

INFLUENCES OF KOREAN PRESENTERS TOWARD THAI CONSUMERS



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งานวิจัยเรื่องนี้มีวัตถุประสงค์เพื่อศึกษาความสัมพันธ์ระหว่างกระแสเกาหลีที่เข้ามาในประเทศไทยกับผู้บริโภคชาวไทย ที่ส่งผลให้สินค้าของประเทศไทยนำพรีเซนเตอร์ชาวเกาหลีใต้เข้ามาเป็นพรีเซนเตอร์ของสินค้า โดยมุ่งเน้นไปที่สินค้าในประเทศไทยที่มีพรีเซนเตอร์เป็นชาวเกาหลีใต้ตั้งแต่ปี 2007 จนถึงในปัจจุบัน อีกทั้งเพื่อศึกษาปัจจัยในการตัดสินใจบริโภคสินค้าไทยที่มีพรีเซนเตอร์เป็นชาวเกาหลีใต้ของผู้บริโภค เช่น ข้อมูลทั่วไปของผู้บริโภค ทศนคติต่อสินค้าที่มีพรีเซนเตอร์เป็นชาวเกาหลีใต้ อิทธิพลภายนอกที่มีผลต่อการบริโภคสินค้า และพฤติกรรมการบริโภคสินค้า โดยการให้แบบสอบถามแก่ผู้บริโภคที่เคยเห็น ใช้บริการหรือซื้อสินค้าไทยที่มีพรีเซนเตอร์เป็นชาวเกาหลีใต้ และสัมภาษณ์เชิงลึกกับบริษัทผู้จำหน่ายสินค้าไทยที่มีพรีเซนเตอร์เป็นชาวเกาหลีใต้จำนวน 2 แห่ง โดยใช้การศึกษาในเชิงคุณภาพและปริมาณในการวิเคราะห์ข้อมูล ในส่วนกลุ่มตัวอย่างแบ่งออกเป็นคนจำนวน 400คนเป็นประชากรในประเทศไทย ที่มีช่วงอายุระหว่าง 18ปี - 50 ปีขึ้นไป ผลจากการศึกษาพบว่าผู้บริโภคส่วนใหญ่อยู่ในการศึกษาาระดับปริญญาตรี อายุ 20-29ปี แรงจูงใจที่ผู้บริโภคตัดสินใจใช้บริการหรือซื้อสินค้าไทยที่มีพรีเซนเตอร์เป็นชาวเกาหลีใต้อันดับแรกคือดารานักกร้อง และเมื่อพูดถึงสินค้าไทยที่มีพรีเซนเตอร์เป็นชาวเกาหลีใต้ผู้บริโภคจะนึกถึง เก๋ากันน้อย มาชิตะ และ ธนาคารกสิกรไทย ตามลำดับ ผู้บริโภคส่วนใหญ่เคยใช้บริการหรือซื้อสินค้าไทยที่มีพรีเซนเตอร์เป็นชาวเกาหลีใต้มากกว่า 5 ครั้ง และหมวดหมู่สินค้าที่ผู้บริโภคซื้อคือ เครื่องสำอาง อาหาร และอุปกรณ์อิเล็กทรอนิกส์ตามลำดับ อีกทั้งผู้บริโภคยังมีมุมมองว่าบริการหรือสินค้าไทยที่มีพรีเซนเตอร์เป็นชาวเกาหลีใต้ยังคงจะเป็นที่นิยมอีกเป็นเวลานาน ด้วยเหตุนี้จึงเป็นที่มาของการศึกษาค้นคว้านี้



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The objectives of this research are to investigate the relationship between Korean Wave in Thailand and Thai consumers resulting in Thai products hiring South Korean as the brand presenter to promote its products in Thailand. This study is focusing on Thai products with South Korean presenters from 2007 to the present as well as studying the factors of the consumers' decision to purchase in Thai products with South Korean presenters, such as general consumer information, attitude towards products with South Korean presenters, external influences affecting product consumption, and product consumption behavior. However, this study provided a questionnaire to consumers who have perceived, used the service, or bought in Thai products with South Korean presenter, including in-depth interviews with Thai products distributor companies hiring South Korean as the brand presenter. By using qualitative and quantitative studies in data analysis, the sample group was divided into 400 people in Thailand between 18 years old and 50 years old. The result of the study showed that most consumers are in bachelor's degree education, aged 20-29 years and the motivation that consumers decide to use the service or buy in Thai products with South Korean presenters: first, the South Korean presenters of products are actors and singers. When talking about Thai products with South Korean presenters, most consumers think of Taokaenoi, and Masita, and Kasikorn Bank, respectively. Most of the consumers have used the service or bought in Thai products with South Korean presenters more than 5 times, which the consumers often decide to buy a product categories such as cosmetics, food, and electronic devices, respectively. Moreover, the consumer's perspective showed that Thai services or products with a South Korean presenters are still popular for a long time. With this reason mentioned above, therefore, we conducted this research.

Field of Study: Korean Studies

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## TABLE OF CONTENTS

	Page
ABSTRACT (THAI).....	iii
ABSTRACT (ENGLISH).....	iv
ACKNOWLEDGEMENTS.....	v
TABLE OF CONTENTS.....	vi
LIST OF TABLES.....	ix
LIST OF FIGURES.....	xii
CHAPTER I INTRODUCTION.....	1
1.1 introduction.....	1
1.2 Research Objectives.....	9
1.3 Research Question(s).....	9
1.4 Hypothesis.....	10
1.5 Research Methodology.....	10
CHAPTER II LITERATURE REVIEW.....	12
2.1 Korean wave in Thailand.....	12
2.2 Personal branding strategy.....	16
2.3 Celebrity Marketing strategy.....	20
2.4 Influencer Marketing strategy.....	22
2.5 Idol Marketing.....	26
2.5.1 Taokaenoi.....	28
2.6 Tie-in strategy.....	30
2.7 Fanclub and Fandom.....	31

2.8 Consumer culture theory .....	34
CHAPTER III METHODOLOGY.....	38
3.1 Conceptual framework.....	39
3.2 Population and sample group.....	39
3.3 Methodology.....	41
3.3.1 Survey Research.....	41
3.3.2 The in-depth interviews.....	42
3.4 Gathering Data.....	45
3.4.1 Secondary Data .....	45
3.4.2 Primary Data.....	45
3.5 Data analysis and processing.....	45
CHAPTER IV DATA ANALYSIS.....	46
4.1 Survey Research .....	47
4.1.1 Types of consumers who consume Thai products with South Korean presenters.....	48
4.1.2 Consumer attitudes towards products with South Korean presenters .....	51
4.1.3 External influences that affect products consumption behavior .....	53
4.1.4 Products consumption behavior.....	56
4.2 The in-depth interviews.....	65
4.2.1 Marketing of Thai product brand with South Korean presenter .....	65
4.2.1.1 Interview session analysis .....	65
4.2.2 Consumers who usually consume Thai product brands with South Korean presenter. ....	71
4.2.2.1 Interview session analysis .....	75



4.3 Data analysis results.....	90
4.4 Hypothesis testing.....	91
CHAPTER V CONCLUSIONS AND SUGGESTION.....	109
5.1 Conclusions.....	109
5.1.1 Survey Data Analysis.....	110
REFERENCES.....	118
VITA.....	121



## LIST OF TABLES

	<b>Page</b>
Table 1. Thai products and South Korean influencers 2007-2019 .....	4
Table 2. Numbers of Fanpage 2010 .....	6
Table 3. YAMAHA and TVXQ! WORLD : The Raising Challenge activities .....	7
Table 4. A number of Korean dramas on aired in Thailand.....	13
Table 5. Korean wave in Thailand .....	13
Table 6. Taokaenoi activities timeline from September 2019 - November 2019.....	28
Table 7. Taokaenoi South Korean presenters .....	29
Table 8. Questions for Marketing teams of Thai product brands. ....	43
Table 9. Questions for Consumers who usually consume Thai product brands with South Korean presenters. ....	44
Table 10. Types of consumers who consume Thai products with South Korean presenters.....	48
Table 11. Consumer attitudes towards products with South Korean presenters .....	51
Table 12. The influence of media on products consumption behavior .....	53
Table 13. The most influential people on products consumption .....	53
Table 14. What brands do consumers think of first when talking about the Korean presenters and Thai brands? .....	54
Table 15. What do consumers think of first when talking about Korean products? .....	55
Table 16. Thai products that are made in Korea in which category are the most visible in Thailand? .....	55
Table 17. Products consumption behavior.....	56

Table 18. Ranking of the frequency of product consumption-behavior of the male population for Thai products with South Korean presenters. ....	59
Table 19. Types of Thai products with a South Korean presenters that the male population used to consume. ....	59
Table 20. The strengths of Thai products with South Korean presenters from the perspective of the male population. ....	59
Table 21. What qualities do males pay the most attention to when consuming Thai products with a South Korean presenter?.....	60
Table 22. From the perspective of the male consumer, how long will Thai products with South Korean presenters be popular? .....	60
Table 23. Ranking of the frequency of product consumption-behavior of the female population for Thai products with South Korean presenters. ....	62
Table 24. Types of Thai products with a South Korean presenter that the female population used to consume. ....	62
Table 25. The strengths of Thai products with South Korean presenters from the perspective of the female population.....	62
Table 26. What qualities do females pay the most attention to when consuming Thai products with a South Korean presenter?.....	63
Table 27. From the perspective of the female consumer, how long will Thai products with South Korean presenters be popular?.....	63
Table 28. Masita South Korean presenters .....	65
Table 29. Consumers who usually consume Thai product brands with South Korean presenter information.....	71
Table 30. Reasons why interest in Korean wave. ....	72
Table 31. Correlations between attitude scores towards effect of commercial South Korean presenters and product buying decision among Thai consumers .....	91

Table 32. Correlations between attitude scores towards effect of commercial South Korean presenters and product reliability among Thai consumers ..... 97

Table 33. Correlations between attitude scores towards effect of commercial South Korean presenters and positive impact among Thai consumers ..... 103



## LIST OF FIGURES

	Page
Figure 1. EXO & Nature republic.....	2
Figure 2. Rain & Dutch Mill.....	3
Figure 3. Mae Manee Siam Commercial Bank's cartoon character .....	18
Figure 4. Macro influencer on social media (Youtube) in Thailand.....	24
Figure 5. Mega influencer on social media (Youtube) in Thailand.....	24
Figure 6. How youth feel about social media influencers.....	25
Figure 7. Product Taokaenoi X Sehun.....	28
Figure 8. Factors that make a purchase decision.....	35
Figure 9. Masita's twitter official 2017 .....	70

# CHAPTER I

## INTRODUCTION

### 1.1 introduction

South Korean industry has influence around the world. Not only Korean wave or Korean entertainment impacts to another country but also Korean marketing is one of the large influences from South Korea. This phenomenon shows that South Korea is a big powerful country these days. Soft power from South Korea is Korean wave or Korea entertainment coming to Thailand more than 10 years ago since 2005. Korean dramas have been becoming popular and most of the people in Thailand still have watched Korean dramas. Moreover, the Influence of South Korean products, especially cosmetic products, has affected the beauty industries and the food industries of Thailand at all points. South Korean products have infiltrated people in everyday life not only in Asia but also Western world.

Nowadays, the influence of South Korean products has increased in Thailand. Thai consumers have a positive point of view and have confidence in South Korea products including South Korean commercial presenters. The important of commercial presenters who make a presentation of products is that they are representative products and create a reliability to those products. South Korean marketing strategy uses celebrities in the spotlight to help audiences knowing products such as Nature republic, the South Korean cosmetic which has EXO, the

famous boy band from SM entertainment as a presenter from 2013 to 2019, in total 8 years. EXO is the famous South Korean boy band and has an abundant of fans worldwide. They also have registered fans as EXO-L (EXO fans' name) with 1.4 millions fans which break the Guinness World Records as well. As 8 years long of EXO, they made themselves to get more incomes in every quarter of the years by doing various activities for their fans to purchase products and also for fans meets and to get a chance to get rewards from artists. This can be concluded that having celebrities or idols is one of the main factors to drive the business or market to be successful, which can be seen in the case study of Nature republic from South Korean.

Figure 1. EXO & Nature republic



Source : weibo Nature republic

These days, many Thai products have brought South Korean celebrities to be a representative of products as can be seen in any media platforms especially

television commercial or social media. For example, Dutch Mill is a largest conglomerate manufacturers and marketers of dairy products in Thailand. In 2007 Dutch Mill brought Rain (Jung Ji hoon) who is a famous singer from South Korea to be a commercial presenter.

Figure 2. Rain & Dutch Mill



Source : bloggong

In 2012, Taokaenoi, a Food & Marketing PLC snack product company from Thailand, selling seaweed as a snack, brought Beast South Korean boy band group to be a commercial presenter for seaweed products. Furthermore, from 2012 until today, Taokaenoi still brought South Korean commercial presenter for seaweed products. This phenomenon shows positive and negative points to Thai consumers and behavior of Thai people including Thai marketing. Not only that Taokaenoi, but also others Thai product bands use South Korean presenters as follows in the table:



Table 1. Thai products and South Korean influencers 2007-2019

	Year	Brand Products	South Korean commercial presenters.
1.	2007	Dutch Mill	Rain
2.	2008	Yamaha Nouvo elegance	TVXQ
3	2008-2011	12Plus	Super Junior
4.	2008	Yamaha Fino	Super Junior
5.	2010	Yamaha Fiore	2NE1
6.	2010	Eversense	Bigbang
7.	2010	Hanami	2PM
8.	2010	Oppa	2PM
9.	2011	Scott puree 10 berries	CN blue
10.	2011	Ole	Jang keun suk
11.	2011	Big cola	B1A4
12.	2011	Just Modern Colorful wow	Leehongki from FT.Island
13.	2012	Scott puree	4minute
14.	2012	Maxim contact lens	Donghae from SJ
15.	2012	Yamaha TTX	Bigbang
16.	2012	Acer	Siwon from SJ
17.	2012	Ole	Kimbum
18	2012	Taokaenoi	Beast
19.	2012	12 Plus Shower cream	Leeminho
20.	2012	12 Plus Miracle	Tiffany & Siwon
21.	2012	Wuttisak Clinic	B1A4
22.	2012	12 Plus	2PM

23.	2012	Easy dict	2PM
24.	2012	Eversense	2PM
25.	2013	Taokaenoi	2PM
26.	2013	Masita	Kyuhyun from SJ
27.	2013	True move H	Girls's generation
28.	2013	B-ing	Taeyeon from Girls's generation
29.	2016	Head and shoulder	Dara from 2NE1
30.	2016	Pantene	Yuri & Seohyun from Girls's generation
31.	2016	Bausch & lomb	Got7
32.	2016-2018	Est cola	Got7
33.	2017	Taokaenoi	Got7
34.	2017-2018	FWD Thailand	Got7
35.	2017	Mashita	NCT U
36.	2017	Est play	Taeyoung&Ten from NCT
37.	2019	VIVO	Mark from Got7
38.	2019	Masita	Parkjihoon
39.	2019	Wuttisak Clinic	Chaeunwoo from Astro
40.	2019	Kbank	Blackpink
41.	2019	Taokaenoi	Sehun from EXO
42.	2020	Amado H-collagen	Leehyunbin
43.	2020	Lazada	Leeminho
44.	2020	Pepsi thailand	Blackpink

It can be seen that bringing the South Korean presenters into products of Thailand has been beginning since 2007 and continuing to the present day. Brands that have brought Korean artists to present the brand repeatedly such as Yamaha for 4 times, 12plus over for 4 years and Taokaenoi for 4 times. The boy bands or artists must be the top famous ones in music entertainment and also have a large fans base.

Table 2. Numbers of Fancafe 2010

	Artists	Fan cafe (ID)
1.	TVXQ	792,504
2.	Bigbang	374,406
3.	Girls's generation	290,431
4.	2PM	279,774
5.	SS501	275,579
6.	Super Junior	255,900
7.	Shinwa	191,691
8.	FT.Island	111,703
9.	SHINee	111,683
10.	Wonder girls	111,514

Source : cafe.daum.net

According to the table above, Fan café is from Website cafe.daum.net, which is the website for various fans. It is the place to communicate between fans themselves or to directly communicate to artists via web board. In the website itself,

it also provides a website of artists in each which has photos, news and work schedule to make it easy to follow. The registration of the website Fan café is limited to one ID per person only which can be authenticated by ID card or a phone number. This shows that the number of fans in this website is trustable and also provides the number of fans in each artist's fans.

It can be seen that in 2010, the top 10 artists with the most number of fans in Fan café website had become the product presenters in Thailand for a total of 7 rankings. This can be shown that Korean wave was very influential at that time. When talking about the marketing that these brands use, it can be seen that these product brands usually arrange activities for South Korean presenters and fans to have activities together. For example, in the year 2018 Yamaha Nouvo elegance an activity under the name "YAMAHA and TVXQ! WORLD : The Raising Challenge" from the date 1 to 10 June, 2008 at Central World which is a very huge exhibition as the following activities in table 3.

Table 3. YAMAHA and TVXQ! WORLD : The Raising Challenge activities

		Activities
1.	YAMAHA Square @ Main Entrance A 1st Floor	Shows zone of Yamaha product
2.	TVXQ! Empire @ Main Entrance B 1st Floor	Photo zone of Photo Book in every collections of TVXQ (Exclusively Importing from Korea)
3.	TVXQ! Auction @ Beacon Zone 6th Floor	Merchandise zone of TVXQ such as clothes, jewelry (Exclusively Importing from Korea)

4	TVXQ! Of Fame @Eden Zone 2nd Floor	Art works zone of TVXQ (Exclusively Importing from Korea)
5.	TVXQ! Theater @SF World Cinema 7th Floor	Cinematic zone exclusive 3 ep. Episode I : The Difference Beyond The Scene - Episode II : Interview Of The Gods - Episode III : The Raising Of Performance
6.	Yes! We Are Different @ Main Entrance A 1st Floor	Behind The Scene Gallery zone from Yamaha's CF
7	TVXQ! World Centre @ Eden Zone 3rd Floor	Cumulative points.

Source : Ryt9.com

As can be seen in the table above, this table shows the first activity of a product in Thailand which allows fans to be a part of activity and also allow to see the shows and brand for free. After that, various Thai product brands that have South Korean presenters organize the activities. On the other hand, these days, the market trends changes into purchasing chance to participate in those activities. If they do not buy the product, they will not get a chance to participate in those activity. For instance, the latest activity from Taokaenoi which has a presenter named Sehun from EXO in the year 2019, when purchasing products from Taokaenoi at least 99 baht in a receipt, getting a change to participate in the show of Taokaenoi x Sehun first in Bangkok 2019. If you spending a lot on a product, you will get more chances to win. This can be concluded that using South Korean as presenters to Thai product

brands will help stimulate the market and also get the attention of consumers. Therefore, the brand receives customer satisfaction.

The overarching goal of this article is to investigate the influences of Korean presenters toward Thai products and Thai consumers and comparative of behaviors and attitudes toward South Korean commercial presenters and Thai commercial presenters with Thai products. The research will focus on Thai society and Thai marketing. It is also mentioned to be the factors that affect the motivation in purchasing Thai products which is presented by South Korean commercial presenters.

### 1.2 Research Objectives

1. To identify the factors of Thai consumers that affect the motivation in buying Thai products which are presented by South Korean commercial presenters.
2. To identify different point of South Korean commercial presenters with Thai products and Thai commercial presenters with Thai products
3. To identify positive and negative impacts of South Korean commercial presenters with Thai products.

### 1.3 Research Question(s)

1. Why Thailand consumers buy Thailand products which are presented by South Korean commercial presenters?

2. Which type of motivations that make Thai consumers to consume those products?
3. Which type of Thai products that are presented by South Korean commercial presenters that consumers continually consume this year?

#### 1.4 Hypothesis

1. Most of Thai consumers decide to buy products because of South Korean commercial Korean presenters.
2. South Korean commercial presenters build a reliability to Thai products.
3. South Korean commercial presenters with Thai products create positive impacts more than negative impacts.

#### 1.5 Research Methodology

A survey was conducted among 200 people in Thailand. The sampling group age between 20 and 40 years who resided in the area of Bangkok, Thailand. This research utilized quantitative research design, and collected quantitative data through a questionnaire using. A sampling group was selected only men and women who consume Thai products which are present by South Korean commercial presenters.

Online questionnaire survey was conducted through Google forms from 15 March to 22 March, 2020. The survey included 31 questions. Question cover Thai

products with South Korean commercial presenters and attitudes toward those products.





## CHAPTER II

### LITERATURE REVIEW

In order to achieve the research's objectives in which set in the Chapter I, the research of Influences of Korean presenters toward Thai consumers, the researcher gathers the bunch of ideals, theories of studies and related academic articles for Hypothesis which as follows:

- 
- 2.1 Korean wave in Thailand
  - 2.2 Personal branding strategy
  - 2.3 Celebrity Marketing strategy
  - 2.4 Influencer Marketing strategy
  - 2.5 Idol Marketing strategy
  - 2.6 Tie-in strategy
  - 2.7 Fan club and Fandom
  - 2.8 Consumer culture theory

#### **2.1 Korean wave in Thailand**

Korean wave formerly appeared around the end of the decade in the 1990s. China called this phenomenon known as “Hallyu” which means to make waves or to go viral or any trending in Korean culture which is affected by commoditized products such as dramas, movies, songs, others. Korean wave or Korean

entertainment has been coming to Thailand more than 10 years since 2000. Korean wave means rapid growth in the popularity of South Korean cultural, entertainment spread around the world. Korean dramas have been becoming popular and most of the people in Thailand still have watched Korean dramas. In 2001 “Autumn in my heart” was Korean television drama aired on Bangkok Broadcasting & Television Company Limited Channel 7 television network in Thailand and Thai people are interested in this drama.

Table 4. A number of Korean dramas on aired in Thailand.

2000	First Korean drama in Thailand
2002	5 Korean dramas in Thailand
2008	45 Korean dramas in Thailand
2003-2010	180 Korean dramas on aired in Thailand

Source : KTCC (2019)

Moreover, the Influence of South Korean products, especially in electric equipment, cosmetic products, beauty industries, food industries until education have impacted Thailand at all points.

Table 5. Korean wave in Thailand

Year	Product
1991	- Hyundai selling car in Thai market.
1998	- Thai university adopted Korean language as a major

2000	- LG began to sell refrigerator
2001	- Korean movie “My sassy girl” got sensation in Thailand. - Drama “Autumm in my heart” on air.
2003	- Korean online game “Nagnalok” cause social problem. - “Winter love song” on air - Samsung mobile phone V200 hold the second rank in Thailand mobile market.

Source : KTCC (2019)

As the table above shows, South Korean products have infiltrated Thai people's lives since 1991. These days, the influence of South Korean products have increased in Thailand. Thai consumers have a positive point of view and have confidence in South Korean products. South Korean products themselves have a boundless positive influence on Thai consumers. In other words, products from Korea or manufactured in Korea are terrific quality products and the price is economical (LG, Samsung). Because of this, in the viewpoint of Thai consumers, the products in Thailand which are manufactured in South Korea or have a South Korean presenter would have an affirmative impact on the brand of the product and also to be credible.

(Lee 2019) The study mentioned that Korean wave is not just a Soft power but also one of the foremost potential resources of South Korea. They have detailed structure and complex strategies to achieve political and economic goals. This means

that it would be a significant factor to the nation. Moreover, Korean wave is a strategy to generate worthy reflection of South Korean to the world, and therefore creating an exceptional image through Korean wave will lead to the nationwide development of national environment and human security. The spread of Korean wave comes with the spread of fashions, foods and Korean language which would affect consumers.

(Sunmi Son and Thongdee Kijboonchoo 2016) The study stated that Korean wave has raised the image of the nation and increased export goods of South Korea and contributed the rising demand of purchasing Korean products in Thailand. There are two separated words; one is affective which means the consumer's emotion in terms of the aspect to South Korea such as nice, friendly, pleasant, and peaceful. Another word is cognitive, which means the consumers believe to the reality of South Korea such as rich, high level of education, technologically advanced, and hardworking.

(Kamonnate Suwannapisit 2018) This study noticed that Korean wave is originally from dramas, and movies. Once the audiences watch Korean dramas or movies, they have a chance to take those original soundtracks, therefore there are a number of people interested in the Korean songs and also Korean artists. There are two types of Korean wave which affect to Thailand. The first impact is to affect to Thai entertainment which means Thai take the actions in an aspect of song style.

Another impact is to affect to Thai fans which means they give an intention to the fashion, clothes, foods, products and language.

(Tantiwong 2019) The research said that Korean wave in the view of TV dramas, represent itself in several ways such as cultural value, and tradition. People are interfered with the impacts of consuming Korean products and services as well. Consequently, they are enchanted in those products and services, whereas they still do not make decisions on those.

The foremost factor of impact that Thai consumers are interested in Korean products and services are their qualities is the first priority. Price is the second concern for Thai consumers. There are limited things to care about which are product advertisement, Korean movies, words of artists or public people who got respect, pattern of product, and TV dramas. The most obvious Korean product from the impact in purchasing of Korean TV dramas is ginseng followed by cosmetics, hairstyle fashion, clothing fashion, song and artist.

## **2.2 Personal branding strategy**

Brand as American Marketing Association (AMA) gives the meaning which is the symbol, design, and style. In other words, it is about communication purposes which are created to identify products or services of a seller or group of sellers. It also means to make a difference from the competitors. The brand image is an essential part of presenting the products to make the brand unique and clearly show the

target group. There is one strategy that various brands often used to create a brand image is "individual", which is the usage of people to make the brand alive and colorful. (Sermyos Thammaragsa 2017) There are types of "individual" that are often used as a mechanism for communication, marketing and branding included:

2.2.1 Founder or brand executive, this individual or group of people are required to have good knowledge about his own brand. This would include having a vision and position in the same direction as the brand is going to be. It would be said that one of the significant elements of the brand is the personality of the executives, as a result, it reflects the brand.

2.2.2. Famous people or Celebrity, this type of people is includes artist, actor, actress, singer and famous people in several fields. This is one of remarkable brand images because they would make the brand to get people to recognize and also grab the attention of targeted consumers.

2.2.3. Internal employees or staff, this type of people plays an important role in terms of the channel of brands, they make brand credibility. The first thing that brand owners have to do is to make the employees or staff in their company understand the vision of the brand in the same direction. Consequently they take value, acknowledge and believe in themselves to be the part of the brand. This would be a superior prospect to build brand image.

2.2.4 Characters or cartoons, This type is about to representing brand image to be more clear in terms of product or service.

Figure 3. Mae Manee Siam Commercial Bank's cartoon character



Source : scb.co.th (2017)

(Sermynos Thammaragsa 2016) The study said that the bonds between famous people and consumers are easier to approach than in the past. Nowadays, the internet has become an important factor to make a plan or strategy to create a brand by people. It also has advantages and drawbacks in following reasons:

### Three drawbacks of using strategy in creating brand by individuals

1. Brands may be affected by brand image what if there is some bad news about the presenters or the trends against presenters.
2. There are some consumers unsatisfied with the brand ambassador.
3. There are some cases where a brand hires the brand presenter as the same person with other brands. This is a result of the consumers can not recognize what is the exact brand this presenter uses or it would not be connected between brand and the presenter. The brand will choose the right presenter that can represent the brand in the proper way and the same direction with the brand.

### Five advantages of using strategy in creating brand by individuals

1. To gain more interest and seize the right target of consumers because of applying the right brand presenters.
2. To flourish brand image through brand ambassador's lifestyle.
3. To prosper the strategy to other activities by having brand presenters involved with or making special limited products.
4. To implement presenter fans to support the brand.
5. To generate more channels in terms of marketing via brand ambassador.

It also would be beneficial by promoting brands in the shows or any media of those brand presenters.

(Pranee Eamlaopakdee 2016) This study mentioned that customers are the key to getting value income to the brand by the organization or brand must deliver products or services to meet the needs of the target customers with the advancement in technology. Moreover, communication can be spread and gain more interest to consumers rapidly. In addition to the marketers creating or developing product brands, it is necessary to create a corporate brand that is recognized by customers and differentiates from competitors. There are five important elements which are: 1. Brand awareness to customers, 2. Brand can create an identity for a product, service, or organization, 3. Brand can create high-price products, 4. Brand is an asset to an organization and, 5. Brand, product, or service promotes business growth.



### 2.3 Celebrity Marketing strategy

Celebrity is a well-known person or stars or famous people. According to the Thai Dictionary of the Royal Institute, it means Drama or movie actor stars. “Stars” means a person of brilliant reputation or talents.

Celebrity Marketing strategy is a marketing strategy in which celebrity is a part of presenting and creating a positive image for the product. This strategy brings celebrities to help brand’s marketing. The benefits of Celebrity Marketing strategy are as follows.

2.3.1. Celebrities build brand awareness.

2.3.2. Celebrities have influence to consumers' purchases and help encourage purchases of goods and services.

2.3.3. Celebrities promote a positive image of the products.

2.3.4. Celebrities help the brand image and position their brands.

“Celebrities make great opinion leaders as they have a huge following and great influence over their fans.” (Lim Siew Foong, 2014, P2). The study said that celebrities have their own fans base and this is a result to the impact of purchasing decision brands. For instance, celebrities who have got a lot of followers in Instagram or the person who has got many subscriptions on YouTube channel, the brand would choose these celebrities to promote their products or services. The more celebrities’ followers would make much user engagement. Therefore, it would put

up a brand image to be more credible and this is the one of Celebrity Marketing strategy.

(Agim Mamuti 2017) mentioned that, the era of high competition, they take advantage of celebrities in the market today. It is confirmed that celebrities for advertising is the oldest branding plan which guarantees that the brand's reputation will move forward. The well-known people who are appointed to be representative of the products would at least make consumers interested in the product. On the other hand, it is not only about choosing celebrities who are only the best famous but also choosing those who are suitable for those products and services. However, the risk of marketers choosing celebrities to present products is to be concerned that those celebrities will not do a negative scandal, get sick or die. Therefore, it will directly affect the brand.

(Madhavi Pandya 2016) stated that the brand can be succeeded when brands should firstly differentiate between "Consumers who like famous people" and "consumers who like the product" then, to promote the product to suit the consumers and also to meet the needs of consumers on both sides. This would be agreed with Mamuti that choosing a celebrity to present the product should choose celebrities that are associated with the brand and strengthen the brand credibility as well.

## 2.4 Influencer Marketing strategy

Social media is an online community in which users are people who like to write narrative content, experiences, articles, images, and videos by their own styles. They, users, also have written themselves, personally created, or found on other media and then share it with others on their network via the social network website that provides online services. These days, this type of communication is only possible via the Internet and mobile phones. (Broadcast media, 2010)

Influencer is someone who has the power to affect others to purchase something by presenting a product or persuading others with their own style via social media. In other words, he or she is a person who has the ability to influence others to turn their attention in purchasing decisions of products or services by promoting or recommending products and services through social media. There are 4 types of influencers which are as follows: 1. Celebrities, 2. Industry experts and thought leaders, 3. Bloggers and content creators, 4. Micro Influencers (Influencermarketinghub 2019)

In the technology era, social media plays an essential role and is the primary platform for distributing news and information. This would be the main cause that influencer marketing strategies are becoming an interesting thing to entrepreneurs. Today's marketing is digital Marketing (Sermynos Thammaragsa, 2019). Brand advertising mainly focuses on social influencers marketing strategies, so it plays an important task today. Besides celebrity endorsement, other words to describe this

type of marketing is called influencer marketing (Janina Rantanen 2017) Influencer marketing is to apply celebrities to represent products that do not look like advertisements. It is marketing that communicates with consumers naturally via social media. Influence marketing consists of three types which are as follows:

1. Micro influencer is the largest group in online society, or a group of friends including a group of famous bloggers or a person who specialized in one area. They have approximately 1,000 - 10,000 followers that can be connected privately. The interesting fact is that followers are interested in personal opinions, it would result in a higher engagement rate. Micro-Influencer, therefore, is an effective channel. Due to comments or personal opinions, these are very important for the engagement of the brand. Consumers will be affected immediately.

2. Macro influencer is a group of people who have engagement rate around 5% to 25% in each post and have followers of at least 10,000 to 1 million. They are engaged with society trends, fashion and lifestyle.

3. Mega influencer is a group of very well-known people or celebrities which have at least 1 million followers on social media.

Figure 4. Macro influencer on social media (Youtube) in Thailand



Source : Youtube.เจลิมศรี (2019)

Figure 5. Mega influencer on social media (Youtube) in Thailand

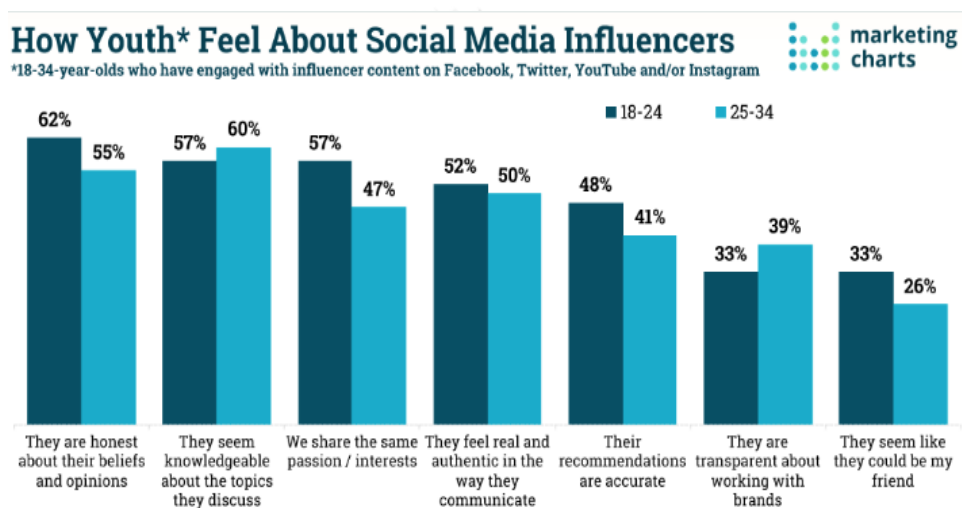


Source : Youtube.Kan Atthakorn (2017)

The feedback of this strategy has been successful especially in the consumer view is extraordinarily reliable because it does not force consumers to watch or represent too much in product. It is a story-telling presentation that will make the audience not feel overwhelmed. It is also the choice of consumers themselves by deciding to watch or believe in the words of those influencers.

Material that surreptitious advertisement used celebrities or people who well-known on social media present brand or products . This strategy has an influence on consumers according to figure 6 which shows consumer opinions on influencers on social media.

Figure 6. How youth feel about social media influencers



Source : Marketingcharts (2018)

As can be seen on charts above in a survey, consumers aged between 18 and 34 who watch influencers content on Facebook, Twitter, Youtube and Instagram, they believe that influencers show the honest in the product that they review and they also show the reliability , trust how good or bad the product is. On the other side, consumers in the age between 25 to 34 group believe that influencers have good knowledge and understanding of the product. It can be concluded that influencer marketing plays a significant role in the product marketing strategy today.

In the research of Ladaamphai Kimkaew mentioned that “Advertising through influencers in online communities creates awareness of products or services and intensifies demand among those online video viewers. While online video that is made by the company does not give a better understanding of the product as well as watching online videos that provide benefits that are caused by production from other channels. Therefore, producing content that generates engagement from people other than the company will increase the level of intent to buy the product”(Ladaamphai kimkaew 2017)

## 2.5 Idol Marketing

The definition of the word “Idol” is Celebrity or someone who is admired and respected very much, also an object or picture that is worshipped as a god. (Cambridge, 2020)

In 2007, South Korea came as the first product presenter in Thailand, the "Dutch mill" of Dutch Mill Company Limited, to produce and distribute pasteurized milk products.

In 2007, the first Korean who was became to be a representative of the first Thai product was “Dutch mill”, the Dutch Mill Company Limited where to produce and distribute dairy products that are produced by pasteurized process. Rain or Kim Jihoon, the South Korean solo artist, became the first product presenter in Thailand. It has pioneered the market of K-pop or Korean wave into Thailand ever since. In

2008, “TVXQ”, a South Korean boy band which has 5 members from SM entertainment, were became the present of motorcycle “Yamaha” of Siam Yamaha Co., Ltd. Moreover, Yamaha organize activities for consumers to participate with the product, including South Korean artists who were the product presenter. The Yamaha brand organized an event in the center city of the Central World mall. The brand let the fans take the clothes that the artists put on to advertise products and behind the scenes of the artists in the production of advertising motorcycles for general consumers and fans to experience closely. This would get a lot of attention from consumers. It showed that K-pop has been famous in Thai market since 2007. After that, brands such as 12plus of Osotspa Company brought Super Junior, an artist from SM entertainment as a presenter of Cold powder and perfume including a motorcycle of Yamaha.

As mentioned above, this type of marketing is called "Idol Marketing", which is a marketing strategy that brings famous actors, artists, not only in Thailand but also from abroad to create a brand value for that product under the positive image of actors, famous artists such as the appearance of white skin or modern, leading the trend of famous artist and others. The Idol marketing focuses on the target group of customers from teenager to new generation. This strategy had been used till now. From the interview of Itthipat Peeradechapan, the Chief Executive Officer Taokaenoi Food & Marketing Public Company Limited, producer, distributor and marketing brand processed seaweed “Taokaenoi” said that one of the target customers of Taokaenoi



is "New Generation Teenagers" therefore, chose the "Idol Marketing" strategy to easily reach and communicate with the target audience. Taokaenoi uses this strategy to connect brands to idols and idols to consumers to create brand awareness to reach the teenagers who are the main target group of the brand "Idol Marketing". This is a proactive strategy to create Brand awareness that helps drive upper limit sales.

### 2.5.1 Taokaenoi

Figure 7. Product Taokaenoi X Sehun



Source : Taokaenoi club official twitter (2019)

Table 6. Taokaenoi activities timeline from September 2019 - November 2019

No.	Date	Deatils
1	September 4, 2019	New “Brand presenter Sehun from EXO” announcement at Taokaenoi official twitter @taokaenoi_club
2	September 6, 2019	Event TaokaenoiXSEHUN first in Bangkok 2019 rule announcement
3	September 18, 2019	Lucky fans for event TaokaenoiXSEHUN first in Bangkok 2019 announcement
4	September 20, 2019	First advertisement TaokaenoiXSEHUN launch on EXO concert “EXO planet Oration in Bangkok”

5	September 23, 2019	Event TaokaenoiXSEHUN first in Bangkok 2019 - Brand presenter grand opening day - Taokaenoi special edition pack sale only in this day.
6	September 23, 2019	Hastag #TaokaenoiXSEHUN No. 4 worldwide trend on Twitter
7	September 24, 2019	Official TVC TaokaenoiXSEHUN launch on youtube
8	October 22, 2019	Products seaweed snack Sehun on pack official sale in Thai markets (7-11, Taokaenoi club and others.)
9	November 14, 2019	Official Behind The scene Taokaenoi X Sehun launch on youtube

Source : Taokaenoi club official twitter (2019)

**Table 7. Taokaenoi South Korean presenters**

No.	Year	South Korean presenters
1.	2012	B2ST from CUBE entertainment
2.	2013	2PM from JYP entertainment
3.	2017-2018	GOT7 from JYP entertainment
4.	2018	Nickhun (2PM) from JYP entertainment
5.	2019	Sehun (EXO) from SM entertainment

Source : Taokaenoi.co.th (2019)

Research The Impact of Korean Wave on the Purchase Intention of Korean Cosmetics of Thai People in Bangkok and Chonburi, Thailand said that

“Attractiveness of Korean celebrities was also uncovered to impact on the country image and the purchase intention of Korean products” (Sunmi Son and Thongdee Kijboonchoo 2016) while Phatamon who is the content writer said that teens who like Korean artists have a good attitude towards Korean. This is a spread of the admiration of the Korean artist to the other objects like Korean cultural products as well (Patthamon chuvitya 2008)

## 2.6 Tie-in strategy

Tie-In Strategy is one of marketing methods to communicate with consumers as a form of advertising that penetrates into the content of television programs or magazine articles, therefore this would be difficult for viewers to avoid those tie in. In addition, the main tie-in advertisements goal is to increase the understanding of the product more than ordinary advertising. These days, we will see tie-in strategy in the television program, and it focuses on entertainment programs, soap operas and sitcoms. The benefits of Tie-In are as following in:

2.6.1 Audiences can gain more recognized brands of products.

2.6.2 To increase brand acceptance when viewers see that brand more often and the content is more consistent with the product. The audience will feel the acceptance of the product by default.

2.6.3 To reduce advertising costs

2.6.4 To link to the content and create a positive attitude especially in the content or the actors themselves that the viewers have a good attitude with. The tie in advertisement of the products will make the audience easily interested in and have a good attitude as well.

(Pavarat chanpen 2019) Advertisements that are tie-in can be transmitted seamlessly to consumers in which consumers do not feel compelled to watch or be subjected. This is considered as advertising for that brand or product very effectively. In accordance with (Natchana Suradin 2016) mentioned that Tie-In, the former Tie-In is in TV drama, shows or sitcoms whereas, nowadays, with the internet coming in, viewers' behavior has shifted to use more social media and watch more programs via online channels. Therefore, tie-in advertising is also adapting too. There are more viral videos with online advertisements. The benefits of these strategies are cost reduced and gain more viewers or engagements.



## 2.7 Fanclub and Fandom

The definition of the word “Fans” is someone who admires and supports a person, sports team and “club” means an organization of people with a common purpose or interest (Cambridge, 2020). Thus “Fan club” means an organization for people who impressed the same thing such as singer, performer, football team, cars , brands (Cambridge, 2020). Henry Jenkins (1992) explained important characteristics of fan club are as follows:

2.7.1. Ability to implement means they brought something that they were watched or consumed to be a guideline for their life.

2.7.2. Ability to create social community groups means groups of people who impressed the same thing

2.7.3 Ability to create special groups means fanclub can institute an organization, club for chatting or sharing news that they are interested in.

2.7.4 Ability to create “a special art world” means they are collaborating in activities to show their culture.

The definition of the word “Fans” consists of 2 types which are as follows: 1. Obsessed loner is who has entered into an intense fantasy relationship with a celebrity figure, These individuals achieve public notoriety by stalking or threatening to kill the celebrity (Lewis 1992), 2. Frenzied fan is a group of people that are obsessed with something, they are royalty and respect celebrities (Varut onoparatvibool 2010) As mentioned above definition of “Fan club” has a negative meaning but the research of Kamonnate explained about “K-pop has influence to Thai fans” are (Kamonnate Suwannapisit 2018)

1. Fans have imitated good behavior such as fashion, clothes, hairstyle, and eating. They also use Korean products, including learning Korean language
2. The influence of Korean wave has attracted interest in acting and dramas from South Korea.

3. There is a dance imitating the artist or called cover dance.

4. There is a crazy trend like too into singers and behavior that is most commonly observed is going to concerts, purchasing related artists products to collect, gathering together among fans to follow Korean singers or artists when they travel to Thailand.

5. Bringing Korean artists as role models in living life.

6. Living with a group of friends or fan groups including conversations with Korean language

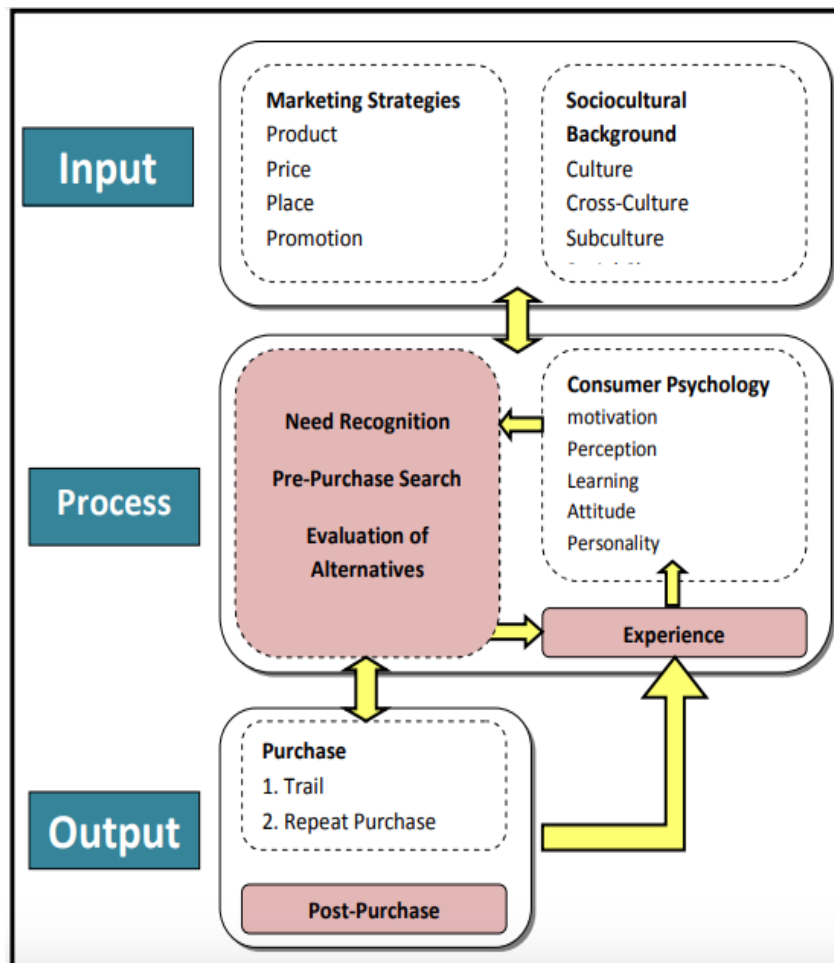
According to the research of Boonyanuch, it can be concluded that Korean fan clubs are people who have a passion for Korean artists. They do the research on their favorite artists. This is a cause to turn themselves into a fan club. There are groups that do activities together within fans in which those activities support the artists that they like. The joint activities of this fan club make them feel "Unite as group", "Unite as one". In present, the communication within fans or get update news of Korean artists, they use the media via Twitter as the main. They have divided the fan club into 3 levels, which are 1. Individual fans is a fan club that does not participate in various activities but has a favor for that artist or celebrity. 2. An individual fan club that follows artists through online media and in the artist management area. 3. A fan who joined at least 1 activity group (Boonyanuch Nakha 2017)

## 2.8 Consumer culture theory

Consumption behavior of goods and services is caused by factors that make a purchase decision. Consumers which is consist of 3 factors which are socio-cultural background, psychological factors, and decisions of consumption (Krittinee nuttavuthisit, 2011)

1. Sociocultural Background is a fundamental element that influences psychological factors which are culture and cross culture, consumer subculture and consumer social class.
2. Consumer Psychology is a factor that influences the internal effect of the decision-making process such as motivation, perception, learning, attitude, and personality.
3. Consumer Decision – Making is when making a purchase and then maybe come back to buy again as well.

Figure 8. Factors that make a purchase decision.



Source : Chayan lampao (2013)

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As seen in the figure above, it can be concluded that Sociocultural Background which are consisted of Culture and Cross Culture, Consumer Subculture, Consumer Social Class affected to Consumer Psychology in term of purchasing decision as following in:

- Motivation is the power or stimulus that is in an individual or human behavior can occur, when be motivated.



- Perception is an individual recognition process. For example, the needs, emotions, beliefs, perceptions will show the feelings from all 5 senses: seeing, hearing, smelling, body taste, and touch. Each person has different perceptions.

- Learning is a person's learning occurs when a person receives a stimulus and responds to that stimulus.

- Attitude refers to the thoughts of a person about something. The element of attitude has divided into 3 parts are as follows: 1. Cognitive Component, knowledge and beliefs about consumer brands or products of consumers, 2. Affective Component, about the emotions that are associated with the product and brand feelings may be satisfied and dissatisfied with the product., 3. Behavior Component, actions of consumers arising from attitudes beliefs and feelings that occur. Behavior may be expressed in the form of purchases or by avoiding buying products or advising others to buy.

- Personality is a pattern of characteristics of the person that will determine the response behavior that each person will have.

From the research of Chayarn, it can be concluded that the group of Thai consumer that consume Korean-style products and services is defined themselves as "Although they do not look like active, but they never out of date" and "Age is just a number, the Satisfaction and liking are the most important." In the consumption of products respectively, it can be said that the consumer groups are following the

trend of consumption and always up to date with information or news. As for the next group of consumers, consumption behavior does not depend on age. (Chayarn Lampao 2013)



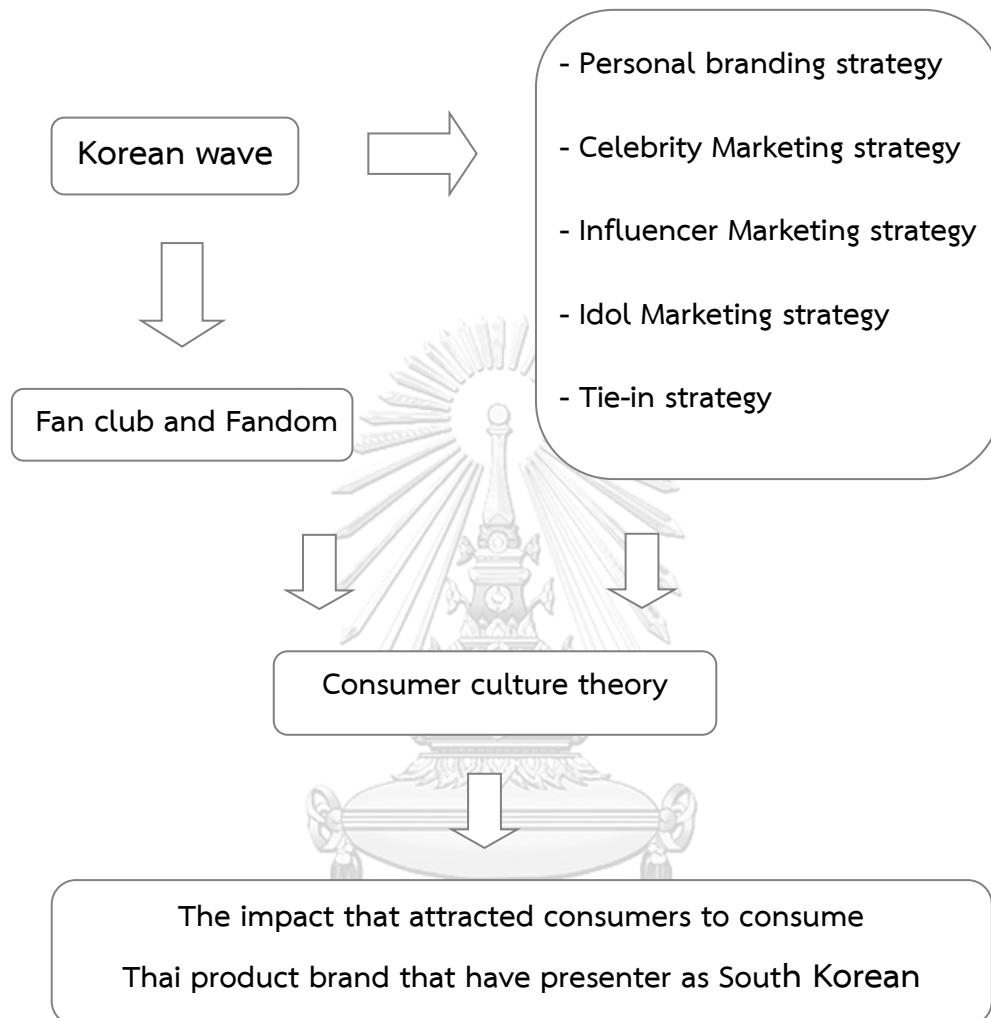
### CHAPTER III

### METHODOLOGY

The thesis of “Influences of Korean presenters toward Thai consumers” is a quantitative and qualitative research by applying survey research to be a tool in gathering data in which researcher utilizes the theories and relevant academic articles. It is become to this thesis as following:

1. Conceptual framework
2. Population and sample group
3. How to gather data
4. Methodology
5. Data analysis and processing

### 3.1 Conceptual framework



### 3.2 Population and sample group

The sample group in this thesis is the group of consumers who buy Thai product brands with a South Korean presenter in Thailand. In Thailand, there is a population approximately 64,929,199 people. (National statistical office Thailand, 2020 ) There are a number of 400 people to be used in this thesis. The researcher

identify the group of this study by using the formulation of Taro Yamane as following:

$$n = \frac{N}{1 + (Ne^2)}$$

by  $n$  = the sample size in confidence interval at 95%

$N$  = the population size

$e$  = the acceptable sampling error (= 0.05)

take value as followed:

$$n = \frac{64,929,199}{1 + 64,929,199 (0.05^2)}$$

$$n = 399.995$$

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Therefore, a group of samples in a number of 400 samples is used to easily to analyze. The researcher used this sample by Convenience Sampling in which gathering only who are cooperated with the thesis questionnaires in total 400 samples.

### 3.3 Methodology

#### 3.3.1 Survey Research

This thesis is a survey research which used a questionnaire to be a main method in gathering data. There are 4 separated parts which are 1. General data such as gender, age, level of education, income and others. 2. Attitude towards products with South Korean presenters such as good attitude towards service or product with Made in Korea and the view of Thai products that have presenter as the South Korean. There is a part of the questionnaire which is numerical rating scale. There are 5 scales in each question as followed:

Priority	Rating Scale
Strongly agree	5
Agree	4
Neutral	3
Disagree	2
Strongly disagree	1

After calculating the average score and compared the criteria for interpretation from the mean scores as follows

Mean scores between 4.21 to 5.00 means Thai products with South Korean presenter have an effect on the decision to purchase products immediately and have a positive aspect on the product.

Mean scores between 3.41 to 4.20 means Thai products with South Korean presenters have a significant effect on purchasing decisions and would purchase later.

Mean scores between 2.61 to 3.40 means Thai products with South Korean presenters have an impact on purchasing decisions but still in the decision process and not make any payment.

Mean scores between 1.81 to 2.60 means Thai products with South Korean presenter have an only some impact to purchasing decision whereas, they would not purchase products

Mean scores between 1.00 to 1.80 means Thai products with South Korean presenter have not had any impact to purchasing decisions.

3. External impact that affected product consumption such as people and media that have an influence on product consumption. 4. Consumption behavior is to survey the frequencies of consumption behavior, the type of product or services and also the suggestion.

### 3.3.2 The in-depth interviews

In the part of in-depth interviews, it can be divided into 2 group 1. Marketing of Thai product brands with South Korean presenter 2. Consumers who usually consume Thai product brands with South Korean presenter. The questions are in the table below.

Table 8. Questions for Marketing teams of Thai product brands.

No.	Questions
1.	What is your opinion on bringing South Korean artists / celebrities come to be your product presenters and why choose South Korean artists / celebrities as a product presenter repeatedly?
2.	<p>What is the reasons that lead South Korean artist / actor come to be the presenter of your product. What are the criteria for selection?</p> <ul style="list-style-type: none"> <li>- Famous</li> <li>- Attitude</li> <li>- Capability</li> <li>- others</li> </ul>
3.	<p>What is the difference between using South Korean artist / actor as a product presenter and Thai artists / celebrities ?</p> <ul style="list-style-type: none"> <li>- Success in get the target group</li> <li>- Easier communication between brands and consumers</li> <li>- Business profit</li> <li>- To recognize</li> <li>- others</li> </ul>
4.	<p>What are advantages of having South Korean artists / celebrities as product presenter?</p> <p>What are disadvantages of having South Korean artists / celebrities as product presenter?</p>
5.	<p>What are advantages of having Thai artists / celebrities as product presenter?</p> <p>What are disadvantages of having Thai artists / celebrities as product presenter?</p>
6.	Other comments (Please feel free to voice your opinion)



Table 9. Questions for Consumers who usually consume Thai product brands with South Korean presenters.

No.	Questions
1.	What is your opinion on bringing South Korean artists / celebrities come to be a product presenter of Thailand?
2.	<p>What are the reasons that you consume Thai products that have South Korean artists / celebrities came as a presenter repeatedly and consume products in which category most often?</p> <ul style="list-style-type: none"> <li>- Personal preference</li> <li>- The reliability of products</li> <li>- The product is trendy</li> <li>- The quality of product</li> <li>- Others</li> </ul>
3.	<p>In case you are a fan club of South Korean artists / celebrities, why do you use the product repeatedly because of the marketing of the brand or not?</p> <ul style="list-style-type: none"> <li>- To consume for a chance to win prizes and to join activities with favorite artists.</li> <li>- Because you like product</li> <li>- Others</li> </ul>
4.	What are your thoughts on the same brand of products but using both South Korean and Thai artists / celebrities as presenters?
5.	What is your opinion on Thai products that have a Thai presenter?
6.	Other comments (Please feel free to voice your opinion)

### **3.4 Gathering Data**

#### **3.4.1 Secondary Data**

Data sources in various document formats which have been compiled or published by conducting research from books, journals, dissertations, articles, related academic research, and from various related websites and others. This data is to be used as educational information in terms of concepts and related theories including current situations and future trends, and also techniques, research methods and operations.

#### **3.4.2 Primary Data**

The directed data sources from people who provide information which will gather data by using questionnaires that the researcher has designed for collecting data with the sample group of people in a total of 400. In gathering data, the researcher collected data by herself using Accidental Sampling method. The researcher used the questionnaire in docs.google.com/forms in total 31 questions and was divided into 4 parts. The gathered data was gathered in March to April 2010 and also qualify the completed answer for accurate analyzing.

### **3.5 Data analysis and processing**

In the study, the researcher analyzed and processed by using the software of SPSS for Mac Version 22 in the descriptive statistics such as frequency, percentage and standard deviation

## CHAPTER IV

### DATA ANALYSIS

This research Influences of Korean Presenters toward Thai consumers can be divided into 2 parts.

1. Survey Research is quantitative research using an online questionnaire. Questionnaire survey was conducted through Google forms from 15 March to 22 March , 2020. The survey includes 31 questions. Questions cover The factors of the consumers' decision to purchase in Thai products with the commercial South Korean presenters, such as general consumer information, attitude towards products with commercial South Korean presenters, external influences affecting product consumption, and product consumption behavior

2. The in-depth interviews are qualitative research. In part of in-depth interviews, it can be divided into 2 group

2.1. Marketing of Thai product brands with commercial South Korean presenters.

2.2. Consumers usually consume Thai product brands with commercial South Korean presenters.

## 4.1 Survey Research

In survey research, the researcher demonstrated the result of analysis, which was divided into 4 parts as follows:

Part 1: Types of consumers who consume Thai products with South Korean presenters – use a frequency distribution and percentage.

Part 2: The consumers' attitudes towards products with South Korean presenters, which it was an overview that there are 3 aspects – use data analysis to find mean and standard deviation in data.

Part 3: External influences that affect products consumption behavior – use a frequency distribution and percentage.

Part 4: Products consumption behavior – use a frequency distribution, percentage, and hypothesis.

### Statistical symbols for presenting the result of data analysis

The researcher uses statistical symbols to presenting the result of data analysis as follows:

1. Percentage
2. **N** = Consumers sample
3.  $\bar{x}$  = Average
4. **S.D.** = Standard deviation

## 5. Pearson's Correlation

### 4.1.1 Types of consumers who consume Thai products with South Korean presenters

Data collection by 482 questionnaires via Google forms from 15 March to 22 March, 2020. These data allowed the researcher to divide the status of the sample groups by dividing it into 6 aspects. As in the following table:

Table 10. Types of consumers who consume Thai products with South Korean presenters

Consumer types	N	Percentage
1. Sex		
Male	123	25.5
Female	359	74.5
<b>sum</b>	<b>482</b>	<b>100</b>
2. Age		
more than 18 years old	55	11.4
20-29 years old	246	51
30-39 years old	85	17.6
40-49 years old	48	10
more than 50 years old	48	10
<b>sum</b>	<b>482</b>	<b>100</b>
3. Education		

High School/Vocational Certificate	31	6.4
High Vocational Certificate	35	7.3
Bachelor's degree	350	72.6
Master's degree	66	13.7
<b>sum</b>	<b>482</b>	<b>100</b>
<b>4. Occupation</b>		
Student	152	31.5
State enterprise employee	13	2.7
Government official	41	8.5
Company employee	165	34.2
Self-employed	60	12.4
others	51	10.6
<b>sum</b>	<b>482</b>	<b>100</b>
<b>5. Income (per month)</b>		
Not over 15,000 baht	175	36.3
15,001-25,000 baht	136	28.2
25,001-35,000 baht	67	13.9
35,001-50,000 baht	45	9.3
More than 50,001 bath	59	12.2
<b>sum</b>	<b>482</b>	<b>100</b>
<b>6. Korean artists/celebrities fanclub</b>		
Yes	337	69.9
No	145	30.1
<b>sum</b>	<b>482</b>	<b>100</b>

According to the data shown in Table 10, it is assumed that most of the consumers or samples are female (74.5%), education level is Bachelor's degree (72.6%), and consumer who is a South Korean artists fan club and obvious liking for South Korean artists (69.9%). These data indicated that Thai products with a South Korean presenter are well-known among people who are interested in the Korean wave that has spread and influenced in Thailand since 2000. Therefore, the researcher assumed that brand or entrepreneurs in Thailand who bring celebrities or artists in South Korea as presenters focusing on target consumers who are mainly interested in the Korean wave and Korean culture. Moreover, when considering the average monthly income, it is not more than 15,000 Baht (36.3%) and there is an age between 20 and 29 years (51%). Which it can be assumed that consumers who are interested in Thai products with South Korean presenters and being a fan club of celebrities or South Korean artists is teenager consumer. The researchers divided teenage consumer groups by occupation: private company employees (34.2%) and students (31.5%), respectively.

To show more clearly the results of this study, the researcher conducted a survey to determine whether consumer attitudes towards products, external influences on product consumption, product consumption behavior of the consumer, which these consumers are a sample group that provides data for analysis by responding to a survey questionnaire. The details of the data will be described in the next section.

#### 4.1.2 Consumer attitudes towards products with South Korean presenters

Table 11. Consumer attitudes towards products with South Korean presenters

No.		$\bar{x}$	S.D.	Interpretation
7.	Effect of Korean wave on Thai lifestyle	3.58	0.914	Agree
8	Effect of Korean wave on consumption	3.44	1.041	Agree
9.	Ever use “made in Korea” service or product	4.06	1.023	Agree
10.	Positive attitude towards “made in Korea” service or product	4.01	0.893	Agree
11.	Attract by “made in Korea” service or product	3.83	0.991	Agree
12.	Quality of “made in Korea” service or product is better than Thai	3.66	0.930	Agree
13.	Commercial South Korean actor or actress has positive impact	4.00	0.910	Agree
14.	Commercial South Korean actor or actress creates product reliability	3.80	0.917	Agree
15.	Attract by Thai product in Korean style	3.53	1.030	Agree
16.	Thai product in Korean style has positive impact	3.55	0.964	Agree



17.	Commercial South Korean actor or actress on Thai product can increase positive impact	3.74	0.982	Agree
18.	Commercial South Korean actor or actress on Thai product can attract to buy	3.71	1.070	Agree
19.	Commercial South Korean actor or actress on Thai product has higher reliability than commercial Thai actor or actress	3.22	1.033	Neutral
20.	Ever buy commercial South Korean actor or actress on Thai product	3.65	1.147	Agree
21.	Commercial South Korean actor or actress on Thai product can increase product update and reliability	3.64	0.988	Agree

Table 11 shows that most consumers think that the Korean wave in Thailand influencing the lifestyle of Thai people and the food consumption of consumers. Most consumers say they agree that they have used services or products made in Korea ( $X=4.06$ ) and have a positive attitude towards services or products made in Korea ( $X = 4.01$ ). In addition, consumers agree with the view that South Korean presenters have a positive image ( $X = 4.00$ ). The question with the lowest average is Thai products with South Korean presenters are more reliable than Thai products with Thai presenters ( $X = 3.22$ ), which it had a neutral level of agreement.

#### 4.1.3 External influences that affect products consumption behavior

Table 12. The influence of media on products consumption behavior

No.	The influence of media on products consumption behavior	N	Percentage
1.	Twitter	179	36.9
2.	Facebook	168	34.9
3.	Instargram	91	18.9
4.	TV program	24	5
5.	Website	16	3.3
6.	Others.	5	1
	<b>sum</b>	482	100

Table 12 indicated that the media that has the most influences on consumption is Twitter (36.9%), followed by Facebook (34.9 %), and Instagram (18.9%), respectively.

Table 13. The most influential people on products consumption

No.	The most influential people on products consumption	N	Percentage
1.	Actor/Singer	193	40
2.	Influencers (Blogger/YouTuber)	125	25.9
3.	Online community	83	17.2
4.	Friend	32	6.6
5.	Family	31	6.4
6.	Academician	13	2.7

7.	Others.	5	1
	<b>sum</b>	482	100

Table. 13 indicated that The most influential people on product consumption is Actor/Singer (40%), followed by Influencers (Blogger/YouTuber) (25.9%), and Online community (17.2%), respectively.

Table 14. What brands do consumers think of first when talking about the Korean presenters and Thai brands?

No.	Brands	N	Percentage
1.	Taokaenoi	195	40.5
2.	Masita	129	28.8
3	Kasikorn bank	67	13.9
4.	Est	50	10.4
5.	Others.	31	6.4
	<b>sum</b>	482	100

Table. 14 Table. indicated that What brands do consumers think of first when talking about the Korean presenters and Thai brands is Taokaenoi (40.5%), followed by Masita (28.8 %), and Kasikorn bank (13.9%), respectively.

Table 15. What do consumers think of first when talking about Korean products?

No.	Product category	N	Percentage
1.	Cosmetics	353	73.2
2.	Food	68	14.1
3	IT products	29	6
4.	Clothes	27	5.6
5.	Bank	4	8
6.	Others.	1	2
	<b>sum</b>	482	100

Table. 15 indicated that What do consumers think of first when talking about Korean products is Cosmetics (73.2%), followed by Food (14.1 %), and IT products (6%) , respectively.

Table 16. Thai products that are made in Korea in which category are the most visible in Thailand?

No.	Product category	N	Percentage
1.	Cosmetics	339	70.3
2.	Food	59	12.2
3	Clothes	43	8.9
4.	IT products	37	7.7
5.	Bank	2	4
6.	Others.	2	4
	<b>sum</b>	482	100

Table. 16 indicated that Thai products that are made in Korea in which category that is the most visible in Thailand is Cosmetics (70.3%), followed by Food (12.2 %), and Clothes (8.9%) , respectively.

#### 4.1.4 Products consumption behavior

Table 17. Products consumption behavior

Products consumption behavior	N	Percentage
<b>27. Have you ever purchased Thai products/ services with South Korean presenter?</b>		
- Everyday	24	5
- Once a week	75	15.6
- More than 5 times	256	53.1
- Once	87	18
- Never	40	8.3
<b>sum</b>	<b>482</b>	<b>100</b>
<b>28. What is the category of Thai products/services with South Korean presenter that you've ever the most purchased?</b>		
- Food	181	31.6
- IT products	34	7.1
- Cosmetics	210	43.6
- Clothes	22	4.6
- Bank	12	2.5

- Others.	23	4.8
<b>sum</b>	<b>482</b>	<b>100</b>
<b>29. What do you think is the strengths of Thai products with South Korean presenters?</b>		
- Presenters	139	28.8
- Brand identity	145	30.1
- Value	4	0.8
- Quality	35	7.3
- Price	7	1.5
- Personal satisfaction	143	29.7
- Others.	9	1.9
<b>sum</b>	<b>482</b>	<b>100</b>
<b>30. What is the most important aspect of your decision about buying Thai products with a South Korean presenter?</b>		
- Presenters	97	20.1
- Brand identity	63	13.1
- Value	17	3.5
- Quality	143	29.7
- Price	25	5
- Personal satisfaction	127	26.3
- Others.	11	2.3
<b>sum</b>	<b>482</b>	<b>100</b>

<b>31. As a consumer, how long do you think the Thai service/product with South Korean presenter will be popular?</b>		
- Popular for a long time	234	48.5
- 10 Year	43	8.9
- 5 Year	93	19.3
- 3 Year	49	10.2
- 2 Year	32	6.6
- 1 Year	15	3.1
- Unpopular	16	3.3
<b>sum</b>	<b>482</b>	<b>100</b>

The data shown in Table 17 leads to the assumption that “most of the consumers or samples (53.1%) have used the services or purchased Thai products with South Korean presenters.” When considering the category of Thai products/services with a South Korean presenter, the data indicated that consumers tend to think of cosmetics (43.6%), followed by foods (31.6%). When talking about the strengths of Thai products with South Korean presenters, such data shows that image of product presentation (30.1%) is the most prominent factor.

Table 18. Ranking of the frequency of product consumption-behavior of the male population for Thai products with South Korean presenters.

No.		N	Percentage
1.	More than 5 times	47	38.2
2.	Once	34	27.6
3.	Never	29	23.5
4.	Once a week	11	8.9
5.	Everyday	2	1.6
	<b>SUM</b>	123	100

Table 19. Types of Thai products with a South Korean presenters that the male population used to consume.

No.		N	Percentage
1.	Food	47	38.2
2.	Cosmetics	40	32.5
3.	IT products	26	21.1
4.	Clothes	5	4
5.	Bank	5	4
	<b>SUM</b>	123	100

Table 20. The strengths of Thai products with South Korean presenters from the perspective of the male population.

No.		N	Percentage
1.	Brand identity	54	43.9
2.	Personal satisfaction	30	24.3



3	Presenters	20	16.2
4.	Quality	13	10.5
5.	Price	4	3.2
6.	Value	2	1.6
	<b>SUM</b>	123	100

Table 21. What qualities do males pay the most attention to when consuming Thai products with a South Korean presenter?

No.		N	Percentage
1.	Quality	50	40.6
2.	Personal satisfaction	30	24.3
3	Brand identity	21	17
4.	Presenters	8	6.5
5.	Price	8	6.5
6.	Others.	6	4,8
	<b>SUM</b>	123	100

Table 22. From the perspective of the male consumer, how long will Thai products with South Korean presenters be popular?

No.		N	Percentage
1.	Popular for a long time	37	30
2.	5 Years	31	25.2
3.	3 Years	13	10.5
4.	Unpopular	13	10.5

5.	2 Years	12	9.7
6.	10 Years	9	7.3
7.	1 Years	8	6.5
	<b>SUM</b>	123	100

In Table 18-22, it can be assumed that men have consumed Thai products with a South Korean presenter more than 5 times, followed by have consumed 1 time, and never, respectively. The categories of Thai products with a South Korean presenter that male populations used to consume are food, cosmetics, and IT products. In addition, from the male perspective, Thai products with a South Korean presenter are featured in brand identity, personal satisfaction, and presenters, respectively. Moreover, in the consumption of Thai products with a South Korean presenter, male consumers pay more attention to quality, personal satisfaction, and brand identity, respectively. As the results mentioned above indicated that Thai products with a South Korean presenter from the Thai male perspective are products that have an outstanding image in presenting products of brands. Quality also helps to encourage decision-making to consume that product. However, the presenter is not as involved in the male consumer decision as more as quality and brand identity. In terms of the male perspective, they reported that Thai products with a South Korean presenter may be popular for a longer time and at least 3-5 years.

Table 23. Ranking of the frequency of product consumption-behavior of the female population for Thai products with South Korean presenters.

No.		N	Percentage
1.	More than 5 times	207	57.6
2.	Once	66	18.3
3.	Once a week	53	14.7
4.	Everyday	22	6.1
5.	Never	11	3
	<b>SUM</b>	359	100

Table 24. Types of Thai products with a South Korean presenter that the female population used to consume.

No.		N	Percentage
1.	Cosmetics	194	54
2.	Food	132	36.7
3.	Clothes	17	4.7
4.	IT products	9	2.5
5.	Bank	7	1.9
	<b>SUM</b>	359	100

Table 25. The strengths of Thai products with South Korean presenters from the perspective of the female population.

No.		N	Percentage
1.	Presenters	119	33.1
2.	Personal satisfaction	111	30.9

3	Brand identity	102	28.4
4.	Quality	22	6.1
5.	Price	3	0.8
6.	Value	2	0.5
	<b>SUM</b>	359	100

Table 26. What qualities do females pay the most attention to when consuming Thai products with a South Korean presenter?

No.		N	Percentage
1.	Quality	108	30
2.	Personal satisfaction	96	26.7
3.	Brand identity	87	24.2
4.	Presenters	41	11.4
5.	Price	16	4.4
6.	Value	11	3
	<b>SUM</b>	359	100

Table 27. From the perspective of the female consumer, how long will Thai products with South Korean presenters be popular?

No.		N	Percentage
1.	Popular for a long time	193	53.7
2.	5 Years	61	16.9
3	10 Years	38	10.5
4.	3 Years	37	10.3

5.	2 Years	20	5.5
6.	1 Years	7	1.9
7.	Unpopular	3	0.8
	<b>SUM</b>	359	100

In Table 23-27, it can be assumed that females have consumed Thai products with a South Korean presenter more than 5 times, followed by have once, and once a week, respectively. The categories of Thai products with a South Korean presenter that female populations used to consume are cosmetics, food and clothes. In addition, from the female perspective, Thai products with a South Korean presenter are featured in presenter, personal satisfaction, and brand identity, respectively. Moreover, in the consumption of Thai products with a South Korean presenter, female consumers pay more attention to quality, personal satisfaction, and brand identity, respectively. As the results mentioned above indicated that Thai products with a South Korean presenter from the Thai female perspective are products that have an outstanding image in a presenter who presents the products. Quality and presenter also helps to encourage decision-making to consume that product. In terms of the female perspective, they reported that Thai products with a South Korean presenter may be popular for a longer time and at least 5-10 years.

## 4.2 The in-depth interviews

### 4.2.1 Marketing of Thai product brand with South Korean presenter

#### Masita



Masita crispy Roasted Seaweed was established by Boon Rawd Brewery Co., Ltd. In June 2011. Firstly, two flavors of crispy seaweed were distributed as original and spicy flavor price is 20 bath and 39 baht per pack. First presenter was Kyuhyun Super Junior from SM entertainment. Kyuhyun from Super Junior was Masita's product presenter for 5 years. In 2017, the presenter was changed to NCT from SM entertainment, and in 2019 until the present, the presenter is Park Jihoon from Maroon entertainment.

Table 28. Masita South Korean presenters

No.	Year	South Korean presenters
1.	2011-2016	Kyuhyun - Super Junior from SM entertainment
2.	2017	NCT from SM entertainment
3.	2019-Present	Park Jihoon from Maroo Entertainment

#### 4.2.1.1 Interview session analysis

In-depth interviews with Miss Juthaporn potisop manager brand management food and snack at Masita

1) What is your opinion on bringing South Korean artists / celebrities come to be your product presenters and why choose South Korean artists / celebrities as a product presenter repeatedly?

*“The Masita going to take a look at what is the branding of products because Masita's original products are made from 100% Korean seaweed. For product images' brand created based on the characteristic of Korean and the thing clearly presents the Korean of the product is the presenter. Therefore, the brand chooses Korean artists as a presenter to meet the image of the product.”*

*“In the beginning, the brand foresees that strategy to be put on the market in 10 years ago, to get consumers interested in our products as quickly as possible is to use the power of Korean artists. Since then, the brand chose to use Korean artists as the presenter. By choosing the presenters that match our products and they must be famous people who work at that moment. Which the brand will get free media or channels to promote and communicate with consumers. However, nowadays fans of Korean artists have changed. One fan club will have more than one favorite artist which differs from the previous 10 years. Moreover, at this time there are many South Korean artists/celebrities. It's changed so quickly I'm sometimes lost*

*and fans of Korean artists in Thailand they follow almost every band. It can be said that at present there are many ways for fans to follow and become interested in South Korean artists/celebrities. Therefore, the fan base is quite fragmented.”*

*Even so, in the future, the brand will continue to use the presenter while maintaining product quality in order to allow consumers to decide to consume our products. However, our brand does not always block and stick to use the South Korean artist/star as a presenter. Each year, the brand must look at the market situation and trends in order to evaluate many factors in the product plan as well as see the types of our products.*

**2) What is the reasons that lead South Korean artist / actor come to be the presenter of your product. What are the criteria for selection?**

*“In 2020, the Masita has not chosen to launch a new product’s presenter. Which the main reason for choosing our presenter is artists' popularity and what form is the work of the artist releasing? How is the fan base? How many fans? It does not limit whether to be a solo artist or a group artist. Also, going to take a look at the character of that person to match with our brand or not, this is the key because the presenter is a representative of the brand.”*



**3) What is the difference between using South Korean artist / actor as a product presenter and Thai artists / celebrities ?**

*“Regard the Masita brand, the brand is often held as a big event because we consider the needs of the fan club of the artist who is our product presenter. Every project must be planned in advance but sometimes he schedules of South Korean artists are limited for coming to Thailand, resulting in only a little planning time. It can be said that bringing a South Korean artist as a presenter requires planning and more detail.”*

*“For the past 7-8 years, Masita’s marketing has met its target. Although in 2020, we have not released any presenters. The sales of the brand and the market share not fall below this minimum. Even though the fan of South Korean artist know our products from artists, they choose to consume the product because of the quality that the brand is confident and the product has responded to the consumer so our brand can survive until now. However, the presenter helps to make consumers interested in the product and get the attention of the targeted customers.”*

**4) What are advantages/ disadvantages of having South Korean artists / celebrities as product presenter?**

*“The benefit of presenters in Thailand of South Korean stars/artists is these artists do not work in Thailand. So, each time that the artists come to Thailand, the fans are waiting a lot. Therefore, it can be said that each time South Korean artists come to Thailand. Artists are be able to create a tremendous amount of power from fans, and our activities will receive a lot of attention.”*

*“The disadvantage of presenters in Thailand of South Korean stars / artists is finding a free schedule of celebrities/artists is quite difficult, various arrangements and work plans in advance, and takes more time to manage”*

**5) What are advantages/ disadvantages of having Thai artists / celebrities as product presenter?**

*“The disadvantage is Thai artists are already working in Thailand and fan clubs can meet them at various events. It can be said that the thought of fans and the power of fans to support Thai artists less than South Korean artists.”*

*“The advantage of Thai artists presenters is that we can organize small events, take the Thai artists on tour or various places to promote the product more easily than South Korean artists.”*

Figure 9. Masita's twitter official 2017



Source : Marketingoops (2017)

Masita brand's marketing is to present the product with a focus on the 18 to 29 year old audience on Twitter and Facebook by engaging fans of Korean artists to participate in the guesswork of which artist or singer is the newest brand presenter.

The strategy used was to launch product advertising illustrations, uploaded via Twitter and Facebook, and the hashtag was used to make it easy for consumers to access specific stories of the product. Inviting Korean fans to pay attention to the presenter, including the new products that will be released. This tactic has garnered the attention of fans of South Korean artists because there was a wide debate on whether the presenter was his favorite artist or star.

#### 4.2.2 Consumers who usually consume Thai product brands with South Korean presenter.

In the interview, the sample group selected by the researcher for data collection were eight participants aged between 18 to 29 years, and there are female and male. The interviewee was people who are interested in Korean wave and a consumer who has used the service and consume products in Thailand with a South Korean brand presenter.

Table 29. Consumers who usually consume Thai product brands with South Korean presenter information

No	Name	Sex	Age	Occupation	Interest in Korean Wave (Year)
1.	Weelisa Channhongsuang	Female	18	Student at BSI Thammasart University	7
2.	Patimaporn Rodson	Female	22	Student at humanities and tourism management Bangkok university	8
3.	Nichamon Meecharoensuk	Female	26	Cabin crew at Asiana airline	15
4.	Bawanpak Bousai	Male	26	Junior consultant at	3

				ATOS	
5.	Arachaporn Panjavinin	Female	25	Master's degree student at chulalongkorn university	12
6.	Maneeporn Thanyaphithak	Female	26	Own Businesses	13
7.	Karnchanok Prasobppornphib oon	Female	26	Visual merchandiser at COS	14
8.	Ousaree Buayaem	Female	25	Translator	15

Table 30. Reasons why interest in Korean wave.

No	Name	K-pop's Fanclub	Reasons why interest in Korean wave
1.	Weelisa Channhongsuang	Yes	The charm of Korea such as food, culture, people's lives, and Korean people's habits, especially the diligence and development for both themselves and the country resulted in Korea has new things and unique style that attracts many people around the world as well as it makes

			people turn to interesting the entertainment work of Korean stars.
2.	Patimaporn Rodson	Yes	Interest in artists and Korean language.
3.	Nichamon Meecharoensuk	Yes	New and fresh in presenting the look and style of Korean artists.
4.	Bawanpak Bousai	No	Fashion , foods and dramas
5.	Arachaporn Panjavinin	Yes	The reasons that made interested were the food, entertainment industry, and tourism. In my opinion, I think Korea has a way of transmitting culture and presenting the country's identity through various things clearly and charmingly.
6.	Maneeporn Thanyaphithak	No	It starts with the love of Korean dramas that have fun, realistic content, and quite good-looking actors. From the beginning of watching the series, I want to follow on other sides of Korea. I feel that the trend of Korean culture is interesting including there

			is K-pop that very successful and famous throughout the world.
7.	Karnchanok Prasobppornphiboon	No	Korea is very interesting and charming. It has its own uniqueness that no one can match. These things made me feel like learning about many parts of this country whether language, concepts, modern society, including cultures such as food, beverages, places, and tradition.
8.	Ousaree Buayaem	No	South Korea is a successful country in many areas such as cultural products, popular foods, the "Korean Wave" trend, as well as Korean language and electrical appliances and electronic devices that are manufactured up-to-date. For me, the Korean language was a beautiful language, which made me interested in learning and choosing the Korean

			language as the third language. Moreover, Korea also has an interesting history.
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In Table 30, all 8 consumers are interested in the Korean wave but not all of them are K-pop fans. It can be said that repeated product consumption by consumers in this sample group does not depend on the presenter but depend on the need to consume the product.

#### 4.2.2.1 Interview session analysis

1) What is your opinion on bringing South Korean artists / celebrities come to be a product presenter of Thailand?

*“Using a foreign presenter makes the product unique and attracts consumers' attention, especially teenagers. Because at present, Korean artists and celebrities have a great influence on teenagers.”*

*Weelisa Chanhongsuang*

*“Bringing South Korean artists / celebrities as presenters for Thai products has helped attract a large number of customers who are the Korean fan club. Resulting in acquiring new customers, increasing product more popular*



*as well as disseminate Thai products to foreigners (fans club groups in other countries) make the products get good response and as a sales boost for the product”*

*Patimaporn Rodson*

*“I agree in terms of marketing, getting to know, and creating a brand image directly to the target group of the product. Which the target group of these products may be interested in that Korean artist/star allowing fans of the presenter to get to know the brands, tested products, engaging with the brands while participating in various activities, grateful to the brand for providing the opportunity to work for the artists that they loved, and when the presenter renewed the contract, resulting in the image of the artist with the brand for a long time. These will make the consumers who are Korean artist fan clubs were loyalty on the brand and product.”*

*Nichamon Meecharoensuk*

*“It would be a great opportunity to grab the attention of Korean fans based customers in Thailand and also new customers who are curious about those products with Korean presenter. These would be one of brand awareness”*

*Bawanpak Bousai*

*“It's good if that kind of product is compatible with the presenter who is Korean artist / star because it may help enhance the overall image of the brand to be interesting, trending, and attracting consumers. But must consider the compatibility and suitability between the product and the presenter carefully.”*

*Arachaporn Panjavinin*

*“The owner of the product uses the celebrities/artists as a presenter for Thai products, able to hit the Thai market. Especially Thai teenagers who are Korean celebrities/artists fans. Which most fan groups tend to buy artist images that they already like, which makes these products have better sales because there is a lot of demand from these fans”*

*Maneeporn Thanyaphithak*

CHULALONGKORN UNIVERSITY

*“Nowadays, our society is more open to and accepting of foreign cultures. Korea is also very popular, so it is not strange to bring culture or Korean artists that are popular to be the presenter of the brand. If looking at the marketing perspective we must follow the trend in order to create the most popularity and profit to our company such as some products may receive a new customer base and more known in the Korean fan club society or get a*

*new Brand Image or get the image of an organization that looks more modern or contemporary from the existing consumer groups. However, it depends on the type of product and suitability of Korean artists that as a presenter. Otherwise, these things will negatively affect the organization.”*

*Karnchanok Prasobppornphiboon*

*“Due to the era and the society that has changed a lot and the fan club of artists/celebrities has widespread. Accepting Korean artists/celebrities as the presenter may be more popular. Whenever an artist/celebrity has chosen to be a presenter for one brand, the consumers think that those people consume those products, that is, the artists/celebrities have many fans, those fans would like to use the same products as the artists they like. In addition, some brands also held events or do promotions. For example, if you buy 500 baht, you will get the artist/celebrity's signature. Which considered an opportunity to increase sales. However, the presenter selection will affect the product and the credibility of the brand. Also, be very careful about choosing a presenter because if using the same artists with many types of products, it causes consumers to confuse in the brand. Moreover, the brand must choose the right product for the artist/celebrity who will be the brand's presenter.”*

*Ousaree Buayaem*

2) What are the reasons that you consume Thai products that have South Korean artists / celebrities came as a presenter repeatedly and consume products in which category most often?

*“The majority of the products that consumers buy are snacks. Because the advertisement of the product makes us want to continue to consume and the company often providing activities and events with the condition that the attendees must consume the products of that company.”*

Weelisa Chanhongsuang

*“Artists / celebrities make consumers interested in consuming both food and beverage products.”*

Patimaporn Rodson

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CHULALONGKORN UNIVERSITY

*“The fact that I choose to consume products with Korean artists/celebrities as a presenter because I want to show love and show how much they popular in Thailand and do not want the brand owners to be disappointed with the artist hired as a presenter that can not drive sales as expected. Therefore, those fans are trying to consume these products to boost sales for the artists that they loved in order to brand the owner to feel that it is*

*worthwhile to hire this artist, and hopefully, the sales trend will make other brands interested in artists' popularity. Resulting in the hiring of additional brands or leading to an artist meeting event in Thailand. If a product of any brand has artist images attached to the package, it makes buying decisions easier. Because it feels like being close to a beloved artist in everyday life. If it is a consumer product, the consumer may be purchased only once. But if it is a consumer product such as desserts, snacks, beverages and others, may be repeatedly bought to boost sales and show loyalty to the brand.”*

*Nichamon Meecharoensuk*

*“The most I usually consume the Thai product with Korean presenter is in food category such as seaweed”*

*Bawanpak Bousai*

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CHULALONGKORN UNIVERSITY

*“Most products are food and beverages because bought and can keep for a long time”*

*Arachaporn Panjavinin*

*“Partly because they like artists / celebrities that advertise, but also depend on the product. Most consumers tend to buy food such as Masita seaweed*

*as well as beverages such as EST soft drinks.”*

*Maneeporn Thanyaphithak*

*“By using South Korean artists as a presenter, consumers will be able to recognize products. However, we do not choose to consume products because of Korean presenter. We may choose to consume only because we already have a desire to consume the product. We may want to try the product just because the product is interesting but if tried and not satisfied, they probably would not go back and consume it again if not necessary.”*

*Karnchanok Prasobppornphiboon*

*“Reasons for repeated consumption of products are some very successful brands produce good quality products. When talking about food / beverage brands, there is delicious taste and can be easily purchased at department stores. The most commonly consumed products are food / beverages because these two types of products are important factors for human life. Therefore, choosing to buy or consume food / beverages is important. The presenter is also a part of the service selection. If the presenter is able to present the product reliably, people will consume that product more.”*

*Ousaree Buayaem*

3) In case you are a fan club of South Korean artists / celebrities, why do you use the product repeatedly because of the marketing of the brand or not?

*“Yes, I do because most products that have artists are presenters and the artist's picture on the package, making consumers want to buy. Moreover, when buying products, they also have the right to participate in activities with artists organized by the brand.”*

Weelisa Channongsuang

*“Yes I do, because if the brand makes marketing interesting, it will make customers satisfied and interested in the product including it resulting in continued long-term consumption of this brand's products.”*

Patimaporn Rodson

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*“Yes, I do, which dividing the reasons into two main reasons: (1) to meet the objective of driving sales of products that the brand decided to hire the artist they like as a presenter. By making the brand feel that this presenter is popular and wishing to continue to hire. And (2) Repeated consumption of a large number of goods. In the case that the brand has promotional activities such as being a lucky fan in a special event, get a free concert ticket, or*

*seminars with artist images and others.”*

*Nichamon Meecharoensuk*

*“I would say “YES”, the marketing of the brand product has several impacts in decisions to buy or consume and the product itself as well.”*

*Bawanpak Bousai*

*“Yes, I do but just one part. Of course, the brand marketing affecting consumers who are fans of the Korean artists or celebrities, because some brands may create conditions to make the consumer purchasing products and be eligible for special events or make beautiful and attractive packages. But the quality of the product is also important because if the product has good quality, consumers will come back to buy again, even if there may be no events. Moreover, it depends on the prize of product, buys and keep for a long time, and values”*

*Arachaporn Panjavinin*

*“Yes, I do because I want to buy items that there are pictures of favorite artists/celebrities but the product must also be good quality and attract to buy too, such as buying seaweed because seaweed is delicious, while*



*choosing the packages that has a picture of a favorite actor/artist.”*

*Maneeporn Thanyaphithak*

*“No comment because I'm not a fan club.”*

*Karnchanok Prasobppornphiboon*

*“Marketing of product brands is important but the reason that I repeated consume that product is product had to be of really good quality. If comparing the samples of cosmetics, the result after consuming that product must be very good and I'll always consider the various components of the product.”*

*Ousaree Buayaem*



**4) What are your thoughts on the same brand of products but using both South Korean and Thai artists / celebrities as presenters?**

*“I think that these brands should one national choose artist or actor as the presenter with consideration to brand products as the main such as this type of product is suitable for which consumer group and choose a presenter that will be able to attract the target consumer.”*

*Weelisa Chanhongsuang*

*“Products will receive less attention from new customers than brands those using artists/celebrities as presenters. For new customers, they decided to buy products from the attractiveness of the product using their favorite presenter. After that, it may be about the brand known or familiar. Including taste/brand satisfaction and their reasons for deciding to consume products.”*

*Patimaporn Rodson*

*“It shows that the brand has a diverse image, able to reach all target customers and ages, showing a strong brand image that can hire both Thai and foreigners artists/ stars as presenters at the same time as well as showing the image of the brand that is ready to go international.”*

*Nichamon Meecharoensuk*

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CHULALONGKORN UNIVERSITY

*“There are numerous reasons in brand strategies itself. In my point of view, it would be beneficial both Korean-fans based and Thai-fans base customers to see the person who like or love in the product brand as a presenter. ”*

*Bawanpak Bousai*

*“If using both Thai and Korean artists, it is possible that the consumer base will expand more than before. Because it will make the brand of products have a variety of consumers and attract attention including being discussed more widely but may cause confusion for common consumers.”*

*Arachaporn Panjavinin*

*“Using presenters in both Thai and Korean people helps to increase the variety of customers interested in the product result in the product selling better than using a presenter from one country.”*

*Maneeporn Thanyaphithak*

*“The organization may have to show a variety of product images or expand the consumer base to make the product more well-known and popular by using the presenter as an intermediary to convey the organization's feelings to consumer groups that are interested in Korean society and culture. In addition, the brands must consider another group that likes Thai style that is our contemporary. In other words, May have to choose artists that are popular with many people including Korean fan clubs that like similar styles or due to any factors.”*

*Karnchanok Prasobppornphiboon*

*“Selecting a presenter for that product is also an important issue. The presenter as influenced the sales of the country. If using famous artists/celebrities, most will give good results because these presenters can access consumer awareness faster. If selling products in Korea and using famous Korean artists/celebrities it will be successful in terms of sales. If the brands like to expand their consumer base to Thailand. I think they should change the presenter because there are some consumer groups who don't know the Korean artist. For this reason, the use of stars that are popular in that country will increase awareness and reach consumers.”*

*Ousaree Buayaem*

**5) What is your opinion on Thai products that have a Thai presenter?**

*“Feel unattractive because almost all Thai brand products already use Thai presenters. Therefore, it not eeling new or wanting to consume, but if it is because it is necessary to consume the product”*

*Weelisa Channhongsuang*

*“Make me feel familiar with Thai presenters and Thai products. If you like the brand or the presenter, it can attract the attention, but if nothing*

*attracts the attention, then may consume other brands.”*

*Patimaporn Rodson*

*“Usually, celebrities that were popular at that time would be the presenter of any product. Because they will make the product is popular and well-known. Famous celebrities who have a clear image, such as mothers, housewives, or a reliable host, then they will help promote that product or brand and make brands looks more reliable.”*

*Nichamon Meecharoensuk*

*“It’s good to see those Thai presenters reflect what those brands represent. For instance, trustworthiness, expertise, attractive, respect and similarity, these are the most essential elements of the brand to utilize them as brand image. It depends on the product.”*

*Bawanpak Bousai*

*“If considering about bringing Korean stars and artists into the Thai product presenter, some products are unique in being Thai, which may be more appropriate if using Thai people as a presenter whether terms of image and presentation or can convey more Thai style. Although the Korean*

*entertainment industry has a significant influence on Thai consumers but when compared, it may be less appealing. In my opinion, I think the presenter who is a Korean star artist is not suitable for all Thai brand products.”*

*Arachaporn Panjavinin*



*“Thai products that have Thai presenters are easier to access because Thai people already have to know Thai stars/artists. It makes the products more well-known and famous in Thailand than foreign presenters”*

*Maneeporn Thanyaphithak*



*“No special comments but I Thais should support Thais or anything that is Thai produces. To make the image of the country to be remembered by foreigners or to make the image of Thai products become more unique. We should support products that originated from Thai instead of supporting foreigners. In the future, if Thai people have more thought and reflection on this matter. Then, Thai people, Thailand, or Thai culture It may be interesting and memorable for foreigners like Korea.”*

*Karnchanok Prasobppornphiboon*

*“No special comments. But such products must be suitable for the artist/actor who will be the brand's presenter. Including the content of the brand must be memorable and looks reliable. In addition, brands must consider various aspects such as who is the customer group? What is the product type? Regardless of nationality, I think the artist / actors of all countries can become presenters.”*

*Ousaree Buayaem*

#### **4.3 Data analysis results**

Consumers in the eight sample groups have seen that using a commercial South Korean actor or actress as a product presenter is a factor that makes consumers more interested in the product. The sample viewed that the Korean wave is a trend that covers almost all areas including food, appliances, cosmetics, IT products, as well as the entertainment industry that is soft power in promoting Korean culture to Thailand. Regarding the sample group of consumers who are K-pop fan clubs, the consumption of products with a South Korean presenter is a show of love for artists and making the brand not disappointed in the presenter. Moreover, the consumer who is fans has loyalty to the brand in order to show the fan club power of that artist. For the sample group of consumers who are not South Korean

presenters fans club but interested in Korean waves such as fashions, dramas, and cosmetics, the main reason to buy the product is the quality of the product and indicated that the presenter who is a Korean artist is not suitable for all Thai brand products.

In addition, the sample group indicated that using presenters in both Thai and Korean presenters help increases the variety of consumers interested in the product, expanding the consumer group, may resulting in the product better marketed than using a presenter from a particular country and using Thai presenters as a presenter allowing consumers to access products more easily

#### 4.4 Hypothesis testing

Attitude scores towards effect of commercial South Korean presenters on product consumption were used to determine the correlations by using IBM SPSS Statistics version 22.0. These analyses were performed at significance level 0.05.

**Hypothesis 1 : Most Thailand consumers decide to buy products because of South Korean Commercial Korean presenters.**

Table 31. Correlations between attitude scores towards effect of commercial South Korean presenters and product buying decision among Thai consumers



Attitude towards effect of commercial South Korean presenters.	(20) Correlation coefficients with product buying decision (r)	Significance (p)
(7) Effect of Korean wave on Thai lifestyle	0.287	< 0.001*
(8) Effect of Korean wave on consumption	0.530	< 0.001*
(9) Ever use “made in Korea” service or product	0.531	< 0.001*
(10) Positive attitude towards “made in Korea” service or product	0.457	< 0.001*
(11) Attract by “made in Korea” service or product	0.500	< 0.001*
(12) Quality of “made in Korea” service or product is better than Thai	0.323	< 0.001*
(13) Commercial South Korean actor or actress has positive impact	0.526	< 0.001*
(14) Commercial South Korean actor or actress creates product reliability	0.487	< 0.001*
(15) Attract by Thai product in Korean style	0.544	< 0.001*
(16) Thai product in Korean style has positive impact	0.521	< 0.001*
(17) Commercial South Korean actor or actress on Thai product can increase positive impact	0.589	< 0.001*

Attitude towards effect of commercial South Korean presenters.	(20) Correlation coefficients with product buying decision (r)	Significance (p)
(18) Commercial South Korean actor or actress on Thai product can attract to buy	0.675	< 0.001*
(19) Commercial South Korean actor or actress on Thai product has higher reliability than commercial Thai actor or actress	0.488	< 0.001*
(21) Commercial South Korean actor or actress on Thai product can increase product update and reliability	0.630	< 0.001*

\* Significance level at 0.05

Correlations between attitude scores towards effect of commercial South Korean presenters and product buying decision among Thai consumers present in

Table 1. The relationship describes as followed;

Effect of Korean wave on Thai lifestyle has slightly positive correlation ( $r = 0.287$ ,  $p < 0.001$ ) with product buying decisions among Thai consumers. As the positive effect of Korean wave on Thai lifestyle increases, product buying decisions tend to also increase.

Effect of Korean wave on consumption has substantial positive correlation

( $r = 0.530, p < 0.001$ ) with product buying decisions among Thai consumers. As the positive effect of Korean wave on consumption increases, product buying decisions tend to also increase.

Participants who have ever use a “made in Korea” service or product have substantial positive correlation ( $r = 0.531, p < 0.001$ ) with product buying decisions among Thai consumers. As positive experience of use “made in Korea” service or product increases, product buying decisions tend to also increase.

Positive attitude towards “made in Korea” service or product has some positive correlation ( $r = 0.457, p < 0.001$ ) with product buying decisions among Thai consumers. As positive attitudes towards “made in Korea” service or product increase, product buying decisions tend to also increase.

Attract by “made in Korea” service or product has substantial positive correlation ( $r = 0.500, p < 0.001$ ) with product buying decisions among Thai consumers. As positive attraction by “made in Korea” service or product increases, product buying decisions tend to also increase.

Attitude about the quality of “Made in Korea” service or product is better than Thai has some positive correlation ( $r = 0.323, p < 0.001$ ) with product buying decisions among Thai consumers. As a positive attitude about

quality of “Made in Korea” service or product is better than Thai increase, product buying decisions tend to also increase.

Attitude about commercial South Korean presenters has a substantial positive correlation ( $r = 0.526$ ,  $p < 0.001$ ) with product buying decisions among Thai consumers. As a positive attitude about commercial South Korean presenters increases, product buying decisions tend to also increase.

Attitude about commercial South Korean presenters creating product reliability has some positive correlation ( $r = 0.487$ ,  $p < 0.001$ ) with product buying decisions among Thai consumers. As a positive attitude about commercial South Korean presenters creates product reliability increase, product buying decisions tend to also increase.

Attract of Thai products in Korean style has substantial positive correlation ( $r = 0.544$ ,  $p < 0.001$ ) with product buying decisions among Thai consumers. As the positive attraction of Thai products in Korean style increases, product buying decisions tend to also increase.

Attitude about Thai products in Korean style has a substantial positive correlation ( $r = 0.521$ ,  $p < 0.001$ ) with product buying decisions among Thai consumers. As a positive attitude about Thai products in Korean style has a positive impact increase, product buying decisions tend to also

increase.

Attitude about commercial South Korean presenters on Thai products can increase positive impact and have substantial positive correlation ( $r = 0.589$ ,  $p < 0.001$ ) with product buying decisions among Thai consumers. As a positive attitude about commercial South Korean presenters on Thai products can increase positively, product buying decisions tend to also increase.

Attitude about commercial South Korean presenters on Thai products can attract to buy has substantial positive correlation ( $r = 0.675$ ,  $p < 0.001$ ) with product buying decisions among Thai consumers. As a positive attitude about commercial South Korean presenters on Thai products can attract to buy increase, product buying decisions tend to also increase.

Attitude about commercial South Korean presenters on Thai products has higher reliability than commercial Thai presenters has some positive correlation ( $r = 0.488$ ,  $p < 0.001$ ) with product buying decisions among Thai consumers. As positive attitude about commercial South Korean presenters on Thai products has higher reliability than commercial Thai presenters increase, product buying decisions tend to also increase.

Attitude about commercial South Korean presenters on Thai products can increase product update and reliability has substantial positive correlation

( $r = 0.630$ ,  $p < 0.001$ ) with product buying decisions among Thai consumers. As a positive attitude about commercial South Korean presenters on Thai product can increase product update and reliability increase, product buying decisions tend to also increase.

Therefore, attitude scores toward the effect of commercial South Korean presenters show a significantly positive correlation with product buying decisions among Thai consumers.

**Hypothesis 2: South Korean commercial presenters build a reliability to Thailand products.**

Table 32. Correlations between attitude scores towards effect of commercial South Korean presenters and product reliability among Thai consumers

Attitude towards effect of commercial South Korean presenters.	(21) Correlation coefficients with product reliability (r)	Significance (p)
(7) Effect of Korean wave on Thai lifestyle	0.369	< 0.001*
(8) Effect of Korean wave on consumption	0.519	< 0.001*
(9) Ever use “made in Korea” service or product	0.450	< 0.001*
(10) Positive attitude towards	0.472	< 0.001*

Attitude towards effect of commercial South Korean presenters.	(21) Correlation coefficients with product reliability (r)	Significance (p)
“made in Korea” service or product		
(11) Attract by “made in Korea” service or product	0.561	< 0.001*
(12) Quality of “made in Korea” service or product is better than Thai	0.511	< 0.001*
(13) Commercial South Korean actor or actress has positive impact	0.609	< 0.001*
(14) Commercial South Korean actor or actress creates product reliability	0.661	< 0.001*
(15) Attract by Thai product in Korean style	0.590	< 0.001*
(16) Thai product in Korean style has positive impact	0.606	< 0.001*
(17) Commercial South Korean actor or actress on Thai product can increase positive impact	0.727	< 0.001*
(18) Commercial South Korean actor or actress on Thai product can attract to buy	0.682	< 0.001*
(19) Commercial South Korean actor or actress on Thai product has higher reliability than	0.661	< 0.001*

Attitude towards effect of commercial South Korean presenters.	(21) Correlation coefficients with product reliability (r)	Significance (p)
commercial Thai actor or actress		
(20) Ever buy commercial South Korean actor or actress on Thai product	0.630	< 0.001*

\* Significance level at 0.05

Correlations between attitude scores towards effect of commercial South Korean presenters and product reliability among Thai consumers present in Table 2.

The relationship describes as followed;

Effect of Korean wave on Thai lifestyle has some positive correlation ( $r = 0.369$ ,  $p < 0.001$ ) with product reliability among Thai consumers. As the positive effect of Korean wave on Thai lifestyle increases, product reliability tends to also increase.

Effect of Korean wave on consumption has substantial positive correlation ( $r = 0.519$ ,  $p < 0.001$ ) with product reliability among Thai consumers. As the positive effect of Korean wave on consumption increases, product reliability tends to also increase.

Participants who have ever used a “made in Korea” service or product have some positive correlation ( $r = 0.450$ ,  $p < 0.001$ ) with product reliability among Thai consumers. As positive experience of use “made in



Korea” service or product increases, product reliability tends to also increase.

Positive attitude towards “made in Korea” service or product has some positive correlation ( $r = 0.472$ ,  $p < 0.001$ ) with product reliability among Thai consumers. As a positive attitude towards “made in Korea” service or product increases, product reliability tends to also increase.

Attraction of “made in Korea” service or product has substantial positive correlation ( $r = 0.561$ ,  $p < 0.001$ ) with product reliability among Thai consumers. As a positive attract by “made in Korea” service or product increases, product reliability tends to also increase.

Attitude about quality of “Made in Korea” service or product is better than Thai has substantial positive correlation ( $r = 0.511$ ,  $p < 0.001$ ) with product reliability among Thai consumers. As a positive attitude about the quality of “Made in Korea” service or product is better than Thai increase, product reliability tends to also increase.

Attitude about commercial South Korean presenters has a positive impact has substantial positive correlation ( $r = 0.609$ ,  $p < 0.001$ ) with product reliability among Thai consumers. As a positive attitude about commercial South Korean presenters increases, product reliability tends to also increase.

Attitude about commercial South Korean presenters creating product reliability has substantial positive correlation ( $r = 0.661, p < 0.001$ ) with product reliability among Thai consumers. As a positive attitude about commercial South Korean presenters creating product reliability increase, product reliability tends to also increase.

Attract of Thai products in Korean style has a substantial positive correlation ( $r = 0.590, p < 0.001$ ) with product reliability among Thai consumers. As positive attraction of Thai product in Korean style increases, product reliability tends to also increase.

Attitude about Thai products in Korean style has a positive impact has substantial positive correlation ( $r = 0.606, p < 0.001$ ) with product reliability among Thai consumers. As a positive attitude about Thai products in Korean style with a positive impact increases, product reliability tends to also increase.

Attitude about commercial South Korean presenters on Thai products can increase positive impact have substantial positive correlation ( $r = 0.727, p < 0.001$ ) with product reliability among Thai consumers. As a positive attitude about commercial South Korean presenters on Thai products can increase positively, product reliability tends to also increase.

Attitude about commercial South Korean presenters on Thai products can

attract substantial positive correlation ( $r = 0.682, p < 0.001$ ) with product reliability among Thai consumers. As positive attitude about commercial South Korean presenters on Thai products can attract to buy increasingly, product reliability tends to also increase.

Attitude about commercial South Korean presenters on Thai products has higher reliability than commercial Thai presenters has substantial positive correlation ( $r = 0.661, p < 0.001$ ) with product reliability among Thai consumers. As positive attitude about commercial South Korean presenters on Thai products has higher reliability than commercial Thai presenters do, product reliability tends to also increase.

Participants who have ever bought commercial South Korean presenters on Thai products have a substantial positive correlation ( $r = 0.630, p < 0.001$ ) with product reliability among Thai consumers. As the positive experience of buying South Korean presenters on Thai products increases, product reliability tends to also increase.

Hence, attitude scores towards effect of commercial South Korean presenters and product reliability among Thai consumers show significantly positive correlation with product reliability among Thai consumers.

### Hypothesis 3: South Korean commercial presenters with Thai products

create positive impacts more than negative impacts

Table 33. Correlations between attitude scores towards effect of commercial South Korean presenters and positive impact among Thai consumers

Attitude towards effect of commercial South Korean presenters	(16) Correlation coefficients with positive impact (r)	Significance (p)
(7) Effect of Korean wave on Thai lifestyle	0.371	< 0.001*
(8) Effect of Korean wave on consumption	0.428	< 0.001*
(9) Ever use “made in Korea” service or product	0.394	< 0.001*
(10) Positive attitude towards “made in Korea” service or product	0.448	< 0.001*
(11) Attract by “made in Korea” service or product	0.534	< 0.001*
(12) Quality of “made in Korea” service or product is better than Thai	0.404	< 0.001*
(13) Commercial South Korean actor or actress has positive impact	0.569	< 0.001*
(14) Commercial South Korean actor or actress creates product reliability	0.621	< 0.001*

Attitude towards effect of commercial South Korean presenters	(16) Correlation coefficients with positive impact (r)	Significance (p)
(15) Attract by Thai product in Korean style	0.758	< 0.001*
(17) Commercial South Korean actor or actress on Thai product can increase positive impact	0.687	< 0.001*
(18) Commercial South Korean actor or actress on Thai product can attract to buy	0.621	< 0.001*
(19) Commercial South Korean actor or actress on Thai product has higher reliability than commercial Thai actor or actress	0.521	< 0.001*
(20) Ever buy commercial South Korean actor or actress on Thai product	0.521	< 0.001*
(21) Commercial South Korean actor or actress on Thai product can increase product update and reliability	0.606	< 0.001*

\* Significance level at 0.05

Correlations between attitude scores towards effect of commercial South Korean presenters and positive impact among Thai consumers present in Table 3.

The relationship describes as followed;

Effect of Korean wave on Thai lifestyle has some positive correlation ( $r = 0.371, p < 0.001$ ) with positive impact among Thai consumers. As the positive effect of Korean wave on Thai lifestyle increases, the positive impact among Thai consumers tends to also increase.

Effect of Korean wave on consumption has some positive correlation ( $r = 0.428, p < 0.001$ ) with positive impact among Thai consumers. As the positive effect of Korean wave on consumption increases, the positive impact among Thai consumers tends to also increase.

Participants who have ever used a “made in Korea” service or product have some positive correlation ( $r = 0.394, p < 0.001$ ) with positive impact among Thai consumers. As positive experience of use “made in Korea” service or product increases, positive impact among Thai consumers tends to also increase.

Positive attitude towards “made in Korea” service or product has some positive correlation ( $r = 0.448, p < 0.001$ ) with positive impact among Thai consumers. As a positive attitude towards “made in Korea” service or product increases, positive impact among Thai consumers tends to also increase.

Attraction of “made in Korea” service or product has substantial positive correlation ( $r = 0.534, p < 0.001$ ) with positive impact among Thai

consumers. As positive attraction of “made in Korea” service or product increases, positive impact among Thai consumers tends to also increase.

Attitude about quality of “Made in Korea” service or product is better than Thai has some positive correlation ( $r = 0.404$ ,  $p < 0.001$ ) with positive impact among Thai consumers. As a positive attitude about quality of “Made in Korea” service or product is better than Thai increases, positive impact among Thai consumers tends to also increase.

Attitude about commercial South Korean presenters has positive impact has substantial positive correlation ( $r = 0.569$ ,  $p < 0.001$ ) with positive impact among Thai consumers. As a positive attitude about commercial South Korean presenters increase, positive impact among Thai consumers tends to also increase.

Attitude about commercial South Korean presenters creating product reliability has substantial positive correlation ( $r = 0.621$ ,  $p < 0.001$ ) with positive impact among Thai consumers. As a positive attitude about commercial South Korean presenters creating product reliability increase, positive impact among Thai consumers tends to also increase.

Attraction of Thai products in Korean style has substantial positive correlation ( $r = 0.758$ ,  $p < 0.001$ ) with positive impact among Thai consumers. As positive attraction of Thai products in Korean style

increases, positive impact among Thai consumers tends to also increase.

Attitude about Thai products in Korean style has a substantial positive correlation ( $r = 0.687, p < 0.001$ ) with positive impact among Thai consumers. As a positive attitude about Thai products in Korean style has a positive impact increase, positive impact among Thai consumers tends to also increase.

Attitude about commercial South Korean presenters on Thai product can attract to buy has substantial positive correlation ( $r = 0.621, p < 0.001$ ) with positive impact among Thai consumers. As a positive attitude about commercial South Korean presenters on Thai product can attract to buy increase, positive impact among Thai consumers tends to also increase.

Attitude about commercial South Korean presenters on Thai products has higher reliability than commercial Thai presenters has a substantial positive correlation ( $r = 0.521, p < 0.001$ ) with positive impact among Thai consumers. As a positive attitude about commercial South Korean presenters on Thai products has higher reliability than commercial Thai presenters increase, positive impact among Thai consumers tends to also increase.

Participants who have ever bought a commercial South Korean presenters on Thai products have substantial positive correlation ( $r = 0.521, p <$



0.001) with positive impact among Thai consumers. As the positive experience of buying South Korean presenters on Thai products increase, positive impact among Thai consumers tends to also increase.

Attitude about commercial South Korean presenters on Thai product can increase product update and reliability has substantial positive correlation ( $r = 0.606, p < 0.001$ ) with positive impact among Thai consumers. As a positive attitude about commercial South Korean presenters on Thai products can increase product update and reliability increase, positive impact among Thai consumers tends to also increase.

In summary, attitude scores towards effect of commercial South Korean presenters and product reliability among Thai consumers show significantly positive correlation with positive impact among Thai consume

## CHAPTER V

### CONCLUSIONS AND SUGGESTION

This chapter will conduct all informative analysis from both quantitative and qualitative research as a result of the success of Influences of Korean presenter toward Thai consumers.

#### 5.1 Conclusions

This research is divided in two parts.

A survey was conducted among 482 Thai people. The sampling group age between 18 and 50 years who resided in the area of Bangkok, Thailand. This research utilized quantitative research design, and collected quantitative data through a questionnaire. A survey group selected only men and women who consume Thai products which are present by South Korean commercial presenters.

Online questionnaire survey was conducted through Google forms from 15 March to 22 March , 2020. The survey includes 31 questions. There are 4 separated parts which are as follows: 1. General data such as gender, age, level of education, income and and others, 2. Attitude towards products with South Korean presenters such as good attitude towards service or product with Made in Korea and the view of Thai products that have presenter as the South Korean.

In the part of in-depth interviews, it can be divided into 2 group as follows: 1. Marketing of Thai product brands with South Korean presenters and 2. Consumers who usually consume Thai product brands with South Korean presenters. The questions are in the table below.

### 5.1.1 Survey Data Analysis

#### Part 1 : The personal information analysis

Most of the consumers or samples are female (74.5%), education level is Bachelor's degree (72.6%), and consumer who is a South Korean artists fan club and obvious liking for South Korean artists (69.9%). These data indicated that Thai products with a South Korean presenter are well-known among people who are interested in the Korean wave that has spread and influenced in Thailand since 2000. Therefore, the researcher assumed that brands or entrepreneurs in Thailand who bring celebrities or artists in South Korea as presenters focusing on target consumers who are mainly interested in the Korean wave and Korean culture. Moreover, when considering the average monthly income, it is not more than 15,000 Baht (36.3%) and there is an age between 20-29 years (51%). It can be assumed that consumers who are interested in Thai products with South Korean presenters and being a fan club of celebrities or South Korean artists are teenage consumers. The researchers divided teenage consumer groups by occupation: private company employees (34.2%) and students (31.5%), respectively.

## **Part 2 : Consumer attitudes towards products with South Korean presenters**

Most consumers think that the Korean wave in Thailand is influencing the lifestyle of Thai people and the food consumption of consumers. Most consumers say they agree that they have used services or products made in Korea ( $X=4.06$ ) and have a positive attitude towards services or products made in Korea ( $X = 4.01$ ). In addition, consumers agree with the view that South Korean presenters have a positive image ( $X = 4.00$ ). The question with the lowest average is Thai products with South Korean presenters are more reliable than Thai products with Thai presenters ( $X = 3.22$ ), which it had a neutral level of agreement.

As a result, Consumers have a positive attitude towards services or products that are made in Korea and see that the products in South Korea as presenter are reliable. Moreover, attitude toward the effect of commercial South Korean presenters show a significantly positive correlation with product buying decisions among Thai consumers. And attitude towards effect of commercial South Korean presenters and product reliability among Thai consumers show significantly positive correlation with a positive impact among Thai consumers.

## **Part 3 : External influences that affect products consumption behavior**

The media that has the most influences on consumption is Twitter (36.9%),

followed by Facebook (34.9 %), and Instagram (18.9%). The most influential people on products consumption is Actor/Singer (40%), followed by Influencers (Blogger/YouTuber) (25.9 %) , and Online community (17.2%). The question What brands do consumers thinking of first when talking about the Korean presenters and Thai brands is Taokaenoi (40.5%), followed by Masita (28.8 %), and Kasikorn Bank (13.9%). What do consumers thinking of first when talking about Korean products is Cosmetics (73.2%), followed by Food (14.1 %), and IT products (6%). And Thai products that made in Korea in which category are the most visible in Thailand is Cosmetics (70.3%), followed by Food (12.2 %), and Clothes (8.9%) , respectively.

As a result, Twitter and celebrities/artists is an external media that affects the consumption of Thai products with South Korean presenters. Which the survey results from Marketing Oops demonstrated that the proportion of Twitter users is female (51%) and male (49%); the age range of Thais user is 16-24 years (40%) and 25-34 years (26%); the interests of Thais on Twitter are music (77%), movie (68%), and food (68%); and the most popular hashtags on Twitter 2019 from 4 out of 10 to hashtags related to South Korean actor or actress (Marketing Oops, 2019). Regarding ranking of Twitter users can be summarized as user groups that are female and teens, they love music and most of these users are K-pop fans. Use Twitter as a channel of communication and follow the stories about topics they like.

#### **Part 4 : Products consumption behavior**

Most of the consumers or samples have used the services or purchased Thai products with South Korean presenters. Consumers have used Thai products with South Korean presenters more than one time. When considering the category of Thai products/services with a South Korean presenter, the data indicated that consumers tend to think of cosmetics, followed by foods. When talking about the strengths of Thai products with South Korean presenters, such data shows that image of product presentation is the most prominent factor.

##### **5.1.2 : In-depth interviews analysis**

Marketing strategies of Thai brands with a South Korean presenter are used to focus on attracting the attention of the young audience or the younger generation. By focusing on fans of South Korean celebrities and artists. They bring celebrities and artists to play a key role in getting consumers interested in the aforementioned products. Before launching the product brand presenter, Masita and Taokaenoi have organized events where consumers can guess who will be the brand's next presenter. By uploading these banners via Twitter and Facebook, and using hashtags to make it easy for consumers to access specific stories of the product. This strategy, in line with Thammaragsa 2017, states that the personal branding strategy is a plan to take people to present products with an "individual" Which the process of bringing celebrities to launch that product It is one of the strategies for keeping the brand

"individual" and making the brand in the most targeted focus of the audience. In an interview with Masita, we learned that the algal consumer target group is a consistent adolescent group. Moreover, the brand strategy of product presentation inserts a tie-in strategy so that consumers do not feel compelled to buy or consume a product. It can be said that the current marketing of Thai products with a South Korean presenter emphasizes the "individual" along with tie-in strategy at the same time.

In addition to Masita and Taokaenoi, Kasikorn Bank has released its first presenter, the Black Pink girls' group, in 2020. It is a break from traditional marketing, which in the past Kasikorn Bank has never used a presenter who is an artist or a star, including foreigners. This strategy is to launch a new marketing strategy that clearly targets today's young people who are fond of South Korean artists. In addition, an interview with Khattiya, Managing Director of Kasikorn Bank, has provided interesting information that Kasikorn Bank aims to reach a new generation of 15 to 25 years old, which currently has approximately 10 million people. Of course, this group of people is mainstream of the New Economy and plays an important role in the banking business in the near future. Therefore, that is the reason for carrying out a big campaign of the bank to seriously improve the image and penetrate the young generation market (Nuttaputch, 2020). Personal branding strategy, Celebrity Marketing strategy, Idol Marketing strategy, Tie-in strategy for Thai brands with a South Korean presenter is a strategy that directly affects the consumer culture theory of consumers

in order to allow consumers make decisions about product consumption easily. In other words, these strategies must go hand in hand to be able to attract and influence the decisions of consumers who are a new generation and youth group.

In-depth interviews with consumer samples indicated that Thai consumers often consume Thailand products with the South Korean presenter. In the beginning, the consumers were consumed because of South Korean commercial presenters. In response to the marketing of that brand of products that bring their favorite South Korean commercial presenters as presenters. In other words, showing that they are fans for the support of those presenters. And want to accumulate those products related to Phatamon who is the content writer said that teens who like Korean artists have a good attitude towards Korean. This is a spread of the admiration of the Korean artist to the other objects like Korean cultural products as well.

However, when repeated consumption of those products occurs. The reason for repeated consumption is product quality such as it satisfies consumer tastes, followed by personal satisfaction, and the product meet the needs of consumers rather than buying repeatedly because of the presenters relate with Chayarn Lampao's research said about consumer culture theory, Attitude is Consumer Psychology in term of purchasing decision. The element of attitude has divided into 3 parts are as follows: 1. Cognitive Component, knowledge and beliefs about consumer brands or products of consumers., 2. Affective Component, about



the emotions that are associated with the product and brand feelings may be satisfied and dissatisfied with the product., 3. Behavior Component, actions of consumers arising from attitudes beliefs and feelings that occur. Behavior may be expressed in the form of purchases or by avoiding buying products or advising others to buy. Therefore, consumers' decisions are made by many factors and based on personal reasons rather than repeated consumption because of the presenter.

The topic of the different points of South Korean commercial presenters with Thai products and Thai commercial presenters with Thai products are according to an in-depth interview with Masita Idol Marketing Strategy is an important part for Masita to choose a South Korean commercial presenters. Masita's marketing is focused on teenagers who are fond of the Korean wave. Therefore, Masita uses a marketing strategy with celebrities whose image matches the brand with products that are Korean seaweed. Thus, they always choose a South Korean presenters relate to Phatamon who is the content writer said that teens who like Korean artists have a good attitude towards Korean. This is a spread of the admiration of the Korean artist to the other objects like Korean cultural products as well.

When comparing of behaviors and attitudes toward South Korean commercial presenters and Thai commercial presenters with Thai products it was found that the consumers think that sing a presenter as the only single person in

South Korea may make the product interesting. But if the presenter is also Thai, the product will become more widely known. It can be said that consumers do not look at South Korean presenters better than Thai presenters. But consumers view that the presenters in both countries equally attract the consumers' attention to the product and just different target consumer groups.

In the topic of positive and negative impacts of South Korean commercial presenters with Thailand, products demonstrated that the point of view of consumers, which there are more positive aspects and reported South Korean presenters attracts a target group of teenagers interested in Korean wave. Therefore, it can be said that the Korean wave is the main factor that makes the products get the attention of the consumers. According to Sunmi Son and Thongdee Kijboonchoo's research, the Korean wave has made people view South Korea. By definition 'two separate words' term, one is affective which means the consumer's emotion in terms of the aspect to South Korea such as nice, friendly, pleasant, and peaceful. Another word is cognitive, which means the consumers believe in the reality of South Korea such as rich, high level of education, technologically advanced, and hardworking. Therefore giving Thai consumers a view of South Korean commercial presenters.

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