ANALYZING THE DETERMINANTS OF ATTITUDE, BEHAVIOR, AND SATISFACTION IN THE KOREAN MARKET: IMPLICATIONS FOR THE GROWING FOOD AND BEVERAGE INDUSTRY OF SOUTHEAST ASIA

By

MCSPORRAN, Alexander James

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ABSTRACT

Analyzing the Determinants of Attitude, Behavior, and Satisfaction in the Korean Market: Implications for the Growing Food and Beverage Industry of Southeast Asia

By
Alexander James McSporran

Southeast Asia, as an economic region united under ASEAN, is undergoing rapid transformation in its food and beverage industries. Through current technological improvements, interregional collaboration, and food chain developments, Southeast Asia's food and beverage industry is the fasting growing industry within the region and projected to become a major food supplier to the world. As food producers are seeking new markets to export to, overseas consumer attitudes and behavior become major variables for consideration. Eating is among the most intimate behaviors in humans, and as such, the process is underpinned by many sociological and psychological factors that influence how it is performed. The aims of this study are to determine the influences of attitude formation, behavior, and satisfaction in the Korean market, with specific reference to the products of the food and beverage industry of Southeast Asia. Moreover, this study employs the theoretical frameworks of the Theory of Planned Behavior and others to understand the psychological processes that take place between forming beliefs and actual consumption. The key findings reveal that Korean consumers are influenced by both the traditional food attributes such as quality, price, and availability, while also extraneously influenced by perceived family influence and perceived societal influence in their attitude formation. The findings of the latter support the application of the Theory of Planned Behavior in the Korean consumer context. These factors, through the proposed model of study, were also statistically proven to influence behavioral intention of the sample group through willingness to purchase. In addition, satisfaction with prior purchase was also shown to be a determinant of consumer attitude, while the determinants of expected satisfaction were inconclusive. Lastly, the study identifies which subcategories within the food and beverage industry tend to be poorly received by Korean consumers. The results of the modelling and analyses of this study indicate the necessity for the concurrent development of innovative marketing strategies and quality improvements in the industry as it follows its projected growth course and expansion outwards.

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I. INTRODUCTION

1.1 Introduction

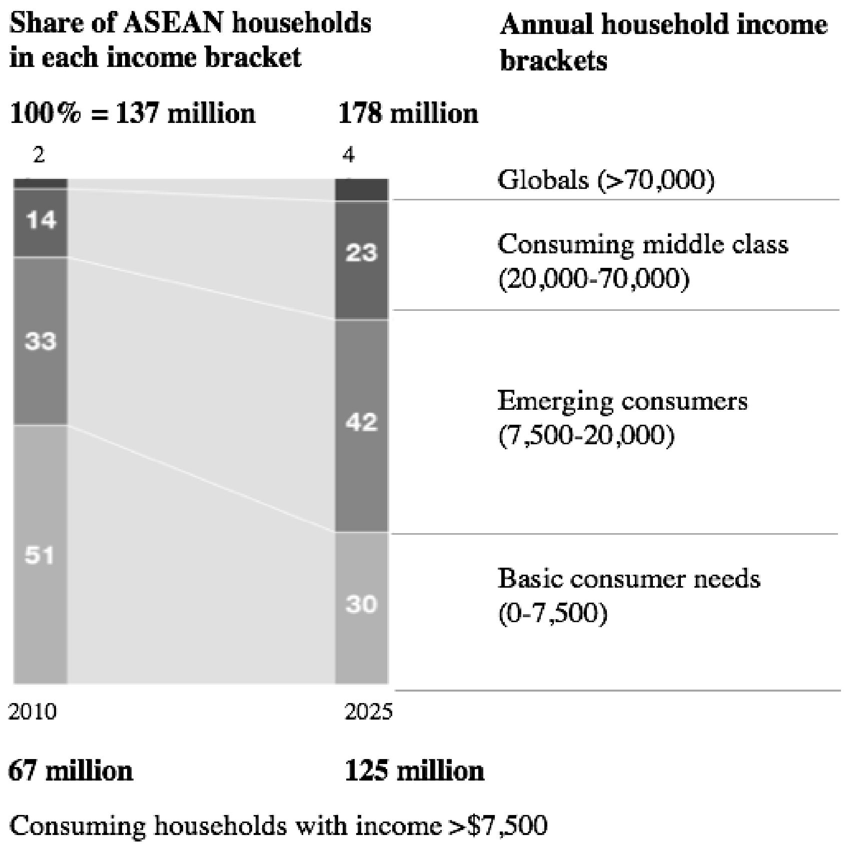
In recent years, Southeast Asia has shown progressive growth in the expansion of its food and beverage industry. The food and beverage industry encompasses all companies involved in the processing of raw food materials, packaging, and distribution. Any product meant for human consumption, aside from pharmaceuticals, passes through this industry. For the purposes of this thesis, the products referred to in the study are any packaged food product originating from Southeast Asia. This excludes imported loose produce, meats and seafood.

United under the Association of Southeast Asian Nations (ASEAN), the Southeast Asian food and beverage industry had a projected growth rate of 11% for 2016, with this growth rate set to surpass that of Western Europe and North America in food and beverage production (Umbrasas, 2016). Although China is regarded as the largest global manufacturer of food products, given its consistently large outputs, cost levels are now leading investors towards the Southeast Asian markets with their versatility, low costs and potential for growth (Yang, 2016; Donaubauer & Dreger 2016). While ASEAN is set to become a major food producer of the world, outside of this region, governments are being challenged to maintain stable food supplies for citizens who demand more diverse ranges of food products.

The purpose of this study is to apply theories of consumer attitude formation, behavior and satisfaction to the Korean context in the aim of exploring the potential of the Southeast Asian food and beverage industry producers accessing the Korean market. What resulted of the study was evidence that Korean consumers balance regular food attributes with external forces of influence such as family and society to form an attitude towards products. The findings increase the predictive power of attitude in the Korean context to assist food and beverage product exporters in Southeast Asia in their expansion through regional trade to the Korean market.

1.2 Theoretical Background of the Food and Beverage Industry’s Growth in Southeast Asia

Within Southeast Asia, the growth of the food and beverage industry (hereafter F&B industry) reflects changing consumer behavior in response to growth of income for many and the emergence of an urban class with strong purchasing power. While no course of economic development is the same, worldwide consumer studies have noted that with a growth of income, consumption of higher-value food commodities increases (Pingali, 2007). This is particularly true for packaged foods which are accessible, have low-perishability, cost-efficient, and present product-information that attracts growing middle classes that are both educated and preoccupied with formal occupations (Gulati, Minot, Delgado & Bora, 2005). As domestic industries within these economies grow to meet diversifying consumer demands, there is an observed positive correlation between the value addition of food processing and GDP per capita growth (Stuckler, McKee, Ebrahim & Basu, 2012). The side-by-side development of the food processing and packaging sectors is thus a necessity for most countries and regions experiencing GDP growth, as is the case with Southeast Asia (Manaliliby & Otterdijk, 2011).



Source: McKinsey Global Institute Cityscope database; McKinsey Global Institute analysis

Figure 1. Projected Growth of Consuming Households by Income Bracket 2005-2025.

With a population of some 620 million, the region of Southeast Asia has sustained a significant level of GDP per capita growth compared to other regions with emerging economies such as Middle East and North Africa, Latin America, Sub-Saharan Africa and South Asia. Although the Asian Financial Crisis of 1997-1998 slightly stunted its growth, Southeast Asia, as an aggregated region, has continued to show economic promise with

Singapore becoming a high-income economy and Indonesia, Malaysia, Thailand and the Philippines showing significant growth levels in recent years (Welch, 2011). When looking at the economic region of ASEAN, the aggregated real GDP growth from 2000 to 2013 was 5.1%, third only to India at 7% and China at 10% (IMF, 2014). With growth expected to continue, ASEAN is expected to see a decrease of basic consumer class (those with low incomes) decrease by 41%, while the emerging consumer class is expected to grow by 27.2% and consuming middle class by 64% by 2025 (Figure 1).

With growth in both regional GDP and in terms of higher consuming classes, Southeast Asia, apart from its remotest areas, has observed significant change in diet and a subsequent development of each country's respective F&B industry. This is observed through the growth of major distribution chains alongside traditional small-scale commercial outlets, with the share of supermarkets joining the processed/packaged food retail market reaching 33% for the region in the early 2000s (Pinagal, 2004). Alongside this, the mushrooming urban populations have had considerable impact on the demand for processed and packaged foods as both modern lifestyles and cosmopolitanism lead urban-dwellers to demand both instant, convenient, and non-traditional foods (Jeremiah & Low, 2009). This change in food consumption and evolution of food retail has thus correlated to the growth of the F&B industries, with processed foods outpacing primary and agricultural products in annual compound growth in Southeast Asia's four largest producers for some 20 years (Table 1).

Table 1. Processed Food Exports and Growth Rate of Exports by Category

	Processed Food				**Annual compound growth (1980-99)**			
Country	**1980 Million $**	**%**	**1999 Million $**	**%**	**Processed Food**	**Primary Products**	**Agricultural Products**	**Mfg.**
Indonesia	723	3.6	3947	7.3	**14.6**	10.1	9.0	21
Philippines	1631	8.2	1650	3.1	**5.2**	4.3	4.4	15.7
Thailand	826	4.2	6611	12.3	**17.0**	9.6	10.9	20.9
Malaysia	1564	7.9	6036	11.2	**12.7**	7.6	7.5	17.4

Source : Compiled from UN trade (Series D) data held in the International Economic Data Base of the Australian National University

The 1967 establishment of ASEAN has been critical for Southeast Asia's growth in all manufacturing and processing sectors. Through the ASEAN Economic Community integration plan, regional trade links have been energized and exporters have boomed in value-added production. Under newly created bodies such as the ASEAN Investment Area (AIA), regional integration and competitive investment has allowed all industries in manufacturing, agriculture, fisheries and forestry to become open and national treatment granted to investors both at pre-establishment and post-establishment stages (ASEAN, 2008). These policies transformed the structure of ASEAN and its ability to produce food products, for which Ariff and Hill (2010) note that major export-oriented activities for the F&B industry that grew out of this were food canning and preservation in the entire region, oil processing in Malaysia and the Philippines, and sugar refining and dry-food production in the Philippines and Thailand.

Many domestic markets in ASEAN were also the target of vigorous investment in the 1980s because their attractive economic growth rates, urbanizing lifestyles, growing populations, and the adoption of export-led growth strategies that welcomed foreign investment (Welch, 2011). The ratification of organization agreements within ASEAN reduced barriers to the movement of investments, technologies, production capacity, raw materials and final products across borders. In a later development, in 1999, China, Japan and Korea formed a partnership with ASEAN through the addition of the ASEAN +3 forum, enhancing the region's economic stability with Northeast Asia. Most recently, the Trans-Pacific Partnership whose signatories include Vietnam, Singapore, Malaysia and Brunei, has promoted the dismantling of non-tariff barriers still existing in the wider Asia-Pacific, while harmonizing regulation and integrating Asia-Pacific markets by opening up goods and services, protecting investments and intellectual property rights, and creating a level playing field for competitors (Food Industry Asia, 2016). For the F&B industry, the ratification of the TTP further extends provisions for signatories to improve their food safety and quality levels through the newly created committee of food safety issues, thereby serving as a platform to develop a common agenda about food quality for region-wide export (Friel et al., 2016)

Under the ASEAN agenda, TTP and other bilateral/unilateral exchanges, opportunities for access have been equalized for many producers, allowing better opportunity to compete in other markets within the greater region of Asia. However, while protectionism of markets in Southeast Asia has slowly devolved and benefitted exporting producers, domestic market oriented producers now must compete with foreign competitors. An outcome of increasing competition has been the increase in mergers and acquisition activities in recent years, especially as these trade agreement progress, forcing companies to either exit the market and its fast pace or capture new markets through foreign investment (Metwalli & Tang, 2002).

Mergers and acquisitions (M&A) are important to the expansion of companies into new markets and production bases. M&As are a gateway for agribusinesses to profit from emerging market growth and to strategize their competitive advantages. In the current globalized world, consumer tastes can change quickly and become intensified under an array of influences, thus to streamline and adapt their niches to the ever-changing consumers, companies seek to gain foothold through acquisitions. Most M&As in the F&B industry are done through strategic acquisition following waves of consolidation, divestitures, and following macro-level trends such as consumer taste and preference (Harding et al., 2013). By simply purchasing and merging with existing entities, it becomes more economical to meet consumer demands than it would be to start new entities to capitalize on consumer trends. In considering the impact of M&As for the F&B industry, intra-regional M&As are a channel for increasing market share, strengthening production in targeted areas, expanding and increasing business in new territories, attaining resources, and broadening the customer base (Adelaja, Nayga & Farooq, 1999; Goldberg, 1983). A recent trend within ASEAN countries has been the growth of M&A in the F&B industry, with seven of the twenty largest M&A investments occurring in the food and beverage industry (Table 2). The large amount of M&As are indicative of the F&B industry's expansion throughout the region and forthcoming future as a F&B industry powerhouse receptive to global food trends.

Table 2. Food and Beverage Industry Mergers and Acquisitions Among the Top Twenty Largest Intra-ASEAN M&A Investments in All Manufacturing Sectors, 2004-2013

No.	Year	Home-Country	Host	Acquirer	Target
1	2012	Thailand	Singapore	Thai Beverage PCL	Fraser & Neave Ltd.
2	2007	Singapore	Malaysia	Wilmar International Ltd.	PPB Oil Palms Bhd.
8	2007	Singapore	Malaysia	Wilmar International Ltd.	PGEO Groups Sdn Bhd
11	2010	Singapore	Indonesia	Asia Pacific Breweries Ltd.	Multi Bintang Indonesia
12	2004	Singapore	Malaysia	PPB Group Bhd	FFM Bhd
14	2005	Philippines	Singapore	NutriAsia Pacific Ltd	Del Monte Pacific Ltd.
20	2006	Philippines	Singapore	NutriAsia Pacific Ltd	Del Monte Pacific Ltd.

Source: OECD Development Center development calculations based on the Thompson Reuters M&A database (2014)

Under the conditions of ASEAN, Southeast Asia has been able to attract investment from a large amount of multinationals, especially as labor costs in China rise (Tonby, Ng & Mancini, 2014). Taking into account these factors, the new approaches of plant location extend beyond the traditional World Bank Doing Business Index and now incorporate development purposes and new forms of versatility to fully optimize the location of manufacturing. Given that ASEAN has a diverse manufacturing landscape, the traditional approach of using economy-wide indicators such as wage rates and ease of business indices may not be satisfactory in determining potential plant locations for investment. Instead, a more dynamic approach is required that measures cost base and productivity down to the sub-sector level. In Table 3, the different cost and quality levels among ASEAN producers can be considered under new measurements for plant location for investment. For cost, factors such as utility rates, wages, property prices and taxes have impact on the profitability of manufacturing, while quality of manufacturing is derived from infrastructure for industries, utilities, connectivity to other industries and physical access to markets. These cost and quality factors hold importance in the F&B industries in producing affordable products for the growing consumer class and the widened export potential under the ASEAN agreement.

Table 3. Top Four Attractive ASEAN Countries by Quality Consideration in the Food, Beverage, and Tobacco Industry.

Cost Considerations	Quality Considerations	Weighted Average	% of total FDI for the industry (from 2009-2013)
1. Thailand	1. Thailand	1. Thailand	8%[1]
2. Indonesia	2. Indonesia	2. Indonesia	30%[1]
3. Vietnam	3. Singapore	3. Vietnam	28%[1]
4. Philippines	4. Philippines	4. Philippines	10%[1]

1. Excludes the major acquisitions on Asian Pacific Breweries and F&N for better comparison

Source: Data taken from McKinsey Institute 2014

From Table 3. Thailand and Indonesia are particularly attractive areas for plant location given their competitiveness index scores. For Thailand, it has abundant agricultural resources, technologized farming systems and has adopted many international quality standards for its products which explains its attractiveness for investment within ASEAN despite its relatively low FDI level (Herzfeld, Drescher & Grebitus, 2011).

1.3 Regional Growth of Southeast Asia in Food and Beverage Production

While individual countries have attracted both intra-regional and extra-regional investment, internally, Southeast Asia induced its own success in regional manufacturing capacity through reducing inventories and improving its efficient consumer response. For small and medium sized firms involved in F&B production, reducing inventory times through inventory centralization has resulted in sustained levels of working capital—the day-to-day trading operations calculated as the current assets minus current liabilities—which reduces savings constraints that these businesses typically experience (Davis, Lockwood, Pantelidis & Alcott, 2013). In addition, efficient inventory management for F&B products through efficient consumer response (ECR) has strengthened F&B producers. ECR is a strategy that "increases the level of services to consumers through close cooperation among retailers, wholesalers, and manufacturers. By aiming to improve the efficiency of a supply chain as a whole beyond the wall of retailers, wholesalers, and manufacturers, the industry can consequently gain larger profits than individual producers pursuing their own business goals. Producers that influence the supply chain via ECR can reduce the opportunity loss, inventory level, and entire cost, as well as increase monetary profitability by sharing the purpose of customer satisfaction" (Zenjiro, 1998, p.334).

For F&B production, ECR has optimized the supply chain of food and beverage products between retail trade and manufacturer, allowing supermarkets to grow as the most efficient food retail platform (Kotzab, 1999). According to Reardon et al. (2003), ECR swept across Southeast Asia's F&B industry in the late 1990s and early 2000s. This occurred first through leading chains and then via knowledge transfer, imitation, and innovation from local supermarket chains. As a result, the region observed a centralization of its F&B product procurement and distribution in supermarkets that encourages suppliers to maintain large enough stocks so that supplies will be reliable and that prices can be kept reasonably stable (Coxhead, 2014).

The F&B industry of Southeast Asia holds much potential in becoming a new hub for manufacturing through its internal efficiency improvements as well as through ASEAN strategic economic plans; however, limitations still exist in the development of technology. To increase profit margins and reduce costs, the F&B industry cannot entirely depend on the broader developments of ASEAN's economic plans; instead, technology must be adopted in terms of demand forecasting. Southeast Asia is limited in Big Data—the data used to reveal patterns, trends, and associations in human behavior and interaction—to which Sheldon (2015) notes that Southeast Asia is lacking robust information technology that can adapt to changes in the market in an effective manner. This is attributed to both transparency obstacles for data as well as time delays. Big data can be used in risk analytics to assign values to yet-to-be-produced products, allowing producers to forecast the extent of potential financial damage/success and assess the possible mitigation opportunities to manage their exposures in the market (Marsh, 2015). Big Data and predictive analytics are expected to take the efficiency of trade to a higher degree through enabling producers to optimize logistics, forecast demand more accurately and to better time product launches (Chen, Chiang & Storey, 2012)

Southeast Asia has yet to harbor change agents and pioneers to make the considerable hurdles in establishing and popularizing of Big Data adaption systems. In particular, companies often employ a "wait and see" approach which hinders the deployment of Big Data initiatives, while also neglecting to provide technology solutions needed to enhance analytic capabilities (Teradata, 2014). The promise of Big Data in the F&B industry is that it drives processes of consistency and conformity desired for identifying consumer patterns in markets; however, the outcomes will continue to fall short as long as analytical resources are inconsistent. Essentially, F&B producers can use Big Data to drive their intelligent business decisions. Thus, the prospect of retrieving data from broader regional trade partners and consumers will be more highly utilized as the F&B industries establish more advanced analytic systems to exploit trade. Through data-driven marketing, producers can deliver more relevant and meaningful products at suitable times through customer preference channels. Thus, Southeast Asia's lack of Big Data hinders the possibility for analytics that help producers discern the value and influence of their products when increasing exportation throughout the greater region of Asia and is a large obstacle to growth-capture.

1.4 Prospective Markets for Southeast Asia's Food and Beverage Industry

The economic growth of ASEAN coincides within the broader growth of the entire region of Asia. With the exception of Japan, which is a slow-growth, mature market, food consumption throughout Asia has increase with the Economist Intelligence Unit in its report on food processing in Asia projecting that the real value spending on food within the region is set to double between 2007 and 2050 (2014). Despite Asia becoming the largest demander of food, the volatility of world trade has caused governments to often waver between creating macropolicies to secure food supplies while also increasing domestic food prices to ensure consistent reserves. According to Brahmbhatt and Christiaesen (2008), the rises in world grain prices seen in commodities such as wheat in 2007, maize and rice in 2008, have alarmed major rice-consuming countries—i.e. all of Asia—about possible lacks of access to major food staples. The grain price shocks have elicited most rice-consuming countries to take pre-emptive trade policy measures to secure access to foods through enhancing medium-term food supplies through market product diversifications.

Notwithstanding the growing concerns about food shortages in the greater Asian region, East Asian countries, in particular, have for a longer period of time demanded greater product diversity in relation to exponential growth of their economies, particularly in South Korea and China. For China, in a large antithesis to the state's own longstanding policy goals of food self-sufficiency, population and income growth has transformed China into the largest food importer in the world through changing food consumption patterns and an increasing demand for foreign food brands (Ghose, 2014). For the F&B industry specifically, a joint sector report by the European Union SME Center and the China-Britain Business Council reported that China was the second fastest growing market for F&B products in Asia, with an average annual growth rate of 30% between 2009 and 2014 (2014, p.4).

1.5 The Korean Market: Prospects and Obstacles

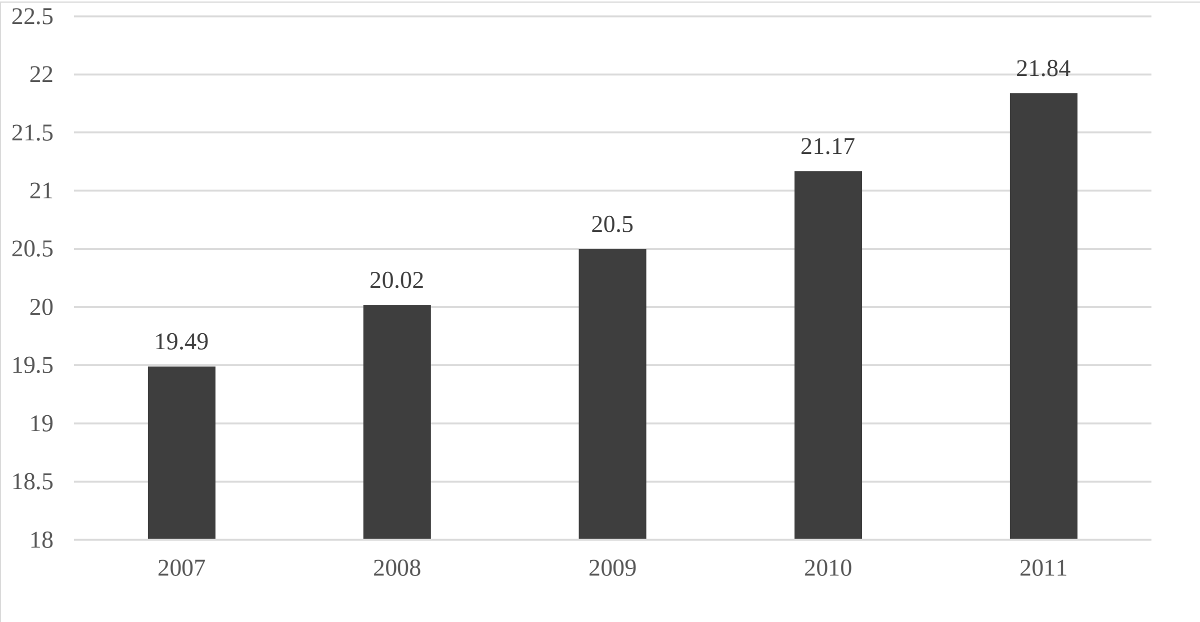
South Korea also has undergone many changes in the level of its food imports. While experiencing many dietary changes from the 1960s, Koreans have retained much of their traditional high vegetable and low-fat diet. Notwithstanding this preservation, global partnerships such as joining the World Trade Organization, modernization of food distribution chains and the increase in supermarkets and convenience stores has meant the products from the F&B industry have been the leading industry behind major dietary changes for Koreans (Lee, Duffey & Popkin, 2012). Korea has limited agricultural production capacity due to the country's landscape comprising of nearly 70% mountains. Moreover, a government regulated amount of agricultural land is reserved solely for rice production, limiting the agricultural diversity. As a result, Korea relies heavily on food imports, importing over 70% of its foods (New Zealand Trade and Enterprise, 2015, p.4). Demand for food imports in the Korean market have been rising sharply in recent years due to increased consumer demands for larger product variety. In 2014, Korea posted 554,177 import reports of processed food and agro fisheries. This is a 25.5% increase from the total 441,530 reported in 2010 (Gong, 2016, para. 2).

The Korean economy is the world's 14th largest economy and fourth largest in Asia, behind only China, Japan and India. In addition to being a large economy that is highly dependent on food exports, Korea is a largely homogenous country with ethnic Koreans accounting for 96% of the population. While income inequality has risen in recent years, the general economic pattern of Korea has resulted in nearly all of the working population seeing a yearly increase in disposable income (Onaran & Galanis, 2014). With both an ethnic and culturally homogenous society that have shared economic growth, the prospect of exploring the Korean market is particularly attractive to marketers seeking to access the Korean market and the large market segment that Koreans represent.

In testament to the market's homogeneity, Korea has long been lambasted as country of conspicuous consumption; consumers tend to strongly follow trends in the market as a sense self-evaluation their own socioeconomic status and to reaffirm a sense of belonging to the social classes that naturally emerge from homogenous countries (Park, Rabolt & Jeon, 2008; Yoon & Seok, 1996). While Korean conspicuous consumption is mainly visibly in clothing, electronic and car industries, the phenomenon has not escaped the F&B industry. A clear example of the homogeneity-induced act of conspicuous consumption in the Korean F&B industry was the 2014 '*heoni beoteo yeolpoong*' or 'Honey Butter Craze' in which a honey and butter flavoured potato chip, produced by Haitai-Calbee, exploded in popularity in the Korea market with help from the younger population using Social-Network-Services. Due to the unexpected popularity, the producers had to temporarily suspend orders, creating a nation-wide shortage. Consumer-response to the shortage prompted sellers to create waiting lists for purchase, restrict quantities sold, and e-commerce trading (Lee, 2014). In particular, the prices that the product sold on e-commerce websites defied the traditional price elasticities of F&B products, with the originally $1.30 priced chips selling for over $50 (Park, 2014, para. 8).

The 'Honey Butter Craze' is emblematic of the Korean F&B market and the typical response products receive from conspicuous and trend-following consumers. As demonstrated in the case of Honey Butter Chips, products can quickly take off and become highly popular, or alternatively, products can fail to gain traction and quickly exit the market (New Zealand

Trade and Enterprise, 2014). Major food distributors such as hypermarkets Homeplus, Costco and E-Mart, as well as convenience stores such as GS25, 7/11, and CU are the main avenue for new product entry in the F&B industry (Flanders Investment and Trade, 2014). Smaller supermarkets tend to follow product trends to a lesser degree, instead opting to supply well-trusted and long-sold products. Hypermarkets, however, are reaching saturation point in urban areas. The convenience store sector is relatively immature compared to neighboring Japan, Taiwan and urban China and as a result, convenience stores are projected to be the top performers in grocery retail growth for Korea in the near future (New Zealand Trade and Enterprise, 2014).

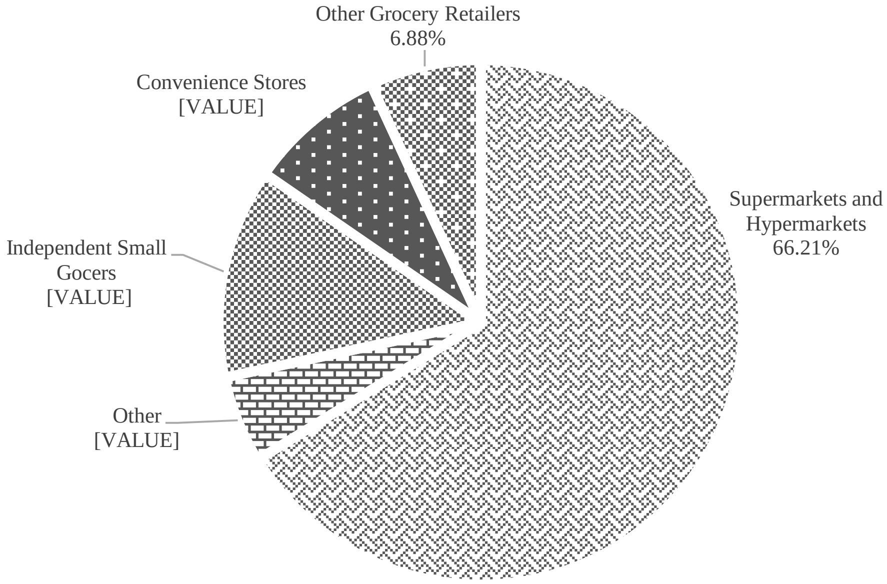


Data source: Korea Trade-Investment Promotion Agency Export Guide 2012

Figure 2. Value of Packaged Foods in South Korea (USD billion) 2007-2011

Korea's GDP of over US$1 trillion is nearly equal to that of the entire ASEAN (KOTRA, 2012, p.4). For ASEAN countries, finding trading partners whose economies are equal to that of the entire region hold promise in providing profitable trading levels. Other economic regions such as the EU have recognized the importance of Korea's economy in formulating bilateral agreements. With the F&B industry of the EU becoming the largest manufacturing sector in terms of turnover by the mid-2000s, European exporters, as a result, captured much growth from the Korean market after the EU-Korean FTA was established, with Korea becoming the 10th most important destination for EU food and beverage products (KOTRA, 2012, p.7). In 2011, South Korea's packaged foods, a major subcategory of the F&B industry, totalled at US$21.84 billion in the Korean market (Figure 2).

From Figure 3, it can be seen that hypermarkets dominated a large share of the sales of packaged foods. As aforementioned in the Flanders Investment and Trade's 2014 report, hypermarkets and supermarkets have a level of product entry compared to other food retail platforms, with convenience stores holding promise in the future.



Data source: Korea Trade-Investment Promotion Agency Export Guide 2012
Figure 3. Sales of Packaged Food in South Korea by Distribution Platform in 2011

From the recent growth trends shown in the Korean market for F&B products, the Korea has become an attractive point of entry for many exporters within the industry. The University of Navarra 's vade-mecum on global F&B markets comprehensively lists the importance of the Korean market for F&B exporters. In terms of legal frameworks supporting the importing of F&B products, sales, distribution, and market access, Korea ranked fourth in the world in 2015, behind only Singapore, New Zealand and Denmark respectively (IESE, 2016, p.23). Furthermore, the vade-mecum created an attractiveness index for F&B exporters, taking into account the aforementioned legal frameworks for imports along with GDP per capita, population, middle class size, consumer expenditure and total imports, where which Korea was ranked 17th in the world (IESE, 2016, p.46).

Despite being a considerably attractive market for entry, several obstacles still exist for exporters to the Korean market, as in the case for any producer accessing foreign markets. According to various export guides, Korean consumers tend to focus on the health and wellness attributes of food products. Known as '*welbing*' in Korean, well-being as a food attribute has risen to become a prominent focus in the popularization of functional foods. This is attributed to Korea's aging population, income growth and counter-movements towards Western foods entering the market (Lee, 2010; Kim, 2010). Despite Koreans having the highest monosodium glutamate (MSG) intake in the world, mostly in relation to high levels of instant-noodle/*ramyun* consumption, outside of the instant-noodle subsector of the F&B industry, the Korean food producers have declined in the use of MSG and a rapid switch to non-MSG and non-artificial condiments and natural ingredients (De Jong, 2003; KOTRA, 2012). The health food and *welbing* market has seen a steady growth from the mid-1990s, with specific subsector expansion reaching a 11% yearly increase by 2008 (FI Korea Secretariat, 2012, p. 4).

1.6 The Regional Brand of ASEAN

Southeast Asia, long before the establishment of ASEAN, has been regarded as a developing region of the world. Various consumer studies note that less-developed countries tend to receive negative consumer attitudes about their F&B products, especially in regards to health benefits (See works from Bilkey & Nes, 1982; Kanyak, Kucukemiroglu & Hyder, 2000; Guenther et al., 2015). A limited range of literature also has explored the struggles of ASEAN—with the exception of Singapore—as a developing region and the attempts of developing a regional brand to aid its trade. Compared to the well-developed and well-branded regions of the European Union and North America through the North American Free Trade Agreement, Dinnie et al. (2009) note that the problem that ASEAN has in branding itself is that its regional brand "lies in finding successful strategies for projecting a unified brand for what is in reality an association of nations at very different stages of economic development" (p.5). With the region ostensibly very diverse in stages of development, developing a strong brand away from the region's economic characteristics that impact consumer attitudes may be formidable. In promoting a regional brand, Cayla and Eckhardt (2007) note that countries need to "capitalize on their local cultural capital to create unique value" yet the authors also acknowledge the struggles that a diverse region such as Southeast Asia may face in doing this (p.446). However, early work from Alden et al. (1999) note that globalization has enabled the opportunity for regional brands to be a strong force in international marketing, especially as global consumer culture grows and transcends across national boundaries. This further evidenced by the success of the European Union and its exports.

In addition to the focus on health for Korean consumers and the absence of regional brand that could convey an image contrary to those of developing nations and regions, obstacles also exist in the strength of local F&B brands. According to Chin et al. (2015), Southeast Asian F&B exporters to China, Japan, and Korea struggle to compete due to "a number of long-established companies […] who are beating the competition [ASEAN exporters] to growth opportunities through disruptive business models with extensive local support networks and regional footprints. Such formidable competitive positions are difficult—even cost prohibitive—for most rivals to replicate." (p.5). Such key players in the F&B industry such as CJ Cheiljedan Corp., Nongshim Co. Ltd. Dongwon F&B, Ottogi Corp., and Daesang Group are well established in the Korean market and have extensive marketing and advertising specialists that understand the demands of the Korean market to a greater extent than foreign exporters.

With the F&B industry the fastest growing industry in Southeast Asia, exploring, exploiting and capturing growth from all attractive export destinations is essential. As Korea ranks highly in terms of market access, ASEAN F&B exporters would benefit from determining marketing strategies that maximize the sale of their products in the Korean market. Scholars in the field of consumer studies largely acknowledge that modern day consumption goes far beyond a simple economic decision (i.e. price driven) so it is therefore important to explore all possible barriers towards export, consumption and subsequent success of products through consumer studies. As ASEAN and Korea are connected vis-à-vis the ASEAN+3 agreement, as well as a series of bilateral trade agreements, research that explore a range of theoretical models that explain the human consumption behavior will benefit marketers by providing information needed to strategize and maximize bilateral trade.

1.7 Objective of the Study

The purpose of this research is to determine which factors influence attitude, behavior, and satisfaction in the Korean market in order to discover the implications that these findings will have on Southeast Asian food and beverage producers and exporters. With Korea part of the ASEAN+3 agreement, Southeast Asian producers have considerable rights to export products into the Korean market. In 2003, at the ASEAN-Korean Summit, Korea and ASEAN members agreed to explore the possibility of establishing a Free Trade Area which was followed by negotiations in 2005 and a signing later that year. The main objective of this agreement was to strengthen and enhance economic, trade and investment cooperation and to progressively liberalize and promote trade in goods and services as well as create a prosperous investment regime. Subsequent total export values grew from $20.2 to $32.0 billion a year after the agreement was signed (Ministry of Knowledge Economy, 2010).

The world's current growth of the demand for food is an opportune moment for ASEAN exporters to increase their market shares in exports and Southeast Asian food and beverage industry experts should therefore explore the possibility of exploiting the current growth of their industries and increase the market share of Southeast Asian food and beverage products in the Korean market. From the results of this study, it is hoped that producers and marketers from the F&B industry in Southeast Asia may be able to understand which factors of their products Korean consumers are most concerned about and which aspects of food quality influence consumer beliefs, attitudes and behaviors in consumption. This study, in particular, investigates the relation to societal norms about consumption and under a theoretical model posits that Korean consumers are influenced by subjective norms in their purchasing behavior, and as a consequence of this research, marketers must also be innovative to overcome broader societal attitudes about products, their attributes, and the country of origin.

1.8 Development of Research Questions

The questions of this research are based on a composite of multiple theoretical models. Quantitative research has been conducted to answer the following questions:

RQ1: How do beliefs about food and beverage products from Southeast Asia affect attitude in Korean consumers?

RQ2: How do Korean consumers consider the influence of family and society in their attitude formation towards food and beverage products from Southeast Asia

RQ3: How does attitude towards Southeast Asian food and beverage products affect the level of satisfaction for consumers with previous purchasing experience?

RQ4: How does attitude towards Southeast Asian food and beverage products affect the behavioral intentions of Korean consumers?

RQ5: How does behavioral intention affect the level of expected satisfaction for those consumers with no prior purchasing experience?

RQ6: Which product subcategories within the food and beverage industry are Korean consumers most likely to buy?

II. LITERATURE REVIEW

2.1 Country of Origin Effect, Country Image, and Country Origin Image

As the objective of this research is to explore beliefs and their affects on attitude and behavior towards Southeast Asian F&B products, the study will inescapably elicit a consumer response to Country of Origin through the survey instrument. Country of Origin and its effect on consumer behavior has been extensively explored in marketing and trade. A variety of concepts exist that attempt explain the scale and multidimensionality of how countries receive their images from consumers. These theories all have inconsistent interpretation, definition, coverage, and often at times are overlapping, ranging from the broader concept of Country Image, towards a more focused Country of Origin Image and Country Brand.

Among the first to study the effects of Country of Origin on consumer behavior was Anderson and Cunningham (1972) who redefined consumption as a “socially conscious” action (p. 23). The authors argued that with further amplification environmental and social issues, consumption had hitherto grown to reflect the demands of consumers; consumption now based on whether the consumer perceived the producer as a contributor or challenger to their environmental and social goals. Thus, for developing countries at the time, Anderson and Cunningham presented the challenge of having overseas consumers believe that these countries shared common social desires with them (1972). Correspondingly, the following year, Gaedke (1973) found that despite many developing countries exporting product through their comparative advantages, British consumers held negative views about the products originating from the least developed countries. Gaedke’s work was followed by a larger series of publications in the 1970s presenting and concluding that there was a low evaluation of products from low-income and post-conflict countries by consumers from developed countries such as the U.K, Ireland, Japan and the U.S.A (See works from Lillis & Narayana, 1974; Dornoff, Tankersley & White, 1974; Nagashima, 1977; Yaprak, 1978).

After a growth of literature purporting developing countries to be the subject of these negative evaluations by developed country consumers, new explanatory factors emerged arguing that consumers made their product evaluations in relation to their beliefs about their own country—otherwise known as consumer ethnocentrism. Shimp (1984) was among the first to take the casual empiricism on the variance of consumer behavior towards Country of Origin and conceptualize consumer ethnocentrism. After sorting the respondents of his data collection by those who show ethnocentric tendencies and those who show little tendencies, Shimp found that the ethnocentric respondents showed higher negative attitude towards foreign made vehicles, while those who had low ethnocentric tendencies had favourable views of foreign-made cars. Shimp further produced a study in 1987 with Sharma in which the two took the concept of consumer ethnocentrism and formulated then validated it through the creation of the CETSCALE via purification studies to determine respondent ethnocentricity.

The foundational work of Shimp has been followed by the work of Brodowsky (1998) who, like Shrimp, found that consumers with high ethnocentricity evaluated foreign-made vehicles negatively. Furthermore, Brodowsky's study showed that although the foreign-made vehicles had been of a higher quality that those vehicles of the test group, the ethnocentric respondents ignored the merits and physical attributes of the actual vehicle. Thus, consumer ethnocentricity is a strong social informant that influences—or often obscures—the level of perceived utility from a product. Studies on consumer ethnocentrism are ongoing, and the work of Shrimp and Brodowsky have been followed by numerous works about consumer ethnocentrism and the perplexing trade-off of utility and quality for country-of-origin (See works from Watson & Wright, 2000; Cheng & Chen, 2004; Suphhellen & Rittenburg, 2001). In the case of Korea, Shrimp partnered with Sharma and Shin in a 1995 study identifying the Korean market as a strongly ethnocentric market, but added that Korean consumers show varying degrees of ethnocentricity depending on whether the product is perceived to be necessary: for foods, a strong ethnocentric response; for luxury goods, a non-ethnocentric response and a positive evaluation (Sharma, Shrimp & Shin, 1995).

Country Image is an early concept, not just limited to marketing, wherein an image of a country is constructed based on multiple dimensions. According to Kotler and Diamantopoulos (2008), country image is a generic construct, consisting of "generalized images created not only by representative products but also by the degree of economic and political maturity, historical events, relationships, culture and traditions, and the degrees of technological virtuosity and industrialization" (p. 3). This broad definition is echoed by other authors such as Martin and Eroglu (1993), who define Country Image as "the total of all descriptive, inferential and informational beliefs one has about a particular country" (p.193). Divided opinions exist about the definition of Country Image, and the aforementioned definitions belong to a camp that maintain the image is related to broad images of the country and absent of affective behavior from the image holders. Within marketing however, contrary opinions about Country Image focus on consumer behavior and their affective responses related to the images consumers hold.

According to Han (1989), consumers use Country Image when evaluating products because they "often are unable to detect the true quality of a country's products before purchase" (p.222). Much like Han, other authors who focus primarily on consumption see the Country Image as a cognitive process of substituting unattainable information about the product with images of the country to make inferences about the quality (See works from Huber & McCann, 1982; Monroe, 1976; Dodds, Monroe & Grewal, 1991). These contrasting opinions with those of Kotler and Diamantopolous, and Martin and Eroglu, contribute to the confusion surrounding Country Image; however, it can be concluded that from a broader context, the concept of Country Image remains multidimensional and non-affective, with images being conceived; however in a narrower scope focusing on consumption, authors describe Country Image as an affective process that substitutes the absent or unattainable information about the product so that that consumers can make purchasing decisions.

The later interpretation of Country Image overlaps with the concept of Country of Origin Image, however, there are few differences. Jenes and Malota (2013) define Country of Origin Image as the "part of a product's overall image which is based on where the product comes from. Thus, Country of Origin Image is the result of stereotypes linked to a certain product merely because it originates from a given country. Accordingly, in this context, Country of Origin Image relates to the product (service), that is the Country of Origin Image of a certain product" (p.3). More strongly than Country Image, Country of Origin Image is a process of image transfer in which the consumer mentally collects factors that affect the image of the country, thereby transferring these effects to the products to inform their consumer behavior (Nagashima, 1970). In this regard, Country Image is the predecessor to Country of Origin Image.

Roth and Romeo (1992) asserted that Country of Origin Image descends from the stereotypes of a country which informs the beliefs about the countries products: German's are stereotypically efficient and therefore the cars produced in Germany are also efficiently made; whereas for Mexico, a USA response group had associated Mexico with low income and therefore this being reflected in their low appraisal of Mexican-made goods. Lin and Chen (2006) also deeply explore Country of Origin Image, in which they conclude:

> "Country of Origin Image is formed through such as economic development, political background, level of industrialization, technology development, historical factors and tradition. This image gives rise to stereotypes that consumers relate to in order to evaluate products from a given country. Many observers argue that a damaging Country of Origin Image exerts a more powerful influence on consumers, who then extend negative perceptions to goods produced in that country. Essentially, Country of Origin Image influences a consumer's trust and evaluation of a product—particularly when the consumer has no prior knowledge of the product itself. This is also likely to influence evaluation of a brand" (p. 264)

As both Country Image and Country of Origin Image have arisen in marketing studies to explain consumer behavior in the globalized market, so too has Country Branding to explain the process in which countries create their own brand in order to propagate their agendas. For the purposes of this paper, Country Branding is an important concept to explore when discussing the implications developing countries having poor images and looking for solutions. Arnholt (2002) describes the possible actions countries could do to build and exploit their Country Image and Country of Origin Images through country branding and country rebranding. In doing so, these countries can pursue economic agendas by positioning and communicating their images to the global market and selling their image. This image sale has ramifying implications for the country in sectors such as tourism, investment and export production. Thus, according to Arnholt, Country Branding is an important gateway to see multidimensional growth: positive images of a country leads to higher consumption of its products; higher consumption of products leads to higher willingness to travel (tourism); higher willingness to travel leads to more investment.

Country Branding has been explored partly in relation to economic development, as it has the potential to be a nexus for growth. Gilmore (2002) discussed the successful case of Spain's repositioning of its Country Brand through pursuing its image in macro-trends, target groups, competitors and core competencies, along with the coalesced image that the creation of the European Union had on its image. From the study, it was advised that repositioning of image should be strong enough to descend into diverse groups and be substantiated by the country in terms of what it can positively offer to the world. Particular studies have explored the obstacles that developing countries such as China and Eastern Europe face in rebranding their Country Image; both countries hindered by the unintentional branding that Communism had left, and for China in particular, poor quality goods (Szondi, 2007; Look & Davies, 2006). Studies for LDCs remain few, however.

The prospects of poorer countries taking their Country Images/Country of Origin Images and rebranding them through Country Branding have been explored in a general study by Wanjiru (2006). In her study, Wanjiru found that developing regions such as Sub-Saharan Africa come to be homogenized under one image and that the actual brand of the country is overshadowed by the brand of the region, thus perpetuating “afro-pessimism” and the emphasis on the region’s entire economic, political, and social issues in the Country Brand. Wanjiru concludes that developing regions suffer from this phenomenon, in which the issues of countries in the same regional affect the images of others.

These varying theories are anticipated undercurrents to consumer responses in this survey. Due to the lack of regional branding that ASEAN has, responses will often be influenced by Country of Origin, Country Image, Country of Origin Image, and Country Brand. In acknowledging these theories underpinning the study, it is suggested these theories are explored by F&B exporters in Southeast Asia to further their understanding of market obstacles. For the purposes of this research, however, product-specific attributes and societal influences will be the focused upon.

2.2 Food and Beverage Product Attributes

Among the many beliefs about products within the field of marketing and consumer studies, this research concentrates on Korean consumer beliefs about the external and internal factors of quality, trustworthiness, health benefits, availability and price. These factors, from an industry perspective, are the most practical in terms of being the addressed in the production chain management and through marketing strategies and policy. In addition, this research also explores the subjective norms of family influence and societal influence about purchasing products based the external factors that influence behavior, as posited by Ajzen and Fishbein in the Theory of Planned Behavior Model.

2.2.1 Quality

Quality is considered the most difficult to define as a consumer product attribute. According to Ophuis and van Trijp (1995), quality is "synonymous with innate excellence and cannot be analyzed, but only recognized through experience" (p.177). In contrast, Zeithaml (1988) takes a more practical approach to measure quality as the the comparative tests of products to measure the conformance of standards and superiority in production. On the middle-ground of the varying spectrum of quality, Aaker (1991) posits that quality is measured by the consumer's own personal judgements. In this definition, the consumer identifies the intended purpose for the product and personally assesses the product's ability to perform the purpose relative to alternatives.

Perceived quality is an overall judgement that is formed based on both the visible and invisible characteristics of the product. For the food industry, quality is an ongoing judgement that changes before consumption and after, therefore packaged and processed products like those that pass through the F&B industry provide consumers with informative and alluring packaging to persuade the prospective buyer prior to the customer forming a post-consumption belief about quality (McDaniel & Baker, 1977). According to Grunert (2005), quality has an objective and subjective dimension: Objective in reference to the physical qualities of the product that producers typically aim to produce; subjective referring to the quality perceived by the consumers. The relationship between these two is the focus of producers to transform the consumer's desired subjective traits of quality into the physical traits capable of being controlled by producers.

The rise of mass production and specialization in the F&B industry has led producers to also equate quality with the ability to homogenize product characteristics and lower production costs. A countermovement to the growth of homogenization of quality in the food and beverage industry has been to diversify, in which Grunert (2005) notes, "more fragmented, heterogeneous and dynamic consumer demand creates opportunities for those producers and value chains that are willing to take the risk to differentiate their products, aim at service specific target markets, and adapt to local conditions even under the wings of global marketing approach" (p.370).

Research of food quality perception and how it influences consumer behavior has been explored through an array of approaches. Two notable approaches are the horizontal and vertical dimension approaches. The horizontal dimension approach explores time and distinguishes the perception of quality before and after purchase. It also entails the level of satisfaction after consumption by measuring the confirmation of pre-purchase expected qualities to post-purchase determined qualities (Oliver, 1980). Vertically measuring perceived quality from consumers entails inference-making in which consumers look at product cues and signals in a means-end approach to link consumer's knowledge about product attributes to their own personal knowledge about the outcomes and values of consumption. This approach suggests that consumption is a problem-solving process, and in the case of exerting the behavior of consumption, the problem to be solved would be the need to consume foods. From this, the evaluation of quality is inferred from the extent that the problem—the hunger/need for nutrition—is solved by the product (Zanoli & Naspetti, 2002; Reynolds & Whitlark, 1995)

2.2.2 Trustworthiness

Consumer trust has become a central issue in the food chain that links producers to consumers (Yee, Yeung & Morris, 2005; Lobb, 2005; Chen, 2008). For the last three decades, food markets in developed countries have been alarmed by food scares and crises, which have brought to light the lack of consumer trust within the food chain. New technologies used within the food sector, along with growingly globalized trade networks, have reawakened consumers' interests in food production. As consequence for food products in the F&B industries, failure rates are high for new products, causing producers to speculate about the "rumors about the falling brand loyalty [which] have raised the question of whether consumers have become unpredictable or whether they just passively accept the choices that retailers make for them" (Grunert, 2002, p. 276).

As in many sectors, the F&B industry focused on profit growth and cost reduction to improve efficiency and competitiveness through new production inputs. Through technologies such as additives, chemicals, hormone and stimulant treated livestock, it is increasingly difficult for consumers to ascertain product attributes by traditional senses and to evaluate the quality. According to Fischer (1988), due to developments in production and processing of food products, modern food has become "in the eyes of the eater, an unidentified edible object, devoid of origin or history, with no respectable past—in short, without identity" (p.286). Thus, in the modern food market, consumers are increasingly trying to determine food attributes and their credence properties—the properties that cannot be determined even after consumption such as long term health effects—as food production technology evolves to make food attributes highly difficult to understand (Chen, 2008).

The difficulty in understanding modern food has promulgated the role of food producers to become the agents with whom consumers must place their trust in to communicate relevant information in their quest to understand modern food. With this role, food producing companies and industries are quick to fall into negative consumer response cycles once a food issue arises. Moreover, at the macro-level, responses to an entire country's products due to firm-level food issues demonstrate the dire consequences that food companies are at risk of when changing their production techniques yet obfuscating the ability to understand food product attributes by general consumers (See works from Klein, Smith & John, 2004; Garber, Hyatt & Starr, 2003)

Consumer trust is an important factor influencing consumer behavior (See work from Bredahl, 2001; Yee & Yeung, 2005; Schiffman, 2013). As a crucial issue in the food chain, the importance of trust extends throughout the linkages in the food chain, from farmers and manufactures, as well as to retailers and the regulatory institutions (Chen, 2008). Taking into account the ramifications of losing trustworthiness from consumers, exploring trust as a belief component in important for marketers in measuring their product's brand value.

2.2.3 Health Benefits

Towards the end of the 1990s, new marketing rhetoric about the functionality of food led to a greater increase in studies on the perceived utility consumers get from food purchases in terms of long-lasting health effects. Contrasting studies showed that consumers are willing to compromise taste and price of a product if the consumer believed certain health benefits could be gained (See works from Westrate, Van Poppel & Verschuren, 2002; Menad, 2003; Jones & Jew, 2007). In contrary to these studies, Gilbert (2000) and Cox, Koster and Russell (2004) in their studies found that consumers were not willing to give up immediate cues such as taste and price for long term health benefits.

In the F&B industry, consumers have traditionally been concerned about chemical residues, irradiation processes (a safety process commonly misunderstood by consumers) and food additives (e.g. colorings, preservatives, flavorings, artificial sweeteners) that foods passing through this industry are subjected to (See works from Ott, Huang & Misra, 1991; Lee, 1989;

Banati, 2011). According to Baker (2003), consumers tend to acknowledge the technological functions of irradiation and additives, yet fear of the long-term health effects of consuming products treated by these processes continues to be a large factor in consumer behavior within the industry. As a result, consumers tend to have a heightened level of risk-perception when presented with processed food products.

Beginning in the 1990s, consistent issues with food safety linked with the growth of international trade and mass production has had significant public health implications, in which consumers are experiencing “food scares” associated with products in the market. According to Buzby (2001), food safety risks associated with international trade and mass production include: “veterinary drug and pesticide residues, food additives, pathogens (i.e., illness-causing bacteria, viruses, parasites, fungi, and their toxins), environmental toxins such as heavy metals (e.g. lead and mercury) and persistent organic pollutants (e.g. dioxin), and unconventional agents such as prions associated with bovine spongiform encephalopathy (BSE) in cattle.” (p.55). With increasing incidents of outbreaks of food-borne illnesses in market-chains, consumers in developed markets with high levels of import tend to consider the immediate and future health effects of consumption. The Korean food market has not been immune to these food scares. Notable events such as parasitic eggs being found in Chinese-made kimchi and the 2008 BSE beef scandal have also alarmed Korean consumers about the food products imported into the country (Cho, 2006; Kim, 2009).

2.2.4 Availability

Consumer patterns tend to follow changes in diet and income experienced during varying stages of economic development. Diets are consistently changing and the impact of globalization has caused the demands of globalized consumers to extend outside of the traditional seasonal periods of their domestic countries and varying price elasticities for products that appeal to globalized pallets (Baldwin & Jones, 2013). Building upon these demands, the succession of trade agreements has significantly impacted consumer behavior, by promoting the diversification of products in markets and extending availability and variety of products for consumers. This has resulted in a consumer base that growingly assesses their consumer power by observing the range and availability of products in their market and thus availability becomes a desired attribute of products (Nzaku, Houston & Fonsah, 2010).

Krugman (1979) and his foundational work on trade theory posited that countries could gain from trade through the creation of variety to benefit producers and exporters. International trade led to a large diversification of markets which traditionally had slowly evolved in terms of product variety and availability. Product variety can be observed through many channels, and as Broda and Weinstein (2004) note, variety is "commonly defined as a brand produced by a firm, the total output of a firm, the output of a country, or the output within an industry within a country" (p.4). As the diversification of goods has come alongside globalization, the act of international trade becomes a process in which new markets can observe cross-cultural interactions vis-à-vis other countries' consumables goods entering, emphasising the role of variety in the values of consumers (Eckhardt & Mahi, 2016).

Today, developed markets no longer recognize one fixed assortment of consumer goods; instead, consumers are accustomed to a wide array of goods that enter and exit (Warde, Martens & Olsen, 1999). According to Corneo and Jeanne (1997), product variety serves a function to conspicuous consumers. Food consumption has therefore shifted from a means of survival and necessity towards becoming a social behavior and a way to distinguish one's own socioeconomic standing. In developed markets, product variety and availability allows consumers to act in an agentic way in order to both shape market preferences while being influenced by the composition of the market themselves (Eckhard & Mahi, 2016). Liberalization of emerging economies has also diversified the demands of consumers in developing countries as well; however, as Applbaum (1998) notes, consumer agency is limited due to lower level of product variety with only elite classes showing high consumer agency.

According to Hospido et. al (2009), consumers in developed countries are constantly seeking environmentally sustainable supply chains which maintain the variety of food offered throughout the year. In this regard, while availability may be desirable for consumers, pre-conceived beliefs about countries of origin discussed in the previous section may disqualify many products from meeting the values of certain consumers, thus reducing product availability in real-terms to certain interest groups. In this regard, penetrating markets and increasing availability and variety is not enough for producers, who will come under many other consumer evaluations.

2.2.5. Price

Price perception is among the most important cues for purchasing behavior. According to Lichtenstein, Ridgway and Netemeyer (1993), prices are unquestionably one of the most direct and important cues present in the marketplaces: “The pervasive influence of price is due, in part, to the fact that the price cue is present in all purchase situations and, at a minimum, represents to all consumers the amount of economic outlay that must be sacrificed in order to engage in a given purchase transaction” (p. 234). Unlike other cues such as quality, health benefits, and trustworthiness, which consumers can ascertain post-purchase, price is a cue that consumers can directly assess the effect of before purchasing (i.e. it is known exactly how the price will affect the consumer’s bank account). Therefore, consumers tend to be highly reactive to pricing: A price increase can dissuade purchase for some, while for others, it may function as an indicator of quality and increase purchase probability (See works from Erikson & Johansson, 1985; Zeithaml, 1988; Dodds & Monroe, 1985; Ofir, 2004)

The prices of imports come under considerable constraints due to exchange rates, producer currency pricing, local currency pricing, tariffs and quotas. Market protectionist policies traditionally removed the competiveness of imports through the introduction of tariffs and quotas, seemingly allowing fair—or in many cases unfair—competition between domestic goods and imports; however, this policy is increasingly becoming antiquated as it counteracts the tenets of globalization and concurrent free trade agendas (Scheve & Slaughter, 2007) Price premiums of imports tend to reflect consumer perceptions on the Country of Origin as well. In a study conducted by Hullnad, Todino and Lecraw (1986), they found that price premiums increased for products from highly industrialized products, while those from emerging markets and least-developed countries suffered a counter-effect. Thus, pricing is linked to such concepts of Country of Origin Affect, Country of Origin Image, and Country Brand in which consumers use Country of Origin and a cue (See works from Dodds, Monroe & Grewal, 1991; Agrawal & Kamakura, 1999; Drozdenko & Jensen, 1991)

2.3. Conceptual Framework

2.3.1 The Theory of Reasoned Action

The Theory of Reasoned Action is an early model developed by Martin Fishbein and Icek Ajzen in 1976 that explains the relationship between attitudes and behaviors within human psychology. The theory posits that individuals will behave according to their preconceived attitudes (Fishbein, 1979; Sheppard, Hartwick & Warshaw, 1988; Madden, Ellen & Ajzen, 1992). Within the model, two factors are described to affect behavioral intention: Attitude and subjective norms. Attitudes refer to the beliefs about the behavior, while subjective norms refer to the social constraints about the behavior within the subject's environment. This may refer to social pressures, familiar pressures, and community pressures. Within the parameters of the model, Ajzen and Fishbein suggest that subjective norms are the perceived social pressures that an individual senses about whether they will perform an action (behavior) or not. The theory has been applied to different acts of consumer behavior, namely coupon usage and the social stigma that coupon users face as a subjective norm, as well as brand loyalty and which variables within the attitude attribute to acts of brand loyalty (Shimp, 1984; Ha, 1998). (Figure 4).

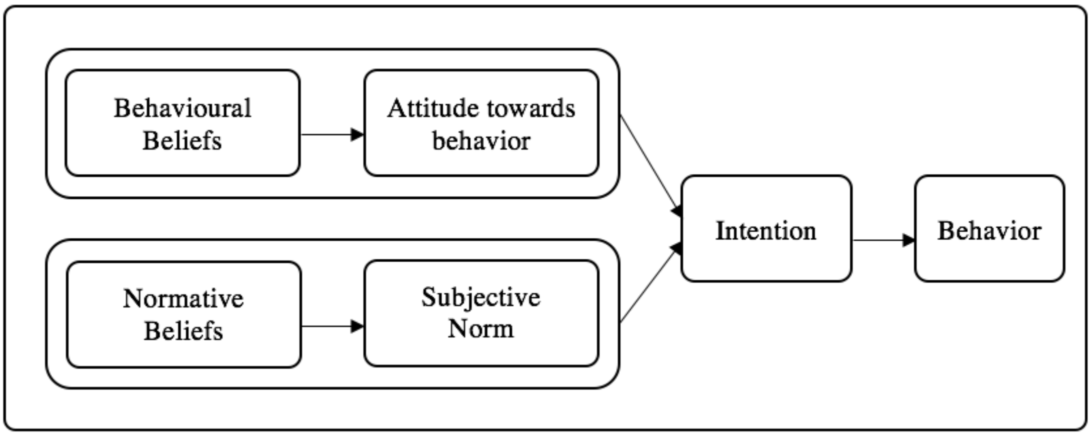


Figure 4. Ajzen and Fishbein's 1975 Conceptual Model of the Theory of Reasoned Action.

2.3.2 The Theory of Planned Behavior

The Theory of Reasoned Action was the predecessor to the more comprehensive Theory of Planned Behavior by Ajzen and Fishbein. Most findings from the Theory of Reasoned Action concluded that if the behavior is perceived as positive by the subjective norms, then the behavior is more likely to be performed by the subject, maintaining a positive attitude. Later in the model's use, it became apparent that behavior was not an entirely voluntary process, and thus the original creators added another factor: Perceived behavioral control. This factor originally refers to the subject's perception of how people believe the subject will actually perform the behavior such as their physical or emotional ability (Figure 5). This led to the creation of the Theory of Planned Behavior. Under the model, Ajzen and Fishbein posit that individuals will perform a behavior when they formulate positive beliefs about the action and then are reaffirmed about the action by those important them. The reaffirmation, according the authors, ranges from the positive beliefs of family members, friends and partners all the way to broader societal opinions of the general public; each extent of influence varying consumer to consumer. Under the model's parameters, factors affecting intention are personal and reflective of the society around the subject (Ajzen & Fishbein, 1980). Subjective norms are also influenced by factors such as whether the subject believes groups will approve or disapprove of behavior. These beliefs underpinning subjective norm are termed normative beliefs (Figure 5).

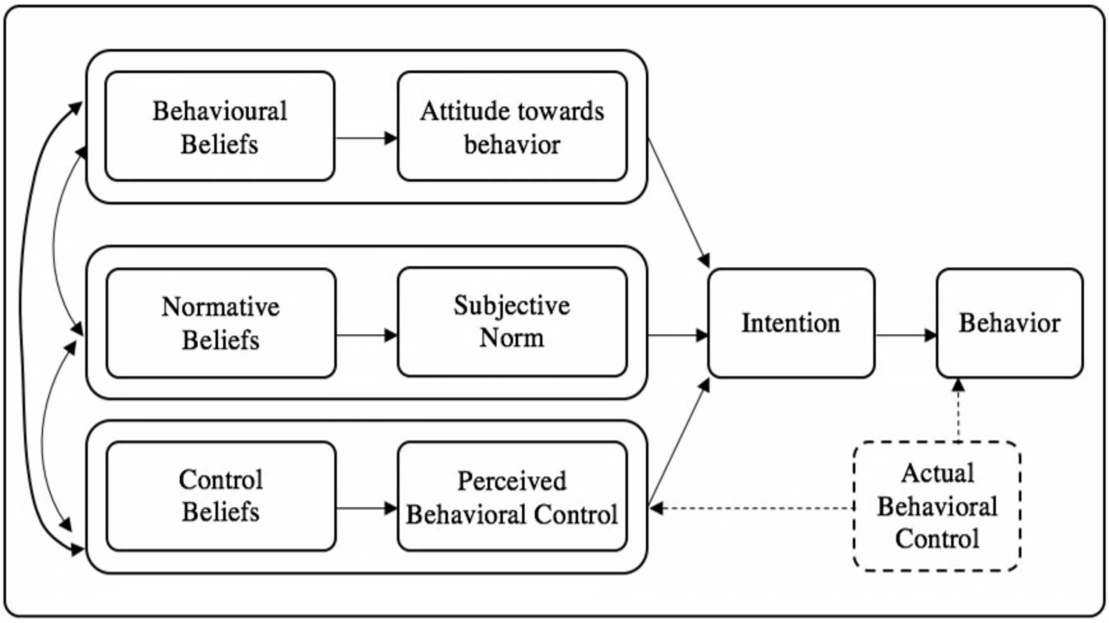


Figure 5. Ajzen and Fishbein's Conceptual Model of the Theory of Planned Behavior with the Addition of Perceived Behavioral Control.

According to the theory, the degree to which people like or dislike Southeast Asian food and beverage products may have little to do with individual personal preferences. Instead, behavior is assumed to be determined by the person's attitude towards the behavior and by the subjective norms and behavioral controls that they consider (Ajzen & Fishbein, 1980). When a situation of conflict between attitude toward the behavior and subjective norm occurs, exploration about how these factors affect one's intention must be conducted to ascertain the relative importance of the attitudinal and normative factors as determinants of intentions. (Ajzen & Fishbein, 1980).

Subjective norms, through social influence, are regarded strong predictors of consumer attitude and behavior (Neighbors et al., 2007). Moreover, the degree of homogeneity a society has tends to intensify the degree in which subjective norms influence behavior (Hechter & Opp, 2001). Due to the nature in which subjective norms influence individuals, various demographic indicators share correlations with the extent in which individuals are influenced. According to Diener, Gohm, Suh and Oishi (2000), the subjective norm sensitivity of unmarried consumers is lower than those who are married. Moreover, Ajzen (1985), the pioneer of subjective norms in consumer behavior found correspondence between the number of children and household size with subjective norm influence.

Ajzen and Fishbein’s Theory of Planned Behavior has undergone many modifications and adaptations in its use throughout psychology and marketing. To note, external variables such as personality, demographic variables, and characteristics have been shown to have affects on behavior through the Extended Fishbein Model. The concepts within this model estimates behavior much like the original version; however, the model determines actual purchase behaviors. The outcomes, under the model’s framework, may go unelaborated and thus the model cannot be considered a comprehensive measure of behavior (Arnould, Zinkhan & Price, 2002)

2.3.3. The Affective, Behavioral and Cognitive Model of Attitude

The ABC Model is an early model that explores the process of attitude formation. Developed by Thomas Ostrom in 1969, the theory assumes that attitude is comprised of three components: Affective, behavioral and cognitive. The affective component relates to the forms of judgement and evaluation of the object, thus being an affective response of the subject. The behavioral component is the person’s behavior relative to the overall attitude. The cognitive component involves the beliefs and knowledge of the subject which is usually objective and without any emotional element (Crites, Fabrigar & Petty, 1994). Ostrom (1969) defines attitude as a “learned predisposition to respond in a consistent evaluative manner toward an object or class of objects (p. 12). One of the principle underlying assumptions of the model is that of consistency: The model expects the behavior of a person to be consistent with their attitude. Building on the foundational work about behavior by Fishbein in the 1960s, the ABC model sought to isolate attitude explain how it is formed. The model also acknowledges that other factors besides attitude will influence behavior and thus promotes the exploration of normative and situational pressures outside of the model, what was posited under Ajzen and Fishbein’s Theory of Reasoned Action and Theory of Planned Behavior (Norman, 1975).

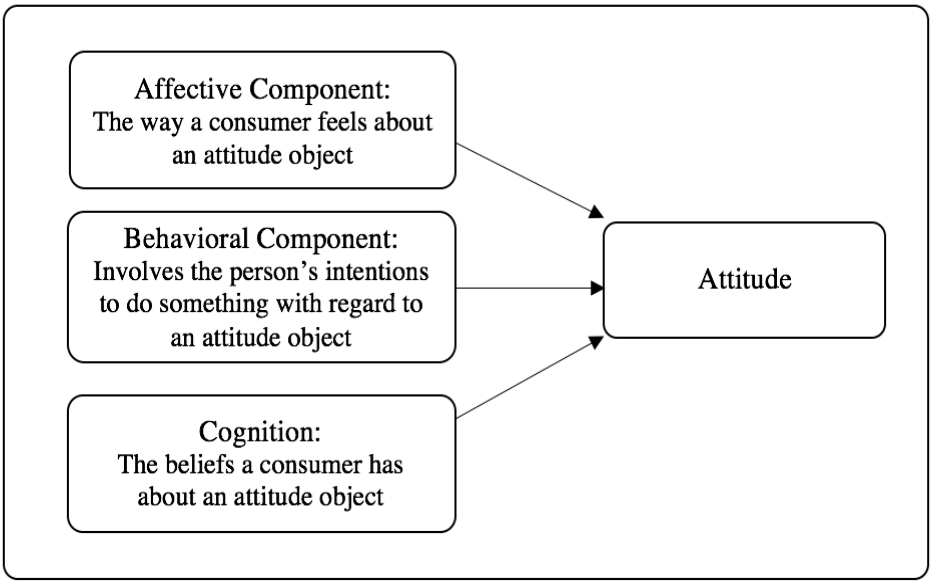


Figure 6. Conceptual Model of the Affective, Behavioral and Cognitive Model of Attitude

III. HYPOTHESIS DEVELOPMENT

3.1 Framework of the Study

The framework used for this study was developed using the Theory of Reasoned Action, Theory of Planned Behavior, and Affective, Behavioral, and Cognitive (ABC) Theory of Attitude, with contributions from theories about satisfaction and expected satisfaction. The proposed model for this research first adopts the principle of cognitive beliefs affecting attitude from the ABC model. These cognitive beliefs have been based off of factors reviewed in the literature review about which attributes of food and beverage products are important to consumers. In addition to cognitive beliefs, the proposed model adopts the factor of subjective norms from the Theory of Reasoned Action and Theory of Planned Behavior. These subjective norms, unlike the original theories they stem from, will be tested for their effect on attitude within the proposed model rather than as a component of attitude. Because the study concerns F&B products, the influence of behavioral controls from the original theory was excluded from the proposed model; it is assumed under the model of this research that most consumers have a reasonable amount of control on their food purchasing behavior and that they are only influenced by subjective norms through societal/family influences on their attitude. The subjective norms of the model were predetermined through the literature review and will be tested for validity in the latter part of the study. The proposed model then incorporates the effects of attitude on behavior, extensively used in psychological studies to determine the predictive power of attitude. The model then lastly incorporates two components of satisfaction and expected satisfaction. These components will provide data for exporters to project loyalty levels and customer satisfaction, crucial for successful export.

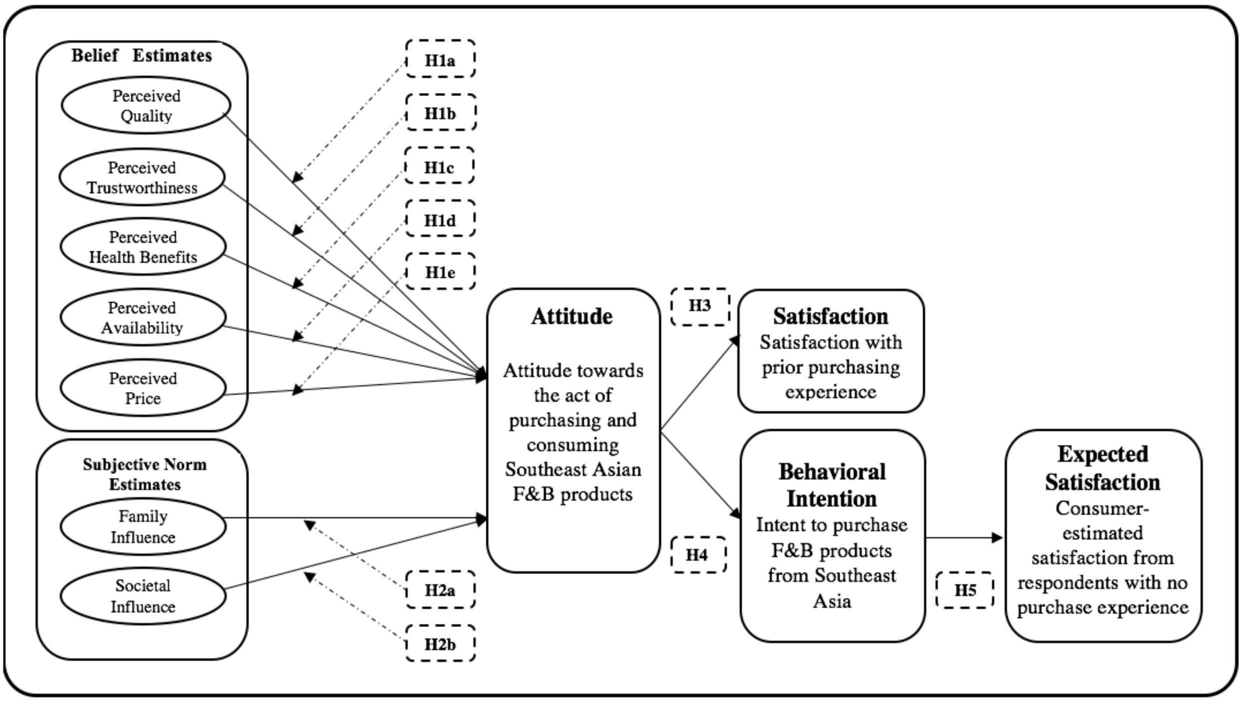


Figure 7. Proposed Model of Research: A Framework of the Determinants of Attitude, Behavior, and Satisfaction Towards Purchasing Southeast Asian Food and Beverage Products.

3.2. Hypothesis Development

3.2.1. Beliefs and the Influence on Attitude Formation

Popular marketing models of the 1970s and 1980s often accept the role of beliefs in attitude formation for consumers (See works of Wilke & Pessemier, 1973; Fishbein & Ajzen, 1977; Homer & Kahle, 1988). Beliefs and attitudes are linked within decision making hierarchies through which belief inform attitudes which subsequently inform behavior. According to Underwood (2010), attitudes are a product of affective processes which reflect beliefs attached to certain subcategories and constructs associated with products. This is further reiterated in the earlier modelling of attitude in such models as the Vector Model, Technology Acceptance Model and ABC Model (Calder & Lutz, 1972; Davis, 1989; Eagly & Chaiken, 1998). For the ABC model, in particular, attitude is derived from cognitive components (beliefs) towards an 'attitude object'. Attitude formation for consumers serves many purposes: For utilitarian purposes such as to increase utility or to avoid loss; egodefensive to protect oneself (e.g. non-smoking attitudes); knowledge, such as simplifying decisions as in brand loyalty; value-expressive functions to express identities to others (Mowen & Minor, n.d).

H1: Beliefs concerning Southeast Asian food & beverage products affects attitude towards the products:

H1a: Beliefs about the *quality* of the products affects attitude towards purchase and consumption

H1b: Beliefs about the *trustworthiness* of the products affects attitude towards purchase and consumption

H1c: Beliefs about the *health benefits* of the products affects attitude towards purchase and consumption

H1d: Beliefs about the *availability* of the products affects attitude towards purchase and consumption

H1e: Beliefs about the *price* of the products affects attitude towards purchase and consumption

3.2.2. Subjective Norms and the Effect on Attitude Formation

As denoted in the Ajzen's Theory of Planned Behavior, for which a modification is used for this research, the theory links behavioral intentions with attitudes, subjective norms and behavioral controls. Chang (1998) examined the correlation between subjective norms and attitudes towards behavior more thoroughly and explained this link as a result of the social environment's influence on attitude formation. Specifically, social environments such as family influence attitude towards consumers, who must consider 'family food choices' and collective consumption shared among households who share an income (Deliza, Rosenthal & Silva, 2003). In the Korean context, Confucian values have preset a strong set of family-related beliefs that tend to constrain personal choices (Park, Joo, Quiroz & Greenfield, 2015). More broadly, Korea remained a homogenous country for much of its history, thus societal conformity remains an important constraint of personal choice (Cho, 2013). From these two contextual factors, the subjective norms measured in the questionnaire are both family influence and societal influence:

H2: Subjective norms concerning Southeast Asian food & beverage products affects attitude towards the products.

H2a: *Perceived family influence* affects attitude towards purchase and consumption

H2b: *Perceived societal influence* affects attitudes towards purchase and consumption

3.2.3. Attitude and the Theory of Satisfaction

User experience entails a test of expected outcomes from the product. The confirmation or disconfirmation of these tests is where consumers derive their levels of satisfaction about the product (See works from Tse & Wilton, 1988; Cadotte, Woodruft & Jenkins, 1987; Yi, 1990). From this, the relationship between consumer satisfaction and attitude becomes a reaffirming paradigm in which attitudes inform expected outcomes and where satisfaction from confirmation/disconfirmation of expected outcomes comes to informs post-purchase beliefs (Wirtz & Bateson, 1999). Satisfaction as a process, is defined by Oliver (1981) as a psychological state resulting from when (dis)confirmation of expectations is coupled the consumer's preconceived beliefs about the experience. Therefore, the surprise or excitement that occurs from this coupling is thought to be limited in duration; satisfaction will soon decay and revert into one's overall attitude towards the behavior.

H3: Attitude towards Southeast Asian food and beverage products affects satisfaction with prior purchase

3.2.4. Attitude Formation and the Effect on Human Behavior

The relationship between attitude and behavior has been extensively researched and holds a vast amount of literature. The field of social psychology was originally designed as a means of understanding human attitude as the key to understanding human behavior (Bartlett & Burt, 1933; Lewin, 1939). As the need to understand the antecedents of human behavior evolved, pioneers in psychological modelling such as Fishbein (1963, 1967) and Fishbein and Ajzen (1975) posited throughout their work that attitude was the strongest predictor of behavior. The models of these scholars have been adopted in the marketing field to explain consumer behavior as an action informed by attitude.

H4: Attitude towards purchasing and consuming Southeast Asian food and beverage products affects behavioral intention

3.2.5. Behavioral Intention and Expected Satisfaction

Satisfaction, according to Hempel (1977) is defined as the extent to which the benefits expected from consumption are realized by the consumer. It is therefore reflective of the congruence between actual outcome and the expected results. Expected satisfaction can therefore be defined as the perceived level of benefits exclusively prior to consumption and before actual satisfaction derivation. Most studies of satisfaction do not distinguish the two different forms of satisfaction. In consideration of satisfaction as process that reflects the congruence or confirmation of expected results, this study aims to isolate the expected satisfaction of purchasing Southeast Asian F&B products by measuring it from those within the sample group who have no prior purchasing experience nor undergone the process of actual satisfaction derivation.

H5: Intention to purchase Southeast Asian food and beverage products affects the *expected satisfaction* derived from having no prior purchasing experience

IV. METHODOLOGY

4.1 Data Collection

This research was conducted in order to determine which beliefs influence Korean consumers' attitude, behavior and satisfaction towards Southeast Asian food and beverage products. In order to determine belief constructs underpinning attitudes, behavior, and satisfaction, a survey questionnaire was designed and distributed throughout Korea using both online surveying and in-person surveying in limited areas. Data gathered from the respondents were computed for interpretation as the primary data source of this research. Secondary data to support pre-confirmed constructs and hypotheses were also used.

The total response rate was 136. At the distribution state, a total of 50 surveys were distributed offline in Sejong City, Daejeon Station, and at Anam Station, Korea University Hospital, Sindang Station, and Hongdae Station in Seoul. From the offline responses, 11 were incomplete. The remainder of the responses were gathered online through public forums such as Naver Café, Daum Café, and Facebook groups, from which 18 were incomplete, giving the reponse rate a total of 39 offline, 97 online, and 29 incompleted. The questionnaire contained no disqualifying factors; however, the respondents were sent down two different branches depending on whether the respondent had purchased a Southeast Asian food and beverage product before or not. Depending on the answer to this question, respondents were diverted towards two differing question blocks, one measuring the consumer satisfaction and loyalty (for "yes" respondents) and one measuring expected satisfaction (for "no respondents"). The purpose of this was to distinguish the respondents who would be providing responses to satisfaction with prior purchase to those who would be providing responses to expected satisfaction with no purchase experience.

4.2 Research Design

The research of this paper was conducted using quantitative data. Due to this research concerning consumer perceptions about products, quantitative research through a questionnaire is the most appropriate method for in reaching many respondents. From the data retrieved, marketers in the emerging Southeast Asian F&B industries may be able to determine the following : (1) Whether there is viability for entering the Korean market with their products; (2) Whether Koreans are aware of Southeast Asian F&B products; (3) Whether Korean respondents are interested in or intend to buy their products; (4) What type of Korean consumer will be their best customer; (5) Which factors in their F&B products need to be addressed to attract more consumers in the Korean context; (6) Which subjective-norm aspects underpin consumer opinions. Analysis of the consumer data attained in this research will be the first step in undertaking key marketing tasks to prepare a marketing plan, developing products and a brand, then pricing.

The questionnaire uses seven-point Likert Scale questions along with multiple choice and ‘yes/no’ questions to produce ordinal, categorical and binominal data to diversify statistical analysis methods. A seven-point scale was chosen in order to increase variance in the answers. However, in retrospect, including a seven-point scale increased the time respondents needed in discriminating between different options on the scale, a limitation in gathering responses. The Likert Scale questions were posed with polar opposites notated on the scales (Never/Always, Strongly Disagree/Strongly Agree). Because sufficient polar-opposite words exist in Korean, these were provided at the ends of each seven-point scale. The mid-point of neutrality and other points within the scale were to be inferred by the respondents and to lessen the reading bulk.

The research explores two different categories of beliefs and their influences on attitude. The first is based on typical consumer belief factors that affect consumer attitude (perceived quality, perceived trustworthiness, perceived health benefits, perceived availability and perceived price). These factors are frequently noted among export guides for food and beverage products around the world. The second belief subset is based off of Ajzen’s posited subjective norms which are the perceived social pressures to perform or not perform a behavior. In the Korean context, Confucian values have preset a strong set of family-related beliefs that tend to constrain personal choices (Park, Joo, Quiroz & Greenfield, 2015). More broadly, Korea remained a homogenous country for much of its history, thus societal conformity remains an important constraint of personal choice (Cho, 2013). From these two contextual factors, the subjective norms measured in the questionnaire are both family influence and societal influence. The questionnaire then followed the proposed model, with question subsets measuring attitude towards purchasing Southeast Asian F&B products, the satisfaction from prior purchasing experience, the behavioral intention to purchase these products, and the expected satisfaction from those with no purchasing experience. The survey instrument also asked respondents about which subcategories of the F&B industry they would purchase from, are satisfied with or would feel satisfied with purchasing.

The questionnaire included several blocks of question subsets. Among these blocks, the subsets representing the seven belief estimates, attitude, and behavior were rendered into constructs through factor analysis. The constructs were then used later for regression analysis in the hypothesis testing of the research. The analysis used both multiple and single linear regressions depending on the factors within the constructs. Additional testing of the subjective norms was conducted using analysis of co-variance. Descriptive statistics were also collected and modal distributions of willingness to purchase, satisfaction with prior purchase, and expected satisfaction with no purchasing experience was presented to determine which products within the industry have the most potential within the Korean market, and which need attention from marketing strategies to overcome negative consumer response.

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V. DATA ANALYSIS

5.1 Test of Internal Consistency of Constructs: Cronbach's Alpha

To test the internal consistency of each variable within the proposed model, Cronbach's Alpha was employed to derive reliability coefficients. For the for belief components, the five proposed variables all showed high internal consistency as extracted factors: Perceived quality (Q16-Q19) α=.840; perceived trustworthiness (Q20-Q24) α=.847; perceived health benefits (Q25-Q28) α=.770; perceived availability (Q28-Q32) α=.800; and perceived price (Q33-Q36) α=.845. For the subjective norms, the reliability coeffecients were: Perceived family influence (Q37-Q40) α=.746; perceived societal influence (Q41-Q45) α=.730. Both extracted factors showed reasonable scale reliability. The variable of attitude was extracted as two factors; one showing high internal consistency and reliability, (Q46-Q53) α=.862, while the second extracted factor showed extremely low reliability and only contained two items, (Q52 & Q54) α=.230. Lastly, the extracted factor of the behavioral intention estimate showed high internal consistency and reliability (Q55-Q58) α=.811. The summarization of reliability of the factors is displayed in Table 4.

Table 4. Summarization of Reliability Coefficients for the Proposed Model

Extracted factor of model	No. of items	Cronbach's Alpha(α)
Belief estimates		
Perceived quality	4	.840
Perceived trustworthiness	5	.847
Perceived health benefits	4	.770
Perceived availability	4	.800
Perceived price	4	.845
Subjective norms		
Perceived family influence	4	.746
Perceived societal influence	5	.730
Attitude		
Factor 1.	7	.862
Factor 2.	2	.230[a]
Behavioral intention		
Behavior factor	4	.811

[a] Factor exluded from further analysis in the research.

5.2 Factor Loadings from the Survey Instrument

Table 5. Factor Loadings for Belief Estimates

Items		Factor Loadings				
		1	**2**	**3**	**4**	**5**
1.1	**Extracted component: Perceived quality**					
Q16	I believe food and beverage products from Southeast Asia are of suitable quality for consumption	.898				
Q17	I believe producers in Southeast Asia have acceptable quality controls in place	.870				
Q18	I believe that South Korean importers ensure that only quality products enter the market	.853				
Q19	I can ascertain the quality of a product through its packaging	.670				
1.2	**Extracted component: Perceived trustworthiness**					
Q22	I trust the processing methods of producers in Southeast Asia		.870			
Q23	I trust the food standards in place in Southeast Asia		.831			
Q21	I believe that manufacturers in Southeast Asia source trustworthy raw materials for processing		.774			
Q24	I trust the information provided on the labels of food or beverage products		.737			
Q20	I trust the cultivation methods of farmers in Southeast Asia		.722			
1.3	**Extracted component: Perceived health benefits**					
Q26	I believe there is a low threat from pesticides and other materials in food and beverage products from Southeast Asia			.855		
Q27	I believe that consuming food and beverage products from Southeast Asia may positively affect my health			.797		
Q25	I believe that Southeast Asian food and beverage products a reasonable amount of nutrition			.777		
Q28	I would feel more comfortable about the health benefits when all information is provided in Korean			.668		
1.4	**Extracted component: Perceived availability**					
Q29	There is a noticeable availability of food and beverage products from Southeast Asia in Korea today				.833	
Q30	The availability of food and beverage products from Southeast Asia makes purchasing them convenient				.787	

Table 5.2.1 Factor Loadings for Belief Estimates (Continued).

Items		Factor Loadings				
		1	2	3	4	5
Q32	The production capabilities of the Southeast Asian region can be helpful for Korea				.784	
Q31	The shops that I usually purchase food at have food and beverage products from Southeast Asia available				.762	
1.5	**Extracted component: Perceived price**					
Q35	Food and beverage products from Southeast Asia are worth their price					.859
Q33	The low price of food and beverage products from Southeast Asia makes purchasing them convenient					.827
Q34	Food and beverage products from Southeast Asia are usually within my budget					.815
Q36	Even if a Southeast Asian product is cheap, it could still be of high quality					.812
Eigenvalue		2.74	3.11	2.41	2.50	2.74
Variance explained (%)		68.5	62.2	60.4	62.7	68.6

Note: Extraction Method: Principal Component Analysis; Rotation Method: Varimax Rotation

Table 6. Factor Loadings for Subjective Norm Estimates

Items		Factor Loadings	
		1	2
2.1	**Extracted component: Perceived family influence**		
Q37	My family probably buy Southeast Asian food and beverage products	.831	
Q39	If I saw my family purchasing Southeast Asian food and beverage products, I would feel more positive about purchasing them	.772	
Q38	I do not feel pressured by my family to buy Korean products over imported versions	.754	
Q40	My family would be okay with me buying Southeast Asian food and beverage products if a Korean substitute didn't exist	.666	
2.2	**Extracted component: Perceived societal influence**		
Q42	Most Koreans would feel sure about Southeast Asian food and beverage products		.844
Q43	Most Koreans probably buy Southeast Asian food and beverage products		.820
Q44	I would not feel guilty if I purchased imported food products over Korean		.740

Q41	Nowadays, Southeast Asian products are generally considered a good choice		.726
Q45	I have people in my family that eat the food I purchase, therefore I am careful with what I purchase		.323[a]
Eigenvalue		2.29	2.56
Variance explained (%)		57.47	51.30

Note: Extraction Method: Principal Component Analysis; Rotation Method: Varimax Rotation
[a]Item excluded from further statistical analysis.

Table 7. Factor Loadings for Attitude Estimate

Items		**Factor Loadings**	
		1	**2**
3.1	**Extracted component: Attitude 1**		
Q47	I have a positive attitude about Southeast Asian products	.868	
Q48	I am open to trying more products from overseas	.847	
Q51	I would feel good if I bought Southeast Asian food and beverage products	.842	
Q49	I would have a more pleasant consumer experience with more food products from Southeast Asia	.821	
Q46	I have a positive attitude about Southeast Asia	.797	
Q50	My life would be more convenient if I ate Southeast Asian F&B products	.794	
Q53	I would give Southeast Asian food and beverage products to my guests	.664	
3.2	**Extracted component: Attitude 2**		
Q52	Korean products tend to be better than imported products		.843
Q54	I can easily make purchasing decisions when given the option to buy an imported food product		.826
Eigenvalue		4.63	1.38
Variance explained (%)		51.35	15.35

Note: Extraction Method: Principal Component Analysis; Rotation Method: Varimax Rotation
[a]This item was excluded from further statistical analysis.

Table 8. Factor Loadings for Behavior Estimate

Items		Factor Loadings
4.1	**Extracted component: Behavior estimate**	
Q55	I am willing to purchase food and beverage products from Southeast Asia	.851
Q56	I would buy Southeast Asian food and beverage products if they were cheaper	.814
Q57	I would be more willing to purchase food and beverage products from Southeast Asia if they fitted my expectations	.770
Q58	I would be more willing to purchase food and beverage products from Southeast Asia if there were improvements to packaging and information in Korean	.764
Eigenvalue		2.56
Variance explained (%)		64.07

Note: Extraction Method: Principal Component Analysis; Rotation Method: Varimax Rotation
[a]This item was excluded from further statistical analysis.

Factor analysis was used to check the validity of the major proposed constructs. With Principal Components Analysis as the extraction method and Varimax Rotation as the rotation method, a total of 43 items were used to extract ten factors. Among the factors, five factors were extracted for the belief components, two factors for the subjective norms, two factors for attitude, and one factor for behavioral intention. These extractions, aside from attitude, confirm the predetermined categories of the survey instrument created through the literature review and conceptual framework.

The attitude subset was extracted as two factors. This may be a consequence of the large amount of items within the construct (nine items). Additionally, the second factor extracted only two items, “Q52” and “Q54”. Question 52 asks respondents whether Korean products tend to be better than imports, thus eliciting a response influenced by consumer ethnocentrism and invalidating the question within the parameters of the study. The pairing of Q54 with this question is assumed to be a result of the question being too lengthy for respondents, thus eliciting answers that made it unrelated to other items in the first attitude factor.

5.3 Descriptive Statistics of the Sample Group

Table 9. Demographics of the Sample Group

Characteristic	*n* (*n*=136)	%
Gender		
Male	67	45
Female	69	46.3
Age		
Under 18 years	3	2
18-24	18	12.1
25-34	49	32.9
35-44	34	22.8
45-54	13	8.7
55-64	12	8.1
65-74	5	3.4
75 and over	2	1.3
Nationality		
Korean	126	84.6
Others of Korean descent	10	6.7
Marital Status		
Unmarried	78	52.3
Married/In partnership	58	42.6
Education		
High School	34	22.8
Two-year college	10	6.7
Bachelors	75	50.3
Masters	14	9.4
Doctorate and higher	3	2
Income		
Under 19,990,000 won	26	17.4
20,000,000-40,000,000 won	49	32.9
40,000,000-60,000,000 won	14	9.4
60,000,000-80,000,000 won	6	4
80,000,000-100,000,000 won	4	2.7
100,000,000 won and above	3	2
Undisclosed	23	15.4
Household Size		
1	31	20.8
2	27	18.1
3	33	22.1
4	40	26.8
5 and above	5	3.4

Note: Percentage calculation includes incomplete responses

The sample group showed an equal balance between male and female respondents with 67 males to 69 females creating the total sample group of 136 respondents. Among the age groups, the survey was lacking responses from people under the age of 18. Although the main platform of distribution was online, it is apparent the questionnaire topic is met with disinterest from younger potential respondents. The sampling also was able to gather responses from people in older age brackets (55-64, 65-74, 75 and over). This was partially due to the method of collection in which responses were gathered both online and in person at locations in Seoul, Daejeon and Sejong City. The in-person questionnaires tended to be a preferred option for older aged respondents in the sample group who tended to seek clarifications about products and the region of Southeast Asia.

All respondents were Korean or Korean speakers overseas. As the questionnaire was only distributed in Korean, the respondents overseas were ostensibly Koreans or people with high proficiency in Korean. The questionnaire had a fill-in option for those respondents who answered to being another nationality other than Korean. Among these respondents, most answered to being American, Australian, and Canadian (inferably overseas Koreans/*gyopo*); however, in observing the locations gathered by the survey distributing website, these respondents appeared to be in South Korea and thus were included in the sample group as representatives of the Korean market.

The ratio between married and unmarried respondents was 58 to 78 respectively. A majority of respondents in the sample group had a bachelor's degree as their highest educational attainment, followed by high school. Most respondents had an average income between 20 to 40 million won. Twenty-three of the respondents did not disclose which income group they belonged to. Among household sizes, 40 respondents came from households with four people, followed by 33 with households of three people.

5.4 Regression Results from the Proposed Model of the Study

Table 10. Multiple Regression Analysis to Estimate the Effects of Belief Estimates on Attitude Towards Consuming Southeast Asian Food and Beverage Products

Factor	B	β	*t*	*Sig. (p)*
Perceived quality	0.156 (0.077)	0.154	2.012	.046*
Perceived trustworthiness	0.426 (0.075)	0.418	5.666	.000***
Perceived health benefits	0.021 (0.079)	0.020	0.266	.791
Perceived availability	0.104 (0.073)	0.101	1.416	.159
Perceived price	0.302 (0.082)	0.297	3.686	.000***
R-squared				.848
R-squared adjusted				.708

Dependent Variable: Attitude towards purchasing.
Standard errors are in parentheses. Intercept degrees of freedom = 126
* Significant at p < 0.05; ** Significant at p < 0.005; *** Significant at p < 0.001

A multiple linear regression was performed utilizing attitude towards purchasing Southeast Asian F&B products as the dependent variable and perceived quality (x_1), perceived trustworthiness (x_2), perceived health benefits (x_3), perceived availability (x_4) and perceived price (x_5) as predictors in order to determine if attitude scores could be predicted as a function of these belief estimates.

An analysis of variance showed that the effect of the belief estimates on attitude was significant at F (5, 126) = 64.678, p=<.001, indicating that the belief estimates of the proposed model are suitable predictors of attitude towards purchasing Southeast Asian F&B products. An F-test was further conducted: $F_{critical}$ (5, 126, α .001) = 4.400. Thus, $F<F_{critical}$ and H_0 is rejected. In addition, this multiple regression accounted for 70.8% of the variability, as indicated in the adjusted R^2 statistic of .708.

From the standardized beta coefficient values, perceived trustworthiness (β=.418), perceived price (β=.297) and perceived quality (β=.154) are shown to have the strongest relationship towards attitude. This is further confirmed by the significance of their p-values at .000, .000, and .046 respectively.

The equation for the multiple regression is: y = -.010 + .156x_1 + .426x_2 + .021x_3 + .104x_4 + .302x_5.

Table 11. Multiple Regression Analysis on the Effects of Subjective Norm Estimates on Attitude Towards Consuming Southeast Asian Food and Beverage Products

Factor	B	β	*t*	*Sig. (p)*
Perceived family influence	0.464 (0.073)	0.460	6.319	.000***
Perceived societal influence	0.397 (0.073)	0.399	5.477	.000***
R-squared				.785
R-squared adjusted				.610

Dependent Variable: Attitude towards purchasing.
Standard errors are in parentheses. Intercept degrees of freedom = 131.
* Significant at p < 0.05; ** Significant at p < 0.005; *** Significant at p < 0.001

A multiple linear regression was performed utilizing attitude towards purchasing Southeast Asian F&B products as the dependent variable with perceived family influence (x_1) and perceived societal influence (x_2) as predictors in order to determine if attitude scores could be predicted as a function of these subjective norm estimates.

An analysis of variance showed that the effect of the subjective norm estimates on attitude was significant at F (2, 131) = 105.095, p= <.001, indicating that these subjective norm estimates are suitable predictors of attitude towards purchasing Southeast Asian F&B products. An F-test further confirms significance: $F_{critical}$ (2, 131, α.001) = 7.2851. Thus, $F<F_{critical}$ and H_0 is rejected. This multiple regression accounted for 61% of the variability, as indicated in the adjusted R^2 statistic.

From the standardized beta coefficient values, perceived family influence (β=.460) and perceived societal influence (β=.399) are shown to have a strong relationship towards attitude. This is further confirmed by their significance of .000 each.

The equation for the multiple regression is: y = -.021 + .464x_1 + .397x_2.

Table 12. Regression Analysis to Estimate the Effects of Attitude Towards Purchasing Southeast Asian Food and Beverage Products with Satisfaction from Prior Purchase

Factor	B	β	*t*	*Sig. (p)*
Attitude towards purchasing	0.545 (0.142)	0.378	3.853	.000***
R-squared				.378
R-squared adjusted				.133

Dependent Variable: Satisfaction with prior purchase experience of Southeast Asian F&B product.
Standard errors are in parentheses.
* Significant at p < 0.05; ** Significant at p < 0.005; *** Significant at p < 0.001

A single linear regression was performed to determine if satisfaction with prior purchase could be predicted as a function of attitude. An analysis of variance showed that the effect of attitude on satisfaction was significant at F (1, 89) = 14.842, p= <.001, indicating that attitude is a suitable predictor of satisfaction with purchasing Southeast Asian F&B products. An F-test further confirms significance: $F_{critical}$ (1, 89, α .001) = 11.589. Thus, $F<F_{critical}$ and H_0 is rejected.

This single linear regression accounted for 13% of the variability, as indicated in the adjusted R^2 statistic.

From the standardized beta coefficient value, attitude towards purchase (β=.378) shows to have a relationship towards satisfaction. This is further confirmed by its significance of .000.

The equation for the regression is:

$y = -.012 + .673x_1$

Table 13. Regression Analysis to Estimate the Effects of Attitude Towards Purchasing Southeast Asian Food and Beverage Products with Behavioral Intention to Purchase

Factor	B	β	*t*	*Sig. (p)*
Attitude towards purchase	0.760 (0.054)	0.776	13.981	.000***
R-squared				.776
R-squared adjusted				.599

Dependent Variable: Behavioral intention of purchasing Southeast Asian F&B products.
Standard errors are in parentheses.
* Significant at p < 0.05; ** Significant at p < 0.005; *** Significant at p < 0.001

In order to determine whether intention to purchase Southeast Asian F&B products could be predicted as a function of attitude, an analysis of variance was conducted to show that the effect of attitude on behavioral intention was significant at F (1, 129) = 195.465, p= <.001.

This indicates that attitude is a suitable predictor of the dependent variable. An F-test further confirms significance: $F_{critical}$ (1, 129, α .001) = 11.304. Thus, $F < F_{critical}$ and H_0 is rejected. This single linear regression accounted for 59.9% of the variability, as indicated in the adjusted R^2 statistic.

From the standardized beta coefficient value, attitude towards purchase (β=.776) shows to have a relationship with satisfaction. This is further confirmed by its significance of .000.

The equation for the regression is:

$y = -.012 + .760x_1$

Table 14. Regression Analysis to Estimate the Effects of Behavioral Intention to Purchase Southeast Asian Food and Beverage Products with Expected Satisfaction

Factor	B	β	*t*	*Sig. (p)*
Behavioral intention of purchasing	0.479 (0.273)	0.296	1.755	.089
R-squared				.296
R-squared adjusted				.059

Dependent Variable: Expected satisfaction from purchase.
Standard errors are in parentheses.
* Significant at p < 0.05; ** Significant at p < 0.005; *** Significant at p < 0.001

A linear regression was performed to determine if expected satisfaction from purchasing Southeast Asian F&B products could be predicted as a function of behavioral intention.
An analysis of variance showed that the effect of attitude on behavioral intention was insignificant at F (1, 32) = 3.081, p= >.0. An F-test further confirms insignificance: $F_{critical}$ (1, 32, α.05) = 4.149. Thus, $F>F_{critical}$ and H_0 is accepted. This single linear regression accounted for 5.9% of the variability, as indicated in the adjusted R^2 statistic.

The standardized beta coefficient value for behavioral intention (β=.296) shows to have a weak relationship towards expected satisfaction. This is further confirmed by its insignificance of .089.

Table 15. Summary of Hypothesis Testing Results

Hypothesis tested	Result

H1		Beliefs concerning Southeast Asian food & beverage products affects attitude towards the products	
	H1$_a$	Beliefs about the *quality* of the products affects attitude towards purchase and consumption	**Accepted**
	H1$_b$	Beliefs about the *trustworthiness* of the products affects attitude towards purchase and consumption	**Accepted**
	H1$_c$	Beliefs about the *health benefits* of the products affects attitude towards purchase and consumption	Rejected
	H1$_d$	Beliefs about the *availability* of the products affects attitude towards purchase and consumption	Rejected
	H1$_e$	Beliefs about the *price* of the products affects attitude towards purchase and consumption	**Accepted**
H2		Subjective norms concerning Southeast Asian food & beverage products affects attitude towards the products.	
	H2$_a$	*Perceived family influence* affects attitude towards purchase and consumption	**Accepted**
	H2$_b$	*Perceived societal influence* affects attitudes towards purchase and consumption	**Accepted**
H3		Attitude towards Southeast Asian food and beverage products affects *satisfaction with prior purchase*	**Accepted**
H4		Attitude towards purchasing and consuming Southeast Asian food and beverage products affects behavioral intention	**Accepted**
H5		Willingness to purchase Southeast Asian food and beverage products affects the *expected satisfaction* derived from having no prior purchasing experience.	Rejected

5.5 Additional Analyses and Statistical Tests

With the estimates of subjective norms of perceived family influence and perceived societal influence both showing significance of $\alpha<.001$ on attitude towards Southeast Asian food and beverage products, further exploration through analysis of co-variance between demographic factors such as household size and marital status was conducted to strengthen the findings of this research.

Table 16. Analysis of Co-Variance for Perceived Family Influence by Household Size and Marital Status

Source	*SS*	*df*	*MS*	*F*	*Sig.*	η^2

Household Size	.607	4	.152	.208	.934	.007
Marital Status	11.012	1	11.012	23.464	.000***	.107
Household Size & Marital Status	.351	4	.088	.120	.975	.004
Error	91.444	125	.732			
Corrected Total	135.045	134.934				

Dependent Variable: Perceived family influence about purchasing food products
* Significant at p < 0.05; ** Significant at p < 0.005; *** Significant at p < 0.001

An ANCOVA of between-subjects factor of household size and covariate of marital status revealed no main effects of household size on perceived societal influence, $F(4,125)=.208$, $p=.934$. Marital status showed to have a significant main effect, $F(1,125)=23.464$, $p=.000$. No interaction was shown between household size and marital status, $F(4, 125)=.120$, $p=.975$. The partial eta squared value of household size ($\eta^2=.007$) indicates that a minute 0.7% of variance is accounted for by household size. For marital status ($\eta^2=.107$), a much higher 10.7% of variance is explained by the covariate. The interaction between marital status and household size ($\eta^2=.004$) shows a minor account of variance.

Furthermore, due to the strong results of the partial eta squared, a post-hoc measure of association between marital status with the independent variable of perceived family influence was conducted:

$$\omega^2 = \frac{SS_B - (K-1)MS_W}{SS_T + MS_W} = \frac{11.012 - (2-1)0.738}{135.045 + 0.738} = 0.075$$

Thus:

$$\omega^2 = 0.075 \ (\approx 7.5\%)$$

From the results, the marital status accounts for approximately 7.5% of the total variance in perceived family influence about purchasing decisions of food and beverage products (the dependent variable). As a weak effect size, the substantive significance is low. Despite the findings, in Figure 8, the distance between mean scores of those who are unmarried and those who are married displays visual significance of the analysis of co-variance (a higher mean score indicating lower levels of family influence). From the figure, an interpretation could be offered that respondents who are unmarried and in small-to-medium sized households (1-3 persons) come under the lowest perceived family influence about purchasing Southeast Asian

F&B products, while respondents who are married and in large households (4-5 persons) are the most influenced by their family.

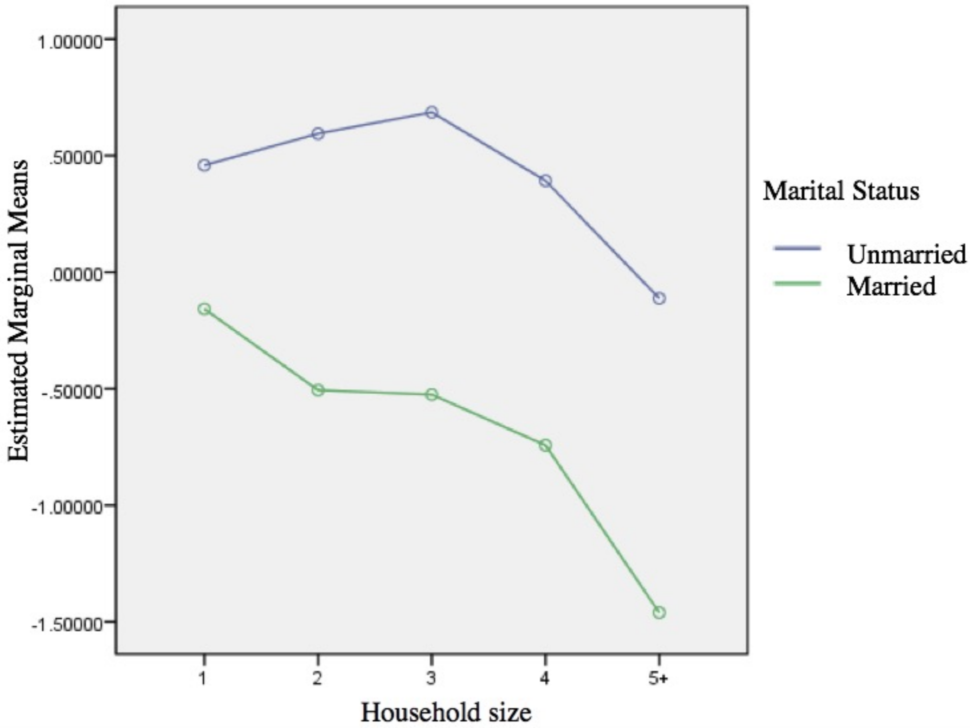

Figure 8. Estimated Marginal Means for Perceived Family Influence, Controlled for Marital Status, on Perceived Family Influence

Table 17. Analysis of Co-Variance for Perceived Societal Influence by Household Size and Marital Status

Source	*SS*	*df*	*MS*	*F*	*Sig.*	η^2
Household Size	6.357	4	1.589	1.927	.110	0.58
Marital Status	9.447	1	9.447	11.457	.001***	.083
Household Size & Marital Status	7.075	4	1.769	2.145	.079	.064
Error	103.891	126	.825			
Corrected Total	134.766	135				

Dependent Variable: Perceived Societal Influence
* Significant at p < 0.05; ** Significant at p < 0.005; *** Significant at p < 0.001

An ANCOVA of the between-subjects factor of household size and covariate of marital status revealed no main effects of household size on perceived societal influence, $F(4,126)=1.927$, $p=.110$. Marital status showed to have a significant main effect, $F(1, 126)=11.457$, $p=.001$. No interaction was shown between household size and marital status, $F(4, 126)=2.145$,

p=.079. The partial eta squared of marital status showed considerable variance (η^2=.083/8.3%). The interaction between household size and marital status showed variance at (η^2=.064/6.4%). Interestingly, the partial eta squared of household size, despite being insignificant, had the highest variance (η^2=.58/58%). Thus, household size should be further explored through a post-hoc measure of association:

$$\omega^2 = \frac{SS_B - (K-1)MS_W}{SS_T + MS_W} = \frac{6.357 - (5-1)0.825}{134.766 + 0.825} = 0.022$$

With ω^2 equal to only 2.2% of variance, the effect size of household size is weak. Despite the weak effect size and significance of only marital status on perceived family societal influence, Figure 9 is demonstrative of a diverging level of mean scores between household sizes and those who are married and unmarried. An interpretation of the figure could conclude that married respondents from large households are the most influenced by society in their attitude towards Southeast Asian F&B products, while contrastingly, unmarried respondents from large households showed the lowest level of perceived societal influence (high estimated marginal mean).

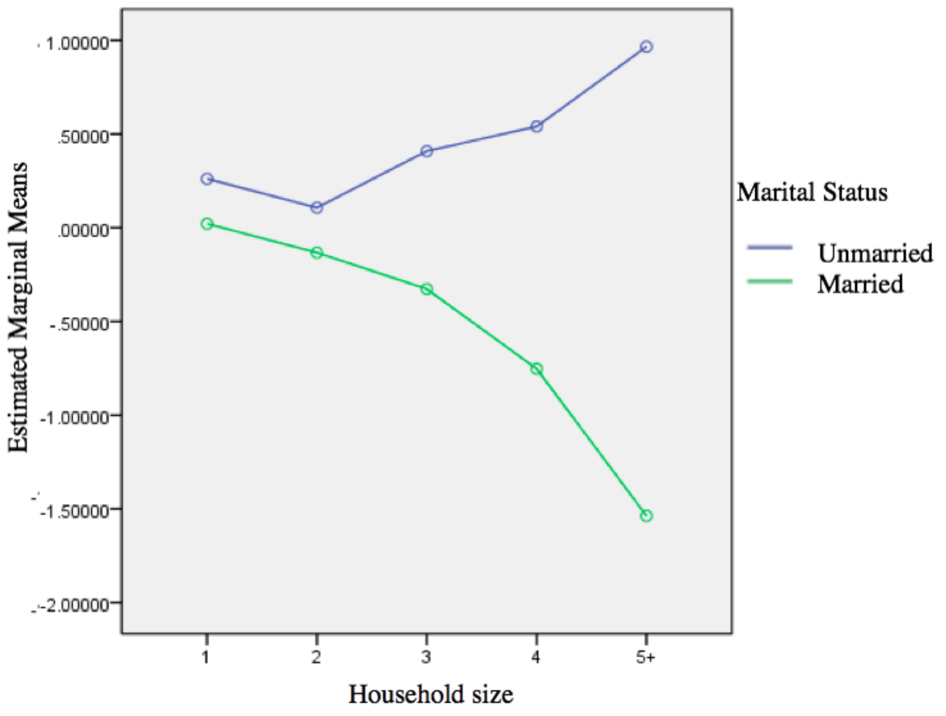

Figure 9. Estimated Marginal Means for Household Size, Controlled for Marital Status, on Perceived Societal Influence

VI. CONCLUSION

6.1 Implications of the Findings of the Study for ASEAN Food and Beverage Exporters

The regression analysis of the belief estimates on attitude showed varying results. Perceived quality was shown to have a significant relationship with attitude formation. This finding largely confirms contemporary export guides about the Korean market which state that Korean consumers are constantly demanding better quality products (Chung, Pysarchik & Hwang, 2009). Likewise, perceived trustworthiness of the producer and product was shown to have high significance in forming attitude towards a product. This is demonstrative of the extensive literature surrounding Country of Origin Effect where consumers derive the trustworthiness of a product from broad-based associations about the country in which it is produced (Gaedke, 1973; Shimp, 1984; Cheng & Chen, 2004).

Contrary to many export guides and stated market trends which show that Korean consumers are increasingly valuing health benefits in their food products (Lee & Ro, 1996; Chang & Kim, 2008; Kim, Han & Kim, 2010), the regression showed that perceived health benefits of a product do not have a strong relationship with attitude formation. The explanation behind this may be that that health foods are a well-established niche market and thus they elicit a different process of attitude formation and willingness to purchase from consumers. As this was a general survey, the findings are reflective of general food and beverage products which health foods are a subcategory of.

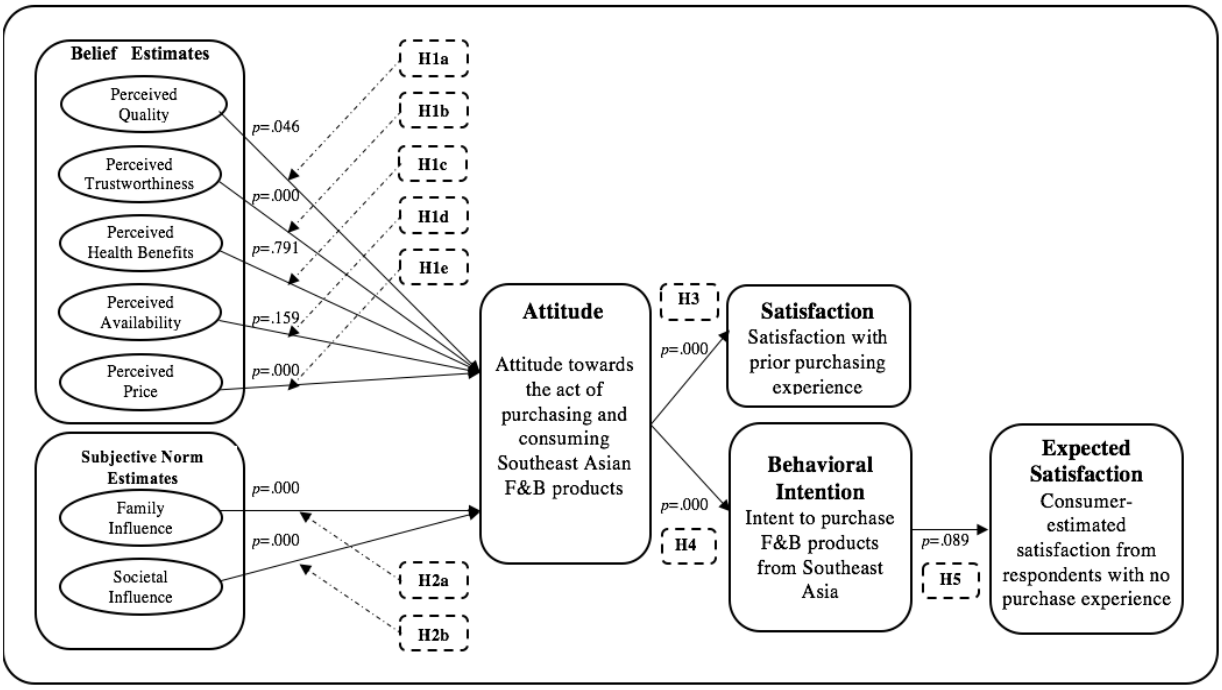

Figure 10. Summary of Significance of Each Hypothesis within the Proposed Model

Availability was shown to also have a significant relationship to attitude formation. This is further supported by literature showing that consumers who see availability of products at multiple retail platforms as a desirable trait in forming loyalty to a product (Raj, 1985; Alhabeeb, 2007). This finding also contradicts the theory of consumer ethnocentrism which posits that the presence of foreign brands instills a heightened loyalty to domestic brands and increases aversion to foreign products (Shimp, 1984; Watson & Wright, 2000; Cheng & Chen, 2004). Lastly, perceived price was shown to be significant on attitude formation as well. Price has the largest existing literature about its influence of consumer behavior among all the estimates (See works from Erikson & Johansson, 1985; Zeithaml, 1988; Dodds & Monroe, 1985; Ofir, 2004).

The subjective norm estimates were based on Ajzen's Theory of Planned Behavior and applied to the Korean context which strongly values family and society through influences of both Confucianism and ethno-cultural homogeneity. Perceived family influence about food purchasing was shown to be significant in attitude formation in the sample group. This was further explored in an additional analysis of co-variance which showed that marital status influences perceived family influence, with married people having lower mean scores meaning stronger family influence. In addition, it can be concluded that unmarried consumers living in smaller households are less likely to be influenced by family in their attitude formation towards purchasing Southeast Asian food and beverage products (Figure 8).

The estimate on perceived societal influence was also shown to have significance in attitude formation. Further analysis through ANCOVA showed interesting results in that unmarried consumers from large households have the lowest levels of perceived societal influence about attitude towards Southeast Asian F&B products, while married consumers show an increasing perceived influence as their household size increases (Figure 9). From the findings, it can be concluded that Ajzen's Theory of Planned Behavior is applicable to Korean consumers who are influenced by subjective norms in their attitude formation and consumption behavior.

Applying the Theory of Planned Behavior with principles from the ABC Model, attitude was tested for its influence on the satisfaction that consumers derive from prior purchase. The results of the regression show that attitude has a significant relationship with the satisfaction that consumers have with purchasing Southeast Asian F&B products. The implications of this finding for Southeast Asian F&B exporters is that consumers tend to have a preconceived attitude about the product, as supported by the existing literature (See works from Tse &

Wilton, 1988; Cadotte, Woodruft & Jenkins, 1987; Yi, 1990). Thus, satisfaction largely reinforces the attitude and expectations of the product that consumers already have. With a strong significance between the relationship, this infers that consumers from the sample group that had a negative attitude towards a product and have prior purchase experience have not derived positive satisfaction.

The findings from the regression between attitude and behavioral intention show that attitude significantly affects the intention to purchase Southeast Asian F&B products. This confirms the Theory of Planned Behavior and ABC Model which posit behavior as a function of attitude. From this finding, exporters should thus continue to work on improving consumer attitude through the above mentioned factors. In doing so, this will increase the intent to purchase.

Lastly, a test between behavioral intention and expected satisfaction was shown to be insignificant. From this, it can be concluded that those with an intention to purchase may not necessarily have a high level of expected satisfaction, nor will those with no intention to purchase have a low level of expected satisfaction. The implication of this finding for exporters is that consumers lack a strong sense of expected satisfaction that would inform their purchasing behavior. The finding also discredits the attempts of this research to distinguish satisfaction and expected satisfaction as two defined constructs before and after purchasing experience.

6.2 Recommendations for Exporters Based on the Study Findings

From the tested belief estimates within the model, perceived quality, trustworthiness, and price were the significant factors affecting attitude. F&B producers in ASEAN are already expecting to see prices decrease as the growing industry is increasingly becoming more effective in production through improvements in inventory times, technological developments, free interregional trade, economies of scale, and supply chain management. Thus, with continuation of production efficiency and price competitiveness, F&B producers should instead direct their attention towards improving the perceived trustworthiness and quality of products. A large issue with ASEAN is the lack of coherent regional food standards that regions such as the European Union and the North American Trade agreement have. These standards have promoted quality and trust associations with products exported from these regions during the concomitant development of their regional brands. The

ASEAN Food and Beverage Alliance have also asserted that the lack of consistent food standards across the region is a major priority for the industry; in response, the alliance is in early stages of establishing standards, however, progress has yet to substantiate into concrete guidelines. It is therefore recommended that F&B exporters support the alliance in standardizing food production practices across the region and cooperate to the highest degree when these standards are enacted. This would thus support the establishment of a regional image that conveys trustworthiness and quality to the products and allow ASEAN to build a strong regional brand as a food exporter as the region is grows to become the largest F&B product producer in the future.

Among the many avenues of exploration that this study opens up for Southeast Asian F&B exporters, the subjective norm estimates are of unique significance. Due to the family and societal factors influencing attitude formation about Southeast Asian F&B products, exporters must also consider how to address variables extraneous to the physical attributes of the products. The analyses of the model showed that the higher the level of perceived family and societal influence, the more negative the respondents' attitude towards the products were. This was further explored through analyses of co-variance which showed that married consumers are more strongly influenced by their families and society, while unmarried people and people in smaller households are less influenced by these factors. From these results, F&B producers may benefit from marketing products to unmarried consumers and those who tend to live alone in Korea (E.g. college students and early career professionals). Marketing Southeast Asian F&B products to families will therefore be challenging for marketers, especially as Korean brands such as Ottugi, Nongshim, and Orion have established themselves as family-friendly brands already. Further exploration of establishing family-friendly images for imported food products would aid exporters seeking to improve consumer attitude from this demographic in the future.

With the variable of satisfaction with prior purchase confirmed to be influenced by attitude in the research, exporters of F&B products will face challenges in changing consumer attitude towards their products if they hold negative attitudes. The results show that there is a reaffirming paradigm where consumers with a positive attitude will remain to have high satisfaction with the product, while consumers with negative attitudes will remain to have low satisfaction or dissatisfaction if they choose to purchase. The recommended policy action from these findings are that producers should explore the significant estimates which were shown to have a positive effect on attitude from the beliefs component of the model: Namely, perceived quality, perceived trustworthiness, and perceived price as abovementioned. By targeting these factors to promote positive attitude towards Southeast Asian F&B products, producers can attempt to create stronger positivity in the attitude and thus also increase the level of satisfaction with the purchase. Satisfaction is important for producers as it is a determining factor of loyalty levels that would concretize the presence of the product in the market and sustain sales (Raj, 1985; Biong, 1993; Alhabeeb, 2007).

The survey instrument also asked the sample group about their willingness to purchase, satisfaction (for those with prior purchasing experience) and expected satisfaction (for those with no purchase experience) for a range of product subcategories within the food and beverage industries. As the data that was gathered is ordinal, the product subcategories are presented in Table 18 with the distribution of respondents on a seven-point Likert scale. From the table, it can be observed that boxed dry foods such as cereals and granola bars and the category of packaged coffees and teas received the highest modal distribution for willingness to purchase from the sample group. The subcategories which received the lowest modal distribution of willingness to purchase were canned foods such as canned fish, soups, and seafood, as well as bottled/jarred foods such as sauces and fruits. With large growth occurring specifically in the F&B industry's canneries, it is recommended that marketers for the industry strongly invest in marketing these products to the exporting countries in order to capitalize on this growth with a corresponding improved consumer responses to the products in export locations.

Among the products that received the largest modal distribution at the highest level of satisfaction were boxed dry goods, bottled and jarred goods, snack foods, and coffees and teas. Canned foods were the products that received the highest modal distribution at the lowest level of satisfaction. It is thus recommended that canneries focus on maintaining quality and invest in R&D that would improve their products in a way that would also improve satisfaction with the product. Despite jarred and bottled foods receiving the highest distribution of unwillingness to purchase, the satisfaction with prior purchase distributions were very high. Thus it can be concluded that marketers of these products should take a marketing and advertising-led approach to capture consumers who would become satisfied with the product post-purchase.

Packaged coffees and teas, snack foods, and unspecified others had the highest distribution on the expected satisfaction scale. However, due to the respondents with no purchasing experience tending to show high averseness to Southeast Asian F&B products, the mode of the distribution was the mid-point of neutrality. Furthermore, the unspecified others subcategory may have elicited a central tendency in response due to the ambiguity of the question. The products with the largest distribution at the lowest level expected satisfaction were bottled and jarred foods, beverages, and canned foods. Representatives from each subindustry should therefore work on promoting product and brand image in order to address negative associations with the product from consumers with no purchasing experience.

Table 18. Distribution of Willingness to Purchase, Satisfaction with Prior Purchase (Satisf.) and Expected Satisfaction (Ex. Satisf.) for Product Categories

Product type	***Prompt***	***1***	***2***	***3***	***4***	***5***	***6***	***7***

Boxed dry goods (E.g. cereal and granola bars)	WTP	3.68	6.62	12.50	25	28.68	13.97	9.56
	Satisf.	1.06	3.19	9.57	20.21	39.36	17.02	9.57
	Exp.Satisf.	2.63	7.89	18.42	50	15.79	5.26	0
Frozen foods (E.g. frozen fruits, meats and seafood)	WTP	10.37	10.37	25.93	25.93	15.56	5.93	5.93
	Satisf.	1.08	5.38	16.13	41.94	20.43	11.83	3.23
	Exp.Satisf.	7.89	23.68	34.21	23.68	7.89	2.63	0
Bottled and jarred food (E.g. Sauces and fruits)	WTP	11.76	16.18	23.53	21.32	10.29	11.03	5.98
	Satisf.	2.13	12.77	21.28	24.47	25.53	10.64	3.19
	Exp.Satisf.	10.81	48.65	21.62	13.51	2.70	2.70	0
Baking products and spices (E.g. spices, flour,)	WTP	8.82	11.76	18.38	27.94	19.12	6.62	7.35
	Satisf.	3.23	15.05	13.98	29.03	19.35	13.98	5.38
	Exp.Satisf.	15.79	23.68	31.58	23.68	5.26	0	0
Beverages (E.g. canned and bottled sodas)	WTP	9.63	11.85	23.70	18.52	17.78	12.59	5.93
	Satisf.	1.09	16.30	21.74	23.91	21.74	11.96	3.26
	Exp.Satisf	21.05	31.58	23.68	18.42	2.63	2.63	0
Bagged dry goods (E.g. Rice, cookies, noodles)	WTP	8.96	8.96	27.61	23.13	15.67	8.96	6.72
	Satisf.	2.08	17.71	13.54	31.25	18.75	14.58	2.08
	Exp.Satisf.	18.92	21.62	37.84	13.51	5.41	2.70	0
Canned foods (E.g. canned fish, soups, vegetables)	WTP	20.74	22.22	24.44	13.33	8.15	5.93	5.19
	Satisf.	4.55	25	26.14	21.59	12.50	6.82	3.41
	Exp.Satisf.	26.32	42.11	18.42	7.89	0	2.63	2.63
Snacks (E.g. potato chips, popcorn, candies)	WTP	5.19	3.70	10.37	27.47	20.74	21.48	11.11
	Satisf.	0	5.43	10.87	23.91	30.43	25	4.35
	Exp.Satisf.	8.11	13.51	21.62	35.14	13.51	8.11	0
Coffee and teas (E.g. Instant coffee, packaged tea)	WTP	3.68	5.88	8.09	26.47	27.21	16.91	11.76
	Satisf.	3.23	4.30	7.53	25.81	36.53	20.43	2.15
	Exp.Satisf	10.53	15.79	26.32	36.84	7.89	2.63	0
Others	WTP	2.68	1.79	5.36	42.86	34.82	7.14	5.36
	Satisf.	0	1.39	20.83	40.28	27.78	8.33	1.39
	Exp.Satisf.	13.33	13.33	16.67	46.47	10	0	0

N= 136; Satisf. N = 95; Exp. Satisf. N= 41
Modes for each F&B category and for each prompt are underlined
Note: 1 on the Likert Scale indicates high unwillingness to purchase/extremely low satisfaction. 7 is the highest possible willingness to purchase and satisfaction. 4 is the mid-point of neutrality.
Satisf. = Satisfaction with prior purchase. Exp. Satisf. = Expected satisfaction with no prior purchasing experience. Satisf. is recorded from only those with prior purchase experience. Exp. Satisf. is recorded from only those respondents who had no prior purchase experience. Willingness to Purchase (WTP) was measured from the entire sample group.

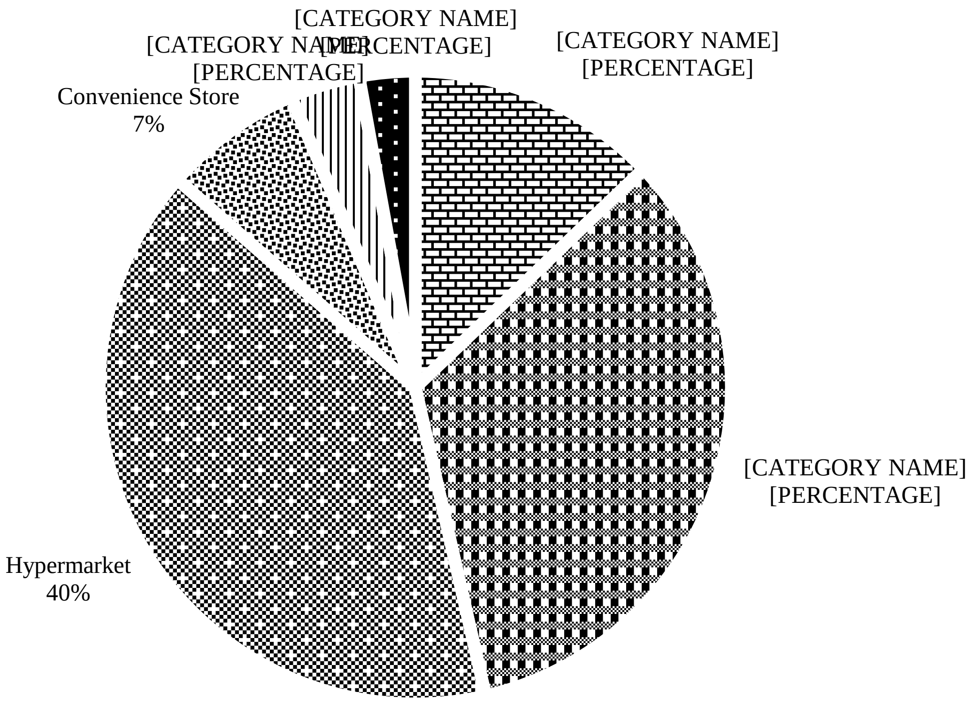

Figure 11. Main Food Retail Platforms Used by Sample Group

The survey instrument also gathered data on the main food retail platforms used by the sample group. With supermarkets and hypermarkets being the most popular platforms for food shopping, Southeast Asian F&B producers should expect to see the largest amount of sales through these platforms. However, with both hypermarkets and supermarkets reaching saturation level, convenience stores are predicted to grow in numbers nationwide and expand in product diversity. Thus, while the sample group mainly use larger scale food retailers, convenience stores may become a platform for market entry for F&B food and beverage products.

6.3 Limitations of the Study

The design limitations of this research were that the sample group may have been too specific for use of ASEAN food and beverage exporters. As ASEAN exporters are seeking many different export markets to complement their projected growth, the data from this research is limited to Korean consumers only, and thus the findings can only be used by exporters exploring access to the Korean market. To further fill knowledge gaps for ASEAN and its direct relation to ASEAN+3 countries, it would be recommended to conduct similar studies in Japanese and Chinese consumers to build a stronger evidence base for trade to the region of East Asia. Further limitations in the study design are that it uses a composite of multiple theoretical models, each with different isolations, and thus this research explores both attitude, behavior and satisfaction which is a somewhat cumbersome load of theoretical centers for the model. The findings of this model will, however, be useful for exporters researching these varying factors.

The findings about the subjective norms and their influence on attitude will be limited in utility for marketers from the industry. The concepts of perceived family influence and perceived societal influence are somewhat abstract from the traditional boundaries of food marketing, and therefore only with developments of marketing innovations that targets these extraneous variables to products would this data be fully utilized. In addition, the survey instrument tended to be too long for many respondents. The average time spent answering the questionnaire was 12 minutes and it is regarded as a lengthy consumer survey and unappealing for respondents. The length may have affected the response rate and it can be assumed a shorter survey would have received a higher response rate.

6.4 Future Research

The largest knowledge gap identified from this study is the influence of subjective norms on Korean consumers. From the research, it was shown that consumers are influenced by the perceptions of their immediate family and of greater society in forming an attitude towards Southeast Asian food and beverage products. Further analyses showed that demographic variables such as marital status also determined the degree to which a respondent was affected, however, as these factors were identified in additional findings, further exploration would have detracted from the original hypotheses of this research. Thus, there is opportunity for future research on solely the subjective norms proposed from Ajzen and Fishbein's Theory of Planned Behavior in the Korean market. Such research would benefit from exploration of various demographic variables influencing the influence that consumers come under from families and society, thereby identifying which consumer groups marketers can appeal to during advertisement and promotion in the food and beverage industry. Further research could also identify which products elicit a consumer attitude influenced by subjective norms and which products elicit an attitude solely derived from the consumer.

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APPENDIX

Survey Instrument: English Translation

The Food and Beverages industry is all companies involved in processing raw food materials, packaging, and distributing them. Any product meant for human consumption, aside from pharmaceuticals, passes through this industry. For the purposes of this thesis, the products referred to in this survey are any packaged food product originating from Southeast Asia. This excludes imported loose produce, meats and seafood.

I. WARMUP

1. How often do you buy groceries?

☐ Once a day
☐ A few times per week
☐ Once a week
☐ A few times per month
☐ Once a month

2. Have you ever been to Southeast Asia?

Yes/No

3. How often do read the country-of-origin label on packaged food products?

Never ◀ ☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ▶ Always

4. Where do you usually buy your groceries?

☐ Markets (E.g Hanaro Mart)
☐ Supermarkets (Lotte Super)
☐ Hypermarket (E-Mart, HomePlus)
☐ Convenience Store (E.g. GS25)
☐ Traditional Marketplace
☐ Online

<u>AWARENESS</u>

5. Are you aware of any Southeast Asian (E.g. Thailand, Vietnam, Indonesia) food and beverage products in the Korean market?

Yes/No

6. How frequently do you see imported Southeast Asian food and beverage products? (Check N/A if you answered no to question 4)

Never ◀ ☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ▶ Always ☐N/A

7. Where do you see imported Southeast Asian food and beverage products? (Check N/A if you answered no to question 4)

Markets (E.g Hanaro Mart)

Never ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Always □N/A

Supermarkets (Lotte Super)

Never ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Always □N/A

Hypermarket (E-Mart, HomePlus)

Never ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Always □N/A

Convenience Store

Never ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Always □N/A

Traditional Marketplace

Never ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Always □N/A

Online

Never ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Always □N/A

Below are some common products available in the Korean market that have been processed and packed in Southeast Asian countries.

II. BEHAVIOR AND SATISFACTION

Behavior

1. Have you ever purchased a food and beverage product from Southeast Asia before?
Yes/No

__If you answered *yes* to question 1:__
2. What was the level of overall satisfaction you had from the product?
Highly dissatisfied ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Highly satisfied

3. Please check which subcategory and indicate your level of satisfaction:

Boxed dry goods (E.g. Ramyun, cereals, granola bars)
Highly dissatisfied ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Highly satisfied □N/A
Frozen foods (E.g. frozen fruits, meats and seafood)
Highly dissatisfied ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Highly satisfied □N/A
Bottled and jarred food (E.g. Sauces and fruits)
Highly dissatisfied ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Highly satisfied □N/A
Baking products and spices (E.g. spices, sugar, flour, chocolate chips)
Highly dissatisfied ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Highly satisfied □N/A
Beverages (E.g. canned and bottled sodas)
Highly dissatisfied ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Highly satisfied □N/A
Bagged dry goods (E.g. Rice, cookies, noodles)
Highly dissatisfied ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Highly satisfied □N/A
Canned foods (E.g. canned fish, soups, vegetables)
Highly dissatisfied ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Highly satisfied □N/A
Snacks (E.g. potato chips, popcorn, candies)
Highly dissatisfied ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Highly satisfied □N/A
Coffee and teas (E.g. Instant coffee, packaged tea)
Highly dissatisfied ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Highly satisfied □N/A
Others (Please Specify)
Highly dissatisfied ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Highly satisfied □N/A

4. From your experience, how likely would you purchase a Southeast Asian food product again? (If you answered *no* to question 1, please select N/A)
Highly unlikely ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Highly likely □N/A

5. Would recommend any of these foods to your family/friends?
(If you answered *no* to question 1, please select N/A)
Highly unlikely ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Highly likely □N/A

__If you have *never* purchased a Southeast Asian food or beverage product:__
2. What would be the expected level of satisfaction from the experience of purchasing a

Southeast Asian food and beverage product?

Highly dissatisfied ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Highly satisfied

3. What is the expected satisfaction of purchasing from these subcategories? (Please answer all)

Boxed dry goods (E.g. Ramyun, cereals, granola bars)

Highly dissatisfied ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Highly satisfied

Frozen foods (E.g. frozen fruits, meats and seafood)

Highly dissatisfied ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Highly satisfied

Bottled and jarred food (E.g. Sauces and fruits)

Highly dissatisfied ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Highly satisfied

Baking products and spices (E.g. spices, sugar, flour, chocolate chips)

Highly dissatisfied ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Highly satisfied

Beverages (E.g. canned and bottled sodas)

Highly dissatisfied ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Highly satisfied

Bagged dry goods (E.g. Rice, cookies, noodles)

Highly dissatisfied ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Highly satisfied

Canned foods (E.g. canned fish, soups, vegetables)

Highly dissatisfied ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Highly satisfied

Snacks (E.g. potato chips, popcorn, candies)

Highly dissatisfied ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Highly satisfied

Coffee and teas (E.g. Instant coffee, packaged tea)

Highly dissatisfied ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Highly satisfied

Others (Please Specify)

Highly dissatisfied ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Highly satisfied

III. PERCEPTIONS

Perceived Quality:

1. I believe food and beverage products from Southeast Asia are of suitable quality for

consumption

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

2. I believe producers in Southeast Asia have acceptable quality controls in place

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

3. I believe that South Korean importers ensure that only quality products enter the market

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

4. I can ascertain the quality of a product through its packaging.

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

Perceived Trust:

1. I trust the cultivation methods of farmers in Southeast Asia

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

2. I believe that manufacturers in Southeast Asia source trustworthy raw materials for processing

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

3. I trust the processing methods of producers in Southeast Asia

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

4. I trust the food standards in place in Southeast Asia

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

5. I trust the information provided on the labels of food or beverage products

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

Perceived Health Benefits:

1. I believe that Southeast Asian food and beverage products a reasonable amount of nutrition

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

2. I believe there is a low threat from pesticides and other materials in food and beverage products from Southeast Asia

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

3. I believe that consuming food and beverage products from Southeast Asia may positively affect my health

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

4. I would feel more comfortable about the health benefits when all information is provided in Korean

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

Perceived Availability:

1. There is a noticeable availability of food and beverage products from Southeast Asia in Korea today

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

2. The availability of food and beverage products from Southeast Asia makes purchasing them convenient

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

3. The shops that I usually purchase food at have food and beverage products from Southeast Asia available

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

4. The production capabilities of the Southeast Asian region can be helpful for Korea

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

Perceived Price:

1. The low price of food and beverage products from Southeast Asia makes purchasing them convenient

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

2. Food and beverage products from Southeast Asia are usually within my budget

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

3. Food and beverage products from Southeast Asia are worth their price

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

4. Even if a Southeast Asian product is cheap, it could still be of high quality

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

SUBJECTIVE NORMS
Family

1. My family probably buy Southeast Asian food and beverage products.

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

2. I do not feel pressured by my family to buy Korean products over imported versions.

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

3. If I saw my family purchasing Southeast Asian food and beverage products, I would feel more positive about purchasing them

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

4. My family would be okay with me buying Southeast Asian food and beverage products if a Korean substitute didn't exist.

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

Society

1. Nowadays, Southeast Asian products are generally considered a good choice.

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

2. Most Koreans probably buy Southeast Asian food and beverage products.

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

3. Most Koreans would feel sure about Southeast Asian food and beverage products

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

4. I would not feel guilty if I purchased imported food products over Korean

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

5. My family members share/eat the food that I purchase

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

ATTITUDE

1. I have a positive attitude about Southeast Asia

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

2. I have a positive attitude about Southeast Asian products

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

3. I am open to trying more products from overseas

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

4. I would have a more pleasant consumer experience with more food products from Southeast Asia

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

5. My life would be more convenient if I ate Southeast Asian F&B products

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

6. I would feel good if I bought Southeast Asian food and beverage products

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

7. Korean products tend to be better than imported products

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

8. I would give Southeast Asian food and beverage products to my guests

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

9. I can easily make purchasing decisions when given the option to buy an imported food product

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

BEHAVIORAL INTENTIONS

Willingness to Pay

1. I am willing to purchase food and beverage products from Southeast Asia

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

2. I would buy Southeast Asian food and beverage products if they were cheaper

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

3. I would be more willing to purchase food and beverage products from Southeast Asia if they fitted my expectations

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

4. I would be more willing to purchase food and beverage products from Southeast Asia if there were improvements to packaging and information in Korean

Strongly disagree ◀ □1 □2 □3 □4 □5 □6 □7 ▶ Strongly agree

5. Where would you be willing to buy food and beverage products from Southeast Asia (Select one)?

□ Markets (E.g Hanaro Mart)
□ Supermarkets (Lotte Super)
□ Hypermarket (E-Mart, HomePlus)
□ Convenience Store
□ Marketplace
□ Online

6. Which subcategories are you likely to buy from?:

Boxed dry goods (E.g. cereal and granola bars)	Highly unlikely ◀ ☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ▶ Highly likely
Frozen foods (E.g. frozen fruits, meats and seafood)	Highly unlikely ◀ ☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ▶ Highly likely
Bottled and jarred food (E.g. Sauces and fruits)	Highly unlikely ◀ ☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ▶ Highly likely
Baking products and spices (E.g. spices, sugar, flour, chocolate chips)	Highly unlikely ◀ ☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ▶ Highly likely
Beverages (E.g. canned and bottled sodas)	Highly unlikely ◀ ☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ▶ Highly likely
Bagged dry goods (E.g. Rice, cookies, noodles)	Highly unlikely ◀ ☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ▶ Highly likely
Canned foods (E.g. canned fish, soups, vegetables)	Highly unlikely ◀ ☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ▶ Highly likely
Snacks (E.g. potato chips, popcorn, candies)	Highly unlikely ◀ ☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ▶ Highly likely
Coffee and teas (E.g. Instant coffee, packaged tea)	Highly unlikely ◀ ☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ▶ Highly likely
Others (Please Specify)	Highly unlikely ◀ ☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ▶ Highly likely

Demographics

1. **What is your gender? (Select one**) □ Male □ Female

2. **What is your nationality?** □ Korean □ Others

3. **What is your current age? (Select one)**
   □ under 20 □ 20 to 29 □ 30 to 39 □ 40 to 49 □ 50 or 59 □ 60 or more

4. **What is your current or final education background? (Select one)**
   □ High school □Associate degree □ Bachelor degree □ Master degree □ PhD

5. **What is your annual household income? (Optional: If you are unwilling to answer this question, please just skip this)**
   □ Less than 19,990,000 KRW □ 20,000,000 ~ 39,990,000 KRW
   □ 40,000,000 ~ 59,990,000 KRW □ 60,000,000 ~ 79,990,000 KRW
   □ 80,000,000 ~ 99,990,000 KRW □ More than 100,000,000 KRW

6. **What is your household size (persons)?**
   □ 1 □ 2 □ 3 □ 4 □ 5 □ 5+
7. **What is your current marital status? (Select one/ Do not include pets)**
   □ Single □ Married/Partner
8. **Do you have any children?**
   □ Yes □ No

Survey Instrument: Korean Version (Distributed Version)

음식료 산업은 식품원료 가공과 포장, 유통하는 모든 과정을 포함합니다. 의약품을 제외한 사람들이 소비하는 모든 제품이 이 산업에 속합니다. 본 논문의 목적에 따라 본 설문지는 동남아시아에서 만든 포장 식품에 관한 질문들을 포함하고 있습니다. 따라서, 포장되지 않은 식품(과일, 채소, 곡물), 육류, 해산물 수입품은 제외되었습니다.

I. WARMUP

1. 얼마나 자주 음식료품을 구매하십니까?

□ 하루에 한 번
□ 일주일에 몇 번
□ 일주일에 한 번
□ 한 달에 몇 번
□ 한 달에 한 번

2.동남아시아에 여행해본 적이 있으십니까?

네/아니오

3. 얼마나 자주 포장 식품의 원산지 표시 라벨을 확인하십니까?

전혀 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 항상

4. 보통 어디에서 음식료품을 구매하십니까?

□ 마트 (예: 하나로 마트)
□ 슈퍼마켓 (예: 롯데 슈퍼)
□ 대형마트 (예:이마트, 홈플러스)
□ 편의점 (예:GS25)
□ 전통시장
□ 인터넷 (예: www.homeplus.kr)

<u>인지도AWARENESS</u>

5. 한국에서 판매되는 동남아시아(예: 태국, 베트남, 인도네시아)의 음식료품에 대해 알고 계십니까?

네/아니오 □해당 없음

6. 얼마나 자주 동남아시아의 음식료 수입품을 보십니까?
(질문 4 에서 아니오라고 답하셨다면, 해당 없음에 체크해주십시오.)

전혀◀ □1 □2 □3 □4 □5 □6 □7 ▶ 항상 □해당 없음

7. 어디에서 동남아시아 음식료 수입품을 보셨습니까?
(질문 4 에서 아니오에 체크하셨다면, 해당 없음에 체크해주십시오.)

마트 (예: 하나로 마트)

전혀◀ □1 □2 □3 □4 □5 □6 □7 ▶항상 □해당 없음

슈퍼마켓 (예: 롯데 슈퍼)

전혀◀ □1 □2 □3 □4 □5 □6 □7 ▶항상 □해당 없음

대형마트 (예:이마트, 홈플러스)

전혀◀ □1 □2 □3 □4 □5 □6 □7 ▶항상 □해당 없음

편의점

전혀 ◀ □1 □2 □3 □4 □5 □6 □7 ▶항상 □해당 없음

전통시장

전혀◀ □1 □2 □3 □4 □5 □6 □7 ▶항상 □해당 없음

온라인 구매

전혀◀ □1 □2 □3 □4 □5 □6 □7 ▶항상 □해당 없음

다음은 한국에서 흔히 판매하는 동남아시아의 가공 및 포장 상품들입니다.

II. 행동과 만족BEHAVIOR AND SATISFACTION

행동Behavior

1. 동남아시아의 음식료품을 구매해보신 적이 있으십니까?

네/아니오

1 번 질문에 네 라고 답하셨다면 답변해주십시오:

2. 구매하신 상품의 전반적인 만족도 수준은 어떠했습니까?

매우 불만족◀ □1 □2 □3 □4 □5 □6 □7 ▶매우 만족

3. 각각의 항목에 대한 만족도 수준을 체크해 주십시오:

박스 포장된 건조식품 (예: 라면, 시리얼, 그래놀라 바)

매우 불만족 ◀ □1 □2 □3 □4 □5 □6 □7 ▶매우 만족 □해당 없음

냉동 식품 (예: 냉동 과일, 냉동 육류, 냉동 해산물)

매우 불만족 ◀ □1 □2 □3 □4 □5 □6 □7 ▶매우 만족 □해당 없음

병에 담긴 식품 (예: 소스, 과일)

매우 불만족 ◀ □1 □2 □3 □4 □5 □6 □7 ▶매우 만족 □해당 없음

제과품과 향신료 (예: 계피 가루, 설탕, 밀가루, 초콜렛 칩)

매우 불만족 ◀ □1 □2 □3 □4 □5 □6 □7 ▶매우 만족 □해당 없음

음료 (예: 탄산음료 캔 또는 병)

매우 불만족 ◀ □1 □2 □3 □4 □5 □6 □7 ▶매우 만족 □해당 없음

봉투에 담긴 건조 식품(예: 쌀, 쿠키, 국수)

매우 불만족 ◀ □1 □2 □3 □4 □5 □6 □7 ▶매우 만족 □해당 없음

통조림 (예: 생선 통조림, 통조림 수프, 통조림 야채)

매우 불만족 ◀ □1 □2 □3 □4 □5 □6 □7 ▶매우 만족 □해당 없음

과자 (예: 감자칩, 팝콘, 사탕)

매우 불만족 ◀ □1 □2 □3 □4 □5 □6 □7 ▶매우 만족 □해당 없음

커피와 차 (예: 커피 믹스, 티백)

매우 불만족 ◀ □1 □2 □3 □4 □5 □6 □7 ▶매우 만족 □해당 없음

기타 (자세히 기술해주시기 바랍니다.)

매우 불만족 ◀ □1 □2 □3 □4 □5 □6 □7 ▶매우 만족 □해당 없음

4. 다시 동남아시아 식품을 구매하시겠습니까?
(질문 1 에서 아니오라고 답하셨다면, 해당 없음을 선택해주십시오.)
매우 그렇지 않다◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 그렇다 □해당 없음
5. 가족 혹은 친구에게 이들 식품 중 하나라도 추천하시겠습니까?
(질문 1 에서 아니오라고 답하셨다면, 해당 없음을 선택해주십시오.)
매우 그렇지 않다◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 그렇다 □해당 없음

<u>**만약 동남아시아의 음식료품을 전혀 구매한 적이 없으시다면 답변해주십시오:**</u>
2. 동남아시아의 음식료품에 대한 예상되는 만족도는 어느 정도입니까?
매우 불만족 ◀ □1 □2 □3 □4 □5 □6 □7 ▶매우 만족

3. 각각의 항목 구매에 대한 예상되는 만족도는 어느 정도입니까? (모든 항목에 대해 답변해주시기 바랍니다.)

박스 포장된 건조식품 (예: 라면, 시리얼, 그래놀라 바 매우 불만족 ◀ □1 □2 □3 □4 □5 □6 □7 ▶매우 만족
냉동 식품 (예: 냉동 과일, 냉동육류, 냉동 해산물) 매우 불만족 ◀ □1 □2 □3 □4 □5 □6 □7 ▶매우 만족
병에 담긴 식품 (예: 소스, 과일) 매우 불만족 ◀ □1 □2 □3 □4 □5 □6 □7 ▶매우 만족
제과품과 향신료 (예: 계피가루, 설탕, 밀가루, 초콜렛 칩) 매우 불만족 ◀ □1 □2 □3 □4 □5 □6 □7 ▶매우 만족
음료 (예: 탄산음료 캔 또는 병) 매우 불만족 ◀ □1 □2 □3 □4 □5 □6 □7 ▶매우 만족
봉투에 담긴 건조 식품(예: 쌀, 쿠키, 국수) 매우 불만족 ◀ □1 □2 □3 □4 □5 □6 □7 ▶매우 만족
통조림 (예: 생선 통조림, 수프, 야채) 매우 불만족 ◀ □1 □2 □3 □4 □5 □6 □7 ▶매우 만족
과자 (예: 감자칩, 팝콘, 사탕) 매우 불만족 ◀ □1 □2 □3 □4 □5 □6 □7 ▶매우 만족
커피와 차 (예: 커피 믹스, 티백) 매우 불만족 ◀ □1 □2 □3 □4 □5 □6 □7 ▶매우 만족
기타 (자세히 기술해주시기 바랍니다.) 매우 불만족 ◀ □1 □2 □3 □4 □5 □6 □7 ▶매우 만족

III. 인식PERCEPTIONS

품질에 대한 인식Perceived Quality:

1. 나는 동남아시아의 음식료품이 소비하기에 적절한 품질을 가지고 있다고 생각한다.

전혀 동의하지 않음◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

2. 나는 동남아시아의 생산자들이 용인될 만한 품질관리를 하고 있다고 믿는다.

전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

3. 나는 한국의 수입업자들이 괜찮은 품질의 상품만을 수입한다고 믿는다.

전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

4. 나는 포장을 통해 제품의 품질을 파악할 수 있다.

전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

신뢰에 대한 인식 Perceived Trust:

1. 나는 동남아시아 농부들의 재배방법을 신뢰한다.

전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

2. 나는 동남아시아의 제조업자들의 원료 가공 과정이 믿을만하다고 생각한다.

전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

3. 나는 동남아시아 생산업자들의 가공 방법을 신뢰한다.

전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

4. 나는 동남아시아의 식품 기준을 신뢰한다.

전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

5. 나는 동남아시아 식품 또는 음료의 라벨이 제공하는 정보를 신뢰한다.

전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

건강상의 이점에 대한 인식 Perceived Health Benefits:

1. 나는 동남아시아의 음식료품이 적절한 영양분을 갖추고 있다고 믿는다.

전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

2. 나는 동남아시아의 음식료품에 인체에 해로운 농약 또는 화학 제품이 쓰였을 것이라고 생각하지 않는다.

전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

3. 나는 동남아시아의 음식료품을 먹는 것이 나의 건강에 나쁜 영향을 줄 것이라고 생각하지 않는다.

전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

4. 나는 재료 관련 정보가 한국어로 제공되었을 때 더 편안함을 느낀다.

전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

Perceived Availability:

1. 요즘 한국에서 동남아시아의 음식료품을 쉽게 찾을 수 있다.

전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

2. 동남아시아 음식료품의 접근성은 해당 물품 구매를 편리하게 만든다.

전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

3. 내가 음식료품을 주로 사는 가게에서 동남아시아 음식료품을 접할 수 있다.

전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

4. 동남아시아 지역의 생산 능력은 한국에 도움이 된다.

전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

가격에 대한 인식 Perceived Price:

1. 동남아시아 음식료품의 낮은 가격은 해당 물품 구매를 용이하게 만든다.

전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

2. 동남아시아 음식료품은 보통 내 예산으로 구매 가능하다.

전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

3. 동남아시아 음식료품 가성비가 있다.

전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

4. 동남아시아 제품의 가격이 싸더라도, 좋다고 생각한다.

전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

SUBJECTIVE NORMS

가족

1. 나의 가족은 아마 동남아시아 음식료품을 구매할 듯하다.

전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

2. 나의 가족들이 한국 물품을 더 구매하라고 하지는 않는다.

전혀 동의하지 않음◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

3. 만약 나의 가족들이 동남아시아 음식료품을 구입한다면, 나도 해당 식품 구매를 더 긍정적으로 생각할 것이다.

전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

4. 만약 같거나 비슷한 한국 물품이 없다면, 나의 가족은 내가 동남아시아 음식료품을 살 것이라고 생각한다.

전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

사회

1. 요즘 동남아시아 물품 구매는 일반적으로 좋은 평가를 받고 있다고 생각한다.
전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

2. 대부분의 한국 사람들은 아마 동남아시아 음식료품을 구입할 것이다.
전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

3. 대부분은 한국 사람들은 동남아시아 음식료품이 안전하다고 느낄 것이다.
전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

4. 나는 국산품 대신 수입품을 사는 것에 죄책감을 느끼지는 않을 것이다.
전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

5. 가족 구성원이 내가 구입한 음식을 먹기 때문에 나는 구매에 신중한 편이다.
전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

태도 ATTITUDE

1. 나는 동남아시아에 대해 긍정적인 태도를 가지고 있다.
전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

2. 나는 동남아시아 제품에 대해 긍정적인 태도를 가지고 있다.
전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

3. 나는 동남아시아 제품을 시도해보는 것을 좋아하는 편이다.
전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

4. 나는 더 많은 동남아시아 식품을 경험해볼수록 소비자로서 더 즐거움을 느낄 것이다.
전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

5. 만약 내가 동남아시아 음식료품을 먹는다면, 내 삶은 더 편리해질 것이다.
전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

6. 동남아시아 음식료품 구매는 나의 기분을 좋게 만들 것이다.
전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

7. 한국 제품들이 수입품보다 더 좋은 제품이라고 생각한다.
전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

8. 나는 손님이 찾아오면 동남아시아 음식료품으로 대접할 의향이 있다.
전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

9. 나는 수입 식품을 구매할 때 쉽게 결정을 내리지 못하는 편이다.
전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

BEHAVIORAL INTENTIONS

지불 의사

1. 나는 동남아시아 음식료품을 구매할 의사가 있다.

전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

2. 나는 동남아시아 음식료품이 저렴한다면 동남 아시아 음식료품을 구매할 것이다.

전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

3. 만약 동남아시아 음식료품이 나의 기대를 충족시킨다면 나는 해당 식품을 구매할 의사가 더 생길 것이다.

전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

4. 만약 한국어로 된 정보가 더 자세히 기술되고 포장이 좋아진다면, 나는 동남아시아 음식료품을 구매할 것이다.

전혀 동의하지 않음 ◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 동의함

6. 동남아시아 식품을 구매하신다면 어디서 구입하시고 싶으십니까? (하나만 선택해주십시오.)

□ 마트 (예: 하나로 마트)
□ 슈퍼 마켓 (예: 롯데 슈퍼)
□ 대형마트 (예: 이마트, 홈플러스)
□ 편의점
□전통시장
□ 인터넷

7. 구매하실 의사가 있으신 항목에 대해 체크해주세요:

박스 포장된 건조식품 (예: 라면, 시리얼, 그래놀라 바)	매우 그렇지 않다◀ □1 □2 □3 □4 □5 □6 □7 ▶매우 그렇다
냉동 식품 (예: 냉동 과일, 육류, 해산물)	매우 그렇지 않다◀ □1 □2 □3 □4 □5 □6 □7 ▶매우 그렇다
병에 담긴 식품 (예: 소스, 과일)	매우 그렇지 않다◀ □1 □2 □3 □4 □5 □6 □7 ▶매우 그렇다
제과품과 향신료 (예: 계피가루, 설탕, 밀가루, 초콜렛 칩)	매우 그렇지 않다 ◀ □1 □2 □3 □4 □5 □6 □7 ▶매우 그렇다
음료 (예: 탄산음료 캔 또는 병)	매우 그렇지 않다 ◀ □1 □2 □3 □4 □5 □6 □7 ▶매우 그렇다
봉투에 담긴 건조 식품(예: 쌀, 쿠키, 국수)	매우 그렇지 않다 ◀ □1 □2 □3 □4 □5 □6 □7 ▶매우 그렇다
통조림 (예: 생선 통조림, 수프, 야채)	매우 그렇지 않다 ◀ □1 □2 □3 □4 □5 □6 □7 ▶매우 그렇다
과자 (예: 감자칩, 팝콘, 사탕)	매우 그렇지 않다 ◀ □1 □2 □3 □4 □5 □6 □7 ▶매우 그렇다
커피와 차 (예: 커피 믹스, 티백)	매우 그렇지 않다 ◀ □1 □2 □3 □4 □5 □6 □7 ▶매우 그렇다
기타 (자세히 기술해주시기 바랍니다.)	매우 그렇지 않다◀ □1 □2 □3 □4 □5 □6 □7 ▶ 매우 그렇다

인구 통계Demographics

9. **당신의 성별은 무엇입니까? (하나만 선택해주십시오.**) ☐ 남성 ☐ 여성

10. **당신의 국적은 무엇입니까?** ☐ 대한민국 ☐ 기타

11. **현재 나이가 어떻게 되십니까? (하나만 선택해주십시오.)**

    ☐ 20 세 이하 ☐ 20 - 29 ☐ 30 - 39 ☐ 40 - 49 ☐ 50 - 59 ☐ 60 세 이상

12. **당신의 현재 혹은 최종 학력은 무엇입니까? (하나만 선택해주십시오.)**

    ☐ 고등학교 ☐ 전문대 ☐ 학사 ☐ 석사 ☐ 박사

13. **가계의 연간 수입은 얼마입니까? (선택사항: 답하고 싶지 않으시다면, 이 질문에 대답하지 않으셔도 괜찮습니다.)**

    ☐ 19,990,000 원 이하 ☐ 2 천만원 이상– 4 천만원 미만

    ☐ 4 천만원 이상- 6 천만원 미만 ☐ 6 천만원 이상 - 8 천만원 미만

    ☐ 8 천만원 이상- 1 억원 미만 ☐ 1 억 원 이상

14. **가족 구성원 수는 몇 명입니까? (반려동물 제외)**

    ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5+

15. **현재 배우자 관계는 어떻게 되십니까? (하나만 선택해주십시오.)**

    ☐ 미혼 ☐ 기혼/동거

16. **자녀가 있으십니까?**

    ☐ 네 ☐아니오