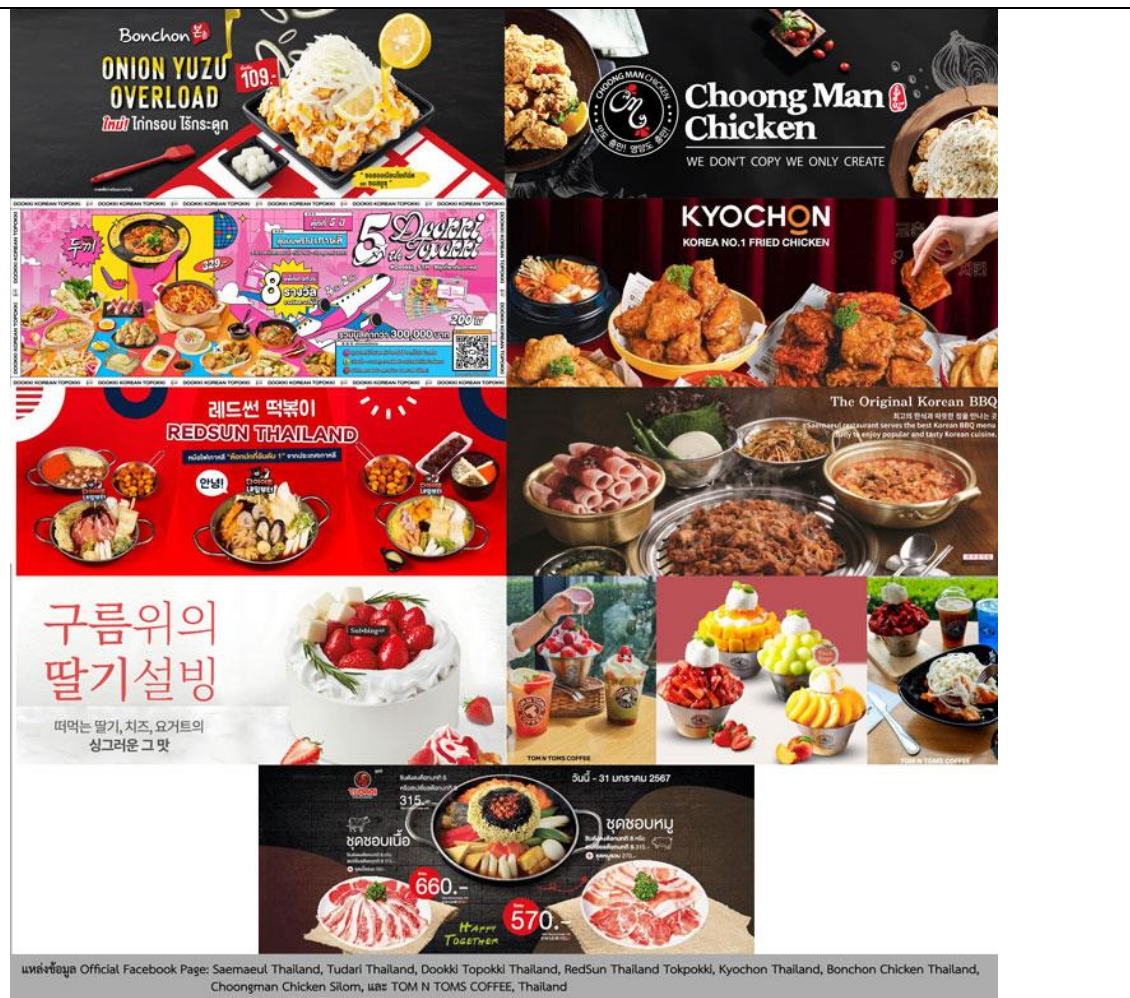
การศึกษา
[1] ปวช. / ปวส.
[2] มัธยมศึกษาตอนปลาย
[3] ปริญญาตรี
[4] ปริญญาโท
[5] ปริญญาเอก
รายได้ต่อเดือน
[1] ต่ำกว่า 15,000 บาท
[2] 15,000 - 29,999 บาท
[3] 30,000 - 44,999 บาท
[4] 45,000 - 59,999 บาท
[5] 60,000 - 74,999 บาท
[6] 75,000 ขึ้นไป
อาชีพ
[1] พนักงานบริษัทเอกชน
[2] รับราชการ/พนักงานรัฐวิสาหกิจ
[3] นิสิต / นักศึกษา
[4] เจ้าของธุรกิจ
[5] อาชีพอิสระ
[6] อื่นๆ

ส่วนที่ 2 คำชี้แจงและประสบการณ์การบริโภคอาหารเกาหลี

คำชี้แจงที่ 1: ธุรกิจแฟรนไชส์ในงานวิจัยประกอบไปด้วยธุรกิจเหล่านี้



คำชี้แจงที่ 2: ภาพตัวอย่างผลิตภัณฑ์ของธุรกิจแฟรนไชส์ในงานวิจัยฉบับนี้



ภายใน 1 เดือนที่ผ่านมาคุณเคยรับประทานอาหารเกาหลีจากธุรกิจข้างต้นหรือไม่?
[1] เคย
[2] ไม่เคย
เหตุผลในการเลือกรับประทานอาหารเกาหลีจากธุรกิจข้างต้น? (เลือกได้ 1 ตัวเลือก)
[1] เพราะเป็นอาหารที่เหมาะสมที่จะรับประทานร่วมกันกับเพื่อน/เพื่อนร่วมงาน
[2] เพราะเป็นอาหารที่เหมาะสมที่จะรับประทานร่วมกันกับครอบครัว/คนรัก
[3] เพราะเป็นอาหารที่เหมาะสมที่จะรับประทานระหว่างการเจรจาธุรกิจ
[4] เพราะเป็นอาหารที่คุณเองคิดว่ารับประทานง่าย
[5] เพราะเป็นอาหารที่คุณเองคิดว่าจะมอบประสบการณ์การรับประทานอาหารที่หลากหลายให้แก่คุณ
ค่าใช้จ่ายในการรับประทานอาหารเกาหลีโดยเฉลี่ยต่อครั้งของคุณ (ทั้งการสั่งออนไลน์และรับประทานที่ร้าน) จากธุรกิจข้างต้น?
[1] ต่ำกว่า 500 บาท
[2] 500 - 999 บาท
[3] 1,000 - 1,499 บาท
[4] 1,500 บาท ขึ้นไป
เมื่อใดที่คุณรับประทานอาหารเกาหลีจากธุรกิจข้างต้นมากที่สุด?
[1] มื้อเช้า
[2] มื้อกลางวัน
[3] มื้อเย็น
วันที่คุณรับประทานอาหารเกาหลีจากธุรกิจข้างต้นมากที่สุด?
[1] วันธรรมดา
[2] วันเสาร์-อาทิตย์ หรือวันหยุดนักขัตฤกษ์

ส่วนที่ 3 พฤติกรรมการที่เกี่ยวข้องกับวัฒนธรรมเกาหลี ภายใน 1 เดือนที่ผ่านมา					
คำถาม	น้อยกว่า เดือน ละครึ่ง	อย่าง น้อย 1 ครั้งต่อ เดือน	อย่าง น้อย 1 ครั้งต่อ สัปดาห์	2-3 ครั้งต่อ สัปดาห์	เป็น ประจำ ทุกวัน
	1	2	3	4	5
คุณรับประทานอาหารเกาหลี (ทั้งที่ร้านและจาก ผู้ให้บริการจัดส่งอาหาร)					
คุณดูภาพยนตร์/ซีรีส์เกาหลี					
คุณฟังเพลงเกาหลี					
คุณศึกษาภาษาเกาหลี (ทั้งจากการเรียนที่ สถาบันหรือเรียนด้วยตนเอง)					
คุณติดตามสื่อออนไลน์ที่เกี่ยวกับเกาหลี (อาทิ เช่น จากการเป็นสมาชิก Fan Page ใน Facebook / ดู YouTube เป็นต้น)					

ส่วนที่ 4 การคล้อยตามกลุ่มอ้างอิง (Subjective Norm)					
คำถาม	ไม่จริง เลย	ไม่จริง	ปาน กลาง	จริง	จริง ที่สุด
	1	2	3	4	5
การรับประทานอาหารเกาหลีจากร้านแฟรนไชส์ เป็นเรื่องที่กลุ่มเพื่อน คนรัก หรือ ครอบครัวของคุณ ส่วนใหญ่จะมองว่าถูกต้องเหมาะสม					
การรับประทานอาหารเกาหลีจากร้านแฟรนไชส์ เป็นเรื่องที่กลุ่มเพื่อน คนรัก หรือ ครอบครัวของคุณส่วนใหญ่อยากให้คุณทำ					
การรับประทานอาหารเกาหลีจากร้านแฟรนไชส์ เป็นเรื่องที่สังคมของเราทุกวันนี้สนับสนุนให้ทำ					

ส่วนที่ 5 ทศคติ (Attitude) ต่อการบริโภคอาหารเกาหลีจากร้านแฟรนไชส์					
คำถาม	ไม่จริง เลย	ไม่จริง	ปาน กลาง	จริง	จริง ที่สุด
	1	2	3	4	5
ประสบการณ์ของคุณที่ได้รับประทานอาหารเกาหลีจากร้านแฟรนไชส์เป็นประสบการณ์ที่ดี					
ประสบการณ์ของคุณที่ได้รับประทานอาหารเกาหลีจากร้านแฟรนไชส์เป็นประสบการณ์ที่คุ้มค่าคุ้มราคา					
ประสบการณ์ของคุณที่ได้รับประทานอาหารเกาหลีจากร้านแฟรนไชส์เป็นประสบการณ์ที่สนุกสนาน					
ประสบการณ์ของคุณที่ได้รับประทานอาหารเกาหลีจากร้านแฟรนไชส์เป็นอะไรที่สะดวกสบาย					

ส่วนที่ 6 การรับรู้ความสามารถในการควบคุมพฤติกรรม (Perceived Behavioral Control)					
คำถาม	ไม่จริง เลย	ไม่จริง	ปาน กลาง	จริง	จริง ที่สุด
	1	2	3	4	5
การจะรับประทานอาหารเกาหลีจากร้านแพรนไฮสนั้นเป็นเรื่องที่คุณสามารถตัดสินใจได้ด้วยตัวคุณเอง					
การจะรับประทานอาหารเกาหลีจากร้านแพรนไฮสนั้นเป็นเรื่องที่ทำได้ง่าย					
การหาข้อมูลเกี่ยวกับอาหารเกาหลีจากร้านแพรนไฮสนั้นเป็นเรื่องที่ทำได้ง่าย					

ส่วนที่ 7 เจตนาเชิงพฤติกรรม (Behavioral Intention)					
คำถาม	ไม่จริง เลย	ไม่จริง	ปาน กลาง	จริง	จริง ที่สุด
	1	2	3	4	5
คุณตั้งใจจะรับประทานอาหารเกาหลีจากร้านแพรนไฮสในอนาคตอันใกล้					
คุณจะยังคงรับประทานอาหารเกาหลีจากร้านแพรนไฮสอาหารเกาหลีในอนาคตหากมีโอกาส					
เป็นเรื่องที่คุณอยากจะทำเมื่อมีโอกาสออกไปทานอาหารกับเพื่อน คนรัก หรือ ครอบครัว					

ส่วนที่ 8 วัฒนธรรมและแนวคิดการรับประทานอาหารเกาหลีและไทย					
คำถาม	ไม่จริง เลย	ไม่จริง	ปาน กลาง	จริง	จริง ที่สุด
	1	2	3	4	5
สิ่งที่เหมือนกันระหว่างอาหารไทยและเกาหลีคือ การที่อาหารมีสรรพคุณทางการแพทย์ อาทิเช่น รับประทานเพื่อป้องกันโรค					
สิ่งที่เหมือนกันระหว่างอาหารไทยและเกาหลีคือ การที่อาหารบางประเภทรับประทานร่วมกับข้าว (ข้าวชนิดใดๆก็ได้)					
สิ่งที่เหมือนกันระหว่างอาหารไทยและเกาหลีคือ การที่ความนิยมใช้ส่วนผสมท้องถิ่นเป็นหลัก					
สิ่งที่เหมือนกันระหว่างการรับประทานอาหาร ไทยและเกาหลีคือความหมายแฝงของการแสดง ถึงการแบ่งปัน (Sharing) กันในสังคมใกล้ชิด อาทิเช่น ครอบครัว หรือ เพื่อนได้					

ส่วนที่ 9.1 การให้คุณค่าธุรกิจแฟรนไชส์อาหารเกาหลีทางด้านเศรษฐกิจ (Economic value)					
คำถาม	ไม่จริง เลย	ไม่จริง	ปาน กลาง	จริง	จริง ที่สุด
	1	2	3	4	5
ราคาอาหารเกาหลีจากร้านแฟรนไชส์นั้น เหมาะสมเมื่อเทียบกับอาหารที่ได้รับประทาน					
ราคาอาหารเกาหลีจากร้านแฟรนไชส์นั้นเป็นช่วง ราคาพอกับอาหารชาติอื่นๆ (ไม่รวมอาหาร ไทย)					
ราคาอาหารเกาหลีจากร้านแฟรนไชส์นั้น เป็น ราคาที่เหมาะสมกับบรรยากาศภายในร้าน					
ราคาอาหารเกาหลีจากร้านแฟรนไชส์นั้นเป็น ราคาที่เหมาะสมทั้งนี้ก็เพราะมีโปรโมชั่นต่างๆ มากมาย (ทั้งจากหน้าร้านและผู้ให้บริการจัดส่ง อาหาร)					

ส่วนที่ 9.2 การให้คุณค่าธุรกิจแฟรนไชส์อาหารเกาหลีทางด้านคุณภาพ (Quality value)					
คำถาม	ไม่จริง เลย	ไม่จริง	ปาน กลาง	จริง	จริง ที่สุด
	1	2	3	4	5
อาหารเกาหลีจากร้านแฟรนไชส์นั้นใช้วัตถุดิบที่มีคุณภาพ					
อาหารเกาหลีจากร้านแฟรนไชส์นั้นเป็นอาหารที่ทำให้คุณสุขภาพดี					
อาหารเกาหลีจากร้านแฟรนไชส์นั้นสะอาดและถูกสุขลักษณะ					
อาหารเกาหลีจากร้านแฟรนไชส์นั้นสามารถรับประทานได้ในร้านที่มีบรรยากาศดี					
พนักงานในร้านแฟรนไชส์นั้นจะให้บริการอย่างดีเยี่ยม					
อาหารสามารถผ่านการจัดส่งจากผู้ให้บริการจัดส่งด้วยความสะดวกรวดเร็ว					

ส่วนที่ 9.3 การให้คุณค่าธุรกิจแฟรนไชส์อาหารเกาหลีทางด้านอารมณ์ (Emotional value)					
คำถาม	ไม่จริง เลย	ไม่จริง	ปาน กลาง	จริง	จริง ที่สุด
	1	2	3	4	5
การได้รับประทานอาหารเกาหลีจากร้านแฟรนไชส์นั้นทำให้คุณรู้สึกมีความสุข					
การได้รับประทานอาหารเกาหลีจากร้านแฟรนไชส์นั้นทำให้คุณมีอารมณ์ที่ดีขึ้น					
การได้รับประทานอาหารเกาหลีจากร้านแฟรนไชส์นั้นทำให้คุณรู้สึกสนุกที่ได้ลองทำเหมือนในซีรีส์/สื่อๆที่เกี่ยวกับเกาหลีที่คุณเคยดู					
การได้รับประทานอาหารเกาหลีจากร้านแฟรนไชส์นั้นทำให้คุณรู้สึกอบอุ่นหากได้ไปกับคนรักหรือครอบครัว					
การได้รับประทานอาหารเกาหลีจากร้านแฟรนไชส์นั้นทำให้คุณรู้สึกเป็นส่วนหนึ่งของวัฒนธรรมเกาหลี					

ส่วนที่ 9.4 การให้คุณค่าธุรกิจแฟรนไชส์อาหารเกาหลีทางความรู้ความคิด (Epistemic value)					
คำถาม	ไม่จริง เลย	ไม่จริง	ปาน กลาง	จริง	จริง ที่สุด
	1	2	3	4	5
การได้รับประทานอาหารเกาหลีจากร้านแฟรนไชส์นั้นทำให้คุณได้รู้จักเมนูอาหารเกาหลีใหม่ๆ					
การได้รับประทานอาหารเกาหลีจากร้านแฟรนไชส์นั้นทำให้คุณมีโอกาสได้ลองทำสิ่งใหม่ๆที่ไม่ได้ทำในทุกวัน เช่น วิธีการรับประทานอาหารที่แตกต่างไปจากวันปกติ					
การได้รับประทานอาหารเกาหลีจากร้านแฟรนไชส์นั้นทำให้คุณมีโอกาสได้ลองเมนูจากซีรีย์/สื่อฯที่เกี่ยวข้องกับเกาหลีที่คุณเคยดู					

ส่วนที่ 9.5 การให้คุณค่าธุรกิจแฟรนไชส์อาหารเกาหลีทางสุนทรียศาสตร์ (Aesthetic value)					
คำถาม	ไม่จริง เลย	ไม่จริง	ปาน กลาง	จริง	จริง ที่สุด
	1	2	3	4	5
อาหารเกาหลีจากร้านแฟรนไชส์นั้นมีการจัดวางที่สวยงามน่ารับประทาน					
บรรยากาศร้านแฟรนไชส์จะดีและดึงดูดให้เข้าไปใช้บริการ					
ในร้านแฟรนไชส์พนักงานจะแต่งกายอย่างสวยงาม					

ส่วนที่ 9.6 ความคุ้นเคย (Familiarity) ของคุณกับอาหารเกาหลี					
คำถาม	ไม่จริง เลย	ไม่จริง	ปาน กลาง	จริง	จริง ที่สุด
	1	2	3	4	5
คุณมีความคุ้นเคยกับรสชาติของอาหารเกาหลี					
คุณมีความคุ้นเคยกับชื่อเมนูต่างๆของอาหาร เกาหลี					
คุณมีความคุ้นเคยกับอาหารเกาหลีที่ปรากฏใน ภาพยนตร์หรือละครเกาหลี					

ส่วนที่ 9.7 ภาพลักษณ์ของประเทศเกาหลีใต้ (Country image) ในมุมมองของคุณ					
คำถาม	ไม่จริง เลย	ไม่จริง	ปาน กลาง	จริง	จริง ที่สุด
	1	2	3	4	5
เกาหลีใต้เป็นประเทศที่พัฒนาแล้วในแง่ของ การพัฒนาเทคโนโลยี					
เกาหลีใต้เป็นประเทศที่พัฒนาแล้วในแง่ของ การพัฒนาเศรษฐกิจ					
เกาหลีใต้เป็นประเทศที่พัฒนาแล้วในแง่ของ การพัฒนาวัฒนธรรม					
สินค้าจากเกาหลีใต้นั้นน่าเชื่อถือ					
คนเกาหลีใต้เป็นมิตร					
คุณมีความรู้สึกที่ดีต่อประเทศเกาหลีใต้					

**Examples of reference documents submitted to the Office of the
Research Ethics Review Committee for Research Involving Human Subjects**

*This reference section will not be included in the questionnaire. This section appears
to clarify the origins of the question to the office of the Research Ethics Review
Committee for Research Involving Human Subjects.*

Topic	Reference
Part 1: Personal information	
Monthly income	Raksanawes, 2023
Occupation	Raksanawes, 2023
Part 2: Korean food consumption behavior	
Within the past month, have you eaten Korean food from any of the above businesses?	Khaomodjod et al., 2021; Siriwat, 2017
What is the reason for choosing Korean food from the above businesses? (Choose one option)	Kyung & Kyung, 2010
Part 3: Behavior related to Korean culture within the past month	
	Korea Foundation, 2023
Part 4: Subjective Norm towards consuming Korean food from a franchise restaurant	
	Ertmer, 2016; Ha, 2019; Thanabordeekij et al., 2022
Part 5: Attitudes towards consuming Korean food from a franchise restaurant	
	Ha, 2019; Raksanawes, 2023

Part 6: Perceived Behavioral Control towards consuming Korean food from a franchise restaurant	Ha, 2019
Part 7: Behavioral Intention towards consuming Korean food from a franchise restaurant	Ha, 2019; Islam, Karia, and Khaleel, 2019; Khidzir, Ghani, and Guan, 2017; Sarlan, Ahmad, Ahmad, and Dominic, 2012; Thanabordeekij et al., 2022
Part 8: Korean and Thai food consumption cultures and concepts*	Chung et al., 2016; Oktay & Ekinci, 2019; Kwon, 2022; Kim et al., 2016; Suwanlaong, 2006; Su, 2018; Bero et al., 2019; Tourism Authority of Thailand, 2019
<i>*In Part 8, the researcher asked questions based on a review of knowledge about the eating cultures of Korean and Thai people.</i>	
Part 9.1: Economic value of consuming Korean food from a franchise restaurant	Choe & Kim, 2018; Ha, 2019; Kyophilavong, 2011; Saka, Gujja, and Alkali, 2019; Thanabordeekij et al., 2022
Part 9.2: Quality value of consuming Korean food from a franchise restaurant	Choe & Kim, 2018; Ha, 2019; Kuo, Wu, and Deng, 2009; Thanabordeekij et al., 2022
Part 9.3: Emotional value of consuming Korean food from a franchise restaurant	Becerra et al., 2019; Ha, 2019; King and Emmons, 1990; Raksanawes, 2023; Thanabordeekij et al., 2022
Part 9.4: Epistemic value of consuming Korean food from a franchise restaurant	Gujja, and Alkali, 2019; Ha, 2019; Raksanawes, 2023; Saka, Thanabordeekij et al., 2022
Part 9.5: Aesthetic value of consuming Korean food from a franchise restaurant	Ha, 2019; Raksanawes, 2023
Part 9.6: Your familiarity with	Ha, 2019; Turetken, Ondracek, and

Korean food	Ijsselsteijn, 2019; Thanabordeekij et al., 2022
Part 9.7: The image of South Korea (country image) from your perspective	Lee et al., 2015



ตัวอย่างเอกสารอ้างอิงเพื่อนำส่งคณะกรรมการพิจารณาจริยธรรมการวิจัยในคน
กลุ่มสหสถาบัน ชุดที่ 2

ส่วนนี้อ้างอิงจะไม่อยู่ในแบบสอบถาม

ปรากฏด้านท้ายเพื่อชี้แจงถึงที่มาที่ไปของคำถามแก่คณะกรรมการพิจารณาจริยธรรมการวิจัยในคน

กลุ่มสหสถาบัน ชุดที่ 2

หัวข้อ	อ้างอิง
ส่วนที่ 1 ประวัติส่วนตัว	
รายได้ต่อเดือน	Raksanawes, 2023
อาชีพ	Raksanawes, 2023
ส่วนที่ 2 คำชี้แจงและประสบการณ์การบริโภคอาหารเกาหลี	
ภายใน 1 เดือนที่ผ่านมาคุณเคยรับประทานอาหารเกาหลีจากธุรกิจข้างต้นหรือไม่?	Khaomodjod et al., 2021; Siriwat, 2017
เหตุผลในการเลือกรับประทานอาหารเกาหลีจากธุรกิจข้างต้น?	Kyung & Kyung, 2010
ส่วนที่ 3 พฤติกรรมการที่เกี่ยวข้องกับวัฒนธรรมเกาหลี	Korea Foundation, 2023
ส่วนที่ 4 การคล้อยตามกลุ่มอ้างอิง (Subjective Norm)	Ertmer, 2016; Ha, 2019; Thanabordeekij et al., 2022
ส่วนที่ 5 ทศนคติ (Attitude) ต่อการบริโภคอาหารเกาหลีจากร้านแฟรนไชส์	Ha, 2019; Raksanawes, 2023
ส่วนที่ 6 การรับรู้ความสามารถในการควบคุมพฤติกรรม (Perceived Behavioral Control)	Ha, 2019
ส่วนที่ 7 เจตนาเชิงพฤติกรรม (Behavioral Intention)	Ha, 2019; Islam, Karia, and Khaleel, 2019; Khidzir, Ghani, and Guan, 2017; Sarlan,

	Ahmad, Ahmad, and Dominic, 2012; Thanabordeekij et al., 2022
ส่วนที่ 8 วัฒนธรรมและแนวคิดการ รับประทานอาหารเกาหลีและไทย*	Chung et al., 2016; Oktay & Ekinci, 2019; Kwon, 2022; Kim et al., 2016; Suwanlaong, 2006; Su, 2018; Berno et al., 2019; Tourism Authority of Thailand, 2019
*ส่วนที่ 8 เป็นการตั้งคำถามโดยผู้วิจัยเองมาจากการทบทวนความรู้เรื่องวัฒนธรรมการรับประทานอาหาร อาหารของคนเกาหลีและไทย	
ส่วนที่ 9.1 การให้คุณค่าธุรกิจแฟรนไชส์ อาหารเกาหลีทางด้านเศรษฐกิจ (Economic value)	Choe & Kim, 2018; Ha, 2019; Kyophilavong, 2011; Saka, Gujja, and Alkali, 2019; Thanabordeekij et al., 2022
ส่วนที่ 9.2 การให้คุณค่าธุรกิจแฟรนไชส์ อาหารเกาหลีทางด้านคุณภาพ (Quality value)	Choe & Kim, 2018; Ha, 2019; Kuo, Wu, and Deng, 2009; Thanabordeekij et al., 2022
ส่วนที่ 9.3 การให้คุณค่าธุรกิจแฟรนไชส์ อาหารเกาหลีทางด้านอารมณ์ (Emotional value)	Becerra et al., 2019; Ha, 2019; King and Emmons, 1990; Raksanawes, 2023; Thanabordeekij et al., 2022
ส่วนที่ 9.4 การให้คุณค่าธุรกิจแฟรนไชส์ อาหารเกาหลีทางความรู้ความคิด (Epistemic value)	Gujja, and Alkali, 2019; Ha, 2019; Raksanawes, 2023; Saka, Thanabordeekij et al., 2022
ส่วนที่ 9.5 การให้คุณค่าธุรกิจแฟรนไชส์ อาหารเกาหลีทางสุนทรียศาสตร์ (Aesthetic value)	Ha, 2019; Raksanawes, 2023
ส่วนที่ 9.6 ความคุ้นเคย (Familiarity) ของ คุณกับอาหารเกาหลี	Ha, 2019; Turetken, Ondracek, and Ijsselsteijn, 2019; Thanabordeekij et al., 2022
ส่วนที่ 9.7 ภาพลักษณ์ของประเทศเกาหลี ใต้ (Country image) ในมุมมองของคุณ	Lee et al., 2015

VITA

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