



A COMPARATIVE STUDY OF TEA CONSUMPTION CULTURE BETWEEN THAIS AND KOREANS*¹

การศึกษาเปรียบเทียบวัฒนธรรมการบริโภคชาระหว่างคนไทยและคนเกาหลี²



Saynamphung Tongchai, Wannarat Leesuksawat

สายน้ำผึ้ง ทองใส, วรณารัตน์ ลีสุขสวัสดิ์

Sukhothai Thammathirat Open University

มหาวิทยาลัยสุโขทัยธรรมมาธิราช

Corresponding Author E-mail: saynamphung2525@gmail.com

Abstract

The purpose of this research was to study the behaviors, attitudes and factors influencing the tea consumers' demand together with emotion lexicons, and to compare the tea consumption culture between Thai and Korean people. The results of a focus group discussion with 20 Thai and 20 Korean consumers revealed that the highest-scoring emotion terms were 'Good', 'Happy', and 'Pleasant' for Thai consumers, and 'Peaceful', 'Good', and 'Warm' for Korean consumers. These results were in line with those of a questionnaire survey conducted among 424 Thai and 424 Korean consumers. The results indicate that compared to Thai consumers, Korean consumers expressed their emotions more clearly overall. According to attitude data collected from the two nation's consumers, the taste of tea drinks was the most crucial factor, followed by the aroma of the beverage. Based on the sensory evaluation of two commercial green tea samples (Thai green tea and Korean green tea) by 100 Thai and 100 Korean consumers, both consumers ranked their overall liking in two types of green tea

*Received August 4, 2023; Revised August 28, 2023; Accepted August 28, 2023

¹This research article is the result of the research on A comparative study of tea consumption culture between Thais and Koreans, funded by the Asia Research Center of the Korea Foundation for Advanced Studies at Chulalongkorn University.

² บทความวิจัยนี้เป็นผลจากงานวิจัยเรื่อง การศึกษาเปรียบเทียบวัฒนธรรมการบริโภคชาระหว่างคนไทยและคนเกาหลี โดยได้รับทุนสนับสนุนจากศูนย์ส่งเสริมการวิจัยในภูมิภาคเอเชียของมูลนิธิเกาหลีเพื่อการศึกษาขั้นสูง ณ จุฬาลงกรณ์มหาวิทยาลัย



with no variation. Principal Component Analysis (PCA) confirmed that Thai consumers were related to both positive and negative emotions, whereas Korean consumers were more associated with positive emotions. From these results, it can be concluded that consumer behavior and attitudes in different nations with diverse cultures led to unique expressions of consumer emotions to consumption of tea.

Keywords: Culture; Emotion; Green tea; Korean consumers; Thai consumers

บทคัดย่อ

บทความวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาพฤติกรรม ทศนคติ และปัจจัยที่มีอิทธิพลต่อความต้องการของผู้บริโภคชาวร่วมกับคำคุณศัพท์ทางด้านอารมณ์และความรู้สึก และเปรียบเทียบวัฒนธรรมในการบริโภคชาระหว่างคนไทยและคนเกาหลี โดยการสนทนากลุ่มกับผู้บริโภคทั้งคนไทย จำนวน 20 คน และคนเกาหลี จำนวน 20 คน พบว่าอารมณ์ของผู้บริโภคคนไทยที่มีคะแนนสูง คือ ‘Good’, ‘Happy’ และ ‘Pleasant’ ในขณะที่อารมณ์ของผู้บริโภคคนเกาหลีที่มีคะแนนสูง คือ ‘Peaceful’, ‘Good’ และ ‘Warm’ อารมณ์ที่เกิดขึ้นนี้สอดคล้องกับผลสำรวจจากผู้บริโภคทั้งคนไทย จำนวน 424 คน และคนเกาหลี จำนวน 424 คน โดยใช้แบบสอบถาม ซึ่งผู้บริโภคคนเกาหลีจะมีการแสดงออกทางอารมณ์โดยรวมที่ชัดเจนกว่าผู้บริโภคคนไทย ในส่วนของข้อมูลเชิงทัศนคติของทั้ง 2 ประเทศ พบว่ารสชาติของเครื่องดื่มชา เป็นปัจจัยที่มีความสำคัญที่สุด รองลงมา คือ กลิ่นของเครื่องดื่มชา จากการประเมินคุณภาพทางประสาทสัมผัสกับผู้บริโภคคนไทย จำนวน 100 คน และคนเกาหลี จำนวน 100 คน กับชาเขียวทางการค้า 2 ตัวอย่าง (ชาเขียวไทย และชาเขียวเกาหลี) พบว่าผู้บริโภคทั้งคนไทยและคนเกาหลีให้คะแนนความชอบโดยรวมไม่แตกต่างกัน จากการวิเคราะห์องค์ประกอบ พบว่าผู้บริโภคคนไทยจะมีความสัมพันธ์กับอารมณ์และความรู้สึกทั้งเชิงบวกและลบ ส่วนผู้บริโภคคนเกาหลีจะมีความสัมพันธ์กับอารมณ์เชิงบวกเป็นส่วนใหญ่ สรุปได้ว่าพฤติกรรม และทัศนคติของผู้บริโภคในแต่ละประเทศที่มีวัฒนธรรมที่ต่างกันจะส่งผลให้การแสดงออกทางอารมณ์ของผู้บริโภคที่ดื่มชาไม่เหมือนกัน

คำสำคัญ: วัฒนธรรม; อารมณ์; ชาเขียว; ผู้บริโภคคนเกาหลี; ผู้บริโภคคนไทย

Introduction

Tea is a widely consumed drink because of its unique taste, aroma, and health benefits (Lee, et al, 2017). It is found that tea is an important source of natural phenolic compounds with antioxidant properties. The health benefits of



tea include reducing the risk of cardiovascular disease, cancer, inflammatory bowel disease, liver disease, neurological disease, and diabetes (Zhao et al., 2019).

Pattern of tea consumption in each area varies depending on a number of factors, including local culture, individual preferences, and beliefs, which lead to a variety of tea consumption behaviors. From an increasing tea demand, cross-cultural education is of interest studies on the differences in tea consumption between Thai and Korean consumers are currently scarce. Therefore, examining the emotions and feelings of these consumers is crucial to fully understand the cultures, tastes, behaviors, and expectations of tea consumers in both countries. As a result, it will be feasible to develop tea products that meet the needs of consumers in each country. Consumer behaviors, attitudes, preferences, acceptance, feelings, and emotions will be looked at. For this reason, it is very necessary to study the emotions and feelings of consumers toward various products currently available to develop new products that further meet the needs of consumers. The tea industry is interesting for studying the emotions and feelings of consumers who love to drink tea. Since the market demand for tea continues to grow further both in Thailand and in Republic of Korea, this causes a market gap and high competition in product development. Therefore, this research is knowledge-based, interdisciplinary research. The objectives are 1) to study the behaviors, attitudes, and factors influencing the demands of tea consumers together with emotion lexicons of Thai and Korean people and 2) to compare the culture of tea consumption between Thai and Korean people.

Research Objectives

1. To study the behaviors, attitudes, and factors influencing the demands of tea consumers together with emotion lexicons of Thai and Korean people to access the Thai and Korean consumers' need, true emotion and feeling toward tea products.

2. To compare the culture of tea consumption between Thai and Korean people.



Methodology

A study of emotion lexicons toward tea of Thai and Korean consumers.

This research was a mixed method. The qualitative research was combined with the quantitative research with equal emphasis on both types of research. The qualitative research was a focus group discussion with 20 Thai consumers and 20 Korean consumers. For quantitative research, the consumer survey has determined the sample group according to Taro Yamane's approach at a statistical significance level of $p \leq 0.05$. The sample group is 424 Thai consumers and 424 Korean consumers and sensory evaluation of 100 Thai consumers and 100 Korean consumers. This study collected data from Thai consumers in Thailand and collected data from Korean consumers in the Republic of Korea.

Focus group discussion

20 Thai and 20 Korean consumers (male and female, aged between 20-65 years) who like to drink tea were divided into 2 groups using the method of selecting a specific sample group (purposive sampling). Interviews were conducted with consumers about behaviors, emotions, and feelings that arise before, after, and during consumption, the feeling of buying or receiving from others in different distribution locations, and problems encountered during tea drinking was conducted. The interview took about 150 minutes. Data was recorded during the interview with all the emotion lexicons of consumers written on the board for each question. The consumers were then allowed to help each other choose and decide which terms are meaningful and suitable for understanding and acceptance within the discussion groups. The EsSence Profile™ (ESP) (King & Meiselman, 2010) and the dictionary of the Royal institute of Thailand were used as the basis for lexicon development and translation into Thai terms.

Consumer survey

A survey of consumers in terms of demographics, purchasing behavior, consumption, attitudes and demands toward tea products as well as various problems that arise during tea drinking were conducted. The questionnaire was used with 424 male and female tea drinkers aged between 20-65 years in Thailand and 424 of those in Republic of Korea by convenience sampling method. They then gave a score to each emotional term using the 5-point intensity scale



(1 = 'not at all' to 5 = 'extremely'). If the consumers has feelings for that emotion, they put a checkmark (✓) according to the level of feeling.

Comparative study of tea consumption culture between Thai and Korean people

This study compared the difference in tea consumption culture between Thais and Koreans toward the tea produced in Thailand and Republic of Korea obtained from the consumer survey in previous section (one tea product from Thailand (GTT), and one tea product from the Republic of Korea (GTK)). The consumers, who were both male and female and ranged in age from 20 to 65, included 100 Thai and 100 Korean consumers. Sensory evaluation was performed by liking scoring method (9-point hedonic scale) in various features together with emotion lexicon scoring using the 5-point Intensity scale.

Statistical analysis

The data was analyzed using descriptive statistics, including frequency and percentage, and the differences between groups was analyzed by means of independent sample t-test using the statistical package SPSS[®] (Version 12.0). Principal Component Analysis (PCA), Hierarchical Cluster Analysis (HCA) were applied to analyze the attributes using the XLstat 2017 software (Addisoft; Paris, France) for the study of the relationship between consumer emotions and preferences toward tea products.

Results

1. Focus group discussion

From focus group discussion with 20 Thai consumers who drink tea, they were asked for their consumption behavior, experience, emotion, and feelings toward tea products. It was found that the types of tea that consumers tended to drink were green tea, jasmine tea, chinese tea, pu'-er tea, japanese rice tea, and oolong tea, prepared at hot, warm, and cold temperatures in the form of self-brewed tea or tea bags. The tea was consumed at various times: morning, afternoon, after meals, and before bedtime, but was not consumed on an empty stomach. Popular places to drink were at home, at work, at restaurants, and on the go. The reason for drinking



tea is due to the benefits of tea, such as defatting, mouth cleansing, relaxing, and refreshing. Problems found in drinking tea include the taste of tea that is too sweet or bitter and tea sedimentation.

From focus group discussion with 20 Korean consumers who drink tea, they were similarly asked for their consumption behavior, experience, emotion, and feeling toward tea products. It was found that the types of tea that consumers tended to drink were green tea, chamomile tea, red tea, oolong tea, barley tea, milk tea, earl grey tea, and pu'er tea, prepared at hot, warm, and cold temperatures in the form of self-service tea or tea bags. The tea was consumed at various times, morning, afternoon, evening, and before bedtime. Places that were popular to drink were at home, at work, cafes, and coffee shops. The reason for drinking tea was because of the benefits of tea, such as allowing blood circulation, defatting, relaxing, mind calming, stress relieving, body recovery, thirst quenching, as a coffee or soft drink replacement, changing the vibe, and mouth cleansing. Some people drank tea because of the good aroma and taste of tea. The problems found in drinking tea include tea that tasted too bitter and astringent, and tea packaging was inconvenient for drinking tea.

The emotions and feelings of both Thai and Korean consumers were both positive and negative. A total of 39 lexicons were obtained from EsSence Profile™ (ESP) (39 lexicons) (King & Meiselman, 2010). The top three scores for Thai consumers were 'Good', 'Happy', and 'Pleasant' (4.0, 3.6, and 3.5 points, respectively), while the three highest scores for Korean consumers were 'Peaceful' (4.2 points), 'Good', and 'Warm' (equal 4.1 points). The focus group discussions revealed that Korean consumers exhibited emotions of 'Calm', 'Interested', 'Merry', 'Mild', 'Peaceful', 'Polite', 'Satisfied', 'Secure', 'Tender', 'Understanding', 'Warm', 'Whole', and 'Wild' significantly greater than those of Thai consumers ($p \leq 0.05$).

2. Consumer survey

A comparison of the emotions and feelings experienced by tea consumers in Thailand and Republic of Korea were investigated. Based on demographic data and behavior of tea consumers in Thailand using a questionnaire with 424 Thai tea consumers, 47.9% of consumers were male and 52.1% were female, 30.7% of consumers were in a median age of 21 to 35, 38.0% were between the ages of 36 and 50, and 31.4% were in the ages of 51 and 65. Among 424 Korean tea



consumers, 34.9% were men, and 65.1% were women. 70.5% of consumers were between the ages of 21 - 35, 15.3% were 36 - 50 years old, and 14.2% aged 51 - 65 years old.

Green tea was determined to be the most consumed variety of tea, preferred by 58.3% of Thais and 59.2% of Koreans. Oolong tea came in second with 29.2% of Thais and 21.0% of Koreans, and black tea came in third with 12.5% of Thais and 19.8% of Koreans.

Based on behavioral data of Thai consumers, it was found that 33.5% of consumers drink tea 2-3 times/week, and 48.3% of Thai consumers drink cold tea. Thai consumers preferred different favorite tastes including natural taste (32.5%). 27.2% of consumers drink tea in the afternoon. They often drink tea in the office (37.4%). The reason that consumers choose to drink tea were freshness (24.8%). While the problem was this beverage is often too sweet (27.0%).

Based on behavioral data of Korean consumers, it was found that 27.8% of consumers drink tea 2-3 times/week, and 67.2% drink hot tea. Korean consumers preferred different favorite tastes including mixed tea such as tea mixed with chrysanthemum tea, mixed with jasmine tea (60.1%). 31.5% of consumers drink tea in the afternoon. They often drink tea at home (40.1%). The reason that consumers choose to drink tea were freshness (24.8%). The problem of tea consumption is too much bitter (23.0%).

A total of 39 lexicons from the EsSence Profile™ (ESP) (39 lexicons) were acquired to compare the positive and negative emotions of both Thai and Korean consumers (King and Meiselman, 2010). Thai consumers gave 'Good' and 'Pleased' (both with a score of 3.1), and 'Happy' and 'Pleasant' (both with a score of 3.0) the highest scores for their feelings, whereas 'Peaceful' and 'Warm' (both with a score of 4.2), followed by 'Good' (4.0 points), received the highest scores among the emotions and feelings experienced by Korean consumers. Moreover, it was found that the emotion terms of 'Calm', 'Good-natured', 'Mild' 'Pleased', 'Pleasant', 'Polite', and 'Satisfied' provided statistically significantly higher scores in Korean consumers ($p \leq 0.05$), while Thai consumers had statistically significantly higher mean score of the emotion terms of 'Active', 'Adventurous', 'Aggressive', 'Daring', 'Disgusted', 'Eager', 'Guilty', and 'Worried' than Korean consumers



($p \leq 0.05$). However, the score of ‘Tame’ was not different from both groups of consumers ($p > 0.05$).

Comparison of attitude, characteristics/decision-making factors for tea products

In terms of data on consumer attitudes toward tea products, Thai consumers agreed that the characteristics/taste factors of tea products (4.0 points) were the most important factors, followed by the aroma of tea drinks (3.8 points), tea leaf quality, and ease of consumption (3.7 points). The taste of tea products was rated as the most significant attributes by Korean consumers (4.5 points), followed by the aroma of tea products (4.4 points), and tea leaf quality (4.3 points), which were significantly greater than that of Thai consumers ($p \leq 0.05$). Furthermore, the mean score of attributes/factors in terms of caffeine content, preservatives, novelty, beverage shop atmosphere were higher than that of Thai consumers, while Thai consumers perceived that the attributes/factors of nutrition labels, product description labels, advertisements, and promotions were statistically significantly higher than Korean consumers ($p \leq 0.05$). Nonetheless, the characteristics/factors of tea varieties (such as Chinese tea varieties, assam tea varieties), price per packaged unit, distribution locations, and services provided by both Thais and Koreans were not significantly different ($p > 0.05$).

3. Comparative study of tea consumption culture between Thai and Korean consumers

A questionnaire was distributed to 100 Thai and 100 Korean tea consumers to gather demographic information and observe consumer behavior. For Thai tea consumers, 26.0% were males and 74.0% were females. 34.0% of Thai tea consumers are between 21-35 years old, 54.0% were between 36-50 years old, and 12.0% were between 51-65 years old. For Korean tea consumers, 27.0% were males and 73.0% were females. 81.0% of Thai tea consumers were between 21-35 years old, 10.0% were between 36-50 years old, and 9.0% were between 51-65 years old. According to a prior consumer survey using the questionnaire with 424 Thai and Korean consumers, it revealed that both consumer groups had the highest preference for drinking green tea. One commercial green tea product sample from each Thai and Korean tea market were chosen for sensory evaluation among 100 Thai and 100 Korean consumers. The results showed that Thai

consumers statistically significantly preferred the GTK's appearance over the GTT's ($p \leq 0.05$), but they statistically significantly preferred the GTT's tea aroma over the GTK's ($p \leq 0.05$). However, there was no statistically significant difference ($p > 0.05$) in preferences of color, flavor, taste (sweet, bitter, and sour), astringent, overall taste, and overall liking among the two types of tea. For Korean consumers, there was no statistically significant difference in preference ($p > 0.05$) for all characteristics of both types of tea (GTT and GTK).

It was also discovered that Thai consumers who consumed samples of GTT and GTK gave significantly higher ratings on the mean intensity of emotion terms of 'Active', 'Adventurous', and 'Eager' than Korean consumers ($p \leq 0.05$), while Korean consumers gave statistically significantly higher scores for 'Affectionate', 'Calm', 'Good', 'Good-nature', 'Happy', 'Interested', 'Mild', 'Nostalgic', 'Peaceful', 'Pleased', 'Pleasant', 'Polite', 'Satisfied', 'Secure', 'Tender', and 'Warm' than those for Thai consumers ($p \leq 0.05$).

The relationship between emotion lexicons toward tea products

Principal Component Analysis (PCA) and Hierarchical Cluster Analysis (HCA) were used to analyze the relationship between emotion lexicons toward tea products. The PCA biplot presented the total variances of 94.26% comprising first principal component (PC1) of 76.93%, and the second principal component (PC2) of 17.33% as depicted in Figure 1. PCA and HCA data were divided into two categories based on positive high-low intensity attributes. Cluster 1 were GTT-Thai and GTK-Thai samples which related to both positive and negative emotion lexicons. Cluster 2 were GTT-Korean and GTK-Korean samples which were associated with mostly positive emotion lexicons.

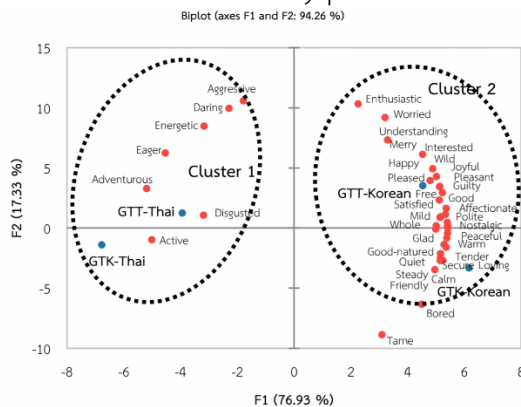


Figure 1: PCA biplot representing the relationship between consumer emotions toward tea products.



Discussion

Interestingly, there have been few studies on the differences between tea consumption culture among Thai and Korean consumers. This research thus aimed to study demographic characteristics, behaviors, attitudes, and factors influencing the demand of tea consumers together with emotion lexicons of Thai and Korean consumers, and to compare differences in emotions and feelings between Thai and Korean consumers in tea products by conducting a survey of tea consumers in both countries (Thailand and Republic of Korea). The results showed that Thai consumers tend to drink tea more than Koreans, which is consistent with Lee et al. (2017). In addition, consumers' attitudes, decision-making characteristics/factors, and emotions toward tea beverage products between Thai and Korean consumers were significantly different ($p \leq 0.05$). This study therefore demonstrated the importance of considering attitudes, emotion and feeling, and factors affecting consumers preferences when producing tea products. Based on the focus group discussion results, it was found that self-brewed tea or tea bags were the two most popular types of tea consumption for Thai consumers, whereas Korean consumers preferred to drink tea in the form of tea bags since self-brewing tea usually required an additional step for steeping the tea leaves. In both Thailand and Republic of Korea, consumers chose to drink tea because of its health benefits, consistent with Lee et al. (2017) report that Koreans placed a higher value on sensory and safety attributes.

Consumer attitudes can be predicted from their emotions and feelings (Kiatkawsin & Han, 2017). Zablocki et al. (2019) reported that the emotions are divided into basic emotions and emotional intensity level. Basic emotions include positive (love and joy) and negative (sadness, fear and anger) emotions. These emotions are stimulating, persuasive, as well as influencing the attitudes and behaviors of consumers. As Shaver et al. (1987) mentioned, there were six basic emotions: joy, love, surprise, anger, sadness and fear, which include both positive and negative emotions. Positive emotions include joy, love, while negative emotions include anger, sadness, and fear. Surprise emotion can express both positive and negative emotions, which is different from other terms.

Besides, the results showed that Thai and Korean consumers experienced emotions and feelings such as, 'Good', 'Calm', 'Happy', 'Pleasant', 'Peaceful',



'Polite' 'Quiet', 'Warm', 'Aggressive', 'Bored', 'Disgusted', 'Guilty', and 'Worried', which is consistent with Burluson (2003) work that consumer in Eastern countries attempt to suppress negative or personal emotions in order to preserve a harmonious society. According to Mesquita (2001), since Western cultures value individualism, Western consumers usually have greater freedom of thought. The consumers are thus very independent of one another, while consumers in Eastern nations tend to live in social groupings (Markus & Kitayama 1991). Kanjanakorn & Lee (2017) discovered that drinking coffee in the morning and the afternoon caused highly positive emotions including energetic, satisfied, and pleased. Breus (2013) found that drinking beverages with caffeine can help consumers stay alert and deliver health benefits if consume in the proper amount and at the right time. Drinking caffeine after 2 PM may interfere with sleep since the caffeine can cause inadequate rest, resulting in negative feeling. Changing circumstances cause the expression of both positive (pleased, relaxed) and negative (nervous, annoyed) emotions. Consumers who are in a positive emotional state are mentally ready, and take a short time to make a decision compared to consumers who are in a negative emotional state. The positive emotions of consumers will cause satisfaction, repeat purchase behavior, and positive recommendations from repeat consumers to other consumers (Suwanamas et al, 2015). In terms of attitude data of Thai and Korean consumers toward tea products, it was found that the characteristics/taste factors of tea beverages are the most important factor, followed by the tea aroma. This was consistent with Songsamoe et al. (2019) stating that food flavor was one of the most important factors affecting consumer acceptance of food products which could be positive or negative emotions during and after consuming. In addition, the flavor greatly affected consumers' memories and images of food including brand, advertisement, and promotion, leading to the consumer acceptance of the product's uniqueness.

From evaluating the sensory qualities of green tea, it was discovered that consumers in Republic of Korea and Thailand did not significantly differ in their overall liking for commercial green tea ($p>0.05$). Lee et al. (2017) mentioned that the green tea market in Republic of Korea is expanding more rapidly since consumers are more aware of the significance of green tea's health advantages. Green tea's sensory qualities were influenced by the species of tea plant, the



climate, the soil, the cultivation methods, the time of harvest (old vs. young leaves), the production process (e.g., decaffeinated/non-caFFEinated tea, or ready-to-drink tea), and the brewing technique (such as tea to water ratio, brewing time, and temperature). These may affect various tea characteristics such as appearance, flavor, and taste of green tea products (Lee & Chambers, 2010; Lee et al., 2010). Different sensory qualities like taste, texture, aroma, and appearance are rated differently by people. Although ‘taste’ was the most significant sensory quality of food and drink, 68.2% of Korean consumers were more interested in green tea’s flavor, 28.1% in its green aroma, and 3.4% in its color. It was also discovered that whereas Thai consumers prefer to drink tea with fruity flavors and reject tea that is overly bitter, Korean consumers generally choose green tea samples with a green flavor and medium bitterness.

Since emotions and feelings can affect consumer preferences and acceptances, more research is currently being studied on consumer emotions and feelings in relation to food products, not only on the sensory characteristics of products (Pinsuwan et al., 2022). This work discovered that Thai consumers have both positive and negative emotions in terms of ‘Active’, ‘Adventurous’, ‘Aggressive’, ‘Bored’, ‘Daring’, ‘Disgusted’, ‘Eager’, ‘Guilty’, ‘Tame’, and ‘Worried’. While Korean consumers have mostly positive emotions and feelings: ‘Affectionate’, ‘Calm’, ‘Free’, ‘Friendly’, ‘Glad’, ‘Good’, ‘Good-natured’, ‘Happy’, ‘Interested’, ‘Joyful’, ‘Loving’, ‘Merry’, ‘Mild’, ‘Nostalgic’, ‘Peaceful’, ‘Pleased’, ‘Pleasant’, ‘Polite’, ‘Quiet’, ‘Satisfied’, ‘Secure’, ‘Steady’, ‘Tender’, ‘Understanding’, ‘Warm’, and ‘Whole’. These results were consistent with Hu & Lee (2018) that positive and negative emotions, as well as high-low emotions, are the two emotional dimensions that Korean coffee consumers experienced. Maxim Mocha Gold, the top-selling all-in-one coffee in Korea since 1976, makes consumers feel warm and nostalgic.

Each country has a different culture of tea consumption which depends on the way of life, well-being of each locality and region. Tea consumption has been around for a long time in Thai society and has become a consumer culture, religious beliefs, and leisure activities of the upper class in the reign of King Chulalongkorn including the upper middle class. Currently, the tea consumption culture of Thai people emphasizes health and quality of life, such as exercising or



doing activities that are beneficial to health and change their consumption behavior by choosing to consume more healthy foods, such as foods that contain all-natural ingredients, high in fiber, low in fat, high in protein, or with sufficient amount of protein. The tea has interesting and good health properties which contain bioactive components such as polyphenol and caffeine that have antioxidant and antitumorigenic properties (Na et al., 2022; Submahachok & Praditsangthong, 2023). By the eighth century, Korean culture of tea consumption was associated with Buddhism in East Asia. Monks were involved in growing, selling and transporting tea from southern China to the Republic of Korea and Japan. In addition to tea be used as a sacrificial offering, monks also consumed tea for alertness in meditation. Moreover, tea is an important symbol of a contemplative life (Kaplan, 2017). The Republic of Korea's tea culture was popular during the Goryeo era, that people of all classes could drink it. Later, the Republic of Korea acquire Confucianism into the country. Since Buddhism was degenerated, the tea consumption of the Republic of Korea decreased as well (Chon, 2007). In the past, Koreans performed tea ceremonies on special occasions such as weddings as marriage is an important part of their lives, this could be taken into imply that the tea ceremony is rooted within Korean culture (Kim, 2008). Korean consumers tend to like drinking tea with a green color, especially for those who have been drinking tea for long. However, Thai consumers prefer tea with brown color, fruit aroma, honey, and no dark green flavor. Therefore, acceptance and the decision to buy a specific type of tea from culture to culture (Lee et al., 2010).

Conclusion

Based on a study in both Thai and Korean consumers through the focus group discussion, consumer surveys and sensory evaluation of tea products, both positive and negative consumer emotional expressions depended on behavior, attitude, factors and way of life. Compared to Thai consumers, Korean consumers communicated their emotions more clearly overall due to the fact that most of them had higher mean scores in the lexicon of emotion and feeling than Thai consumers. In terms of factors affecting the tea consumption, consumers in Thailand and Republic of Korea gave tea items comparable ratings for their sensory qualities. Consumers from Thailand and Republic of Korea rated the two types of



tea items similarly in overall liking scores with no significant differences ($p > 0.05$). After consuming both types of tea, it emerged that Korean consumers still gave the significantly higher mean intensity scores of emotion lexicons than that of Thai consumer ($p \leq 0.05$).

Thai and Korean tea consumption cultures are reflections of history, geography, traditions, and social changes. Also, these findings can be used to explain how importance of the local community that exist in each country. These differences reflect a diversity of cultures in Asian.

Body of knowledge

This research reveals that behaviors, attitudes, and factors influencing the demand of tea consumers and understanding the culture of tea consumption of Thai and Korean tea consumers which can be shown as a model as shown in Figure 2.

The taste factors of tea products, the aroma of tea drinks, and tea leaf quality influenced the behaviors and attitudes of both Thai and Korean tea consumers. The behavior and attitude of Thai and Korean consumers are similar, that is the frequency of tea consumption per week, tea consumption time, and the reasons for choosing to consume tea. On the other hand, the different behaviors and attitudes between Thai and Korean tea consumers are the temperature of tea that is popular to drink, the taste of tea, the place where it is consumed and problems encountered. These influence emotional expression and consumer preferences. All of these factors affecting the tea consumption culture of consumers, with patterns of tea consumption activities of consumers and identity of tea consumption of each country that causes prominent tea consumption activities to become a way of life and transmission occurs learn from each other which can be changed according to the era and suitability.

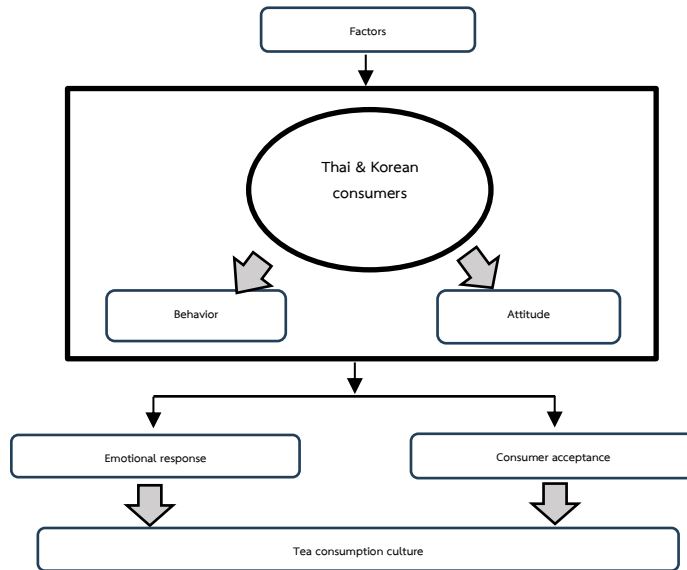


Figure 2: Tea consumption culture Between Thais and Koreans model

Recommendation

1. From collecting data in the field at the Republic of Korea, it was found that most of the consumers tended to consume coffee rather than tea consumption. Thus, making it an obstacle in the selection of the sample group.

2. To create tea products that satisfy the needs of both Thai and Korean consumers, this study examines attitudes, factors, and emotions and feeling. Future studies should concentrate on product development by examining the physical, chemical, and sensory qualities that could be applied as consumer demand for tea quality standards in Thailand and Republic of Korea continues to grow.

Reference

- Addinsoft. *XLSTAT Statistical and data analysis solution*. Retrieved March 20, 2022, from <https://www.xlstat.com>
- Breus, M. J. (2013). *New details on caffeine's sleep-disrupting effects*. Retrieved March 20, 2022, from <https://www.thesleepdoctor.com/proof-caffeine>



- Burleson, B. R. (2003). The experience and effects of emotional support: What the study of cultural and gender differences can tell us about close relationships, emotion, and interpersonal communication. *Personal Relationships*, 10, 1–23.
- Chon, D. (2007). *Korean Cuisine and Food Culture (Special Edition) Exploring the Flow of East Asian Food Culture*. Retrieved March 20, 2022, from www.kikkoman.com/jp/kiifc/foodculture/pdf
- Hu, X., & Lee, J. (2018). Emotions elicited while drinking coffee: a cross-cultural comparison between Korean and Chinese consumers. *Food Quality and Preference*, 76, 160-168.
- Kanjanakorn, A. & Lee, J. (2017). Examining emotions and comparing the EsSense Profile and the Coffee Drinking Experience in coffee drinkers in the natural environment. *Food Quality and Preference*, 56, 69–79.
- Kaplan, U. (2017). From the tea to the coffee ceremony: Modernizing Buddhist material culture in contemporary Korea. *The Journal of Objects, Art, and Belief*, 13(1), 1-22.
- Kiatkawsin, K. & Han, H. (2017). An alternative interpretation of attitude and extension of the value–attitude–behavior hierarchy: the destination attributes of Chiang Mai, Thailand. *Asia Pacific Journal of Tourism Research*, 22(5), 481-500.
- Kim, S. (2008). *An English Guidebook to the Korean tea ceremony*. [Master's thesis, Ewha Womans University]. <https://dspace.ewha.ac.kr/handle/2015.oak/186199>
- King, S. C., & Meiselman, H. L. (2010). Development of a method to measure consumer emotions associated with foods. *Food Quality and Preference*, 21(2), 168-177.
- Lee, J. & Chambers, D. H. (2010). Descriptive analysis and U.S. consumer acceptability of 6 green tea samples from China, Japan, and Korea. *Journal of Food Science*, 75(Nr 2), S141-S147.
- Lee, J., et al. (2010). Consumer acceptance for green tea by consumers in the United States, Korea, and Thailand. *Journal of Sensory Studies*, 25, 109-132.



- Lee, K. H., et al. (2017). Green tea quality attributes: a cross-cultural study of consumer perceptions using importance–performance analysis (IPA). *Journal of Foodservice Business Research*, 21(2), 218-237.
- Markus, H. R. & Kitayama, S. (1991). Culture and the self: Implications for cognition emotion and motivation. *Psychological Review*, 98(2), 224–53.
- Mesquita, B. (2001), Emotions in collectivistic and individualistic contexts. *Journal of Personality and Social Psychology*, 80(1), 68–74.
- Na, H., et al. (2022). Consumption of coffee and green tea and the risk of colorectal cancer in Korea: The health examinees study. *Journal of Cancer Prevention*, 27(4), 229-238.
- Pinsuwan, A., et al. (2022). Sensory drivers of consumer acceptance purchase intent and emotions toward brewed black coffee. *Foods*, 180, 1-16.
- Shaver, P., et al. (1987). Emotion knowledge: further exploration of a prototype approach. *Journal of Personality and Social Psychology*, 52(6), 1061-1086.
- Songsamoe, S., et al. (2019). Understanding consumer physiological and emotional responses to food products using electroencephalography (EEG). *Trends in Food Science & Technology*, 93, 167–173.
- Submahachok, P. & Praditsangthong, P. (2023). Factors affecting oolong tea purchasing decision: A case study of consumers in Bangkok, Thailand. *PSAKU International Journal of Interdisciplinary Research*, 12(1), 1-7.
- Suwanamas, C., et al. (2015). The effect of perceived service quality on customer emotions, customer satisfaction and customer loyalty: a PLS-SEM approach towards a luxury hotel in Bangkok, Thailand. *Journal Global Business Advancement*, 8(4), 374-398.
- Zablocki, A., et al. (2019). Emotions Within online reviews and their Influence on product attitudes in Austria, USA, and Thailand. *Journal of Interactive Marketing*, 46, 20–39.
- Zhao, C.-N., et al. (2019). Phenolic profiles and antioxidant activities of 30 tea Infusions from green, black, oolong, white, yellow, and dark teas. *Antioxidants*, 8, 1-15.

