



**A STUDY TO UNDERSTAND PREFERENCES
FOR THAI VERSUS KOREAN TV DRAMAS**

BY

MISS CHAYANEE KARALAK

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF**

**THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)**

**FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY**

ACADEMIC YEAR 2014

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INDEPENDENT STUDY

BY

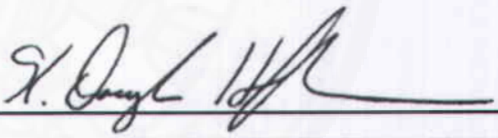
MISS CHAYANEE KARALAK

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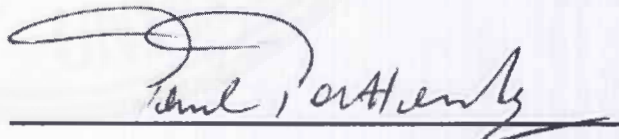
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the degree of Master of Science Program in Marketing (International Program)
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Chairman



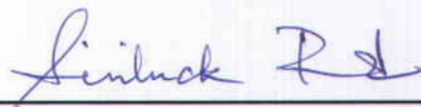
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Thesis Title	A STUDY TO UNDERSTAND PREFERENCES FOR THAI VERSUS KOREAN TV DRAMAS
Author	Ms. Chayanee Karalak
Degree	Master of Science Program in Marketing (International Program)
Major Field/Faculty/University	Faculty of Commerce and Accountancy Thammasat University
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Academic Years	2014

ABSTRACT

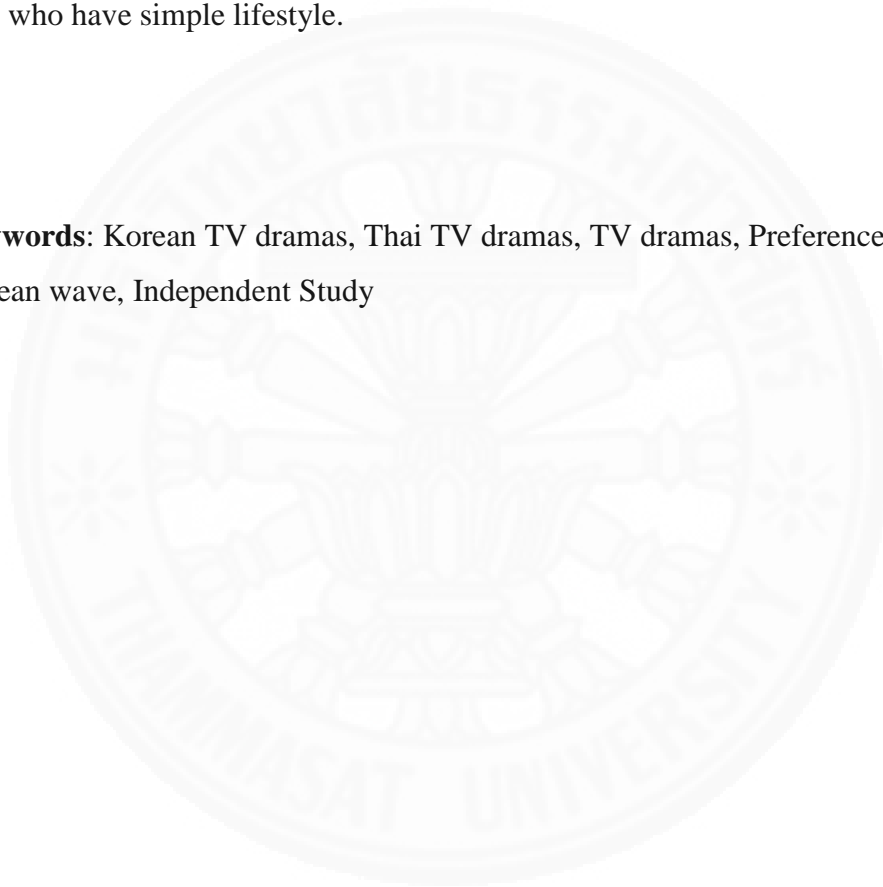
“A Study to Understand Preferences for Thai versus Korean TV Dramas” is a part of contemporary topic in applied marketing. The background of the study derived from my personal preference of TV drama in both Korean and Thai. Korean wave entered Thailand since 1998 but it did not get a lot of attention until the introduction of the Korean TV drama, Dae Jang Geum, in 2005 which gain a huge popularity and success in Thailand. Since then there were many Korean TV dramas that continuously aired in Thailand. As a consequence, Korean products such as cosmetics and food flew into Thailand. Many Thai consumers consume more Korean TV drama and began to shift away from Thai TV drama. Still, some Thai consumers continue watching local Thai TV drama. It is interesting to the understand why Thai consumers prefer Thai or Korean TV drama in order to help Thai TV drama producers to improve a quality of work and directly address the correct factors that consumers give a highest weight on.

The research objective is to identify the influencing factors in choosing TV drama with respondents living in Bangkok area, age 24-40 years old of any gender. Respondents will be divided into 2 groups which are 1. People who prefer Korean TV drama over Thai TV drama and 2. People who prefer Thai TV drama over Korean TV

drama. The research approach is exploratory research with qualitative method with secondary research and in-depth interview as data collection method. Sampling methods are convenience and snowball sample as population size is unknown.

The result reveals that Korean and Thai TV drama fans are in different segment since they have different benefits sought. Korean TV drama fans seek for entertainment while Thai TV drama preference group looks for relaxation. Moreover, Korean TV drama fans have complicated lifestyle when compare to Thai TV drama fans who have simple lifestyle.

Keywords: Korean TV dramas, Thai TV dramas, TV dramas, Preferences, Korean wave, Independent Study



ACKNOWLEDGEMENTS

First of all, I would like to take this opportunity to express my sincere appreciation to all those who provide me with information, thoughts, experiences, and support to complete this Independent Study.

A special thanks to my advisor, Prof. Dr. Paul G. Patterson, who not only gave me guidance, suggestion, but also supports me to complete this study.

And also special thank you to all the respondents who spend their time to attend in-depth interview and provide me with useful information for this study.

MIM office personnel, who always support and provide clarification to my question. And most importantly, my M27 friends who always support me throughout the program.

Lastly, I would like to thanks my parents and all my family members who always back me up throughout the whole process of the MIM program without whom I will not be who I am today.

Miss Chayanee Karalak

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CHAPTER 1

INTRODUCTION

In 2012, South Korea entertainment market (movie and music) was worth US\$ 45.1 billion and ranked as the world's 7th largest entertainment market. Moreover, Asia's entertainment industry grew approximately 7.4% in 2012 which is above the global average of 5.1%. Korean wave entered Thailand since 1998 but it did not get a lot of attention until the introduction of Korean TV drama, *Dae Jang Geum*, in 2005 which gain a huge popularity and success in Thailand. Since then Korean TV drama was a talk of the town and acted as a gate to allow Korean products to enter Thailand's market.



Dae Jung Geum poster as promoted by Thailand's channel 3

Since the first Korean TV drama, **Dae Jang Geum**, entered Thailand in 2005, the attention of Korean TV drama skyrocketed. The Korean TV drama was becoming well known and also listed as one of the top consumers' choices. Thai people, especially young and urban, tend to shift towards watching Korean TV drama instead of Thai TV drama. They also started to prefer Korean TV drama over Thais on a perception that Korean TV drama is better than Thai TV drama in many aspects. However, Thai TV drama still plays a large role in Thai consumers' mind contributed by a large number of Thai consumers still watch and addicted to Thai TV drama. For example, in 2012, there was a phenomenon of Thai TV drama called "Shadow of Love", which is a love story of twin sisters. The day that the last episode was aired, people returned home abnormally early in order to make it on time to watch the episode. Thus, somehow Thai consumers still prefer Thai TV drama over other TV drama.

Moreover, Thai TV dramas are not limited within the country but they can also gain popularity internationally. About 4 years ago (2010) there was a "Thai fever" phenomenon in Shanghai, China, as Thai movies and TV dramas got huge attention from Chinese people. The popularity survey of Thai TV drama through Chinese website (<http://tv.tudou.com>) which is a popular website for watching movie and TV drama, showed that Thai TV drama, "Wanida", ranked number one as the most popular among other international TV drama.



Thai TV drama “Wanida” as in Chinese language poster

The secondary research shows that Thai TV dramas can gain international popularity and it can enter a big market such as China. Hence, there must be something that attract and get attention of the consumers. But why some Thai people still prefer and choose Korean TV drama over Thais?

Therefore, it is beneficial to know and understand reasons behind why some Thai people prefer and choose Korean TV drama and some Thai people still prefer Thais.

“A Study to Understand Preferences for Thai versus Korean TV Dramas” will help Thai TV drama producers to understand more on the subject of why some Thai people prefer Korean TV drama over Thai TV drama. As mentioned that some people who prefer Korean TV drama by perceive that it is better than Thai TV drama in many aspects so it is a good opportunity to identify a room for improvement for Thai TV drama in order to improve the quality of work.

The purpose of this study is basically not only to explore about consumers’ perception towards Korean TV dramas and Thai TV drama but also help Thai TV drama producers to understand why Thai consumers prefer Korean TV drama over Thai TV drama. It will identify the areas of improvement in order to capture more consumers and bring those who prefer Korean TV drama back to consume Thai TV drama. The research is guided by the following objectives:

1. To identify the key success factors of Thai and Korean TV drama.
2. To analyze the differences of Korean TV drama consumers and Thai TV drama consumers in term of psychographic variables - lifestyle, personality.
3. To identify influencing factors in choosing TV drama - the most important factors/criteria in choosing TV drama.
4. To identify factors which prohibit Thai TV drama from being as competitive as Korean TV drama.

The outline of the report is organized as;

1. Contemporary Topic Description: Describe the chosen topic and academic theoretical in market that are applied in this study.

2. **Research Design:** Describe the research flow, theoretical framework, research methodology, topic guide outline, population and sampling, data collection and data analysis method.
3. **Data Analysis and Result:** Describe and answer the study's objectives based on analyzed data from the research. The structure of the result will be presented in eight topics which are;
 1. Definition of the word "success" from consumers perspective
 2. Key success factors of Korean and Thai TV dramas
 3. Consumer segmentation
 4. Consumer lifestyle
 5. Consumers important criteria of choosing Korean and Thai TV dramas
 6. Product attribute of Korean and Thai TV dramas
 7. Decision making process of Korean and Thai TV dramas consumers
 8. Factors that obstruct Thai TV dramas competitiveness



CHAPTER 2

REVIEW OF LITERATURE

For this research, the researcher has studied and searched for numbers of academic literatures in marketing and related articles both offline and online. The summary of related and relevant models and articles are presented as follow.

Motivation is “an inner state of arousal that provides energy needed to achieve goal and one outcome of motivation is behavior. Motivation also affects how we process information and make decision” (Hoyer and MacInnis, 2008). Therefore it means that motivation is one factor which effect consumers’ decision. If we know what factor creates motivation, it will be easier to know what will affect consumers’ decision making criteria in choosing TV drama.

Value is “beliefs that guide what people regard as important or good and it is one factor which affect the motivation” (Hoyer and MacInnis, 2008). Hence, it implies that consumers will get motivated if that TV drama gives benefits that match with their value.

Attitude is “a person’s enduring favorable or unfavorable evaluations, emotional feelings, and action tendencies toward some object or idea” (Kotler and Keller, 2012) Moreover, “attitudes are important because they (1.) guide our thoughts, (2.) influence our feelings, and(3.) affect out behavior” (Hoyer and MacInnis, 2008). It means attitude can influence consumers’ thought and evaluation thinking process to show how much they like or dislike about that TV drama. This can be implied that if consumers feel favor to one type/kind of TV drama, they will have a tendency to choose it.

In this study there is no direct model that perfectly fit with analysis. However, there are two possible models that can be adopted and implied to this research.

2.1 Alternative evaluation and selection process (Consumer Behaviour 4e by Neal, Quester, and Hawkins)

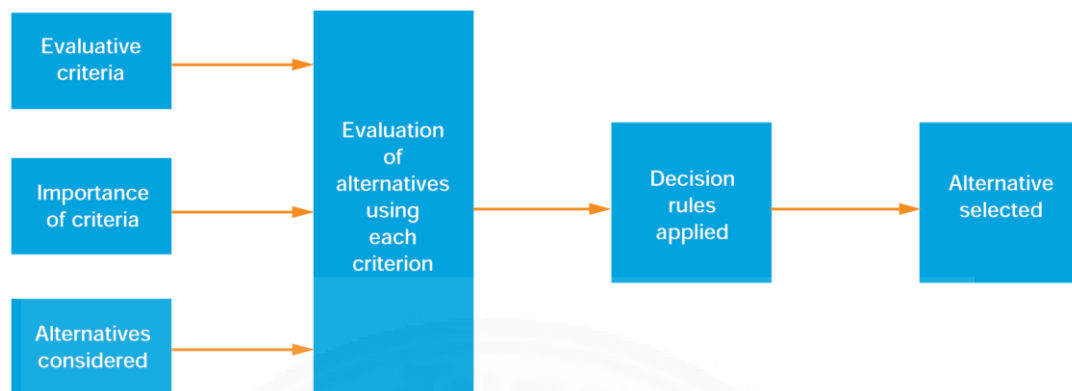


Figure 1: Alternative evaluation and selection process model

When there are so many choices of TV drama to choose – the choices vary from countries of origin to type of stories, consumers need to have some criterias in their minds in order to make their decision. This model will examine the evaluative criteria used and the importance factors that consumers give in order to decide which TV drama fits their needs. Consumers seek the alternatives then evaluate those alternatives based on criteria perceived to be important.

2.2 A value-attitude-behavior model (A value-attitude-behavior model predicting wildlife preservation voting intentions, Society and Natural Resources: An International Journal, 12, 523-537.)

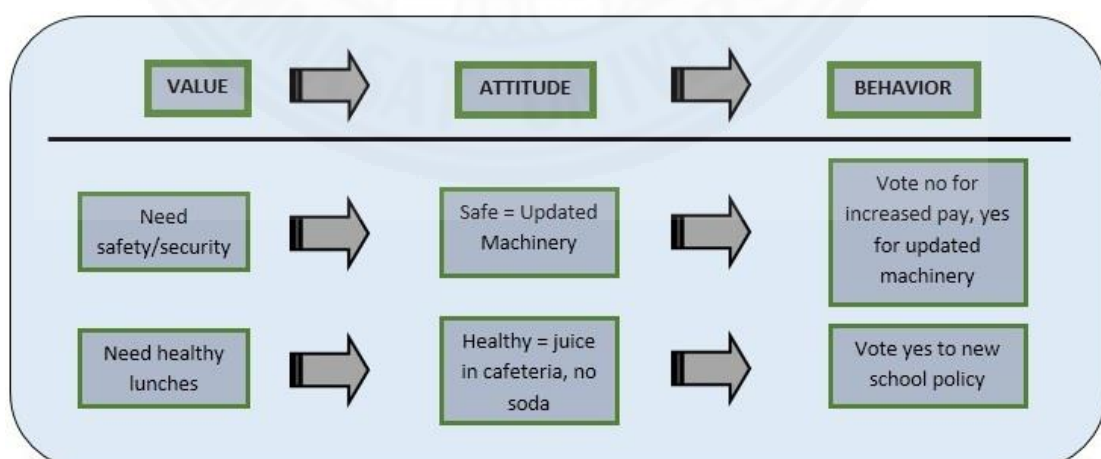


Figure 2: A value-attitude-behavior model

This model comes from the predicted voting behavior by looking at the wildlife preservation voting initiative. This model consists of 3 components which are

Value, Attitude and Behavior. The model considered the criteria of the values and attitude of those that will give a better picture in predicting or understanding behavior.

2.3 Thai Entertainment Industry value

Thailand Entertainment and Media (E&M) spending is expected to grow up from \$9.7 billion in 2013 to \$14.8 billion in 2017. This fast growing come from higher demand for internet access and higher TV advertising budget, forecasted by PwC.

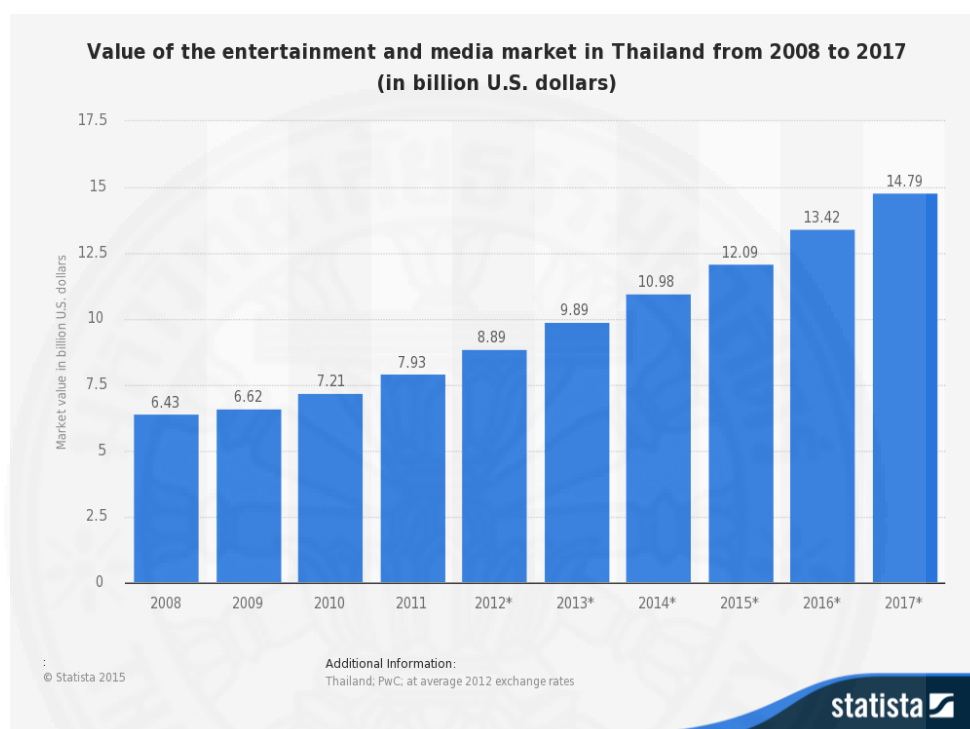


Figure 3: Value of the entertainment and media market in Thailand from 2008 to 2017

Entertainment and Media industry in Thailand consists of 12 major categories which presented in the table below.

TV advertising	Internet advertising
Consumer and Educational book publishing	Music
TV Subscriptions and licence fees	Newspaper publishing
Business-to-business	Out-of-home advertising (OOH)
Consumer magazine publishing	Radio
Filmed entertainment *	Video games

*TV drama is included in Filmed entertainment

Table 1: Categories in Entertainment and Media industry in Thailand

The fast-expanding Thai E&M market will grow at a compound annual growth rate (CAGR) of 11.3% from 2013 to 2017—the fourth fastest-growing in Southeast Asia—compared with much slower growth in developed markets, including 4.8% CAGR in the US

and 3% in Western Europe over the same period and the Thai filmed-entertainment sector will be worth \$775 million by end-2017, up from \$471 million in

2012, a CAGR of 10.5%. (PwC, 2013 at <http://www.pwc.com/th/en/press-room/press-release/2013/new-release-10-07-2013-outlook.jhtml>)

According to the press releases of PwC, the overall Entertainment industry in Thailand is growing fast when compare to those developed countries and the market of Thai TV drama will continue to grow as well. This growing is a sign predicting that there will be more consumers in the market and the existing consumers will still continue to consume Thai TV drama. This will be a motivation to Thais' producers to improve their works in the future.

2.4 Korean film and television industries

Industry	billions Won	% of GDP
Manufacturing of precision instruments	4,165	0.4
Farming of animals	5,407	0.5
Film and television industries	7,549	0.7
Construction of residential structures	10,184	0.9
Manufacturing of food, beverages and tobacco	14,365	1.3
Manufacturing of textiles and leather	15,363	1.4

Table 2: Comparison of Korean industry GDP

The film and television sectors make an important direct contribution to South Korean economy. The table above shows that the film and television industries are estimated to have directly contribute about 7,549 billion Won or about 0.7% of GDP which is higher than manufacturing of precision instrument and farming of animals. Moreover, These industries also directly generated 67,600 jobs and 3,752 billion Won in tax revenue.(Oxford Economics, 2011)

This article analysis shows that film and television sectors contribute in high proportion in South Korea GDP and also generate tons of jobs and tax revenue to the country. Hence, one possible reason which contribute to this large industry is that consumers pay lots of attention and continue consume films and television programs.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Flow

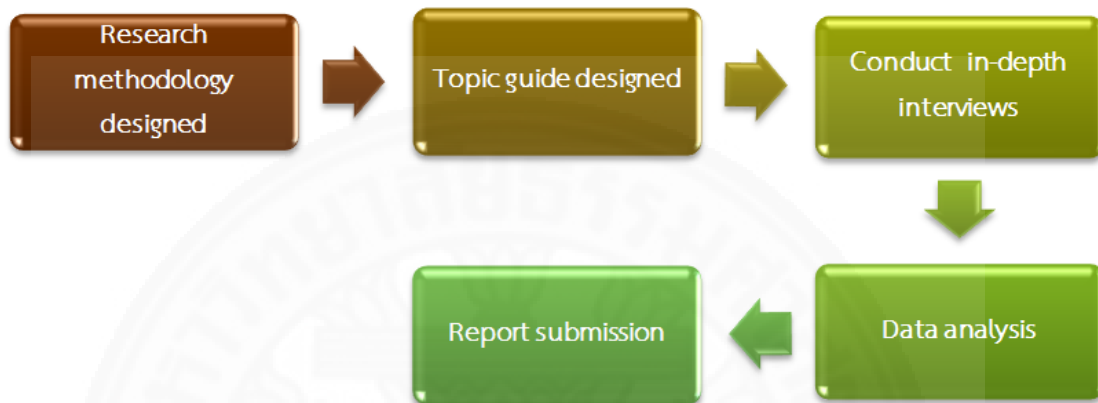


Figure 4: Research Flow chart

3.1.1 Research methodology designed: This study is to understand preferences for Thai vs. Korean TV dramas and also identify the influencing factors in choosing TV drama so the approach is Exploratory. Moreover, the study wants to find out consumers' perception of both Korean and Thai TV dramas consumers so the research approach is exploratory research with qualitative method with secondary research and in-depth interview as data collection method.

3.1.2 Topic guide designed: As in-depth interview is the data collecting method, the topic guide was designed to lead and cover all topics that need to be answered under each objective.

3.1.3 Conduct in-depth interviews: After the topic guide was created, in-depth interviews were conducted both by face-to-face interview and telephone.

3.1.4 Data analysis: Data analysis and writing report all together about 2 months from January 2015 to March 2015.

3.2 Theoretical Framework

In this study, the underlying theoretical framework is shown in Figure 5.

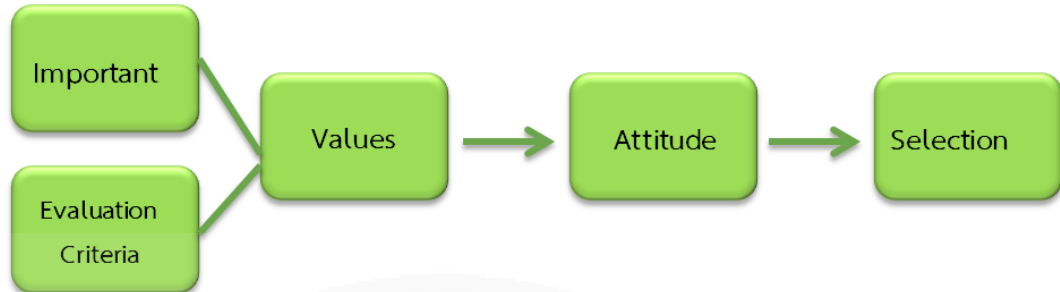


Figure 5: Adapted model from framework of alternative evaluation and selection process and the value-attitude-behavior model from Consumer Behaviour 4e by Neal, Quester, Hawkins and Vaske, J.J. & Donnelly, M.P. (1999). A value-attitude-behavior model predicting wildlife preservation voting intentions, *Society and Natural Resources: An International Journal*, 12, 523-537.

As the objective is to explore consumers' perception toward Korean TV dramas and Thai TV Dramas and why do Thai people prefer Thai or Korean TV dramas so the alternative evaluation and selection process, the value-attitude-behavior model is applied to this study. Since there is no direct method which can be perfectly fit with this study, these two models can be combined together in order to explain customer alternative selection.

In this adapted model, evaluation criteria and importance factors from consumers perception will be represented as their values since it is what they are looking for. As they know their values, consumers can separate their emotional feeling of like and dislike. Finally it will affect their action of selection.

3.3 Research Methodology

Exploratory Research approach and Qualitative Research method will be conducted in this study. The study will consist of two data collection methods which are

1. Secondary data
2. Direct Discussion: In-depth Interview

In this study we want to understand why Thai consumers have preference toward Thai or Korean TV drama so that the nature of this research is Programmatic

which we want to explore and understand customers' profile and attitude and the approach is exploratory research. Exploratory research should be applied in order to find out what are the reasons behind those preferences. Exploratory research will help to identify the list of possible factors and problems in the area of study. Thus, by using Exploratory research will help identify factors which drive the consumers' decision making process in order to choose Korea TV drama or Thai TV drama.

For secondary research, data will be collected from academic journals, the Internet and reference books which will provide a quick source for overall background information and allow the study to gain comprehensive data in overall situation of Thai and Korean TV drama.

For In-depth Interview, the information gather will provide insight information from respondents to determine the attitudes and preference of consumers in Bangkok towards Korean and Thai TV drama. In this case, in-depth interview will be conducted with both of consumer groups who prefer Korean TV drama over Thai TV drama and those who prefer Thai TV drama over Korean TV drama.

3.4 Topic Guide Outline

1. Why do you watch Korean/Thai TV drama?
2. Why do you like Korean/Thai TV drama?
3. Do you think Korean/Thai TV drama success? Why?
4. What are factors that make Korean/Thai drama success in your perspective?
5. What are the strength of Korean/Thai TV drama when compare to others?
6. Why do you prefer Korean/Thai TV drama over Thai/Korean TV drama?
7. What do you expect form watching TV drama?
8. What do you get from Korean/Thai TV drama?
9. What are criteria when you choose TV drama?
10. Which sentence is the most represent you?

Topics	Statement	
1 Stay home lifestyle	Home is just a place to sleep (No time to stay home)	I am staying at home most of my time
2 Hangout lifestyle	No spacific preference for places. Can go anywhere	The place must be talk of the town
3 Shopping lifestyle	Things must be unique	Things must be functional
4 Fashion lifestyle	Something that can use for a long time	Always update and follow intrend items
5 Social lifestyle	Always hangout and go to party with friends	Mostly stay home with family and go out with close friends only
6 Taking care of one self	Eventhough I am busy, I usually taking a good care of myself	Very busy everyday.No time to taking care of myself
7 Internet lifestyle	Using internet is waste of time. Not necessary to online everyday	Have to online everyday. Using internet is a part of my daily life
8 Social network lifestyle	Have to post or update status. Checking on social network is a part of my daily life	Don't like social network. It is too complicated and waste of time
9 Gadget lifestyle	Not in my interest. It is too complicated	Always update the up coming new launch

3.5 Sampling

As the population size is unknown so that the non-probability sample shall be applied. The convenience and snowball sampling method will be used as it is easy to access friends/ respondents who could suggest people who have similar preference and also match respondents' criteria. For example, people who prefer to watch Thai TV drama will surely have a group of friend who also love to watch Thai TV drama and the same for Korean TV drama group.

Respondents will be divided into 2 groups which are

1. People who prefer Korean TV drama over Thai TV drama
2. People who prefer Thai TV drama over Korean TV drama

There are 9 respondents who are Korean drama fans and 9 respondents who are Thai drama fans which is a total of 18 respondents. Moreover, there are 2 extra respondents including 1 Thai producer and 1 Thai director. The lists of all respondents are shown in tables below.

Thai drama fans			Korean drama fans		
Name	Age	Gender	Name	Age	Gender
Pakorn	24	Male	Papangkorn	24	Female
Kunaporn	24	Female	Soravis	25	Male
Chatchawan	27	Female	Kanjanarom	27	Female
Pimpichcha	28	Female	Akirin	28	Female
Saran	30	Male	Apivai	28	Male
Chonlatip	31	Female	Suthira	30	Female
Saruti	33	Male	Chadarat	31	Female
Bandit	34	Male	Kanat	34	Male
Piyada	36	Female	Pornpimon	38	Female

Thai producer (at WORKPOINT company Entel Curtain Co., Ltd. (Thailand)		
Name	Age	Gender
Virata	38	Male

Thai director (Freelance)		
Name	Age	Gender
Pavin	28	Male

3.6 Respondent Qualification

For Direct Discussion (In-depth interview), the criteria to select the targeted respondents will be as following

1. Age between 24-40 years old
2. Living in Bangkok area
3. Any gender

3.7 Data Collection

For in-depth interview, there is a mixed approached of face-to-face interview and telephone interview. As mentioned from the sampling method that snowball sampling will be used so that telephone interview will be applied depending on the convenience of respondents.



CHAPTER 4

RESULTS AND DISCUSSION

4.1 Data analysis

4.1.1 The in-depth interview

After the collected data, the topics of key finding from in-depth interview can be summarized as below:

1. Definition of the word “success” from consumers perspective
2. Key success factors of Korean and Thai TV dramas
3. Consumer segmentation
4. Consumer lifestyle
5. Consumers important criteria of choosing Korean and Thai TV dramas
6. Product attribute of Korean and Thai TV dramas
7. Decision making process of Korean and Thai TV dramas consumers
8. Factors that obstruct Thai TV dramas competitiveness

4.2 Results from Exploratory Research

4.2.1 Key finding from secondary research

“Korean wave” or “Hallyu” is a term used to describe the popularity of Korean pop culture. The phenomenon of Korean wave spread throughout Asian countries including China, Japan, Hong Kong, Taiwan, Singapore, Philippines and Thailand. Due to the Asian financial crisis in 1997, South Korea was one of the countries that faced the crisis. In order to recover fast from the crisis, South Korean initiate the word “Hallyu” - a Korean word for the Korean Culture Wave (Kim, 2008) - as a tool of the soft power to pass through this crisis and actually even improve their economic status (The Economist, 2010).

Korean wave or “Hallyu” was first started by Korean TV drama called “What Is Love?” aired in China in the late 1990s. “What Is Love?” aired in June 1997 on China Central Television (CCTV). The drama gained 15 percent share of audience which is the second highest ever for an imported program in China, it started an interest in Korean dramas among the Chinese. After the success of the Korean drama, it paved the way for many Korean singers to debut in China, Hong Kong, and Taiwan. The success of Korean dramas in China was important in that the “Korean wave” idea was driven by the Korean drama boom and would lead other Korean popular culture among the Chinese public, one that was widely discussed by Beijing journalists after the coining of the term “Hallyu” in 1999.

From the huge successful of Korean wave in China, Japan was the next country that was hit by Korean dramas in 2004. “Winter Sonata” was the very successful Korean drama in Japan with the final episode that was getting an audience share of over 20 percent. This number was very huge when compare with the prime time shows that rarely reach 10 percent rating. By the end of 2004, it was estimated that nearly 70 percent of Japanese viewers had watched at least one episode.

As the success evidences in the two countries, “Jewel in the Palace” or in Thai people known as “Dae Jang Geum” was the next Korean TV dramas that was launched in many countries and got very good feedbacks and success including in Thailand. The picture below shows time and countries that “Jewel in the Palace” or “Dae Jang Geum” was aired and got positive feedback

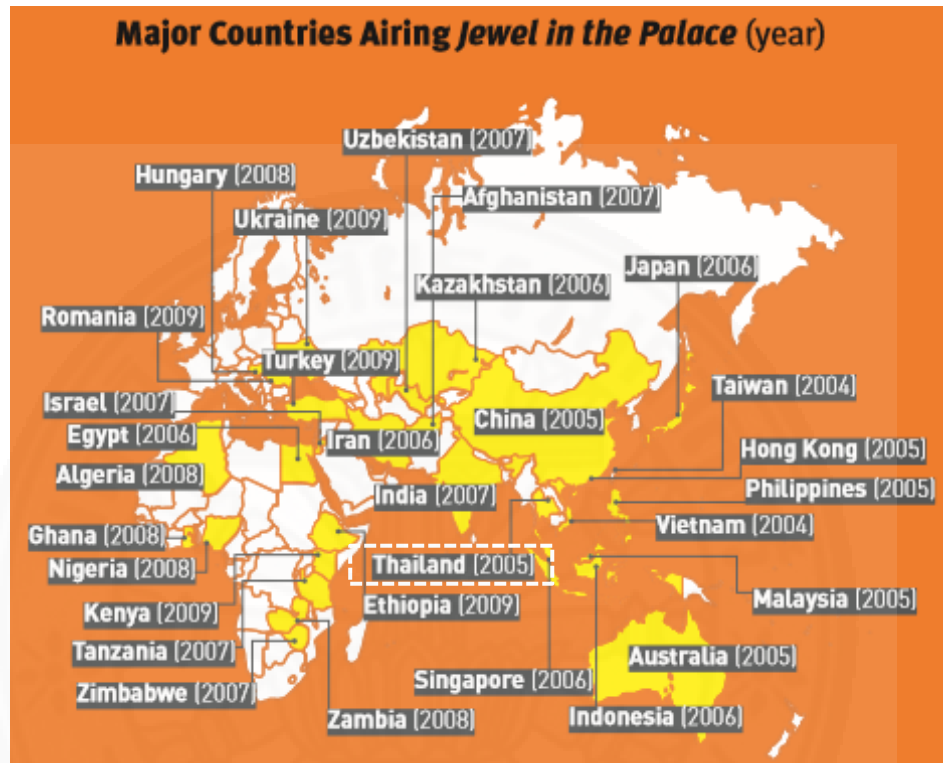


Figure 6: Year of entering of “Jewel in the Palace” in other countries

After the success of “Jewel in the Palace” or “Dae Jang Geum” in Thailand, other Korean TV dramas flew into Thailand and got Thai people attention. However, how could the Korean TV drama gain such popularity when Thailand also has its own TV drama?

From another interesting secondary research, the differences of structure and characteristic between Korean TV drama and Thai TV drama are shown as follow:

Plot: The plot of most Korean TV dramas comes from the new scriptwriting which writes specifically for drama only. On the other hand, the plot of Thai TV dramas comes from the transformation from the novel.

Characters: All characters in Korean TV dramas have their own story and the overall story does not focus only on the main characters. Other characters are as important as the main characters. Thai TV dramas usually focus only on the main characters and do not mention about the background of other supported characters.

Production design in terms of Visual Image: Visual image of Korean TV dramas focuses on location, food and other things that represent their culture which reflect their purpose of representing and spread their culture to other countries while Thai TV drama focuses on the situation of the characters.

4.2.2 Key finding from primary research

4.2.2.1 In-depth Interview

The topic guide outline was used to be the key guideline in this in-depth interview for face-to-face and telephone interviews with both groups of 9 respondents who are Korean preference and 9 respondents who are Thai preference with a total of 18 respondents and also 1 Thai producer and 1 Thai director all of them pass a criteria in order to cover all objectives in this study. However, during the interview there were some extra open-ended questions in order to gain consumers insight as much as possible so the results hold varieties of fragmented topics.

For better understanding of the finding from the in-depth interview, the results are categorized and described to match under each objective item.

Objective 1: To identify the key success factors of Thai and Korean TV drama.

Before jumping into the identification of key success factors of Thai and Korean TV drama, all respondents have to give the definition of the word “success” in their own perspective. All of the definition can be summarized as follow.

(1) Definition of success from consumers’ perspective

1. International acceptance: all respondents agree that the successful TV dramas have to go internationally through both official and unofficial channel. The example of unofficial channel: there is a website called “Drama Fever” which is online distributor for Korean dramas in the U.S. and Canada. It imports TV shows from Korea and other Asian countries. This website has no legal sources. All fans can upload the dramas and TV shows by themselves and also provided subtitles, which is called “Fansub”.

2. Talk of the town effect: Everybody knows the name of the drama, knows what the story is about and also talks about it during and after the airing time. Moreover, the name of the actor/actress is used to describe the behavior or manners.

3. Trade-off for watching: In this sense respondents mean the sacrifice of other activities in order to watch the drama such as coming home early to watch the final episode of the drama.

4. Easily to recall the name and the story: Even though that drama is over people still remember the name, the story content and sometime the name of main actor/actress.

As of definitions were define by all respondents, both Korean and Thai TV drama can be called as “success” due to both of the groups follow all definitions that respondents were perceive.

Both groups of Korean and Thai TV drama preference make a list of key success factors in their own view and all of them can be categorized as below.

(2) Key success factors for Korean TV drama

1. Content of the story: the content of the story is very intense and make consumers want to follow the story at each turn. Moreover, consumers can be able to emotionally relate to the characters and feel that they are

one of those characters. In addition, consumers cannot be able to predict what will happen next. They only know as much as the characters in the drama know.

“The story is so unpredictable and I cannot guess what will be happen next” (Papangkorn, 24)

“I also cry when the main actress cry. The mother-in-law is so cruel” (Akirin, 27)

2. Various types of story: There are wild ranges of Korean TV dramas for consumers to choose from - from romantic comedies to science fiction. Consumers can choose the types of story they want to watch and match their preferences.

“Korean TV drama has more variety type of story more than Thai’s. For me, I love to watch TV drama which is about doctors and there is no such story for Thai TV drama.”(Kanant, 34)

“Thai TV dramas have only one type of story which is romantic comedy which is so boring” (Pornpimon, 38)

3. Addictive characteristic: almost all Korean TV dramas will finish each episode with the cliff hanger ending. This kind of ending leaves consumers with the emotion of wanting to solve the clue and to watch the next episode immediately. That is why Korean TV drama consumers very addicted to it.

“I am immediately clicking on the next episode even it is already 4 a.m. in the morning. I have to find out why he did this for” (Chadarat, 31)

“I use only 3 days to finish all 16 episodes. Cannot stop watching until I finish this drama” (Kanjansom, 27)

4. Government support: Korean government has specific amount of budget to support the entertainment industry including TV drama as well.

“As one of Thai TV drama producer, Thai government should support us the same way as Korean government supports theirs. Korean government gives huge amount of money to support this business in order to export it. I am not surprise at why Korean TV drama can go to many countries” (Virata, 38)

“I think government can by one of a key factor. As long as Thai production teams get more support in term of, they can produce it better than this for sure”(Pavin, 28)

(3) Key success factors for Thai TV drama

1. Lifestyle and culture: people can relate to the situation in the drama easily due to the lifestyle of the character match to people daily life. Also, there are no unique cultures that would make the consumers to not understand the situation. Everybody including foreigners can understand and relate to the situation easily with no culture barriers.

“I can relate my daily life lifestyle with the actors or actresses. It is very easy to understand” (Pimpichcha, 28)

“There is no specific name of things such as the name of food or places that make other people not understand unlike Korean TV drama. The main character in Korean TV drama always says a specific name of food or places which sometime I don’t really know what it is” (Saruti, 33)

2. Beautiful actors and actresses: All main characters are beautiful and very good looking. This is the factor that attracts consumers who choose Thai TV drama. In addition, there is always at least one or a group of funny people in almost every Thai TV drama to build and boost the boring scene up or to cool down the serious scene.

“Just see a good looking main characters, I watch it right away” (Pakorn, 24)

“I really love the funny gang in the drama. They always push up the situation.” (Kunaporn, 24)

Objective 2: To analyze the differences of Korean TV drama consumers and Thai TV drama consumers in term of Psychographic for example Lifestyle, personality.

From the interview result, both groups of respondents can be segmented by behavioral. Korean TV drama preference and Thai TV drama preference groups have different *benefits sought*.

Korean TV drama preference group seeks for *entertainment*. Most of Korean TV drama respondents want to think and follow the story at each turn. They want to be a part of that story and go along with the characters and want to help the character solve the problem. They want to use their thinking process to guess and try to solve the clues in the story.

“I want to think, understand the hidden clue and try to solve the situation” (Apivai, 28)

“This unpredictable story challenges me. This is so much fun. I love it” (Soravis, 25)

Thai TV drama preference group seeks for ***relaxation***. They are not concern about the story content. They just want to relax by just watching and not having to think. Some Thai TV drama preference mentioned:

“I just want to be relax so I open TV and watch some TV drama”
(Bandit, 34)

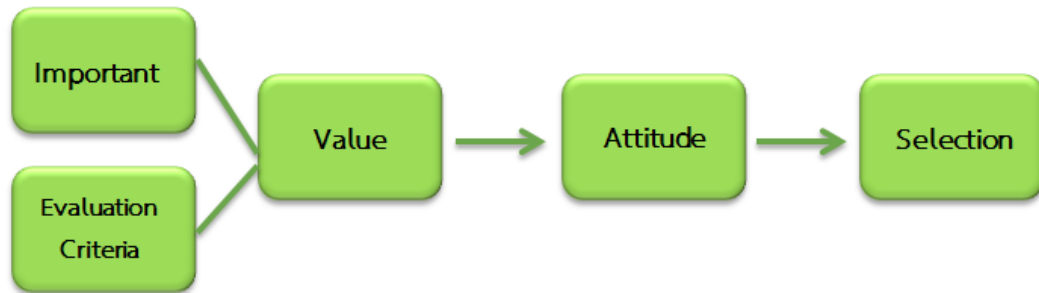
“I don’t have to think anything and just enjoy the show”
(Chatchawan, 27)

Moreover, both groups also have different lifestyle in terms of Stay home lifestyle, Hangout lifestyle, Fashionable lifestyle, Internet lifestyle and Social lifestyle as follow.

	Korean TV drama preference	Thai TV drama preference
Stay home lifestyle	Stay home sometime but mostly going out for activities	Homey people
Hangout lifestyle	Always go to hang out at a fabulous places	Can hang out at any place
Fashionable lifestyle	Follow in-trend items	Focus on functional usage
Internet lifestyle	Need to be online everyday	Online sometimes but not always
Social lifestyle	Update status sometime but usually comment and click like on Facebook	Checking other people situation only

The table above shows that Korean TV drama preference group has more complicated lifestyle than Thai TV drama preference group as they love going out, follow in-trend stuff, Hang out in a fabulous places, online all the time and also have an interaction on social network. On the other hand, Thai TV drama preference group has a simpler lifestyle.

Objective 3: To identify influencing factors in choosing TV drama.



From the model above the evaluation criteria for both Korean and Thai TV drama preference group is country of origin. Most of them usually watch TV drama which comes from Asian countries such as Taiwan, Japan and China. However, their important are different as follow.

1. Korean TV drama preference group

1. Level of excitement: Most of the respondents want to watch the drama that entertain them, make them think and enjoy it at the same time.

“I want to be entertained by the drama” (Suthira, 30)

“I have to watch it continuously. I am addicted to it”

(Papangkorn, 24)

2. Recommendation: All of respondents give importance on the recommendation of dramas. The recommendations including online reviews, friends’ recommendations and also awards received.

“I usually go to web board and read some reviews before watching drama. At least I have to know what type of the drama it is” (Pornpimon, 38)

“Most of the Korean TV dramas I watched come from my friends’ recommendation” (Chadarat, 31)

3. Type of story: Most of the respondents have some type of story they want to watch.

“I can watch all type of drama except horror and melodrama”
(Akirin, 28)

“I choose the type of story first before to see something else”
(Kanat, 34)

2. Thai TV drama preference

1. Availability of the drama: Availability includes, but not limited to, ease of finding the drama and the airing time.

“I just open TV and then watch it. Almost all free TV offers Thai TV drama every night” (Saran, 30)

“It matches with the time I arrive home. When I am at home and finish dinner I just relax by watching TV drama” (Piyada, 36)

2. Actor/Actress: Most of the respondents choose to watch the dramas that feature their favorite Actor/Actress.

“I watch all of dramas that play by Nadaj no matter what. I am his big fan” (Kunaporn, 24)

“I don’t care the content at all. I watch only the main actor I like” (Chatchawan, 27)

3. TV Channel: Most of the respondents perceive that each TV channel serves different quality and type of dramas. So they give an important on TV channel.

“I watch only drama from channel 3. Other channels are not as good as channel 3 dramas” (Saruti, 33)

“The quality of dramas from channel 7 is very poor. My family and I don’t watch them at all” (Bandit, 34)

As all respondents gave importance to TV dramas from their perspective and also from the model above, the evaluation criteria and importance of TV drama together create values to customers which in turns guide people to weight what is more important for them. This will be the values of their criteria which will help separate like and dislike through the attitude toward that thing.

Moreover, the study also finds the product attributes of both Korean and Thai TV drama as follow.

Korean TV drama offers

1. Varieties of story types
2. Intense and complicated story content

Thai TV drama offers

1. Famous and well-known actors and actresses
2. Mostly offers a relaxing type of story such as romantic-comedy and comedy
3. Softer story content
4. Suitable on-air time.

In addition, Korean and Thai TV drama preference groups have different decision making process in choosing TV drama as shown below.

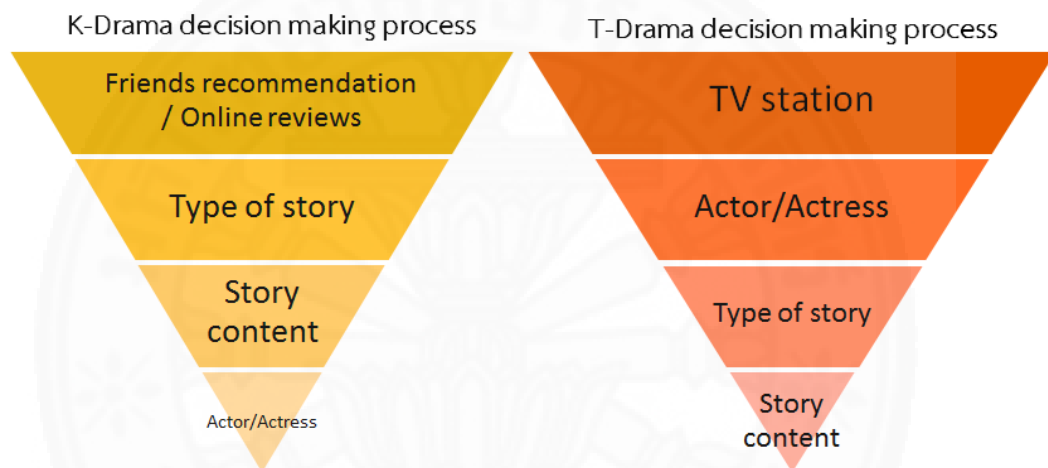


Figure 7: Korean and Thai TV drama decision making process

Korean TV drama preferences will choose the drama from recommendation through friends and online reviews because there are many Korean TV dramas and most of them are not on-air in Thailand's free TV channels. The group of Korean TV drama fans has to watch them online so it is important to know the feedback and review first in order to make the decision. From the decision making process, actors/actresses come at the last stage when compare to Thai drama decision making process which come at the second stage. Most of respondents do not give much attention to actor or actress because they focus more on content and acting but not the characters appearances.

For Thai TV drama preference group, as mentioned earlier, one of the important criteria is TV station as each TV station is perceived to offer different types of drama quality. So respondents choose the drama from the TV station as it represents types and quality. In addition, another important criteria is actors/actresses as it is ranked number 2 in decision

making process. In Thailand, most actors/actresses signed contracts with the TV channels so they will work for that channel only. That is why Thai TV drama fans rank it as second place.

Objective 4: To identify factors which obstruct Thai TV drama to be as competitive as Korean TV drama.

In this objective the researcher had an interview with Thai producer whose age is 38 years old and Thai director (work as freelance) whose age is 28 years old. Both of them gave the exact same answer to factors which hinder Thai TV drama. First of all they give the definition of the competitiveness as the ability to officially export TV drama to worldwide countries including Europe and America to level Thai TV drama with Korean TV drama. Factors which impede Thai TV drama competitiveness are presented as follow:

1. Government support: as mentioned earlier that Korean government has specific budget for supporting TV drama. They perceive TV drama as one of their export products. Korean government wants to export country's culture through TV drama. At the same time Thai government has no support to Thai TV drama. The budget of Thai TV drama for one complete season is about 25-30 million THB while for Korean is about 140 million THB. Korean TV drama has about 4 times more budget than Thai TV drama.

"I will answer directly; it is about money and support from government. Thai TV dramas have ability to go abroad but we have no enough money" (Virata, 38)

"Budget is the most important one. It helps to improve the quality of work and also an incentive to all workers" (Pavin, 28)

2. Scriptwriter: There is limited numbers of good and excellence scriptwriters in Thailand because the career path is not perceived as one of the permanent and cash generated career unlike in Korea. This kind of job in Korea provides a very good income. As a result, Most of Thai TV dramas are based on existing novel while most of Korean TV dramas are a new story. As the Thai drama is relied only on existing novels, there are no new stories so people will get bored as there already are plenty of remake dramas.

"It is very difficult to find a good scriptwriter because it is required a skill and the payment is not good" (Pavin, 28)

"There is no new born scriptwriter. Now the group that we actually have is quite aging" (Virata, 38)

As this study focuses on consumers' perspective of Korean and Thai TV drama preferences, it is useful to look from a consumers' perspective as to what factors inhibit Thai TV drama competitiveness. Respondents gave their ideal TV drama in general and then compare to what they really get in watching Korean or Thai dramas.

Ideal TV drama	Korean TV drama	Thai TV drama
Good example for children	✓	-
Good production (quality of each screen, computer graphic and location)	✓	-
Relaxation	-	✓
Entertainment	✓	✓
Realistic/ Authenticity (costume, make up and screen set up)	✓	-
Encourage people to do good things	✓	✓
Quality of actor/actress (Acting skill)	✓	-
Easy to access	-	✓
Easy to understand (Cultural matching)	-	✓
Good story content	✓	-

Table 3: Comparison between ideal TV drama important and Korean and Thai TV drama important

From the table above, Thai TV drama lack these following issues:

1. Provide good example for children: The bad girl in Thai TV drama always over acting such as screaming.
2. Good production: Location selecting and Computer graphic are not good enough.
3. Reality of costume, make up and screen set up: Most of Thai TV drama put the wrong make up for a specific situation. Moreover, some specific terms or situation such as the operation room is not as real as it should be.
 “The scene that main actress is sick her make up should represent that she is sick but why does she still wearing a red lip” (Pornpimon, 38)
4. Quality of acting skill: Most of Thai TV drama chooses only good looking actor or actress with no skill of acting.
5. Good story content: No new story content. Only lots of remake dramas.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

From the key findings in this research study, there is good news to Thai TV drama producers as they can see specific factors to improve their production and expand their fan base.

The finding shows that Korean and Thai TV drama preference groups are in different segment since they have different *benefits sought*. Korean TV drama preference group seeks for *entertainment* while Thai TV drama preference group is looking for *relaxation*. Moreover, product attributes that Korean and Thai TV drama offer match with benefits that consumers from each group want to find. In addition, both groups also have different important criteria for choosing TV drama. Korean TV drama fans weight more importance on *level of excitement, recommendation and types of the story*. At the same time, Thai TV drama fans put more weight on *accessibility, actors/actresses and TV channels*. Focusing on lifestyle of both Korean and Thai TV drama preference groups, both have different lifestyle. Korean TV drama preference group has a more *complicated lifestyle* when compare to Thai TV drama preference group that have a *simpler lifestyle*.

From benefits sought, lifestyle and important criteria, all show that both groups are not in the same segment. As the trend of Entertainment and Media industry is growing, this study will help Thai TV drama producers to understand the reasons behind the preference of Thai consumers and the factors that are importance for them to choose and consume TV drama. Thai producer will be able to see factors to improve in order to generate higher quality of work and able maintain Thai consumers preference to watch Thai TV drama and, in this case, expand to capture new segment which is Korean TV drama preference group by keeping the following recommendation in mind.

In order to capture Korean TV drama preference segment, Thai TV drama producers should improve these factors ranked from the most important:

- 1. Variety of the story:** From the in-depth interview, more than 50% of respondents complain that Thai TV dramas have only 2 types of story which are

romantic and comedy. So Thai TV drama should provide more variety of the story types in order to serve new segment. Moreover, this factor is in the key success factors of Korean TV drama. It is one of the ideal importance factors of general TV drama and also ranked as second stage in decision making process of Korean TV drama preference group. Therefore, variety of the story types should be considered as the first factor to improve.

2. Story content: Korean TV drama fans are looking for entertainment benefits where they want to follow the story at each turn and use their thinking process to solve the situation in the story. So if Thai TV drama producers want to capture this segment, they should improve the story content to match with values that Korean TV drama fans are looking for. This factor is one of the key success factors of Korean TV drama, one of the ideal importance factors of general TV drama and also ranked as the third stage in decision making process of Korean TV drama preferences. Hence, this factor should be the second point to be improved. In addition, **Addictive characteristic** - which is one of key success factor of Korean TV drama preference group - can be improved with content of the story at the same time since these two factors are related.

Variety of the story and content of the story are the first two factors that Thai producers should focus on. However, there are more factors that should to also be improved such as **quality of production** in terms of screen (picture), computer graphic and location. In addition, the **realism** of costume, make up and screen set up can also be improved at the same time as quality of production as they are relate to each other. Moreover, the **acting skills of actors/actresses and providing a good example for children** should not be neglected since these two factors are factors that Korean TV drama can provide to consumers but Thai TV drama at the moment cannot.

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