

THE IMPACT OF KOREAN TELEVISION DRAMAS ON THAI SOCIETY:  
A CASE STUDY IN BANGKOK



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ศูนย์วิทยทรัพยากร  
จุฬาลงกรณ์มหาวิทยาลัย  
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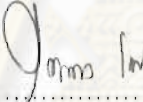
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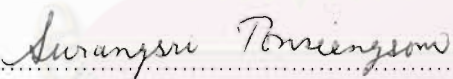
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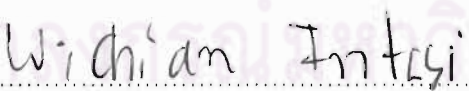
  
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การวิจัยนี้เป็นการศึกษาอิทธิพลของละครเกาหลีและสาเหตุที่ทำให้ละครเกาหลีมีอิทธิพลต่อผู้ชมในเขตกรุงเทพมหานคร ผลจากการวิจัยครั้งนี้สามารถเป็นเครื่องมือที่แนะนำสำหรับภาครัฐหรือเอกชนในการศึกษาถึงกฎเกณฑ์สำคัญที่ทำให้ละครเกาหลีประสบความสำเร็จ และนำกลยุทธ์เหล่านั้นมาปรับใช้กับละครไทยเพื่อจะสามารถส่งออกไปยังประเทศอื่น ๆ เพื่อเป็นการสร้างรายได้เข้าสู่ประเทศ เหมือนกับปรากฏการณ์คลื่นกระแสวัฒนธรรมเกาหลีที่เกิดขึ้นในประเทศเกาหลีในปัจจุบัน โดยงานวิจัยนี้มีกลุ่มเป้าหมายคือ ผู้ชมละครที่มีอายุตั้งแต่ 18-60 ปี ในเขตกรุงเทพมหานคร ที่ชื่นชอบและรับชมละครเกาหลี จำนวนทั้งสิ้น 400 คน การวิจัยแบ่งออกเป็น 2 ส่วนคือ การวิจัยเชิงคุณภาพ โดยการค้นคว้าจากหนังสือ บทความ รวมถึงงานวิจัยที่เกี่ยวข้อง และการวิจัยเชิงปริมาณ โดยใช้แบบสอบถามเป็นเครื่องมือในการวิจัย จากนั้นทำการวิเคราะห์ข้อมูลโดยใช้โปรแกรม SPSS ในการประมวลผล

จากการวิเคราะห์ข้อมูลพบว่า ผลกระทบของละครเกาหลีมีทั้งด้านบวกและด้านลบ ผลกระทบด้านบวก ได้แก่ละครเกาหลีทำให้ผู้ชมได้รับความสนุกสนาน อยากไปท่องเที่ยวเกาหลี ทั้งยังเห็นว่าสถานที่ท่องเที่ยวที่เกาหลีนั้นมีความสวยงาม และได้ความรู้เกี่ยวกับวัฒนธรรมเกาหลี ส่วนผลกระทบด้านลบ ได้แก่ คนไทยเปิดรับวัฒนธรรมเกาหลีมากเกินไป รวมถึงวัฒนธรรมไทยถูกวัฒนธรรมเกาหลีครอบงำมากเกินไปจนเกินไปอีกด้วย และวัฒนธรรมเกาหลียังส่งผลให้คนไทยหลงลืมความเป็นไทย และผลการสำรวจถึงสาเหตุที่ทำให้ละครเกาหลีมีอิทธิพลต่อผู้ชมนั้น มีสาเหตุมาจากกระแสวัฒนธรรมเกาหลี อันได้แก่อิทธิพลจากสถานที่ท่องเที่ยว ละครหรือภาพยนตร์ และเพลงเกาหลี ล้วนแต่มีอิทธิพลต่ออารมณ์ละครเกาหลีทั้งสิ้น

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EKARAT VISESRITH : THE IMPACT OF KOREAN TELEVISION DRAMAS ON THAI SOCIETY: A CASE STUDY IN BANGKOK. THESIS ADVISOR : ASSOCIATE PROFESSOR SURANGSRI TONSEINGSOM, Ph.D., THESIS CO-ADVISOR : ASSOCIATE PROFESSOR TAE-GYUN PARK, Ph.D., 93 pp.

The aims of this research are to study the impact of Korean television dramas and the reason why Korean television dramas have influenced a Thai audience in Bangkok. The benefits from this research can be as a guideline for the government or the private sector to find out keys of success of Korean television dramas and use as a strategy to improve our dramas to attract the other counties that can bring an income to our country like a Korean wave phenomenon. The scope of this study is restricted on Thai society by using Thai audience in Bangkok who age between 18-60 years old that prefer to watch Korean television dramas, totaling 400 participants. The research used the methods of qualitative research which is collecting data from library books, related researches, journals, etc. and also the quantitative research to collect data by using a questionnaire as a tool. The data were analyzed by means of the Statistical Products and Service Solutions (SPSS) Program for the result.

The research results are found that Korean television dramas have affected on Thai society on positive and negative. The impact on the positive of Korean television dramas mostly affected the audiences for relaxation and entertainment. Korean television dramas also have influenced them to travel to Korea including get knowledge of Korean culture. Besides, the impacts on negative of Korean television dramas were Thai people having excessive adapted to Korean culture, Thai culture have excessive dominated by Korean culture and Thai people were forgot Thai culture. Moreover, audiences have influenced to watch Korean television dramas by Korean wave. The Korean wave that mostly influences is tourist attraction, drama or movie and Korean music.

Field of Study : Korean Studies

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ศูนย์วิทยทรัพยากร  
จุฬาลงกรณ์มหาวิทยาลัย



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# Chapter I

## Introduction

### 1.1 Introduction

Korean popular culture has become one of the most beloved pop cultures among Asian fans several years ago. Asia is no longer dominated by American popular culture, and people now are choosing what they consider to be more Asian. Many people have recently come to prefer Korean popular culture, which they perceive to be fresh and trendy, as well as something that contains Asian values and sentiments. Moreover, people throughout Asia are choosing to watch Korean movies, listen to Korean music, follow Korean soap operas, and even travel to Korea to visit sites which they have seen in their favorite Korean dramas. The sudden rise in popularity and dissemination of Korean popular culture throughout Asia is new, unprecedented and fascinating. This cultural flow that Korea focuses on culture export to promote the country in contemporary Asia is called the “Korean Wave”.

Korean wave is a term that refers to the growing popularity of Korean drama, Korean -entertainment, culture, food and language in other country; particularly in East and Southeast Asia. In addition, Korean dramas added to the Korean wave by offering sensational scenes and plots, in a manner different from those offered by Hollywood. They contained strong Korean characteristics and sentiments, which many Asians could easily assimilate. For example, Korean dramas in Asia indicate much to the familiarity of Confucian-based values, such as respect for the elderly, and preference for sons, etc. Moreover, Korean dramas explore common human themes, such as family, friendship, relationship, loyalty, etc. These themes make up the very thread of humanity. The majority of Korean dramas seem to emphasize “family values” and “family relationship.” Many of Korean dramas show a lot of scenes where the main family in the story eating

together around the dinner table and discussing important family issues. There is realness about Korean dramas; that is, Korean dramas embrace big emotions, the joy, pain, love and hope to each other. Korean dramas are able to transcend cultural barriers and touch people all over the world.

In the late 2000s, after 1997 the Asian financial crisis, the Korean government had begun targeting the export of Korean popular culture as a new economic initiative. President Kim Dae-jung, who informally called himself the President of Culture, established the Basic Law for the Cultural Industry Promotion by allocating \$148.5 million to this project (Sung, 2008: 6). The most successfully strategy to promote the country is using the climax scene in Korean dramas as tourist attractions that was planned each Korean district is elected. The best marketing media is Korean dramas. And that strategy helps increasing the number of tourists. While tour plan of "Autumn in My Heart" was suitable during in summer, the tour plan of "Winter Love Song" was used to promote Korea Tourism in winter season. Similar to the phenomena the Korean dramas contributed to the tourism business, "Full House" helps promoting Incheon town in Gyeonggi province and Jeju Island as tourist attraction in summer, especially actress house on the island. Many tourists went over ocean to visit there and paid for entrance fee to take photos with the dining table where the actor and actress quarreled (Montira Tada-amnuaychai, 2006: 5). Furthermore, "Jewel in the Palace" was periodic dramas and this created Daejanggeum Theme Park which MBC TV station, the producer, brought the scenes including village, Su Son Palace, Jang Tae Kun Palace, Royal and General Kitchen, and accessories to show there. This became tourist attraction and brought a lot of tourists. In commercial aspect, "Jewel in the Palace" was Korean cultural product which transmitted Koreanness clearly, either in the form of food, way of life and nationalism. It was shown that Korean wave was successful because of the well planed and good marketing strategy targeted for each group.

The cooperation between public and private sector is important for strengthening the Korean wave to be more potential in exporting cultural product widely.

Kim Jong Min, the president of Korean Tourism Authority said about the Korean wave that “firstly, Korean has set up good structure, has great digital technology and be the leader of export based. Secondly, Korea has many intellectuals in cultural industry. Most of university students studied of culture. Thirdly, the government gave financial support to both public and private sector. It can conclude that Korean wave in media industry is intentionally planned and the cooperation between public and private sector help pushing the Korean wave clearly. (Montira Tada-amnuaychai, 2006: 7). The phenomenon of Korean wave is the image building at the national level in the new formats which tie in the media industry. The result is that the consumers wanted more Korean product and also wanted to travel to Korea. Korean wave is important and has market potential. Korea gets a lot of benefits from Korean wave. Overall pictures of Korean entertainment industry have some economic, political and culture strategy. Korean culture used dramas as by pass. Consumers adopt the Korean culture unconsciously. This is active successful strategy. While audiences are imbued with Korean dramas, Korean culture cultivate to audiences easily.

The wave of Korean pop culture was first called “Hallyu” by the Chinese mass media in 2002 (Korean Times, 2005: 10), in reference to the Korean drama that spread out widely and gained national attention in China for the first time in 1997. The success of Korean dramas have contained since, also in other Asian countries. The Korean wave is widening its scale broadly into Southeastern Asian countries including Vietnam, Philippine, Malaysia and Thailand (Kang, 2006: 25). At that time, this was the first Korean dramas started accessing Thai market after a long boom of Japanese and Chinese dramas. Despite entering late, Korean culture now has a greater influence on Thai people than import from the other two countries.

In 2000, “Wish Upon the Star” has been shown firstly on channel 5 but was not popular much at that time. Consequently, the Korean dramas disappeared from television for a while. Anyway it was the first step of Korean drama in Thailand. In 2001, “All About Eve” and “Autumn in My Heart” was aired on iTV channel (which now has



been renamed Thai Public Broadcasting Services, or TPBS). Song Seung-heon, a lead actor, became well known in Thailand under the name “Pee Chai” or older brother. The Korean dramas was revived and gradually gained the popularity in Thai market. In addition, iTV has been enjoying a high rating from “Winter Sonata” or “Winter Love Song” that was called in Thailand. Aside from iTV, channel 7 also gained a lot of favors on “Full House” in 2005, that Rain and Song Hye-Kyo acted as a main player. The popularity of this drama let them well know in Thailand as same as in China which “Full House” was broadcasted, Song Hye-Kyo became all the rage among younger generation female viewers, in regard to her hairstyle, clothing and fashion accessories (Li, 2007: 24-26). Beside, channel 3 imported a Korean dramas, “Jewel in the Palace”, to obtain the Korean wave from their audiences. As a popularity of “Jewel in the Palace” has an effect on many families that have to back home before 6 p.m. or even stay home on Saturday and Sunday to watch this drama. In addition to the main scenes in the dramas as tourists spot, Korean food was promoted by “Jewel in the Palace”. The main story was about Korean food cooking. When this drama was aired in any countries, Korean food became more interesting. Also in Thailand, drama fans were interested in Korean food, that is why Korean restaurant were increased in the present.

The Korean wave was getting a high popularity faster and faster until nowadays, however some Thai dramas such as “Hua Jai Lad Fah” which the main actor was Korean and applied unique features of Korean drams. Thai fans of Korean drams also had chance to watch Thai dramas that had Korean plot. Besides, the leader actor of Thai dramas “Snow Under the Moon” has Korean character and many scenes were shot in Korea including snow scene in winter. This trait shows a signal that Thai drama has developed by applying Korean style (Montira Tada-amnuaychai, 2006: 8).

Korean dramas have good score music. This is important component for successful dramas because it makes people impress deeply with dramas. For example, after the successful of “Full House” in Thailand, Rain (Korean singer’s name) became very popular and so do the score music. The song and ringtone “Who” performed by

Rain was very famous. "I think I", the slow song was bought by GMM Grammy to release in Thai version performed by Kathreeya English [Thai singer's name] (Montira Tadamnuaychai, 2006: 8).

As an increasing popularity of Korean wave in Thailand, Korean wave has successfully emerged in Thai society through the continuous import of Korean dramas; that is to say, every channel has imported Korean dramas to maintain their competitiveness with the other. This phenomenon in Thailand leads to opportunity for a business that concerned about Korea has been created in Thailand such as Korean restaurants, organized event, Korean language school, tours and import of Korean brand-name goods or even cosmetics. In addition, Korean wave clearly has an influence in food, fashion, make-up styles and life style. The important reason for more Korean product adoption in Asian countries especially in Thailand is that Thailand and Korea is not very different, both are Asian countries. Korean living is similar to Thai which give importance to family and dining. Most of scenes were also the natural way of life in middle class life that make the audiences felt touchable and also gave the principles for the way of their life. Moreover, in both countries, which share Confucian principles and place a strong emphasis on family values and true love, they can readily embrace the common themes of Korean dramas, such as rewarding the virtuous and punishing wrongdoers (Kang, 2007: 8-13).

The aims of this research are to study the impact of Korean dramas and the reason why Korean dramas have influenced a Thai audience in Bangkok. The benefits from this research are realized about Korean culture through Korean dramas. As Korean dramas continue to increase in popularity, the result can be as a guideline for the government or the private sector to find out keys of success of Korean dramas and use as a strategy to improve our drama to attract the other counties that can bring an income to our country like a Korean wave phenomenon in Korea nowadays.

## 1.2 Research Problems

1. What is the impact of Korean dramas on a Thai audience in Bangkok area?
2. Why Korean dramas have influenced a Thai audience in Bangkok area?

## 1.3 Objectives

1. To study the impact of Korean dramas on a Thai audience in Bangkok area.
2. To investigate why Korean dramas have influenced a Thai audience in Bangkok area.

## 1.4 Hypothesis

1. Korean dramas have impacted a Thai audience in Bangkok Areas in terms of food, tourism, language study, fashion and music.
2. Korean dramas have influenced a Thai audience in Bangkok Areas because of Korean wave.

## 1.5 Research Scope

The scope of this study is restricted on response to question about the impact of Korean dramas on Thai society by using Thai audience in Bangkok who aging between 18-60 years old that prefer to watch Korean dramas.

## 1.6 Expected Results

1. To realize about Korean culture through Korean dramas.
2. As Korean dramas continue to increase in popularity. The result can be as a guideline for the government or the private sector to find out keys of success of Korean dramas and use as a strategy to improve our drama to attract the other countries that can bring an income to our country like a Korean wave phenomenon in Korea nowadays.

## 1.7 Definitions

### Korean wave

The term Korean wave refers to the phenomenon of Korean popular culture, disseminates primarily through the mass media and enjoying abroad popularity outside Korea. It includes Korean drama, movies, internet games, fashions, and popular music.

### Korean TV dramas

Korean TV dramas refer to televised dramas, similar to Western miniseries, produced in the Korean language and acted by Korean player. Many of these dramas have become popular throughout Asia and have contributed to the general phenomenon of the Korean wave.

### Impact

The capacity or power of persons or things compelling force on or produce effects on the actions, behavior and opinions.

## Chapter II

### Concepts, Theories and Literature Reviews

The research of “The Impact of Korean Television Dramas on Thai society: A Case Study in Bangkok” has conducted the concepts, theories and related literature to be a conceptual framework are as follow

1. Audience Behavior and Motivation Concept
2. The Impact of Media Concept
3. Selective Exposure Theory
4. An overview of Korean Dramas
5. Literature Review

#### 2.1 Audience Behavior and Motivation

##### 2.1.1 Audience Behavior Concept

Merrill and Lowenstien (1971:133) said that a large number of factors affect the selection an audience member makes from among and within the mass media. Certainly two of the most important of these factors are the availability of the message and the potential for personal gain. The first of these general principles of selection states that the audience member takes the path of least effort that he naturally tends to read, view, and listen to media and messages. That is most accessible. The second of the principles of selection assumes that audience members expose themselves to messages that will give them the greatest reward.

Of course, it should be said that, in a sense, all messages offer some degree of reward, even if it is a kind of “escapism” or momentary enjoyment. It should also be noted that audience members are seeking often unconsciously messages that reinforce their opinion, their preconceptions, and biases. They, in effect, take in those messages compatible with their mental and psychological predisposition. They perceive those messages that cause them no “pain” that tend to substantiate their beliefs. A person’s past experiences and his philosophy of life play important parts in determining which media and messages he will select. This factor in message receiving is usually called selective perception.

### 2.1.2 Audience Motivation Concept

Merrill and Lowenstien (1971: 133) wrote the reasons that motivate audiences turn to the mass media in the first place. Although motivation differs in each person, there does seem to be a rather basic core of relevant motivational factors.

Three main motivational factors are:

#### 1. Loneliness

People are basically lonely. They do not like to find themselves unoccupied or detached from others. This gives them a sense of social estrangement, of frustration, of anxiety, and of fear. In fact, for many persons it is more satisfying to be with the mass medium than with other person; there are no social or conversational pressures on them. Television, especially, satisfies the longing for companionship. At any rate, loneliness is a very powerful motivating factor that pushes people into the presence of the mass media.



## 2. Curiosity

People are basically curious. They are interested in what is happening about them what others are doing, saying, and thinking. Outside their very immediate surroundings, there is no way really to satisfy this curiosity other than turning to the mass media. Persons are curious about, interested in, a myriad of things and not only in those things that will affect them in some direct way. Curiosity, in fact, is probably the prime factor in a person's exposure to the mass media.

## 3. Self-aggrandizement

Human beings audience members are basically selfish. They desire information that will help them achieve their individual ideas of success and happiness. They want help in their idealistic and/or realistic pursuits. They seek substantiation of their prejudices and biases. In short, they want their practical, philosophical and religious natures served by the mass media.

Thus, in mass communication the sender is relatively simple that can rather easily be observed and described. The mass audience, on the other hand, is basically nebulous, fluid and unobservable a "distributed" entity without real structure.

## 2.2 The Impact of Media Concept

Television is one of the most popular and influential vehicles for attracting people's attention among diverse visual media alternatives. Pop culture such as television and film deals with a constant interplay of reality and fantasy (Lee, 2008). A significant percentage of people are inclined to watch TV upon returning home from work or school. The rapidly developed cable TV, which includes sports, romance, comedy, home shopping, foreign language, religion, leisure and travel, acts not only as a provider of worldwide news and information, but has become a significant part of our leisure life (Butler, 1990; Couldry, 2001; Dahlgren, 1998 quoted in Kim and others, 2007:

1340). Meanwhile, among other TV programmed, a popular TV drama series is one of the most addictive providers of spurring gossip and discussion that encourage viewers to ponder the stories and the movies of the actors with family, friends and neighbors (Couldry and McCarthy, 2004a cited in Kim and others, 2007: 1340). The impact of TV media on our daily routine is exceptionally significant. The worldwide development of communication and transportation technologies in the past decades has led to an increase in contacts between peoples of different nations and cultures.

In China, most Chinese are not yet familiar with the lifestyle and culture of Korea. Many get to know about Korea and develop favorable impressions of Korea through the Korean dramas. This awareness encourage Chinese consumers to purchase Korean made products, including cars, household appliances, and clothing, along with enticing Chinese travelers to visit Korea. Korean dramas are generating not only economic benefits in China but promoting positive social and cultural values as well (Li, 2007).

As changes in the fields of technology and communication have transcended the boundaries of virtually every human enterprise, a number of people become acquainted with the international dimensions of their activities by personal contacts. Human communication is one of the key international exchanges that transfer the whole machinery and system of communication from one location to another (Pijitra Suppasawatgul, 2010). However, the mediation concept, particularly regarding issues of power and ethics, argues that there is an adjustment of reality to the masses and of the masses to reality in the media. By creating close-ups of things around us, by focusing on hidden details of familiar objects and by exploring commonplace milieus under the ingenious guidance of the camera, the media can create different pictures.

This argument is paralleled with Gabler's debate that 'the media were not really reporting what people did; they were reporting what people did to get media attention' (Gabler: 2000 cited in Pijitra Suppasawatgul, 2010), especially when it comes to the field of marketing and advertising. Commercial Ads, obviously, do not appeal to rationality,

but to the emotions and the senses in order to persuade consumers' purchasing (Meyrowitz, 1985: 104 cited in Pijitra Suppasawatgul, 2010).

### 2.3 Selective Exposure Theory

In order to study the "Selective Exposure Theory" that has to analyze the receivers or the audiences to understand their demand, motivation, attitude, experience, social and culture. In general, if any information or message not consistent with knowledge, opinion, value or attitude of them so these message will not be interested.

Becker (Becker, 1978 quoted by Karnpitcha Wongkhao, 2007: 13) given the meaning of selective exposure divide by exposure behaviors are as follow:

1. Information Seeking. People would find a substance in the media, which is similar what their own interest.
2. Information Receptivity. People are open to the media to learn that self-interested or curious.
3. Experience Receptivity. People are open to the media to response their need or to learn a new thing or to relax.

Surapong Sothanasathien (1990: 40-44) also argued the objective of the selective exposure. There are 4 main reasons to select the media.

1. Human need the information for respond for their need and curious.
2. Human seek the media for diversion such as excitement and pleasure included relaxation.
3. Human need to be part of the society; that is, for social utility such as using contemporary language.
4. Human select the media for withdrawal from the society.

The factors affecting that influenced to the selective exposure to the media that people seek to the media to respond their desire whether up to date or modernity as same as contributing to the decision or supporting the original idea included the decision that has been decided. It can be said that mass communication has emphasized the idea. If the substance does not match with audience's attitude so they would not recognize or understand or even ignore to that substance (McCombs and Becker quoted by Suwatheeda Tongdee, 1999: 33).

Thus, the audience exposure behavior toward Korean dramas has to match with their preconception or attitude on Korean dramas that they prefer to watch or admire on foreign media. Therefore, it could be an influenced on exposure behavior on Korean dramas. Moreover, the different audience characteristics has also concerned to the exposure behavior as the result that affect to the different interest to exposure toward Korean dramas.

#### **2.4 An overview of Korean dramas**

Overall, television drama in Korea can be divided into three main segments. The first segment is Morning Dramas, which have a broadcasting time from 7.50 – 9.00 a.m. most of them are on air from Monday to Friday and have housewives as the target audience. The second segment is Evening Dramas, which are on air around 4.05 – 8.55 p.m. and target group of the evening dramas are housewives and family. Therefore, situation comedies and family dramas are shown during this time. The last segment is Prime-time Dramas, which are broadcast around 9.55 – 10.55 p.m. This kind of dramas gains the highest popularity among the audiences. It is also the big resource of Korean TV dramas that are exported to a global market.

## 2.5 Literature reviews

Arisa Witthawaskul (2006) investigated “Public Relations Approach in Promoting the Republic of Korea’s Images through Television Drama ‘A Jewel in The Palace’.” In addition, it also to study the Republic of Korea’s appearance that is neatly blended in Korean dramas and to study the major factors that generate the “Korean fever” trend from “A Jewel in the Palace”.

The research result show that Korean dramas are successfully implemented as one of the national’s public relations tools of the Republic of Korea. As they can support and create the image of the country by introducing “Cultural Product” such as Korean cultures, morals, ways of life and tourist destinations. Moreover, Korea Tourism Organization in Thailand also helps promoting The Republic of Korea in other ways.

For The Republic of Korea’s appearance that is blended in the Korean drama “A Jewel in the Palace”, the research shows that it successfully strikes to the audiences’ feeling in a positive way of the Republic of Korea’s image. Additionally, attracts more interests in and good impression to The Republic of Korea, which includes other Korean’s dramas. Initially, the promotion campaigns that help boost up the drama’s image is strategically implemented through the cultural ways of Koreans. Also, the other factors including the Korean Effect from the drama “A Jewel in the Palace” is the outstanding performance of the actors and actresses as well as the entertaining of the plot itself, of which, results in the rising trend of the Korean Drama’s Trails Tour.

Chutima Chunchakan (2007) studied “Behavioral Imitation of Korean Culture from Korean Entertainment Media among Thai Teenagers”. The purpose of this research is to study behavioral imitation of Korean culture from Korean entertainment media among Thai teenagers in Bangkok who watch Korean dramas, movies, and listen to Korean music.

The research result was found that most of Thai teenagers exposure to Korean entertainment media in the medium level. The samples accept the Korean songs the

most by playing them more than two hours a day in everyday. The most important reason of exposure Korean media is that they like Korean singers and actors. Moreover, they have the natural opinions about Korean cultures. Most of Thai teenagers have the imitative behavior from Korean entertainment media in low level and they imitate Korean fashion in medium level. Actors and actresses are the key factor for Thai teenagers to be imitated and think that it is o.k. to have plastic surgery to make them look like Korean superstars. Moreover, dramas and movies affect Thai teenagers to try Korean food and influence them to visit Korea.

Sarila Ponphim (2007) mentioned "Cultural Transmission of Korean Culture through Movie series of The Great Jang Geum - Jewel in the Palace". The research studied the aspect of cultural transmission of Korean culture through movie series of The Great Jung Guem -Jewel in the Palace including the factors affecting to the popularity of The Great Jung Guem. And also, to study the perceptive behavior of fan club groups to the characters through leading actors of The Great Jung Guem -Jewel in the Palace.

The results could be explained that the elements in such Korean movie series contained with plot, character, setting, theme, activity and various cultural way. These elements were related with each other while the plot was the center as the pattern of sequences to pass incidents, behaviors and cultures in this movie.

However, the factors affecting to the popularity in Thailand of The Great Jung Guem - Jewel in the Palace was the screenplay. It was enjoyable, observable, continually run and abbreviated period movie also. Besides, another factor promoting the popularity of this series was the leading actors. They were chosen from Korean topnotch stars to perform as each character. Anyway, the most important factor supporting this Korean series' popularity was the transmitted culture that way to say, the way of life and social condition - livelihood and ruling class ,the aspect of social value - the value of occupations, the aspect of ideology- such as the ideology of humanism, cook and even doctor.



In addition, most fan clubs were female between 20-35 years old in studying age of undergraduate level and working age. Regarding to the population profile, it showed that the perceptive behavior of fan club groups through the leading actors of *The Great Jung Guem -Jewel in the Palace* was stemmed from 2 main points. Firstly, the received an entertainment from Korean movie series and it caused the individual perceptive behavior of member group because almost of them were in the age which was sensible to perceive new cultures or new things and complied with the character as if they are partial of such favorite character. Secondly, the perceptive behavior from friends group was caused by the interest in Korean society and culture. They induced each other to join the membership of "The Great Jung Guem Fan Club" which fan club members would be persuaded by friends to mostly watch Korean movie series. The reason they chose Korean series was they wanted most to respond their own curiosity and interest. Additional, the thing fan club members received most from Korean series watching were the response of their own need and interest, and the enjoyment from Korean series' plot. Nevertheless, to the opinion about the series through the leading actors, almost fan club members felt that Korean movie series broadcasted via the television station in Thailand had the cultural insertion in the screenplay contents and such leading actors which resulted in more Korean cultural imitation from Korean movies.

Zhang (2008) studied "A Review and Prospect Analysis of Korean Fever Phenomenon in China". This research is to understanding "Korean Fever" fully and comprehensively; analyzing "Korean Fever"; identifying the reason that bring the prevalence of the "Korean Fever" in China, finding the reference that carrying on the ancient oriental civilization, and giving a scientific forecast to the development of "Korean Fever".

The research was found that since South Korea and China established diplomatic relations in 1992, the exchange between the two countries is very frequent. Korean dramas find favor with the whole Chinese people in an irresistible way, commonly known as the "Korean Fever". But the "Korean Fever" does not only refer to

Korean dramas; the “Korean Fever” is a cultural phenomenon, an economic phenomenon, an international communication, and a cross-cultural phenomenon. Korean culture struck the Chinese culture once after another. The Korean culture has penetrated in the present Chinese culture. To knowing the various marks for the prevalence of “Korean Fever” in China, explore the reasons for the prevalence of “Korean Fever” analyze the trend of “Korean Fever” in China. All of finding can provide reference to China to help transfer the ancient Chinese civilization.

Sirada Techasa (2008) mentioned “Factors Affecting Chiang Mai Municipality Residents on Watching Korean Television Drama Series”. The research was conducted to investigate the socio-economic characteristics of the audiences, their behaviors toward Korean dramas broadcasted on television and factors influencing their selection of the Korean drama series watching.

The results show that the respondents were 26.01 years old on average. Most of them were female, single and attending undergraduate level.

Less than one-half of the respondents watched Korean drama series for 2-4 times a month, on Saturdays and Sundays. They preferred to watch it through channel 7 during 9.15-11.15 a.m. Main factors influencing them to watch the Korean drama series were its plot and they made their own decision. Generally, they preferred romantic genres and the most popular ones were Full House and Princess Hours.

For factors influencing the respondents on the selection of the Korean drama series watching, it was found that the plots of Korean drama series had a highest level whereas the following were minor factors: 1) general aspects of Korean culture such as the costumes; 2) respondents lifestyles; watching Korean drama series for entertainment; 3) the sale promotion such as VCDs or DVDs of the dramas which had been broadcasted on television before; and 4) public relations media such as the trailers on TV.

As a whole, the following were the first factors which the respondents held the importance on the selection of the Korean drama series watching: 1) the plot or content of the Korean drama series; 2) types of Korean drama series; 3) actors and actresses; 4) public relations through magazines; and 5) co-activity with the lover. Besides, it was found that the respondents had a good attitude toward Korean drama series whereas they had a moderate level of good attitudes toward Thai drama series.

Supawan Wattanasupakul (2007) investigated "The attributes of Asian popular television drama: The case of Japanese, Taiwanese and Korean dramas in Thai television". The research is a qualitative research employing narrative analysis and depth interview of key informants as its method.

The research found the following attributes;

Japanese drama - The narration used quick tempo, the story and dialogue question the dominant social and culture values, and the main theme encourages higher goal. The scene and visual images were confined within the family setting. The conflict in the story line often resolved happily.

Taiwanese drama - The narration used normal tempo, the story reflect the life of youth set in social problems such as outside and gangster, the main characters and charismatic, and the theme of love and struggle end with an ironic tone. Youth in these stories are depicted as rebel in deep conflict with their family and social values. They are in search of individualism and hence, uncompromising with adults.

Korean drama that the narration used slow tempo, and exhibited visual and sound images to communicate the emotion of the main characters, the scenic view and setting are designed to match with the romantic love theme of youth who are searching for self identity at the same time. The stories were driven by the past and sometimes, painful memories. There were cliff-hangers in the each episode and the content reflected the love relationship of youth who were in conflict with their family but resolved happily in the end.

Moreover, the factors contributing to the popularity of these dramas are 1).The story that share similar theme of love and how youth struggle to glow up in the modern urban setting and patriarchy system in Asia. 2). the competition and marketing strategies of the television stations which import these dramas. 3). the business tie-in of the media industries which contributed to the promotion of national images as well as cultural products and other goods.

Thanawan Kaewkong (2008) presented "Audience gratification upon viewing Korean dramas on channel 7." This research presents the demographical characteristics of the audience of viewers who are satisfied with Korean dramas shown on Channel 7. It is also concerned with the behavior attendant upon exposure to Korean dramas on Channel 7. Finally, the options of respondents concerning the content and presentation of the Korean dramas on Channel 7 are discussed.

The research found that the majority of respondents are female who evince gratification in response to the Korean dramas shown on Channel 7 a majority are below the age of twenty-one. In regard to the respondents, mostly are employees of private companies or stores than are students, including university students.

In regard to behavior attendant upon exposure to Korean dramas shown on Channel 7, it was found that the majority viewed Korean dramas on Saturday and Sunday on 9:15 a.m. - 11:15 a.m. for relaxation and relieving stress with family.

As the content of Korean dramas shown on Channel 7, the majority liked romantic dramas. They see that the Korean dramas exhibit the love lives of Korean and also enjoy viewing dramas which have happy ending.

As the presentation of Korean dramas on Channel 7, it was found that a factor making them more interesting is the appearance of the performers rather than the presentations of scenes and locations. The majority of respondents see that the major performers have to be beautiful or handsome rather than merely being well-known as performers.

Thippaya Sukpornwittawat (2007) investigated “Korean Dramas Series: A Case Study of Audience Exposure and Imitative Behavior in the Bangkok Metropolitan Area”. The research investigates the exposure of Bangkok Metropolitan Area residents to Korean drama series. Additionally, examine the concomitant imitative behavior of those exposed to the dramas. Finally, study the relationship between the content of these drama and imitative behavior on the part of those exposed to them.

As correlated with the characteristic of gender, age, marital status, level of education, income and career, and the respondents differed in regard to behavior imitative of what they were exposed to in the Korean dramas. The research found that in regard to gender, 64.5 percent of the respondents were female and 35.5 percent was male. The genders surveyed differed in imitative behavior with the females exhibiting more imitative behavior than males. In regard to age, respondents in fifteen to nineteen years old age group exhibited the highest degree of imitative behavior. Concerning marital status, divorced respondents exhibited more imitative behavior than was the case of those who are either single or married. In respect to level of education, respondents with a secondary school education evinced more imitative behavior than those educated at the primary school level, those holding bachelor's degrees and those holding post-graduate degrees. Regarding level of income, those with a monthly income of more than 40,001 baht manifested the highest degree of imitative behavior. Concerning careers, the highest expression of imitative behavior was evinced by owner of businesses. Results of this investigation show that the most common imitative behavior is imitating Korean actors or actresses in buying or using certain cosmetics. Another of fact of such imitative behavior is seen in those who follow the lead of Korean actors or actresses in buying and using brand name goods. Those comprising the audience of viewers of these Korean dramas differ in the degree to which they have been led to engage in imitative behavior. However, watching Korean dramas with family or friends or alone does not affect the degree to which viewers engage in imitative behavior.

Veluree Metaveevinij (2007) studied “Key Success Factors of Korean TV Industry Structure that leads to the Popularity of Korean TV Dramas in a Global Market”. This research is to study Korean TV industry structure in order to find the key success factors which affect a success of Korean TV dramas in global market.

In order to study key success factors of Korean TV industry, this journal found the results as following:

1. Key success factors of government organizations related with TV industry. There were several major changes in the organization structure of Ministry of Culture and Tourism, which the aim of strengthening the functions of culture and art education in order to respond with the popularity of “Korean Wave”. Moreover, there is another government organization related with TV industry, Korean Broadcasting Institute (KBI), which intends to encourage human resources development for Korean broadcasting industry. That can make sure that Korean broadcasting industry will have abundant of skillful and talent human resources in the future. Also, KBI has various financial support systems for program production to enable producers to make competitive, creative programs with cultural merit and distinction in this era of open broadcasting.

2. Key success factors of TV stations. In Korea, there are three leaders in TV drama market; that is KBS, MBC and SBS. As the high competition in an oligopoly market, each has to create new attractive TV dramas to gain popularity among audiences. As a result, Korean TV dramas can attract not only local but also international audiences. Korean TV industry management quite trust in rating-evaluate system. Therefore, TV stations know well what kind of TV dramas the market prefers. Although they do not have marketing research process. Moreover, 80 percent of TV drama copyrights belong to TV stations. This reason makes TV stations be able to sell broadcasting right and make profit from both of local and international markets.

3. Key success factors of production companies. Most of popular prime-time TV dramas in Korea are produced by outsource production companies. The production companies are not limited to produce TV dramas. In other words, they can work with all



TV stations in Korea. As a rising of popularity of Korean TV dramas, not just the Korean TV production companies are enjoying a high rating from dramas but they can also get profit from TV drama product line.

4. Key success factors of TV drama creators. There are many talented people who are attracted to be part of Korean TV industry as creators because Korean TV industry is a high return business especially for young generations who have powerful and creativity. This can ensure that Korean TV industry will be more competitive in the future. Also, the creators have a freedom to create their work as well as the income is reasonable and enough to survive in one year. Recently, being as a professional creator is not so hard to be because there is an institute called "KTRWA" (Korean TV & Radio Writer Association), which established for provide the qualified graduates persons with professional experiences who will become a next generation of Korean creator or scriptwriter.

Watchara Nuamteab (2008) studied "Factors affecting Korean television drama preference". This investigation is concerned with the demographic characteristic of selected Thai viewers of these dramas in addition to the content of the stories presented. Finally, the perceived benefits to those who view such dramas are discussed.

Through the research found that the number of viewers less than twenty years of age is greater than those between the ages of twenty-one and twenty-five and those between the ages of twenty-six and thirty, respectively. The number of viewers enrolled in the first year of study is greater than the number of those in the second year and in the fourth to the eighth years of study, respectively.

As for presentation, the preference for television dramas in the form of romantic comedy is higher than the action dramas. Viewers prefer a happy ending rather than a convoluted or surprise ending. Moreover, viewers prefer television dramas with beautiful music rather than those displaying beautiful scenery.

The presentation of the stories in a fascinating and interesting manner is the factor which affects viewer preferences to the highest degree. The next factors affecting viewer preferences are dramatic presentations which are consistent, coherent and emotionally-tinged. These three factors affect viewer preferences by virtue of making the stories easy to grasp.

Perceived benefits from viewing are pleasure and relaxation rather than watching dramas in lieu of viewing them only because of having nothing else to do.

Apart from the above mentioned, there are many researches that related for this research. Therefore, it was conducted to study “The Impact of Korean Television Dramas on Thai society: A case study in Bangkok” to investigate the impact of Korean dramas and the reason why Korean dramas have influenced a Thai audience in Bangkok. As Korean dramas continue to increase in popularity, the result can be as a guideline for the government or the private sector to find out keys of success of Korean dramas and use as a strategy to improve our drama to attract the other counties that can bring an income to our country like a Korean wave phenomenon in Korea nowadays.

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## Chapter III

### Research Methodology

The research of “The Impact of Korean Television Dramas on Thai society: A Case Study in Bangkok” used the methods of qualitative research or documentary research which is collecting data from library books, related researches, journals, etc. and also the quantitative research to collect data by using a questionnaire as a tool. To investigate the impact of Korean television dramas on Thai society which research methodologies are follow:

1. Population and Sample size
2. Measurement
3. Data Collecting
4. Measurement of rating variables
5. Data Analyses

#### 3.1 Population and Sample size

##### 3.1.1 Population

The population is Thai audiences who live in Bangkok. The data collection will collect with Thai audiences who watch Korean dramas in aging between 18-60 years old because this sample groups can easily to measure and access to Korean dramas than the other groups.

### 3.1.2 Sample size

Due to the sample of population that knows the exactly number of population, that is 3,660,197 people (Population Statistic by age in Bangkok, Department of Provincial Administration, Ministry of Interior referred in Population Information Center, College of Population Studies, Chulalongkorn University, 2009). So the sample size was estimate calculated by setting the level at 95 percent confidence, allowable error 5 percent or 0.05 (Yamane, 1973: 886-887).

The sample size which is 400 people was derived from the calculated formula of “Taro Yamane”.

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

When  $n$  = the number of samples or sample size

$N$  = the exactly number of population

$e$  = allowable error

Substitute the formula as follows

$$n = \frac{3,660,197}{1 + 3,660,197 (0.05)^2} = 399.999$$

So the sample size in this research is 399.999 people but for convenience and correctly information, the researcher will collect the sample size as amount of 400 people.

### 3.1.3 Sampling Method

This research has established the sampling method with non-probability sampling. In other words, a convenience sampling method that uses to collect data by questionnaire from the sample groups at the universities, shopping centers, office buildings and so on. Then, the researcher will use a snowball method by ask for assistance from the sample groups who complete the questionnaire to recommended the other sample groups who have required features.

### 3.2 Measurement

This research attempted to develop an appropriate research instrument for use in this research. In this research use questionnaire 400 copies as a tool which is a self-administered questionnaire included a closed-ended question with multiple choices and opened-ended question. In order to develop the structured questionnaire consisting 4 parts; that is, the personal information, the exposure behavior towards Korean dramas on Thai society, the impact of Korean dramas on Thai society and the factors affecting from Korean wave to watch Korean dramas on Thai society.

### 3.3 Data Collecting

The researcher is collecting and investigating all the data from 2 kinds of resources (Varissara Vedhsuphorn, 2007: 57) are following:

1. Primary data. The researcher is collecting data by questionnaire with Thai audiences who live in Bangkok areas and prefer to watch Korean dramas.
2. Secondary data. The researcher is collecting from library research, related thesis and research, newspapers, journal, related documents, textbooks and internet site.

### 3.4 Measurement of Rating Variables

The research has established measurement to rating variables are as follow:

1. To assess the interested in watching Korean dramas, the researcher is divided the score to rating as follows:

No. 1 is 3 points

No. 2 is 2 points

No. 3 is 1 point

2. To assess the exposure attitude towards Korean dramas, the impact of Korean dramas and the factors affecting from Korean wave to watch Korean dramas on Thai society by using Likert scale method, the score is divided into 5 levels as follows:

Strongly agree 5 points

Agree 4 points

Fair 3 points

Disagree 2 points

Strongly disagree 1 point

Then, interpret and score the result into 5 levels as follows:

Scores between 4.21-5.00 means strongly positive attitude

Scores between 3.41-4.20 means positive attitude

Scores between 2.61-3.40 means moderate attitude

Scores between 1.81-2.60 means negative attitude

Scores between 1.00-1.80 means strongly negative attitude

### 3.5 Data Analyses

The data were analyzed by means of the Statistical Products and Service Solutions Version 13.0 (SPSS) Program for the result and the statistics used were frequency, percentage, mean and standard deviation.



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## Chapter IV

### Data Analysis

The research of “The Impact of Korean Television Dramas on Thai society: A Case Study in Bangkok” used the methods of qualitative research or documentary research to investigate the key success of Korean television dramas including TV industry, which is collecting data from library books, related researches, journals, etc. and also the quantitative research to collect data by using a questionnaire as a tool to investigate the impact of Korean television dramas on Thai society.

International interest in Korean culture is fast increasing. Although it is true that the negative images projected by the Korean War and its reputation as one of the last divided countries in the world still remain strong, one cannot deny the changes that images of Korea have undergone in the past 10 years. In particular, the efforts to build positive images through sports have proved highly successful. Hosting the 1988 Seoul Summer Olympics and the 2002 Korea-Japan FIFA World Cup have resulted in projecting an image of Korea as a great sporting nation. In addition, the two events showed the world that Korea is a nation capable of successfully hosting international events (Suh, 2007: 23). Furthermore, the other factor that can support the positive image of Korea is “Hallyu” or “Korean wave”. Hallyu is now playing a leading role in increasing a new wave, facilitating active exchanges of popular culture among neighboring Asian countries. Of late, Western scholars and the international press have expressed their wonder at how Korean popular culture has become the new cultural resource in Asia.

## 4.1 Qualitative Research

### 4.1.1 Birth of 'Hallyu'

Korea has given birth to a new type of culture in Asia, called "Hallyu," or the "Korean Wave," following the nation's successful political, economic and cultural progress. Changes in the cultural contents are diverse. The image of a "Cultural Korea" is being gradually constructed. The "Hallyu," which began in the mid 1990s, has taken China, Japan and the nations in the Southeast Asia by storm. The Hallyu phenomenon formed the basis of Korea to become an exporter of culture. Since the beginning of the new millennium Korean cultural export, which had been limited to films, music and dramas have diversified to include computer games, animation and merchandise characters.

The wave of Korean popular culture was first call "Hallyu" by the Chinese mass media in 2002 (Korean Times, 2005: 10), in reference to the pace of the culture's impact on neighboring countries as the winds of the Korean pop culture swept across China beginning in 1996.

Hallyu renders new meaning to the age of intangible cultural heritage in the 21<sup>st</sup> century, in which software prevails over hardware. Most 'essential' things should be explored in the world of intangible culture. Hallyu finds its source from the strength in cultural veins, which seem to have disappeared but still breathe in the society. In spreading Hallyu, in the 21<sup>st</sup> century, Korea must visualize a humanistic world in which mutual understanding and communication prevail over tension and confrontation. The world of cyber civilization is characterized by the sharing of time and space. It is not a world where commercial value comes from scarcity and ownership, but from utilization by the populace (Kang, 2006: 24).

Culture involves global interpretation of value and its symbolic expression. Since Hallyu stands for the identity of Korean culture in this globalized world, Hallyu is no longer an exclusive domain of a single social stratum. Viewed from the perspective of

the global of cultural trend, Hullyu is a fresh commercial product of Asian popular culture, which has brought new wind to this part of the world where for a long time the Western world and Japan enjoyed a cultural monopoly (Kang, 2007: 19). The sudden rise and popularity of Korean culture in Asia was certainly a surprising phenomenon because Western culture such as Hollywood movies, pop music and TV sitcoms have long dominated this part of the world (Kang, 2006: 24).

#### 4.1.2 Key Success Factors of Korean TV Industry

There are several key success factors that Korea able to gain a lot of popularity in TV industry. So in order to study the key success factors, this research will focus on only 4 bodies:

##### 1. Key success factors of government organizations related with TV industries

###### 1) Changing organization according to changing environment

Analyzing Ministry of Culture and Tourism, the Republic of Korea, government, this research found that there were several major changes in the organization structure as the following table:

Table 1: History of Ministry of Culture and Tourism

Year	Historical events
1968	The Ministry of Information was replaced by the Ministry of Culture and Information and finally, the newly born agency came to control all the cultural and arts affairs in Korea.

Table 1 (continued)

Year	Historical events
1990	The Ministry of Culture was set up with the advent of the new Ministry of Culture; printing, broadcasting and other mass-media related affairs were transferred to the Ministry of Information.
1993	The Ministry of Sport and Youth, and the Ministry of Culture were integrated into the Ministry of Culture and Sports.
1994	The Ministry of Culture and Sports expanded to incorporate tourism affairs that had been under the control of the Ministry of Transportation.
1998	The Ministry of Culture and Sports was replaced by the Ministry of Culture and Tourism and began handing affairs relating to the print and broadcast media, which had been the responsibility of the former Ministry of Information.
2004	The Ministry of Culture and Tourism with the aim of strengthening the functions of cultural and art education, divided the Culture Industry Bureau and Culture Media Bureau.

*Source:* [http://www.mct.go.kr/english/section/about\\_mct/history.jsp](http://www.mct.go.kr/english/section/about_mct/history.jsp) quoted by Veluree Metaveevinij (2007: 144)

From Ministry of Culture and Information in 1986 to Ministry of Culture in 1990 to Ministry of Culture and Sports in 1993 and finally, it becomes Ministry of Culture and Tourism in 1998. These changes do not occurred independently. But the Ministry itself was changed according to the changing environment. In 1993, after cultural affairs became more related with tourism industry, the cultural affairs were changed to be the subsidy of Ministry of Culture and Tourism. And, it also set up “Culture Industry Bureau”

and “Culture Media Bureau” in 2004 in order to respond with the popularity of Korean wave.

## **2) Focusing on research and development**

Another government organization related with Korean TV industry is “Korean Broadcasting Institute” (KBI). One of the missions of Korean Broadcasting Institute is collecting historical database, which is important for broadcasting industry. Example for the data that KBI collects include annual report of Korean Broadcasting Companies, market sizes, policies and strategic achievement. The data that KBI collects come from not only the local but also international database. The publications and database of KBI can be borrowed through broadcasting library or searched through KBI web as well. Therefore, Korean Broadcaster can know up-to-date information of global broadcasting industries. It is a key factor that makes Korean Broadcaster can adapt with the changing business environment and media technologies.

## **3) Realizing the importance of human resource**

KBI tries to encourage human resources development for Korean broadcasting industry. For examples, there are courses for working professionals (36 courses for 407 people in 2002) and courses for prospective broadcasting personnel (workshops on program production for university student). This can make sure that Korean Broadcasting industry will have abundant of skillful and talent human resources in the future.

## **4) Initiating corporation between academic scholars and working professionals**

KBI has provided open forms for the development of TV programs by contributing special articles, papers, and broadcasting-related criticisms, and played a mediating role between scholars and working professionals through the introduction of academic theories and the views of experts. Moreover, there are workshops on program

production for university students. This factor enables to create educational system with balance between practical skill and theoretical foundation.

## **5) Financial support**

KBI has various financial support systems for program production to enable producers to make competitive, creative programs with cultural merit and distinction in this era of open broadcasting, using the broadcasting promotion fund and the culture industry promotion fund. It even guaranteed the distribution and supply of the distinguished programs, including dubbing into foreign languages and catalogue production, to actively encourage local TV programs' advancement into foreign markets.

## **2. Key success factors of TV stations**

### **1) Oligopoly nature**

According to Professor Kim Yun-chul, Director and producer of "My lovely Kim Sam-soon", there are three main players in TV drama market, KBS, MBC and SBS. Therefore, the stations are under the market which is dominated by a small number of firms. The decisions of one firm influence by the decisions of other firm. With the high competition in an oligopoly market, each station has to produce new attractive TV dramas in order to gain popularity among audiences. That is why Korean TV dramas can attract not only local but also international TV audiences. Professor Kim Yun-chul also predicted that if the competition in Korean TV drama business still was like this, Korean TV dramas could sustain the popularity in global market around 3-5 years.

### **2) Creditable rating system**

There are two main rating agent companies in Korea, TNS media and Nielsen. According to the interviews, people working in Korean TV industry quite trust in rating-evaluate system. Figures from two companies are not the same but do not have a



significant different. Therefore, TV stations know quite well what kind of TV dramas the market wants, although they do not have marketing research process.

### **3) Copyright owner**

According to Mr. Boo-Sung, General Manager of Marketing Department of Olive Nine Co., Ltd., 80 percent of TV drama copyrights belong to TV stations. This factor makes TV stations be able to sell broadcasting right in other countries. Therefore, there is a chance for making profit not only in local but also international markets as well.

### **4) Outsource production teams**

KBS, MBC and SBS usually use freelance system. Producers, directors and production companies are outsourcing. Even main actors and actresses do not sign contact with TV stations. With this system, TV stations can reduce fixed costs, but they cannot ensure that producers, directors or actors who used to create popular TV dramas will continue to produce successful TV dramas with their station. Even producers and directors who are permanent staffs tend to leave TV stations after they are famous. As a result, there is no a strong commitment between TV stations and production crew.

### **5) Marketing strategies**

For high competitive products, TV stations do not need to promote or use marketing strategies. Korean TV dramas, which are successful in Korea, have a huge demand in the global market. Sometimes, agent companies decide to buy TV drama when the production does not yet finishes because they think the cast or the synopsis are interesting. Nevertheless, TV stations have to give marketing supports for low competitive products. The strategy that TV stations often use is international exhibition, for example, international TV market exhibitions in Hong Kong, France, Singapore and Korea. Usually, part of exhibition or traveling expenses will be supported by Korean government. After selling the dramas, TV stations will use commercial and invite TV stars to promote in other countries. However, sometimes, it is difficult for TV stations to ask TV



stars joining the promotion campaign because most of stars have their own managers or sign contract with agent companies.

### **3. Key success factors of production companies**

Most of popular prime-time TV dramas in Korea are produced by outsource production companies. Therefore, there are a lot of freelance production companies in Korea. However, the researcher chose Olive Nine Co., Lid as a sampling target of this study. The results are following:

#### **1) Variety of broadcasting channel**

Nowadays, there are a variety of broadcasting channels in Korea; production companies are not limited to produce TV dramas for only free TV channel. They can produce TV dramas for cable TV and IP TV, which are new media trends. One of Production Company can work with all of three TV stations. Therefore, production companies have a high bargaining power to choose the condition of work that they prefer.

#### **2) Economy of scope**

Economy of scope primarily refers to efficiencies associated with demand sided changes such as increasing or decreasing scope of marketing and distribution. Regarding the economy of scope, Olive Nine is established in order to produce TV programs, but it extends its business scope to other media services such as performer management, theme park and brand merchandising. The cost that they spends is not allocated to only TV drama, but it is shared among several services that they provides which cause the higher distributing and marketing efficiency and create the synergy between the completed range of products.

### **3) Product line of TV dramas**

Another key success factor of Korean production companies is the fact that they can raise the profit from not only TV dramas program but also TV drama product line. However, doing like this also has limitation because the company cannot ensure whether the drama is popular enough for selling TV drama product line.

### **4) Full of creative resources**

Although Olive Nine uses two human resources strategy, permanent staffs and freelance, it has enough pool resources of drama creators.

### **5) Synergy between telecommunication channel and media content**

Recently, there is changing point of Olive Nine after merging with KT Company, one of the biggest telecommunication companies in Korea. This acquisition creates a big synergy among telecommunication, movie and TV drama business. The acquisition of Olive Nine will increase the competitiveness of KT Company in content business and strengthen KT relationship with broadcasting system, thus maximizing KT capabilities and negotiation power, as well as content abilities.

### **6) High budget**

Because of merger between content providers and telecommunication companies, it increases potential of production companies to get a high production budget. Moreover, Korean TV dramas can be sold not only in local but also international market nowadays. There are increasing investors who are interested in TV business.

#### **4. Key success factors of TV drama creators**

##### **1) The industry attracts talented people**

Because Korean TV industry is a high return business, many more talented people are attracted to be part of the business. Unlike the past, the careers in entertainment business become the fascinating careers especially for teenagers and young generations. This can ensure that Korean TV industry will be more competitive in the future.

##### **2) The freedom of drama creators**

The creators in Korean TV business have a freedom to create their own work. Marketing officers and TV station managements do not intervene during the production process. It does not mean that Korean TV stations do not care about marketing. However, Korean TV dramas use contents lead marketing; marketing does not lead the contents. They quite believe that good products and good stories, not a marketing force, are the beginning of success.

##### **3) Teamwork**

Scriptwriter and director work together as a team. That is the one of key success factors for Korean TV dramas is the fact that Korean television dramas creators can work as a team with a respect on each other works and pinions.

##### **4) Enough working time and return**

The return of writing script for one TV drama is enough for one scriptwriter to survive in one year. Otherwise, there will be a pressure for scriptwriter to keep working in the industry.

##### **5) Opportunities for new rating stars**

There are opportunities for gifted people who are interested in entertainment business in Korea. Although talented persons do not have connection and

do not know anyone in industry, they can turn to be professional scriptwriter if they have competencies.

## **6) Professional institute for creative worker**

In Korea, there is an institute called “KTRWA” (Korean TV & Radio Writer Association) which is private organization established by one Korean scriptwriter. The establishment of professional institute such as KTRWA is another key success factor for Korean TV industry. With professional experience, KTRWA can provide qualified graduates who will become a next generation of Korean scriptwriters.

### **4.1.3 Key success factors of Korean television dramas**

#### **1. Right place and right time**

Japan is always the leading country who produces the popular culture in Asia and the rest of the world. However, because the political relationship between China and Japan went worse in the 1990s, Chinese started to disclaim Japan and its culture. Moreover, since Japanese culture became too westernized, audiences do not feel that they can relate themselves with Japanese cultural products. That is why Korean TV dramas come at a right place and a right time when audiences want to find something, which is different from Japanese culture and western culture.

#### **2. Balance between modernism and traditionalism**

Korean TV dramas try to negotiate between a new life style and an old culture value. The theme of Korean drama is clear, most of which focus on the hot issues of modern urban city and the various emotional or psychological dispute of urbanite daily life, and try to present the modernist value trend, ethical values and the thought of life that triggers responses (Zhang, 2008: 105). That is why Korean TV dramas can serve the needs of Asian audiences who live in the modern societies but cannot ignore their own tradition.

### 3. Cinderella story

An attractive story is a simple explanation for Korean TV dramas' popularity. Even Kim Yun-chul, Director of "My lovely Kim Sam-soon" and Harrison Yu, General Manager of Korean Broadcasting Institute, also mentioned about the scriptwriting as a key success factor of Korean TV dramas. Mr. Boo-sung, General Manager of Marketing Department at Olive Nine Co., Ltd, argued that Korean TV dramas story is like Cinderella story. It is simple. But, usually, there are main characters that audiences get pity of and want to see their happy-ending. Korean television dramas like to create rich, full and profound, moving family screen images in an easy, humorous and life way, in which some womanishly fussy and family daily life are portrayed in a sensible way, making the "Art of Life" narrowed the gap between the audience in various ages and sectors (Zhang, 2008: 105). Additionally, because target audiences of TV dramas are women, seeing a female character win the entire struggle and live happily with her man also satisfied their need. They can relate themselves with the whole story or even wish their live would be the same.

### 4. Asian moral value

Korean society is based on Confucianism, which is a culture root of China and Japan as well. As a result, the Korean TV dramas like Jewel in The Palace, which displays Ethics, Values from Confucianism, has fulfilled the empty feeling of people in a materialistic era.

### 5. Good looking actors and actresses with sensible acting and expression

Mrs. Haewon Chin, Senior Marketing Officer of MBC TV station thought that the gorgeous look of Korean actors and actresses is the main reason of Korean TV drama popularity. The pretty and beautiful starring, both actors and actresses, and directors all spare no effort to present the Korea natural beauties, making Korean drams watching become a pleasant experience similar to enjoying a feast of audio visual dinner (Zhang, 2008: 106). Additionally, Korean TV stars can act very well with the sensible expression.

In a tragic scene, both actors and actresses can cry to express their painful feeling. This kind of acting may be judged as over-acting but it can get along with a whole melodrama story that needs a lot of emotion and sensibility.

## **6. High production quality**

The Korean broadcasting industry became fully equipped with modern television technologies in the late of 1980s and early 1990s. The success of TV dramas also draws investors and higher budgets. Even technology-oriented companies such as KT Company also decided to invest in drama production companies. Regular production system makes the production of Korean television dramas finance more reasonable and more powerful at each step, which makes Korean television dramas be established among the international media based on high cost and high quality exquisite works (Zhang, 2008: 108). The higher budget Korea production companies have the higher production quality of Korean TV dramas they can produce and this leads to higher competency of Korean TV dramas in a global market as well.

## **7. Low cost**

Comparing with cost of Japanese dramas, Korean TV dramas are better choices for local TV stations. Its cost is ranged 1,000 – 20,000 USD per 1 episode, depending on the imported country.

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Table 2: Standard price for MBC TV dramas in global market

Country	Price (per 1 episode)
Japan	20,000 – 100,000 USD
Taiwan	20,000 USD
Thailand and Malaysia	4,000 – 8,000 USD
Vietnam	1,000 USD

*Source: interview with Haewon Chin, Senior marketing officer, MBC,*

*1<sup>st</sup> November 2006 quoted by Veluree Metaveevinij (2007: 144)*

In several countries, Korean TV dramas price is lower than the cost of local TV programs. And it can guarantee the level of popularity rating as well. That is no wonder why there is still a demand for Korean TV drama in a global market.

## 8. Well-structured television industry

The last reason is an assumption of this research. It comes from the fact that the success of one TV dramas may be the result of a good director, producer and scriptwriter. But the success of whole industry, like Korean TV industry did, should come from the efficiency and effectiveness of every segment in the industry. Moreover, the policy, which was intended to protect and support domestic television dramas, restrained the import of Korean television dramas in appearance.

### 4.1.4 Cultural Export and Soft Power

In 1997, the Asian financial crisis struck, precipitating the need for an economic bailout from the International Monetary Fund (IMF). The shock of this crisis drove the whole country into a severe depression. In its midst, however, was a boom in Internet ventures. Once Koreans became aware of the flow of various forms of capital around the



world-financial, investment and speculative-they threw themselves into the world created by full-blown capitalism. One of the most unexpected dramas to emerge from these large movements of capital, media, culture and people centered on Hallyu or the Korean wave. When the phenomenon of Korean popular culture's burgeoning popularity in Asian countries first emerged in the new channels and was christened the Korean wave (Cho, 2005: 147-182).

By the late 2000s, after the 1997 Asian financial crisis, the Korean government had begun targeting the export of Korean popular culture as a new economic initiative. President Kim Dae-jung (inaugurate in 1998: 6), who informally called himself the President of Culture, established the Basic Law for the Cultural Industry Promotion in 1999 (Sung, 2008: 6). Korea's nation campaign to tide over the difficult enabled the country to clear its debts to the International Monetary Fund ahead of schedule. Emerging from the financial crisis, Korea went on to surprise its Asian neighbors by creating, in graceful manner, what is now know as the Korean wave of cultural exports that won the respect of its neighbors. The government is giving its support to promote cultural exports. The improve image of Korea based on the popularity of Korean movies, dramas and games helped the country ship its cultural contents even in Europe (Korea policy review, 2006: 27). The cultural content business has become one of the nation's growth engines. The government will take more strides to promote the business, which will eventually financially support the country.

As the purpose to expand the Korean culture, The Korea Creative Content Agency (KOCCA) was established to effectively promote and develop the cultural industry of Korea on May 7, 2009 under Article 31 of the Framework Act on Cultural Industry Promotion. As a public organization, it is a combination of 5 organizations including the Korean Broadcasting Institute, the Korea Culture and Content Agency, the Korea Game Development and Promotion Institute, the Culture & Contents Center, and Digital Contents Business Group of the Korea SW Industry Promotion Agency.

KOCCA carries out various support projects to grow the content industry of Korea to be a world leading content provider, which takes the lead of creative economy. First of all, develop policies to promote the content industry and conduct human resources development project to secure human resources which are the foundation of creativity. Also support specialized Culture Technology (CT) development including planning, development, and commercialization of content. Also, KOCCA carry out various support projects for overseas expansion to nurture the content industry into export industry. In addition, promote digital broadcasting & visual industries and conduct project for facilitation of game distribution and digitalization of content to expand the variety of subject matters of cultural content (<http://www.koreacontent.org>).

Therefore, Korea's exports of cultural contents are expected to exceed \$1 billion in 2005 on the back of Hullyu. The Korea Culture & Contents Agency (KOCCA) showed the figure that represents another hefty jump in the contents' exports for three year in a row (Korea policy review, 2006: 27). The export of cultural contents such as movies, music, games and dramas stood at \$800 million in 2004, up 31 percent from year earlier. Every year for three years from 2000 to 2002, Korean cultural contents exports hovered at around \$500 million but began to pick up in 2003, when cultural contents exports rose to \$610 million.

Cultural products were used to stimulate the Korean wave. The Korean wave does not use entertainment industry to open the route for Korean products such as tourism, food, mobile phone, camera, computer, cosmetics, clothes and etc. These products invade the everyday lives of consumers and consumers have to accept the Korean product consumption unavoidably.

Strategy used in export cultural product may be called "Soft Power". While the old invasion by military force cannot be used at the present time because of technology equality, Soft Power is smart active cultural strategy. Gradually infiltration through entertainment industry either by drama series, films, or songs make audiences feel comfortably it slowly cultivate like drop on the rock. When audiences prefer the series,

the exposure to the products in that series will infiltrate gradually and finally consumers will prefer everything in Korea (Montira Tada-amnuaychai, 2006: 9).

Whether culture capital grows or not depends on the growing of cultural product industry. Korea can show this phenomenon clearly. Entertainment industry is used as the key to invade the global market especially tourism and culture. Korea focuses on culture export to promote the country. The popularity of Korean culture also creates positive image for Korea. It can invade Asian region as they are similar either the family or way of life. Korean culture capital reinforces the images of Asia very clear that we can see popular culture production cycle which became culture becomes the product itself, actors and singers production advertising media for domestic and international brand. Being the presenters of domestic brand express the new nationalism attached with the consumerism.

It can be said that the image of Korean culture is also gradually constructed. The Hallyu or Korean wave has taken China, Japan and the nations in Southeast Asia by storm. The Hallyu phenomenon formed the basis of Korea to become an exporter of culture. Since the beginning of the new millennium Korean cultural exports, which had been limited to films, music and dramas have diversified to include computer games, animation and merchandise characters. The nation's cultural exports did not only diversify in term of content but also in term of geography. Korea's cultural content is not only imported by Asian nations but also by European and American countries (Kang, 2007: 19-25).

Thus, the Hallyu or Korean wave through the dramas is considered as a product of cultural globalization and a rise of global capitalism in Asia. An advanced transnational media firm together with high communication technologies allows the Korean government to set up a cultural manufacture. Obviously, the media content such as Korean television dramas becomes a key product to circulate Korean popular culture among Asian audience. The Korean popular culture and its exporting strategy show the success of key's soft power policy after the 1997 economic crisis. This policy has

created a new international phenomenon of Asianization in the modern world. Significantly, Korean television dramas play an important role in stimulating and motivating audience's behavior to adopt Hallyu's trend (Pijitra Suppasawatgul, 2010: 9). In Thailand, Korean wave began with an export of Korean television dramas. These packages of Korean television dramas have been imported and provided to Thai audiences around ten years ago. Obviously, television is a key media in Thailand. Thai people have spent time on television in average about 7 hours per day. Television is a main platform of communication that Thai people have consumed (Somkrit Tungkittawanit, 2004: 15).

#### 4.1.5 The Distinctive of Korean television dramas

There are many distinctive points that lead the popularity of Korean television dramas in Thailand and even in the Asian countries. As the sudden popularity of Korean television dramas, it could be said that Korean television dramas can accessible to the audiences.

Kang (2006: 25) mention that the distinctive that can raise the popularity of Korean television dramas are as follow:

1. The plots of the Korean television dramas are not old-fashioned but very fresh.
2. The stories also deal with things that are part of everyday life.
3. The production technology, camera work and music of the Korean television dramas are outstanding.
4. The graceful beauty and personalities of the stars have drawn much applause worldwide.

Bui (2007) also investigated about the reasons that Korean television dramas appeal so strongly to Vietnamese viewer.

1. Korean television dramas feature unique and distinctive stories, based on well written scripts that can realistically depict Korean society through everyday details of mundane going-on.

2. Korean producers have a knack for presenting subtle sensibilities about the inner workings of love from various angles and perspectives, the dramas portray how Korean youth will demonstrate their undying love until their very last breath.

3. Korean television dramas always contain a traditional Asian values. For example, depictions of the depth and intensity of love-related emotions are not expressed through explicit scenes or direct dialogue, which allows all members of an extended family to gather together and enjoy the dramas.

4. Korean television dramas are artistically rendered, especially in term of their cinematography. The gorgeous scenes-the blue ocean, majestic mountain peaks, hustle and bustle of urban life, romantic autumn settings with colorful leaves, attractive houses and trendy café and restaurants - beckon viewers to see the wonderful scenery of Korea for themselves.

5. The attire of Korean actresses, as well as their hair style and attractively applied make up, all catch the keen eye of viewers. The clothing of actresses is stylish and feminine, while actors convey an innate masculinity and refinement.

6. Talent actors are another distinctive behind the popularity of Korean television dramas. Korean actors and actresses are consummate professionals who fully immerse themselves in their roles to faithfully portray the characters and vividly express their various emotional experiences. The looks in their eyes, along with the realistic way they smile, kiss and shed tears.

Li (2007: 24-26) also mentioned the distinctive of Korean television dramas that appealed to interests of Chinese audiences.

1. The most popular of Korean television dramas theme are love and romance theme. Korean television dramas portray romantic love that is deep and intense, but never crude or vulgar, only pure and beautiful. Kissing scenes are rare and if any, they are presented as moments of pure romanticism.

2. The most distinctive characteristic of Korean television dramas is their visually striking depiction of romantic love, while the fashion and accessory items featured on screen add to the aesthetic enjoyment.

3. Family relations are another time-honored theme to which audiences of all age groups can relate. Korean television dramas always tend to project a society that is caring and benevolent.

4. In Korean family-theme dramas, traditional Confucian values, such as respect for the elderly, ranking by age groups and harmonious relations, can coexist side by side with modern day norms.

Larsen (2008) also mentioned the strengths of Korean television dramas; that is

1. Korean television dramas have a set of beginning and ending. They usually last for only 16-24 episodes. It is refreshing to know how many total episodes there are before you even start watching a drama. The total number of episodes is very manageable, much like an extended movie. This contributes to the addictive nature of Korean television dramas. Once you reach the middle episodes, you will really want to stay up late at night to finish it and see how it ends.

2. Korean television dramas are well written stories with strong dialogue and excellent acting. The plots are usually character driven, with all of the main characters being well defined and all the plotlines ultimately resolved. And for the most part, audiences can easily relate to the characters, situations, and conflicts that arise.



3. Korean television dramas usually offer a refreshing portrayal of 'love' and 'affection' on the TV screen, something with which American TV programming has lost touch. On American TV, 'love' is often just sex but in Korean television dramas, 'love take from heart' rather than 'love from the senses.' Korean writers and producers have truly mastered the 'art of affection.'

4. The music soundtracks in Korean television dramas are heartfelt and emotional, true reflection of the stories being told. The music seems to capture all the right emotions for the drama itself and for specific characters and scenes.

5. Korean television dramas are a wonderful 'window' into the beautiful Korean culture.

As the distinctive of Korean television dramas, it can be concluded that Korean television dramas have helped to build a bridge between the two countries, along with narrowing the differences of their people. It will now be essential for both countries to actively implement cultural exchanges in order to further develop their two way relations. Indeed, Korean television dramas play an important and indispensable role in introducing Korean culture to many countries including Thailand.

## 4.2 Quantitative research

The quantitative research is obtained from the survey from Thai audiences 400 people by using questionnaire as a tool for study "The Impact of Korean television dramas on Thai Society: A Case Study in Bangkok."

### 4.2.1 Questionnaire Analysis

The structures of questionnaire compile four parts as follow:

1. The personal information;

2. The exposure behavior towards Korean television dramas on Thai society;
3. The impact of Korean television dramas on Thai society;
4. The factors affecting Thai audience to watch Korean television dramas;

### Part 1: The personal information analysis

The personal information of the sample group is about age, gender, education, occupation and income. The frequency and percentage are as follow:

Table 3: The number of frequency and percentage of sample group's personal information [Gender]

Personal information of sample group		Frequency	Percentage
1. Gender	Male	89	22.3
	Female	311	77.8
Total		400	100.0

From table 3, the sample is 400 audiences that the majority is 311 audiences represented as 77.8 percent of all respondents are females. 89 audiences represented as 22.3 percent of all respondents are males.

Thai female audiences are interested in Korean television dramas more than Thai male audiences because Thai female audiences generally are satisfied with beauty, sentimental and gentle. As the result, Thai female audiences are easily access to Korean television dramas.

Table 4: The number of frequency and percentage of sample group's personal information [Age]

Personal information of sample groups		Frequency	Percentage
2. Age	18-25 years old	114	28.5
	26-35 years old	193	48.3
	36-45 years old	71	17.8
	46-55 years old	14	3.5
	Over 55 years old	8	2.0
Total		400	100.0

From table 4, the study found that the majority of respondents who attend to watch Korean television dramas are 193 audiences represented 48.3 percent of respondents are age between 26-53 years old. The next respondents are 114 audiences represented as 28.5 percent of respondents of all respondents are age between 18-25 years old. There are 71 audiences represented as 17.8 percent of respondents are age between 36-45 years old. There are 14 audiences represented as 3.5 percent of respondents are age between 46-55 years old. There are 8 audiences represented as 2.0 percent of respondents are age over 55 years old respectively.

Table 5: The number of frequency and percentage of sample group's personal information [Education]

Personal information of sample groups		Frequency	Percentage
3. Education	High School	10	2.5
	Diploma	18	4.5
	Bachelor Degree	299	74.8
	Master Degree and Above	73	18.3
Total		400	100.0

From table 5, the education background of sample is 299 audiences represented as 74.8 percent of respondents are bachelor degree. There are 73 audiences represented as 18.3 percent of respondents are higher bachelor degree. There are 18 audiences represented as 4.5 percent of respondents are diploma degree. There are 10 audiences represented as 2.5 percent of respondents are high school level respectively.

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Table 6: The number of frequency and percentage of sample group's personal information [Occupation]

Personal information of sample groups		Frequency	Percentage
4. Occupation	University Student	80	20.0
	Government Services	30	7.5
	Employees	246	61.5
	SMEs Owners	24	6.0
	House Wife/Husband	7	1.8
	Others	13	3.3
Total		400	100.0

From table 6, the occupation background of sample is 246 audiences represented as 61.5 percent of respondents are employees. There are 80 audiences represented as 20.0 percent of respondents are university student. There are 30 audiences represented as 7.5 percent of respondents are working in government or state enterprise. There are 24 audiences represented as 6.0 percent are working in private business. There are 13 audiences represented as 3.3 percent of respondents are working in other occupations. There are 7 audiences represented as 1.8 percent of respondents are house wives/ husbands respectively.

Table 7: The number of frequency and percentage of sample group's personal information [Income]

Personal information of sample groups		Frequency	Percentage
5. Income	Less than 5,000 Baht	32	8.0
	5,000-10,000	60	15.0
	10,001-20,000	168	42.0
	20,001-30,000	78	19.5
	Higher than 30,001	62	15.5
Total		400	100.0

From table 7, the majority of respondents watching Korean television dramas are 168 audiences represented as 42.0 percent of respondents have 10,001-20,000 Baht per month. There are 78 audiences represented as 19.5 percent of respondents have 20,001-30,000 Bath per month. There are 62 audiences represented as 15.5 percent have a higher than 30,001 Baht per month. There are 60 audiences represented as 15.0 percent of respondents have 5,000-10,000 Baht per month. There are 32 audiences represented as 8.0 percent of respondents have less than 5,000 per month respectively.

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## Part 2: The exposure behavior towards Korean television dramas on Thai society analysis

The question about the exposure behavior towards Korean television dramas on Thai society was analyzed by frequency, percentage and mean test.

Table 8: How did you get exposure to watch Korean television dramas?

The exposure behavior towards Korean television dramas		Frequency	Percentage
How did you get exposure to watch Korean television dramas?	Free Television	163	40.8
	Cable Television	26	6.5
	VCD/DVD Rental	7	1.8
	Bought VCD/DVD	115	28.8
	Borrowed from the other	59	14.8
	Downloaded from the Internet	28	7.0
	Others	2	0.5
Total		400	100.0

From table 8, the majority of respondents' exposure behavior towards Korean television dramas is 163 audiences represented as 40.8 percent of respondents who watched from free television. There are 115 audiences represented as 28.8 percent of respondents who bought VCD/ DVD. There are 59 audiences represented as 14.8 percent who borrowed Korean television dramas from the other. There are 28 audiences represented as 7.0 percent of respondents who downloaded Korean television dramas from Internet. There are 26 audiences represented as 6.5 percent of respondents who



watched Korean television dramas from cable television. There are 7 audiences represented as 1.8 percent who rent VCD/ DVD. There are 2 audiences represented as 0.5 percent of respondents who watched Korean television dramas from others channel respectively.

The majority of Thai audiences exposed to Korean television dramas from free television because free television is simple, while a majority of households now have multiple television sets.

Table 9: How long have you watched Korean dramas?

The exposure behavior towards Korean television dramas		Frequency	Percentage
How long have you watched Korean dramas?	Less than 1 year	34	8.5
	1-2 years	94	23.5
	3-4 years	129	32.3
	More than 4 years	142	35.5
Total		400	100.0

From table 9, the majority of 142 audiences represented as 35.5 percent of respondents have watched Korean television dramas more than 4 years ago. There are 129 audiences represented as 32.3 percent of respondents have watched Korean television dramas for 3-4 years. There are 94 audiences represented as 23.5 percent of respondents have watched Korean television dramas for 1-2 years. There are 34 audiences represented as 8.5 of respondents have watched Korean television dramas less than 1 year respectively.

Table 10: Frequency of exposure to Korean television dramas?

The exposure behavior towards Thai society		Frequency	Percentage
Frequency of exposure to Korean television dramas?	Rarely to watch Korean television dramas	153	38.3
	1-2 hours a week	66	16.5
	3-4 hours a week	81	20.3
	More than 4 hours a week	97	24.3
Total		400	100.0

From table 10, the majority of 153 audiences represented as 38.3 percent who rarely to watch Korean television dramas. There are 97 audiences represented as 24.3 percent of respondents who watched Korean television dramas more than 4 hours a week. There are 81 audiences represented as 20.3 percent of respondents who watched Korean television dramas 3-4 hours a week. There are 66 audiences represented as 16.5 percent of respondents who watched Korean television dramas 1-2 hours a week respectively.

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Table 11: What does the reason that you watch Korean television dramas?

Table 11.1: Watch all dramas that aired in Thailand

The exposure behavior towards Thai society		Frequency	Percentage	Mean	Standard Deviation
Watch all dramas that aired in Thailand	Yes	63	15.7	.16	.389
	No	337	84.3		
Total		400	100.0		

From table 11.1, the 63 audiences represented as 15.7 percent have watched only Korean television dramas that were aired in Thailand.

Table 11.2: Watch only dramas acted by likely actors

The exposure behavior towards Thai society		Frequency	Percentage	Mean	Standard Deviation
Watch only dramas acted by favored actors	Yes	173	43.3	.43	.496
	No	227	56.8		
Total		400	100.0		

From table 11.2, the 173 audiences represented as 43.3 percent have watched only Korean television dramas that were acted by favored actors.

Table 11.3: Watch only dramas that have a good story

The exposure behavior towards Thai society		Frequency	Percentage	Mean	Standard Deviation
Watch only dramas that have a good story	Yes	278	69.5	.70	.461
	No	122	30.5		
Total		400	100.0		

From table 11.3, the 278 audiences represented as 69.5 percent have watched only Korean television dramas that had a good story line.

Table 11.4: Watch only dramas that were popular

The exposure behavior towards Thai society		Frequency	Percentage	Mean	Standard Deviation
Watch only dramas that were popular	Yes	154	38.5	.39	.487
	No	246	61.5		
Total		400	100.0		

From table 11.4, the 154 audiences represented as 38.5 percent have watched only Korean television dramas that were popular.

Table 11.5: Others

The exposure behavior towards Thai society	Frequency	Percentage	Mean	Standard Deviation
Others	Yes	13	3.3	.03
	No	387	96.8	.178
Total		400	100.0	

From table 11.5, the 13 audiences represented as 3.3 percent have watch Korean television dramas because others reasons such as have watched with their family or friends' suggestion.

From table 11.1-11.5, the study found that the majority of 278 audiences represented as 69.5 percent (mean=0.70) of respondents who watched only Korean television dramas that have a good story. There are 173 audiences represented as 43.3 percent (mean=0.43) of respondents who watched Korean television dramas that acted by favored main actors. There are 154 audiences represented as 38.5 percent (mean=0.39) of respondents who watched only Korean television dramas that were popular. There are 62 audiences represented as 15.5 percent (mean=0.16) of respondents who watched all Korean television dramas that aired in Thailand. There are 13 audiences represented as 3.3 percent (mean=0.03) of respondents who watched Korean television dramas with the other reason respectively.

Table 12: What type of dramas that you are watching the most?

The exposure behavior towards Thai society		Frequency	Percentage
What type of dramas that you are watching the most?	Drama	60	15.0
	Romantic	124	31.0
	Action	21	5.3
	Comedy	152	38.0
	Crime/ Suspense	17	4.3
	Period	6	1.5
	Others	20	5.0
	Total	400	100.0

Remark: Multiple choices

From the table 12, the study found that the majority of 152 audiences represented as 38.0 percent of respondents who preferred to watch comedy dramas. There are 124 audiences represented as 31.0 percent of respondents who preferred to watch romantic dramas. There are 60 audiences represented as 15.0 percent of respondents who preferred to watch drama series. There are 21 audiences represented 5.3 percent of respondents who preferred to watch action dramas. There are 17 audiences represented as 4.3 percent who preferred to watch crime and suspense dramas. There are 6 audiences represented as 1.5 percent of respondents who preferred to watch period dramas respectively.



### The factor affecting to watch Korean television dramas in term of impression and interesting

The factor affecting to watch Korean television dramas were analyzed by minimum, maximum, mean and standard deviation test.

Table 13: The factor affecting to watch Korean drama in term of impression and interesting

The factor affecting to watch Korean television dramas in term of impression and interesting	Minimum	Maximum	Mean	Standard Deviation	Interpretation
Scene/ Location	1	5	4.25	.663	Highest level
Beautiful landscape	3	5	4.28	.627	Highest level
Plot/ Story line	2	5	4.19	.665	High level
Main Actor	3	5	4.30	.680	Highest level
Ability of main actor	2	5	4.03	.691	High level
Character of actor	3	5	4.11	.632	High level
Score Music	3	5	4.22	.685	Highest level
Ability of director	3	5	3.77	.677	High level
Costume	2	5	4.06	.755	High level
Korean Cultural Interference	2	5	4.04	.748	High level

From table 13, the study found that the majority of audiences represented by the mean of 4.30 watched Korean television dramas because of the leading actors. The audiences represented the mean of 4.28 watched Korean television dramas because of the beautiful landscape, while the audiences represented by 4.25 of mean watched Korean television dramas because of scene or location. The other subsequent reasons are because of the beautiful score music or original soundtrack, the plot or story line, the actors' character, the fashionable garment or actors' costume, Korean cultural interference, and the ability of main actors with the mean of 4.22, 4.19, 4.11, 4.06, 4.04, and 4.03 respectively. The ability of producer with the mean of 3.77 represented the least influential factor for watching Korean drama.

Regarding to each result, it was found that the sample group has highest affect level in main actor, beautiful landscape, scene/ location and score music (original soundtrack) rather than the high affect level in plot/ story line, character of actor, costume, Korean culture interference, ability of main actor and ability of director in respectively.



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### Part 3: The impact of Korean television dramas on Thai society analysis

The impacts of Korean television dramas on Thai society were analyzed by minimum, maximum, mean and standard deviation test.

Table 14: The impacts of Korean television dramas on Thai society

The impacts of Korean television dramas on Thai society	Minimum	Maximum	Mean	Standard Deviation	Interpretation the impact
Get a knowledge about history	2	5	3.97	.700	High impact
Get a knowledge about culture	3	5	4.16	.606	High impact
Get a knowledge about national costume	2	5	4.00	.708	High impact
Gorgeous tourist destination	2	5	4.32	.662	Highest impact
Desire to travel to Korea	1	5	4.32	2.687	Highest impact
Desire to have Korean food	1	5	3.88	.928	High impact
Desire to learn Korean language	1	5	3.45	.967	High impact
For entertainment and relaxation	3	5	4.39	.631	Highest impact

Table 14 (continued)

The impacts of Korean television dramas on Thai society	Minimum	Maximum	Mean	Standard Deviation	Interpretation the impact
Dressed up in Korean fashion style	1	5	3.43	1.002	High impact
Desire to have a plastic surgery	1	5	2.49	1.108	Low impact
Desire to listen Korean music	1	5	3.84	.932	High impact
Thai people have excessive adapted to Korean culture	1	5	3.93	.909	High impact
Korean culture does not fit with Thai society	1	5	3.12	.748	Moderate impact
Thai culture excessive dominated by Korean culture	1	5	3.55	.902	High impact
Forgot Thai culture	1	5	3.28	.967	High impact
Korean television dramas are waste of time	1	5	2.36	.991	Low impact
Korean television dramas are waste of money	1	5	2.45	1.023	Low impact

From table 14, the study found that the majority of positive impact from Korean television dramas as 4.39 by mean was entertainment and relaxation effect at the highest level. There are audiences represented as 4.32 by mean have impacted to audiences

that they want to visit Korea and thought that tourist destinations in Korea are wonderful at the highest level. There are audiences represented as 4.16 by mean have impacted in term of knowledge about Korean culture at the highest level. There are audiences represented as 4.00 by mean have impacted in term of Korean national costume at the high level. There are audiences represented as 3.97 by mean have impacted in term of Korean history at the high level. There are audiences represented as 3.88 by mean have inspired to have Korean food at the high level. There are audiences represented as 3.84 by mean have impacted to listen to Korean song or music at the high level. There are audiences represented as 3.45 by mean have impacted to study Korean language at the high level. There are audiences represented as 3.43 by mean have impacted to have the plastic surgery respectively at the low level.

Moreover, the study found that the majority of negative impacts from Korean television dramas as 3.93 by mean were Thai people having excessive adapted to Korean culture at the high level. There are audiences represented as 3.55 by mean were Thai culture have excessive dominated by Korean culture at the high level. There are audiences represented as 3.28 by mean were forgotten Thai culture at the high level. There are audiences represented as 3.12 by mean have a negative impact that Korean culture does not fit to Thai society at the moderate level. There are audiences represented as 2.45 by mean have a negative impact that Korean television dramas are waste of money in case of bought VCD/ DVD at the low level. There are audiences represented as 2.36 by mean have a negative impact that Korean television dramas are waste of time at the low level in respectively.

Regarding to each result, the research was found that the sample group has highest positive impact level for entertainment and relaxation from stress, gorgeous tourist destination and visit to Korea rather than the high positive impact level to get knowledge about Korean culture, Korean national costume, Korean history, Korean food, Korean music, Korean language, Korean fashion style in respectively. Also, the result was found that the sample group has low positive impact level to have a plastic surgery.

In addition, the research found that the sample group also has high negative impact level on Thai audiences that have excessive imitate in Korean culture and also neglect Thai culture. The audiences also have the moderate negative impact level that Korean culture does not fit with Thai society. Lastly, the research found that the audiences have a low negative impact level, which Korean television dramas are waste of money and time in respectively.

#### Part 4: The factors affecting from “Korean wave” to watch Korean television dramas on Thai audience analysis

The factors affecting from “Korean wave” to watch Korean television dramas on Thai audience were analyzed by frequency, percentage, minimum, maximum and mean test.

Table 15: The question about the “Korean wave” to watch Korean television dramas on Thai audience

The acknowledgement of Korean wave		Frequency	Percentage
When did you know about the “Korean wave”?	Less than 1 year	16	4.0
	1 year	40	10.0
	2 years	66	16.5
	More than 2 years	278	69.5
Total		400	100.0

From table 15, the study found that the majority of 278 audiences represented as 69.5 percent have acknowledged the Korean wave more than 2 years ago. There are 66 audiences represented as 16.5 percent have acknowledged the Korean wave for 2 years. There are 40 audiences represented as 10.0 percent have acknowledged the Korean wave for 1 year. There are 16 audiences represented as 4.0 percent have acknowledged the Korean wave less than 1 year respectively.

Table 16: How could you access to the “Korean wave” firstly?

The acknowledgement of Korean wave		Frequency	Percentage
How could you access to the “Korean wave” firstly?	Korean television dramas/ movies	318	79.5
	Korean music	45	11.3
	Korean language	7	1.8
	Taekwondo	10	2.5
	Korean food	11	2.8
	Tourist destination	6	1.5
	Others	3	0.8
Total		400	100.0

From table 16, the study found that the majority of 318 audiences represented as 79.5 percent were accessed to the Korean wave from Korean television dramas or movies. There are 45 audiences represented as 11.3 percent were accessed to the Korean wave from Korean music. There are 11 audiences represented 2.8 percent were accessed to the Korean wave from Korean food. . There are 10 audiences represented



2.5 percent were accessed to the Korean wave from Taekwondo. . There are 7 audiences represented 1.8 percent was accessed to the Korean wave from Korean language. There are 6 audiences represented 1.5 percent was accessed to the Korean wave from tourist destination in Korea. There are 3 audiences represented 0.8 percent was accessed to the Korean wave from the other reason respectively.

### “Korean wave” which has mainly affects to watch Korean television dramas on Thai audience

The question about the mainly affect to watch Korean television dramas on Thai audience by the “Korean wave” was analyzed by minimum, maximum, mean and standard deviation test.

Table 17: How do “Korean wave” has highly affects to watch Korean television dramas on Thai audience

The effect of Korean wave to watch Korean television dramas on Thai audience	Minimum	Maximum	Mean	Standard Deviation	Interpretation
Korean movies/ dramas	1	5	3.67	.841	High level
Korean music	1	5	3.60	.870	High level
Korean language	1	5	3.11	.807	Moderate level
Taekwondo	1	5	2.42	.828	Low level
Korean food	1	5	3.15	.887	Moderate level
Tourist destination	1	5	3.70	.912	High level

From table 17, the study found that the majority of effect of Korean wave to watch Korean television dramas is a wonderful tourist destination in Korea as 3.70 by mean. There are audiences represented as 3.67 by mean that have watched Korean television dramas because of Korean movies or dramas. There are audiences represented as 3.60 by mean that have watched Korean television dramas because of Korean music. There are audiences represented as 3.15 by mean that have watched Korean television dramas because of Korean food. There are audiences represented as 3.11 by mean that have watched Korean television dramas because of Korean language. There are audiences represented as 2.42 by mean that have watched Korean television dramas because of Taekwondo respectively.

Regarding to the result, it was found that the sample group has effected at high level from Korean wave in term of tourist destination, Korean movies or dramas and Korean music to watch Korean television dramas rather that the moderate level from Korean food and Korea language respectively. Lastly, the audiences have effected at low level from Korean wave from Taekwondo to watch Korean television dramas.

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## Chapter V

### Conclusion and Suggestion

The research of “The Impact of Korean Television Dramas on Thai society: A Case Study in Bangkok” was investigated the impact of Korean Television dramas and the reason that Korean Television dramas have influenced a Thai audience in Bangkok area.

The population is Thai audiences who live in Bangkok. The data collection is collect with Thai audiences who watch Korean Television dramas and age between 18-60 years old because this sample groups can more easily to measure and access to Korean Television dramas than the other groups. Due to the sample of population that knows the exact number of population, that is 3,660,197 people (Population Statistic by age in Bangkok, Department of Provincial Administration, Ministry of Interior referred in Population Information Center, College of Population Studies, Chulalongkorn University, 2009). So the sample size was estimate calculated by setting the level at 95 percent confidence, allowable error 5 percent or 0.05 (Yamane, 1973: 886-887). So the sample size in this research is 399.999 people but for convenience and correctly information, the researcher will collect the sample size as amount of 400 people. The data were analyzed by the Statistical Products and Service Solutions Version 13.0 (SPSS) Program for the result and the statistics used were frequency, percentage, mean and standard deviation.

The research used the methods of qualitative research or documentary research which is collecting data from library books, related researches, journals, etc. to

investigate the key success factors of Korean dramas and the quantitative research to collect data by using a questionnaire as a tool to investigate the impact of Korean Television dramas and the reason that has influenced a Thai audience in Bangkok area.

## **Conclusion**

In the part of quantitative research studied the impact of Korean television dramas on Thai society: A case study in Bangkok, the research found as follow:

### **Part 1: The personal information analysis**

The sample is 400 audiences that the majority is 311 audiences represented as 77.8 percent of all respondents are females and 89 audiences represented as 22.3 percent are male. The respondents who attend to watch Korean Television dramas are 193 audiences represented 48.3 percent of respondents mostly are age between 26-53 years old. The education background of sample is 299 audiences represented as 74.8 percent of respondents are bachelor degree. The occupation background of sample is 246 audiences represented as 61.5 percent of respondents are employees. The majority of respondents watching Korean Television dramas are 168 audiences represented as 42.0 percent of respondents have their earnings (income) 10,001-20,000 Baht a month.

### **Part 2: The exposure behavior towards Korean Television dramas on Thai society analysis**

The majority of respondents' exposure behavior towards Korean Television dramas is 163 audiences represented as 40.8 percent of respondents were watched from free television. The majority of 142 audiences represented as 35.5 percent of respondents have watched Korean Television dramas more than 4 years ago. The majority of 153 audiences represented as 38.3 percent who rarely to watch Korean Television dramas. The majority of 278 audiences represented as 69.5 percent (mean=0.70) of respondents who watched only Korean Television dramas that have a good story. The majority of 152 audiences represented as 38.0 percent of respondents who preferred to watch comedy dramas.

This research is paralleled with Watchara Nuamteab's research investigated "Factors affecting Korean television drama preferences." The research found that as for presentation, the preference for television dramas in the form of romantic comedy is higher than the action dramas. Viewers prefer a happy ending rather than a convoluted or surprise ending. Moreover, viewers prefer television dramas with beautiful music rather than those displaying beautiful scenery.

Moreover, Thanawan Kaewkong (2008) presented "Audience gratification upon viewing Korean Television dramas on channel 7." As the content of Korean Television dramas shown on Channel 7, the majority liked romantic dramas. They see that the Korean Television dramas show the love angle of Korean and also enjoy viewing dramas which have happy ending.

**The factor affecting to watch Korean Television dramas in term of impression and interesting**

The majority of audiences represented as 4.30 mean rates were watched Korean Television dramas because of main actors at the highest level.

This research is paralleled with Watchara Nuamteab's research investigated "Factors affecting Korean television drama preferences." The presentation of the stories in a fascinating and interesting manner is the factor which affects viewer preferences to the highest degree. The next factors affecting viewer preferences are dramatic presentations which are consistent, coherent and emotionally-tinged. These three factors affect audience preferences by virtue of making the stories easy to grasp.

Sirada Techasa (2008) mentioned "Factors Affecting Chiang Mai Municipality Residents on Watching Korean Television Drama Series". For factors influencing the respondents on the selection of the Korean drama series watching, it was found that the plots of Korean drama series had a highest level whereas the following were minor factors: 1) general aspects of Korean culture such as the costumes; 2) respondents lifestyles; watching Korean drama series for entertainment; 3) the sale promotion such as VCDs or DVDs of the dramas which had been broadcasted on television before; and 4) public relations media such as the trailers on TV.

Thanawan Kaewkong (2008) presented "Audience gratification upon viewing Korean Television dramas on channel 7." As the content of Korean Television dramas shown on Channel 7, As the presentation of Korean Television dramas on Channel 7, it was found that a factor making them more interesting is the appearance of the performers rather than the presentations of scenes and locations. The majority of respondents see that the major performers have to be beautiful or handsome rather than merely being well-known as performers.

### Part 3: The impact of Korean Television dramas on Thai society analysis

The study of the impact of Korean television dramas on Thai society, the majority of Thai audiences that have positive impact from Korean television dramas as 4.39 by mean were entertainment and relaxation effect at the highest level. The majority of negative impacts from Korean Television dramas as 3.93 by mean were Thai people having excessive adapted to Korean culture at the high level.

The findings of this study were in accordance with those of some previous researches. For example, the study entitled “Factors Affecting Korean Television Drama Preferences” done by Watchara Nuamteab which suggested that pleasure and relaxation was a reason why Thai audiences preferred watching Korean soap operas. Furthermore, Thippaya Sukpornwittawat who conducted the research on “Korean Dramas Series: A Case Study of Audience Exposure and Imitative Behavior in the Bangkok Metropolitan Area” concluded that Thai audiences’ most frequently imitative behavior was using or buying the same brand name cosmetics like Korean actors or actresses were doing. Another behavior was using or buying brand name merchandise appeared in the dramas.

As same as in the other countries such as Vietnam, the popularity of Korean Television dramas the younger generation takes their cue from the dramas, which has caused Korean clothing and cosmetic product to become must-have items (Bui, 2007: 32). In Japan, a fever of “Winter Love Song” was led to a variety of economic and socio-cultural impacts. As the number of Japanese tourists visiting Korea was increase (Kim and other, 2007: 1343). Even in the different cultural place like America, Korean



Television dramas are a wonderful window into the beautiful Korean culture. Americans people were enjoying with Korean Television dramas then they become curious about the Korean culture and they start reaching out to Korean people in their local communities. They try Korean food and even learn some Korean words. Some even end up travelling to Korea (Larsen, 2008). It can be said that Korean Television dramas play an important and indispensable role in introducing Korean culture to other countries.

Furthermore, the study found the different impact from the previous research that is the negative impact. As the result, the majority of negative impacts from Korean television dramas on Thai audiences were they having excessive imitate in Korean culture and also neglect Thai culture.

#### **Part 4: The factors affecting from “Korean wave” to watch Korean television dramas on Thai audience analysis**

In order to study the factors affecting from “Korean wave” to watch Korean television dramas on Thai society, the research found that the majority of 278 audiences represented as 69.5 percent have acknowledged the Korean wave more than 2 years ago. The majority of effect of Korean wave to watch Korean Television dramas is a wonderful tourist destination in Korea as 3.70 by mean at the high level

#### **Research Finding**

As the mentioned the impact of media concept, television is the most popular vehicles for attracting people’s attention among diverse visual media alternative. Thai people spent time on television in average about 7 hours per day (Somkrit

Tungkittawanit, 2004: 15). Television is a main platform of communication that Thai people have consumes. There is a significant number of popularity of Korean Television dramas in Thai television since 2001. The growing success of Korean Television dramas was matching with music, food, language, tourism and culture (Pijitra Suppasawatgul, 2010: 7).

As the positive impact from Korean Television dramas on Thai audiences, the research found that the majority impact on Thai audiences from Korean Television dramas is entertainment and relaxation effects as 4.39 by mean at the highest level. Korean Television dramas also have induced some audience to visit Korea and to learn about Korean culture as 4.32 and 4.16 by mean respectively. While Korean Television dramas also have impacted Thai audiences to got knowledge about Korean culture including national costume and Korean history as 4.16, 4.00 and 3.97 by mean at the high level respectively. Moreover, Korean Television dramas have successively impacted in term of Korean food, language study, fashion, and Korean music respectively.

Aside, the negative impact indicates that an influence of Korean culture causes some audience to imitate to Korean way as 3.93 by mean at the high level, excessive dominated to Korean culture as 3.55 by mean at the high level and neglect Thai culture as 3.28 by mean at the high level respectively.

Recently, Korean government focusing on cultural exports and expands their beautiful culture to the other countries. The improve image of Korea based on the popularity of Korean movies, dramas and games, the cultural content business has become one of the nation's growth engines. Also, the cultural products were used to stimulate the Korean wave. The Korean wave through the Korean television dramas is

considered as a product of cultural globalization and a rise of global capitalism in Asia. Obviously, the media content such as Korean Television dramas becomes a key product to circulate Korean popular culture among Asian audiences. Therefore, Korean government will take more strides to promote the business, which concerned the Korean content of culture. The popularity of Korean culture also creates positive image for Korea. In order to develop the relation between Korea and the other countries, Korean Television dramas can help to build a bridge between the two countries, along with narrowing the differences of their culture.

In Thailand, the Korean wave has seen a rapidly popularity in Korean influence from Korean Television dramas, films, food, tourist destination or fashion. Korean Television dramas focused on family values and Confucianism values which is familiar to Thai society. Moreover, Thailand and Korea is not different, both are Asian countries, which living in similar and give importance to family and relationship between family members. That is why Thai audience adopts Korean culture easily.

Korean culture has been prevalent in Thailand by entertainment industry such as Korean Television dramas, Korean singer, Korean movies, etc. In fact, Korean culture has gained the popularity in Thai society. From the first Korean drama has been aired in 2000 until the present, the Korean Television dramas are continued to broadcast on Thai television. It is clearly shown that Korean Television dramas still gaining the favor. The audiences are enjoyed the Korean culture from all the thing of daily life.

For example, there are many Korean stars became the presenter for products either Korean brand or international brand such as Hanami presented by 2 PM, Yamaha Fino and 12 plus presented by Super Juniors, Eversense presented by Big Bang, Wuttisak Clinic presented by T- Max and Mistine Powder presented by Kara.

While the increasing of popularity of Korean stars with clearly white skin, the several products got the idea to put the ingredients that imported from Korea in their products. The mostly products that got a lot of favor are cosmetic with Blemish Balm Cream or well known in the name of BB powder, that very famous in Korean cosmetic, such as Mistine No.1 Diamond BB Powder, 12Plus Miracle BB Powder, Cutepress Every BB Powder and Nativ BB Powder. The beauty cosmetic business was success to take a marketing share from the influence of healthy skin of Korean stars which Thai people really prefer to make up for it bright and fresh look as same as Korean stars. However, not only the cosmetic that have a lot of favor but the costume of Korean stars from the favorite Korean Television dramas also got a lot favor. As the result, the costume of Korean actresses, as well as their hair style and the attractive make up also have influenced on Thai audiences.

Also, Korean foods have influenced on Thai audiences after watched Korean Television dramas. As the popularity of “Jewel in the Palace”, which the main story was about cooking Korean food, Korean food become more interesting. The audiences want to try Korean food or even cook Korean food. As the result, the Korean restaurants were increased in Bangkok. Sukhumvit plaza or Korean town, the largest Korean community in Bangkok, was opened in response to the Korean wave with Korean restaurants, fashion house, hair salon and Korean karaoke. Moreover, the Korean restaurant could easily found anywhere in Bangkok area and department store. These days Korean food also contains a variety of meat and fish dishes along with greens and vegetables. Various preserved Korean food, such as Kimchi is particularly popular due to their distinctive flavor and high nutritional value. “Kimchi” is the best known Korean food. It is vegetable dish, highly seasoned with pepper, garlic, etc. It is served with every kind of Korean meals and it stimulates the appetite like pickles. "Kimchi" contains amounts of

good nutrition such as vitamin C, and fiber. Generally, the Korean dish uses much grains and vegetables which add fiber and protein from both vegetables (bean curd, bean sprouts, bean paste, soy sauce) and meats. Korean food has moderate calories and low fat and sweet taste, very healthy and well balanced.

Ubonrat Siriyuvasak and Shin (2007) emphasized about “Asianizing K-pop production, consumption and identification patterns among Thai youth”. The research found that the flavor of Korean cultural products affects Thai teenagers to spend their much expenditure on. In addition, Woranuch Tantiwitidpong (2008) study “Korean singers’ maniac among Thai teen” mentioned that the influence of Korean singers effects to fanaticism of Thai teenagers’ behavior including teenagers who express their behavior as their favorite Korean singers.

The Korean Television dramas were getting a high popularity faster and faster until nowadays, however some Thai television dramas such as “Hua Jai Lad Fah” which the main actor was Korean and applied unique features of Korean television dramas. Thai fans of Korean television dramas also had chance to watch Thai television dramas that had Korean plot. Besides, the leader actor of Thai television dramas “Snow Under the Moon” has Korean character and many scenes were shot in Korea including snow scene in winter. This trait shows a signal that Thai television dramas have developed by applying Korean style (Montira Tada-amnuaychai, 2006: 6). Moreover, “The Autumn Destiny or Tai Fah Tawan Diew”, Thai television dramas, which the main actors were Thai and Korean super stars and had a Korean plot. Also, this drama was shot mainly in Korea to get a beautiful image of Korea and Korean culture through the drama.

It can be emphasized that the Korean culture invaded Thai audiences to imitative to Korean way. Thai culture could being neglect and also the Thai value could

decrease from the core of heart of Thai audiences caused audiences have too much influenced from the Korean culture.

In the Future, Korean Wave may remain, but were flat because Thai people may spend on goods or adapt to Korean culture to the saturation point such as the current Japanese wave previously which used to influence on Thai society. Korean wave may disappeared or diminish if it have replaced by other new culture. However, the cultural problem issue should not be ignored because the adaptation or imitate too much to other culture may lose the nationalism, a tributary of cultural and national economies are unconsciously. The popularity of Korean wave have influenced and effected definitely to the consumption and the favor of the many products which imported from Korea or try Korean food.

In fact, Thai audiences have much impacted by Korean wave. However, that was a huge chance to learn about the Korean culture and history as mentioned by Rojanasak Sangsiriwilai (2009) but it perhaps lack of their own culture because of too much imitated through Korean wave. Thus, whether any of the popularity of Korean cultures and the Korean values that matter should be adapted to suit the society, do not neglect Thai culture and do not excessive dominate to Korean culture.

## 5.2 Suggestion

The research of “The impact of Korean Television dramas on Thai society: A case study in Bangkok” was focusing on study the impact of Korean Television dramas. The result showed positive and negative impact that have influenced on Thai society. It is a good chance to acknowledge to the beautiful Korean culture through Korean Television dramas. Unfortunately, the negative impact indicates that an influence of



Korean culture causes some audience to neglect Thai culture and imitate the Korean ways.

It is necessary for Thai government or the private sector that should catch the eyes on them and control them that would not forget Thai culture even how much they access through Korean Television dramas. Also, the television channels should control the selection Korean Television dramas process that all those Korean Television dramas contents are appropriate and would not damage Thai culture. Moreover, the result from the research can be a guide line for Thai Television dramas producer to use a key success of Korean Television dramas to develop Thai Television dramas and the entertainment industry.

### **5.3 Suggestion for the future research**

This research focused on studying only on the impact of Korean drams on Thai society. For the feature, there should have to study the impact from the other entertainment that also gains the popularity in Thailand such as Korean variety show, game, music. Moreover, there should have to study the protection way and the way to solve the problem caused by the exposure Korean Television dramas. Also, there should have to deeply study the Korean entertainment industry policy that has supported by Korean government.



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## APPENDICES

ศูนย์วิทยทรัพยากร  
จุฬาลงกรณ์มหาวิทยาลัย



APPENDIX A

ศูนย์วิทยทรัพยากร  
จุฬาลงกรณ์มหาวิทยาลัย

## Questionnaire

The impact of Korean television dramas on Thai society: A case study in Bangkok

Objective: This questionnaire is made as a part of a Master's degree thesis. Department of Korean Studies. Graduate School. Chulalongkorn University

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### Part 1 The personal information

1. Gender
 

<input type="checkbox"/> Male	<input type="checkbox"/> Female
-------------------------------	---------------------------------
2. Age
 

<input type="checkbox"/> 18-25 years old	<input type="checkbox"/> 26-35 years old
<input type="checkbox"/> 36-45 years old	<input type="checkbox"/> 46-55 years old
<input type="checkbox"/> Over 55 years old	
3. Education
 

<input type="checkbox"/> High School	<input type="checkbox"/> Diploma
<input type="checkbox"/> Bachelor Degree	<input type="checkbox"/> Master Degree and Above
<input type="checkbox"/> Other.....	
4. Occupation
 

<input type="checkbox"/> University Student	<input type="checkbox"/> Government Services
<input type="checkbox"/> Employees	<input type="checkbox"/> SMEs Owners
<input type="checkbox"/> House Wife/Husband	<input type="checkbox"/> Other.....
5. Income
 

<input type="checkbox"/> Less than 5,000 Baht	<input type="checkbox"/> 5,000-10,000 Baht
<input type="checkbox"/> 10,001-20,000 Baht	<input type="checkbox"/> 20,001-30,000 Baht
<input type="checkbox"/> More than 30,001 Baht	



Part 2 The exposure behavior towards Korean television dramas

6. How did you expose to watch Korean television dramas?
- ( ) Free television ( ) Cable television  
 ( ) VCD / DVD Rental ( ) Bought VCD / DVD  
 ( ) Borrowed from the other ( ) Downloaded from the Internet  
 ( ) Other.....
7. How long have you watched Korean television dramas?
- ( ) Less than 1 year ( ) 1-2 years  
 ( ) 3-4 years ( ) More than 4 years
8. Frequency of exposure to Korean television dramas.
- ( ) Rarely to watch Korean television dramas ( ) 1-2 Hours a week  
 ( ) 3-4 Hours a week ( ) More than 4 Hours a week
9. What does the reason that you watch Korean television dramas? **(Multiple choices)**
- ( ) Watch all dramas that aired in Thailand  
 ( ) Watch only dramas acted by favored actors  
 ( ) Watch only dramas that have a good story  
 ( ) Watch only dramas that were popular  
 ( ) Other.....
10. What type of drama that you are watching the most? **(Ranking from No.1 - No.3)**
- ( ) Drama ( ) Romantic  
 ( ) Action ( ) Comedy  
 ( ) Crime / Suspense ( ) Sci-fi  
 ( ) Period ( ) Other.....

11. The factors affecting to watch Korean television dramas in term of impression and interesting.

Please check ✓ in the blank below that match your opinion.

Factors affecting to watch Korean television dramas (impression and interesting)	Strongly agree	Agree	Fair	Disagree	Strongly disagree
1. Scene / Location					
2. Beautiful landscape					
3. Plot / Story Line					
4. Favored main actors					
5. Ability of main actors					
6. Character of actors					
7. Good score music					
8. Ability of director					
9. Costume and fashion					
10. Korean cultural interference					

### Part 3 The impact of Korean television dramas on Thai society

Please check ✓ in the blank below that match your opinion

The impact of Korean television dramas	Strongly agree	Agree	Fair	Disagree	Strongly disagree
12. Get knowledge about Korean history					
13. Get knowledge about Korean culture					
14. Get knowledge about Korean national costume (Hanbok)					

The impact of Korean television dramas	Strongly agree	Agree	Fair	Disagree	Strongly disagree
15. Gorgeous tourist destination					
16. Desire to visit Korea					
17. Desire to try Korean food					
18. Desire to learn Korean language					
19. For entertainment and relaxation					
20. Dress up in Korean fashion					
21. Desire to have a plastic surgery					
22. Desire to listen Korean song					
23. Thai people have excessive adapted to Korean culture					
24. Korean culture does not fit with Thai culture					
25. Thai culture excessive dominated by Korean culture					
26. Forgot Thai culture					
27. Waste of time					
28. Waste of money to buy VCD / DVD					

**Part 4** The factors affecting from “Korean Wave” to watch Korean television dramas on Thai audience.

29. When did you know about the “Korean Wave”?

- Less than 1 year
- 1 year
- 2 years
- More than 2 years

30. How could you access to the “Korean Wave”?

- Korean dramas/ movies
- Korean music
- Korean language
- Taekwondo
- Korean food
- Tourist destination
- Other.....

31. How do “Korean wave” has highly affects to watch Korean dramas on Thai audience

Please check  in the blank below that match your opinion

The effect of Korean wave to watch Korean dramas on Thai audience	Strongly agree	Agree	Fair	Disagree	Strongly disagree
1. Korean dramas/ movies					
2. Korean music					
3. Korean language					
4. Taekwondo					
5. Korean food					
6. Tourist destination					

32. Suggestion.....  
 .....  
 .....  
 .....

Thank you



APPENDIX B

ศูนย์วิทยทรัพยากร  
จุฬาลงกรณ์มหาวิทยาลัย

## แบบสอบถาม

### เรื่อง “อิทธิพลจากละครเกาหลีที่ส่งผลกระทบต่อสังคมไทย: กรณีศึกษาในเขต กรุงเทพมหานคร”

แบบสอบถามชุดนี้ เป็นส่วนหนึ่งของการศึกษาระดับปริญญาโท สาขาเกาหลีศึกษา บัณฑิตวิทยาลัย จุฬาลงกรณ์มหาวิทยาลัย จึงขอความกรุณาตอบแบบสอบถามทุกข้อตามความเป็นจริง โดยข้อมูลที่ได้นจะนำไปใช้เพื่อประโยชน์ทางการศึกษาเท่านั้น จึงขอขอบคุณมา ณ โอกาสนี้

#### ส่วนที่ 1 ข้อมูลทั่วไปเกี่ยวกับลักษณะทางประชากร

1. เพศ
 

<input type="checkbox"/> ชาย	<input type="checkbox"/> หญิง
------------------------------	-------------------------------
2. อายุ
 

<input type="checkbox"/> 18-25 ปี	<input type="checkbox"/> 26-35 ปี
<input type="checkbox"/> 36-45 ปี	<input type="checkbox"/> 46-55 ปี
<input type="checkbox"/> มากกว่า 55 ปี	
3. ระดับการศึกษา
 

<input type="checkbox"/> มัธยมศึกษาตอนปลาย หรือเทียบเท่า	<input type="checkbox"/> อนุปริญญา
<input type="checkbox"/> ปริญญาตรี	<input type="checkbox"/> สูงกว่าปริญญาตรี
<input type="checkbox"/> อื่น ๆ โปรดระบุ.....	
4. อาชีพ
 

<input type="checkbox"/> นิสิต/นักศึกษา	<input type="checkbox"/> รับราชการ / รัฐวิสาหกิจ
<input type="checkbox"/> พนักงานบริษัทเอกชน / ห้างร้าน	<input type="checkbox"/> ค้าขาย / ประกอบธุรกิจส่วนตัว
<input type="checkbox"/> พ่อบ้าน / แม่บ้าน	<input type="checkbox"/> อื่น ๆ โปรดระบุ.....
5. รายได้ส่วนบุคคลต่อเดือน
 

<input type="checkbox"/> ต่ำกว่า 5,000 บาท	<input type="checkbox"/> 5,000-10,000 บาท
<input type="checkbox"/> 10,001-20,000 บาท	<input type="checkbox"/> 20,001-30,000 บาท
<input type="checkbox"/> 30,001 บาทขึ้นไป	

## ส่วนที่ 2 คำถามเกี่ยวกับพฤติกรรมการรับชมละครเกาหลี

6. ท่านเลือกรับชมละครเกาหลีจากแหล่งใด
- ( ) โทรทัศน์ช่องปกติ ( ) โทรทัศน์ช่องเคเบิลทีวี
- ( )เช่าจากร้านเช่า VCD / DVD ( ) ซื้อจากร้านจำหน่าย VCD / DVD
- ( ) ยืมจากคนรู้จัก ( ) ดาวน์โหลดจากอินเทอร์เน็ต
- ( ) อื่น ๆ โปรดระบุ.....
7. ท่านได้รับชมละครเกาหลีมาเป็นระยะเวลาานานเท่าไร
- ( ) น้อยกว่า 1 ปี ( ) 1-2 ปี
- ( ) 3-4 ปี ( ) มากกว่า 4 ปี
8. ความถี่ในการรับชมละครเกาหลี
- ( ) นาน ๆ ครั้ง ( ) 1-2 ชั่วโมงต่อสัปดาห์
- ( ) 3-4 ชั่วโมงต่อสัปดาห์ ( ) มากกว่า 4 ชั่วโมงต่อสัปดาห์
9. ท่านเลือกรับชมละครเกาหลีโดยพิจารณาจากสิ่งใด (เลือกตอบได้มากกว่า 1 ข้อ)
- ( ) ดูทุกเรื่องที่น่ามาฉายในประเทศไทย ( ) ดูเฉพาะเรื่องที่น่าแสดงเป็นที่ชื่นชอบ
- ( ) ดูเฉพาะเรื่องที่มีเนื้อเรื่องน่าสนใจ ( ) ดูเฉพาะเรื่องที่ได้รับคามนิยม
- ( ) อื่น ๆ โปรดระบุ.....
10. ท่านชอบรับชมละครเกาหลีประเภทใดต่อไปนี (เรียงตามลำดับความชอบ 1-3 ลำดับ)
- ( ) ประเภทละครชีวิต (Drama) ( ) ประเภทละครรักโรแมนติก (Romantic)
- ( ) ประเภทละครต่อสู้ (Action) ( ) ประเภทละครตลกเบาสมอง (Comedy)
- ( ) ประเภทละครฆาตกรรม / สืบสวนสอบสวน ( ) ประเภทละครวิทยาศาสตร์ (Sci-fi)
- ( ) ประเภทละครพีเรียด (Period) ( ) อื่น ๆ โปรดระบุ.....
11. ความประทับใจในละครเกาหลีที่มีผลต่อการรับชมละครเกาหลี
- โดยการทำเครื่องหมาย ✓ ลงในช่องเห็นด้วยหรือไม่เห็นด้วยที่ตรงกับความคิดเห็นของท่านมากที่สุด

ทัศนคติต่อการรับชมละครเกาหลี (ความประทับใจ และความน่าสนใจ)	เห็นด้วยอย่างยิ่ง	เห็นด้วย	เฉย ๆ	ไม่เห็นด้วย	ไม่เห็นด้วยอย่างยิ่ง
11. ฉากในละคร / สถานที่ถ่ายทำ					
12. ความสวยงามของภูมิทัศน์					
13. บทละคร / เนื้อเรื่อง					
14. ชอบนักแสดงนำ(พระเอก – นางเอก)					
15. ความสามารถของนักแสดง					
16. บทบาทของตัวละคร					
17. เพลงประกอบมีความไพเราะ					



ทัศนคติต่อการรับชมละครเกาหลี (ความประทับใจ และความน่าสนใจ)	เห็นด้วยอย่างยิ่ง	เห็นด้วย	เฉยๆ	ไม่เห็นด้วย	ไม่เห็นด้วยอย่างยิ่ง
18. ความสามารถของผู้กำกับ					
19. เสื้อผ้านักแสดงนำแฟชั่น / ทันสมัย					
20. สอดแทรกวัฒนธรรมเกาหลี					

### ส่วนที่ 3 คำถามเกี่ยวกับผลกระทบที่เกิดจากการรับชมละครเกาหลี

โดยการทำเครื่องหมาย ✓ ลงในช่องเห็นด้วยหรือไม่เห็นด้วยที่ตรงกับความคิดเห็นของท่านมากที่สุด

ผลกระทบจากละครเกาหลี	เห็นด้วยอย่างยิ่ง	เห็นด้วย	เฉยๆ	ไม่เห็นด้วย	ไม่เห็นด้วยอย่างยิ่ง
12. ได้ความรู้เกี่ยวกับประวัติศาสตร์เกาหลี					
13. ได้ความรู้เรื่องวัฒนธรรมเกาหลี					
14. ได้ความรู้เรื่องชุดประจำชาติเกาหลี (ชุดฮันบก)					
15. สถานที่ท่องเที่ยวในละครเกาหลีมีความสวยงาม					
16. ละครเกาหลีทำให้ท่านอยากไปท่องเที่ยวที่เกาหลี					
17. ละครเกาหลีทำให้ท่านอยากรับประทานอาหารเกาหลี					
18. ละครเกาหลีทำให้ท่านอยากเรียนภาษาเกาหลี					
19. ละครเกาหลีทำให้ท่านได้รับความสนุกสนานบันเทิง และผ่อนคลาย					
20. ละครเกาหลีทำให้ท่านแต่งหน้า ทำผม และแต่งกายตามแฟชั่นเกาหลี					
21. ละครเกาหลีทำให้ท่านอยากไปทำศัลยกรรมที่เกาหลี					
22. ละครเกาหลีทำให้ท่านฟังเพลงเกาหลี					

ผลกระทบจากละครเกาหลี	เห็นด้วย อย่างยิ่ง	เห็น ด้วย	เฉย ๆ	ไม่เห็น ด้วย	ไม่เห็นด้วย อย่างยิ่ง
23. คนไทยเปิดรับวัฒนธรรมเกาหลีมาก เกินไป					
24. วัฒนธรรมเกาหลี ไม่เหมาะกับ สังคมไทย					
25. วัฒนธรรมไทยถูกวัฒนธรรมเกาหลี ครอบงำมากเกินไป					
26. วัฒนธรรมเกาหลีทำให้หลงลืมความ เป็นไทย					
27. การรับชมละครเกาหลีทำให้เสียเวลา					
28. การรับชมละครเกาหลีทำให้ สิ้นเปลืองเงิน ในกรณี ซื้อหรือเช่า VCD/DVD					

#### ส่วนที่ 4 คำถามเกี่ยวกับอิทธิพลจากกระแสวัฒนธรรมเกาหลีที่มีผลต่อการรับชมละครเกาหลี

29. ท่านรับรู้กระแสวัฒนธรรมเกาหลี (Korean Wave) ตั้งแต่เมื่อไหร่
- ( ) น้อยกว่า 1ปี ( ) 1ปี  
( ) 2ปี ( ) มากกว่า 2ปี
30. ท่านรับรู้กระแสวัฒนธรรมเกาหลี (Korean Wave) ครั้งแรกจากสิ่งใด
- ( ) ละคร/ภาพยนตร์เกาหลี ( ) เพลงเกาหลี  
( ) ภาษาเกาหลี ( ) กีฬาเทควันโด  
( ) อาหารเกาหลี ( ) สถานที่ท่องเที่ยวที่เกาหลี  
( ) อื่น ๆ โปรดระบุ.....
31. กระแสวัฒนธรรมเกาหลีมีอิทธิพลในการรับชมละครเกาหลีของท่านอย่างไร  
โดยการทำเครื่องหมาย ✓ ลงในช่องเห็นด้วยหรือไม่เห็นด้วยที่ตรงกับความคิดเห็นของท่านมากที่สุด

กระแสวัฒนธรรมเกาหลีที่มีอิทธิพล ในการรับชมละครเกาหลี	เห็นด้วย อย่างยิ่ง	เห็น ด้วย	เฉย ๆ	ไม่เห็น ด้วย	ไม่เห็นด้วย อย่างยิ่ง
7. ท่านคิดว่าภาพยนตร์เกาหลี มีผลทำให้ ท่านตัดสินใจรับชมละครเกาหลี					
8. ท่านคิดว่าเพลงเกาหลี มีผลทำให้ท่าน ตัดสินใจรับชมละครเกาหลี					

กระแสวิวัฒนาการเกาหลีที่มีอิทธิพลในการรับชมละครเกาหลี	เห็นด้วยอย่างยิ่ง	เห็นด้วย	เฉยๆ	ไม่เห็นด้วย	ไม่เห็นด้วยอย่างยิ่ง
9. ท่านคิดว่าภาษาเกาหลี มีผลทำให้ท่านตัดสินใจรับชมละครเกาหลี					
10. ท่านคิดว่ากีฬาเทควันโด มีผลทำให้ท่านตัดสินใจรับชมละครเกาหลี					
11. ท่านคิดว่าอาหารเกาหลี มีผลทำให้ท่านตัดสินใจรับชมละครเกาหลี					
12. ท่านคิดว่าสถานที่ท่องเที่ยวที่เกาหลี มีผลทำให้ท่านตัดสินใจรับชมละครเกาหลี					

32. ข้อเสนอแนะเพิ่มเติม

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ขอขอบคุณในความร่วมมือนในการตอบแบบสอบถามในครั้งนี้เป็นอย่างยิ่ง

ศูนย์วิทยทรัพยากร  
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## Biography

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