

國立臺灣大學管理學院企業管理碩士專班



碩士論文

Global MBA

College of Management

National Taiwan University

Master's Thesis

文化浪潮對食品產業出口的影響：韓流與台灣新興浪潮的
比較分析

The Impact of Cultural Waves on Food Industry Exports:
A Comparative Analysis of the Korean Wave and the
Emerging Taiwanese Wave

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中華民國 114 年 1 月

January 2025



國立臺灣大學碩(博)士學位論文
口試委員會審定書
MASTER'S THESIS (DOCTORAL DISSERTATION) ACCEPTANCE
CERTIFICATE
NATIONAL TAIWAN UNIVERSITY

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本論文係 任正彬 君 (R10749058) 在國立臺灣大學企業管理碩士專班完成之碩士學位論文，於民國 114 年 1 月 8 日承下列考試委員審查通過及口試及格，特此證明

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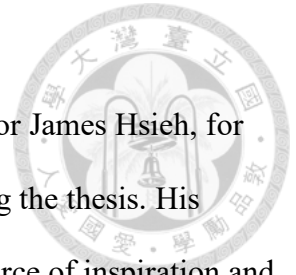
系主任、所長(Department Chair/Program Director) _____

Acknowledgment

I would like to express my deepest gratitude to my advisor, Professor James Hsieh, for his invaluable guidance and support throughout my MBA journey including the thesis. His mentorship has not only shaped my career path but has also served as a source of inspiration and a guiding light from the very beginning of my MBA experience. I extend my sincere thanks to Professor Audrey for her insightful and warm advice and unwavering leadership in the program, and to Professor Leon for his guidance. My heartfelt appreciation also goes to Yvonne and the entire GMBA office team for their continuous support.

To my incredible friends in the GMBA program, thank you for being my source of motivation and energy throughout this journey. The memories we've created together will remain cherished and unforgettable chapters of my life. I also truly thank all my friends in Korea.

Lastly, I am deeply grateful to my family in Korea—my mother, father, and sister—whose unconditional love, support, and belief in me have been the foundation of my life. I am honored to be your son. I dedicate this achievement to you. Thank you, Mom and Dad!



Abstract

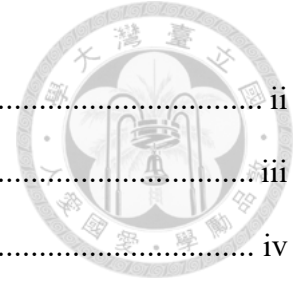


The Korean Wave (Hallyu) has become a global cultural phenomenon, elevating Korea's national image and driving significant economic benefits, particularly in the food industry. Similarly, Taiwan's emerging "T-wave," shows potential to achieve comparable success. This study explores the relationships between cultural image, national image, and food purchase intentions in Korea and Taiwan, using Hallyu as a comparative model to assess Taiwan's cultural and economic potential.

Through surveys conducted with Korean and Taiwanese respondents, the study identifies notable differences in how cultural and national images influence food purchase intentions across the two groups. The study underscores the lower recognition of Taiwanese culture compared to Korean culture and highlights the importance of strategic promotion to enhance Taiwan's cultural visibility and economic influence. Leveraging Taiwan's strong economic image, particularly its global leadership in the semiconductor industry, presents an opportunity to amplify its cultural content and food exports. For instance, Koreans' positive economic perception of Taiwan significantly enhances their cultural affinity and food purchase intentions. The research contributes to the broader understanding of how cultural and economic images intersect to influence consumer behavior and provides actionable insights for Taiwan to elevate its cultural and culinary presence on the international stage.

Keywords: Korean wave, Taiwan wave, Cultural Image and National Image, Food Purchase Intentions, Cultural and Economic Influence

Table of Contents



Acknowledgment	ii
Abstract.....	iii
Table of Contents	iv
List of Tables	vi
List of Figures	vii
1. Introduction.....	1
1.1 Background and necessity of the study.....	1
1.2 Research Aims and Methodology.....	3
2. Literature Review.....	5
2.1 Korea and Taiwan.....	5
2.2 Cultural Image.....	6
2.3 National Image	8
2.4 Food Purchase Intention.....	9
3. Method.....	11
3.1 Study Hypothesis and Study Model.....	11
3.2 Operational Definitions of Variables and Measurement Tools.....	16
3.3 Data Collection Method	18
3.4 Analysis Methods	19
4. Results	21
4.1 General Characteristics of Study Participants	21
4.2 Comparison of Perceptions of Cultural Content Between Korea and Taiwan.....	22
4.3 Analysis of the Validity and Reliability of the Measurement Tool.....	24

4.4 Descriptive Statistics.....	30
4.5 Differences in Research Variables Based on Demographic Characteristics.....	32
4.6 Correlation Analysis	43
4.7 Path Analysis of the Research Model	45
4.8 Summary of Hypothesis Testing Results	49
5. Discussion	51
5.1 Summary of Research Findings.....	51
5.2 Discussion	55
6. Conclusion	61
References.....	64
Appendix 1.....	71
Appendix 2.....	74

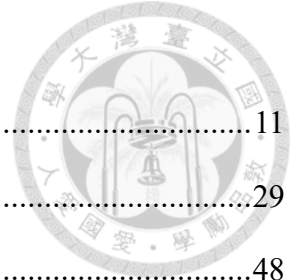
List of Tables



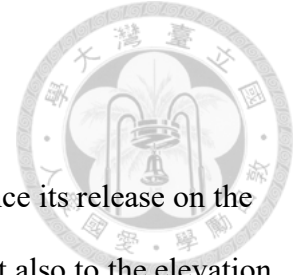
Table 1 General Characteristics of Study Participants	22
Table 2 Differences in Preferred Cultural Content	23
Table 3 Differences in Cultural Content Experience	24
Table 4 Fit of the Job Characteristics Measurement Model	25
Table 5 Confirmatory Factor Analysis Results	26
Table 6 Discriminant Validity Assessment Results	28
Table 7 Reliability analysis results	30
Table 8 Descriptive statistics results	32
Table 9 Difference analysis results by country	33
Table 10 Difference analysis results by gender (Korean)	34
Table 11 Difference analysis results by gender (Taiwanese)	35
Table 12 Difference analysis results by age (Korean)	36
Table 13 Difference analysis results by age (Taiwanese)	37
Table 14 Difference analysis results by monthly average income (Korean)	40
Table 15 Difference analysis results by monthly average income (Taiwanese)	41
Table 16 Correlation analysis results (Korean)	44
Table 17 Correlation analysis results (Taiwanese)	45
Table 18 Path analysis of the Research Model	47
Table 19 Summary of hypothesis verification results of research model	50

List of Figures

Figure 1 Study Model.....	11
Figure 2 Discriminant Validity Assessment Model.....	29
Figure 3 Path Analysis of the Research Model (Korean).....	48
Figure 4 Path Analysis of the Research Model (Taiwanese).....	49



1. Introduction



1.1 Background and necessity of the study

"Culinary Class Wars" has gained significant global recognition since its release on the Netflix platform, contributing not only to the prominence of K-contents but also to the elevation of K-food's status worldwide. The Korean Wave (Hallyu) has evolved from a regional cultural trend in Korea into a global phenomenon, significantly impacting the Korean economy.

According to findings from the 2024 Overseas Hallyu survey, which has tracked Hallyu since 2012, its influence continues to expand across the Asia-Pacific region, including Taiwan (Korean Foundation for International Cultural Exchange, 2024). According to the Federation of Korean Industries (2023), the economic effect (production inducement) of the Korean Wave was found to have reached 37.0 trillion won over a five-year period (2017-2021), and Korea's global cultural influence ranking also rose from 31st in 2017 to 7th in 2022. Beyond the entertainment sector, Hallyu has broadened its reach into diverse industries, including fashion, cosmetics, and notably, food. This success has transformed Korea's global image from a manufacturing-based economy to a leader in "soft power," where cultural exports play a key role in driving economic growth. The food industry, in particular, exemplifies Hallyu's influence; the popularity of Korean cultural content has elevated Korean cuisine's international profile, driving notable growth in Korean food exports. According to the Ministry of Agriculture, Food and Rural Affairs of Korea (2025), the export value of Korean food in 2024 reached a record high of \$13.03 billion, representing a 6.1% increase compared to the previous year.

Meanwhile, an early stage of Taiwan's own cultural movement, referred to as the "T-wave," has been identified. The critically acclaimed Taiwanese drama series *Someday or One Day* has gained widespread popularity on global platforms such as Netflix. Even in Korea, the

drama has drawn significant interest, as evidenced by the commercial success of Taiwan travel packages themed around *Someday or One Day* (Maeil Business Newspaper, 2024). The emergence of such dramas has led to additional effects, inspiring audiences to sample Taiwanese cuisine or plan visits to Taiwan. Moreover, having observed the influence of Hallyu, the Taiwanese government has recognized the strategic role of culture in generating impactful content. Taiwan's Minister of Culture, Li Yuan, underscored the potential of this new wave in a recent press conference, stating that “the T-wave will be the successor to the K-wave” and expressing the government’s commitment to full support (Ministry of Culture, 2024). Further research is warranted to assess whether the T-wave might, similar to Hallyu, exert influence on sectors such as the food and tourism industries.

The relationship between Hallyu and various markets has been extensively studied. Academically, the notion that culture can impact the economy is a subject warranting in-depth exploration. Numerous studies have investigated the connections between Hallyu and specific products, foods, and corporations. For example, Bae, Kim, and Lee (2010) examined the effects of Hallyu on the purchasing attitudes of Chinese consumers. Their findings revealed that Chinese students exposed to Hallyu not only developed a positive image of Korea but also perceived Korean products and companies more favorably. Similarly, Wang et al. (2017) explored the relationships between Hallyu, Chinese consumers’ purchase intentions, and loyalty. They found that Hallyu positively influenced consumers’ purchasing decisions, which subsequently enhanced loyalty. Furthermore, Kim and Lee (2019) segmented Hallyu by content type and analyzed its influence across China, the United States, and Japan. Their results indicated that while different content types had varied impacts on each nation’s citizens, influential content universally promoted a preference for Hallyu, improved perceptions of Korea, and positively

affected behavioral intent. As demonstrated by prior studies, Hallyu has shown positive effects on various products and consumer behaviors.

However, existing studies have primarily focused on examining the impact of Hallyu. As previously noted, Taiwanese content has also gained substantial global popularity, indicating the potential to play a role similar to that of Hallyu. Despite this popularity, relatively few studies have addressed the influence of Taiwanese cultural content. Therefore, this study aims to analyze the relationship between cultural waves and the food industry by using Hallyu as a model to assess Taiwan's potential for achieving similar success. By examining the link between cultural popularity and food exports, this study seeks to offer valuable insights that could assist Taiwan in enhancing its cultural and culinary presence on the global stage.

1.2 Research Aims and Methodology

The global expansion of Hallyu has significantly contributed to establishing a positive perception of Korean products and the national image of Korea. When individuals become culturally acquainted with a particular culture, they may develop favorable perceptions of its associated foods and places. Accordingly, this study seeks to explore whether Taiwanese culture could achieve similar success, using Hallyu as a comparative model.

Aligned with the objectives of this study, the following research questions are presented:

1. Does the cultural image of Korea and Taiwan influence their respective national images?
2. Does the cultural image of Korea and Taiwan affect consumers' intentions to purchase food products?
3. Does the national image of Korea and Taiwan impact consumers' food purchase intentions?

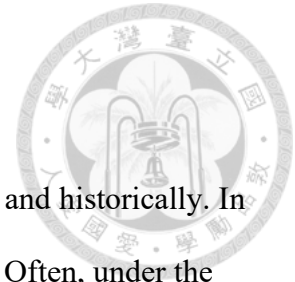
4. Are there variations in cultural image, national image, and food purchase intentions based on respondents' country (Korea or Taiwan) and individual characteristics (gender, age, and monthly income)?



In accordance with the stated research objectives, this study establishes research questions and corresponding hypotheses, employing a survey as the primary empirical tool to address these questions and test the hypotheses. Surveys were conducted with Korean and Taiwanese respondents to assess perceptions of Korean content and Taiwanese content, as well as to investigate national image and food purchase intentions. The objective is to analyze the pathways through which cultural image influences national image and food purchase intentions. Although previous studies have shown that Korean content positively impacts national image and food purchase intentions, limited research has explored whether Taiwanese content might exert influence through similar mechanisms. Consequently, exploring whether Taiwanese culture can play a role akin to Hallyu is crucial for Taiwan's cultural advancement.

This thesis is organized into six chapters, detailed as follows. Chapter 1 outlines the background, significance, methodology, and structure of the study. Chapter 2 reviews the previous literature on the relation between Korea and Taiwan, and defines the term of cultural image, national image, and food purchase intention. Chapter 3 proposes the research questions, hypotheses, research model, measurement tools, and analytical methods employed in the study. Chapter 4 presents the analysis of collected data, tests and summarizes the result of the research hypotheses. Chapter 5 presents a summary of the findings, discusses the study's implications, and presents limitations. Chapter 6 concludes.

2. Literature Review



2.1 Korea and Taiwan

Korea and Taiwan share numerous similarities both geographically and historically. In fact, academic comparisons between the two countries have been ongoing. Often, under the perspective that Japan and Korea share similar characteristics, Japan's development process is applied to Korea, and similarly, the development process of Korea can be used to draw comparisons with Taiwan. In the study on the development of Korea, Taiwan, and Japan, Yoon (2020) analyzed the development processes of these three East Asian countries in the 20th century using the concept of a "developmental state." While Korea underwent rapid development followed by the 1997 Asian financial crisis, which resulted in a brief period of stagnation before it resumed growth, Taiwan and Japan, despite growing at a slower pace, were not affected substantially by such a crisis and instead maintained continuous growth. Despite these differences, all three countries share the common pattern of transitioning from state-led economic development to neoliberalism.

Research has conducted in-depth analysis of South Korea and Taiwan. The economic development trajectories of these two countries are strikingly similar, with both being considered exemplary cases of successful economic growth, characterized by high domestic savings rates, the development of human capital, high education levels, and a strong work ethic (Kim & Heo, 2017). Intrigued by the economic success of East Asia, many countries, particularly the United States, Japan, and other Western powers, have made considerable investments in these nations (Heo & Hahm, 2007). The rapid GDP growth of both countries, nearly a hundredfold between 1960 and 2010, resulting from appropriate industrial transitions, stands as a remarkable achievement (Feenstra et al., 2015). Moreover, Taiwan's development in the semiconductor

industry has even surpassed South Korea in certain areas, and by 2021, Taiwan's export sector and GDP growth had outpaced South Korea's (Korea International Trade Association, 2023). In their detailed exploration of the development processes of South Korea and Taiwan, Kim and Heo (2017) present valuable insights into the parallel trajectories of their economic growth, offering implications for other developing nations. Their analysis suggests that Taiwan could draw lessons from South Korea's experience, particularly in harnessing cultural industries for economic growth. Given the rapid development of South Korea, Taiwan may follow a similar path, cultivating its own cultural industries that could potentially mirror the success of the Hallyu phenomenon.

2.2 Cultural Image

The term "image" is a psychological concept that encompasses not only what a person perceives but also their internal recognition of the content. In this regard, an image can be influenced by individual preferences and is a comprehensive outcome shaped by subjective perspectives, beliefs, and experiences. An image is a potent concept, as its influence is not limited to a one-time occurrence but continues to exert impact over time. That is, although an image may appear to be objective and function as a criterion for decision-making, it is inherently subjective (Yu, 2023).

The cultural image discussed in this study aligns with the "Hallyu image" identified in prior research. Before Hallyu became widely recognized, the term "cultural image" was used (Oh, 2006). Reviewing previous studies on the Hallyu image, it is evident that as the term "Hallyu" gained prominence, the concept of cultural image evolved into the more specific term "Hallyu image" within South Korea. Some studies divide the Hallyu image into broader categories such as brand image, cultural image, and national image. Cultural image is commonly

defined as the positive sentiment and interest toward Hallyu culture and its related content. Furthermore, the concept of Hallyu image is also used in various ways, such as in studies on the likability of Hallyu cultural content. However, for the purposes of this study, the concept of cultural image is synthesized from Hallyu image, the likability of Hallyu cultural content, and cultural image, and is defined as the positive sentiment or interest toward a specific country's culture and content.

To examine the sub-factors of cultural image, it is necessary to explore the sub-dimensions of related concepts. In Yu (2023), the Hallyu image is divided into brand image, cultural image, and national image, while Kim (2017) categorizes the affinity for Hallyu cultural content into the affinity for Korean visual culture, Korean pop culture, and Korean food culture. Chen (2013) distinguishes the Hallyu image into visual image, pop music image, and traditional food image. In this study, national image is treated as a distinct variable, and the sub-dimensions are classified based on content. Building on the classification criteria from Chen (2013) and Kim (2017), this study categorizes the sub-dimensions into visual culture image, pop music culture image, and food culture image.

Based on previous research, the sub-dimensions established in this study are briefly outlined as follows. The visual culture image can be defined as the positive perception associated with Korean visual content, including dramas, films, actors, and related themes. The musical culture image refers to the positive perception of Korean pop music, traditional music, and associated elements such as concerts and communities. The food culture image encompasses not only traditional Korean cuisine but also the distinctiveness, balance, and pricing of foods currently distributed or consumed in Korea, forming a positive image of Korean food.

2.3 National Image

The concept of national image is rooted in subjective perceptions held by individuals. Scholars have approached the concept from two main perspectives (Lee & Ganesh, 1999). One perspective considers national image as the stereotypes and biases individuals form when assessing the quality of products or services from a specific country (Anderson & Cunningham, 1972). The other adopts a broader view, defining national image as a holistic perception that includes preconceptions about a country's products alongside cultural, political, and economic factors (Roth & Romeo, 1992). Bluemelhuber et al. (2007) and Suh and Suh (2004) further defined national image as the sum of technical, inferential, and informational beliefs associated with a specific country.

In constructing a national image, it is essential to integrate both the country and its people. Among the various factors shaping national image, a few core elements often exert the most substantial influence. Empirical research often breaks down national image into sub-elements to better capture these defining aspects. Parameswaran and Yaprak (1987) proposed two key components of national image: general country attitude (GCA) and general product attitude (GPA). Similarly, Clark (1990) categorized national image into institutional aspects (social, economic, and cultural elements) and perceptions of the country's people. Building on these frameworks, Ahn (2005) identified three dimensions of national image: general national image, image of the people, and overall product image.

In recent years, however, the emphasis has shifted from country-of-origin effects to the reputation of specific companies. This trend suggests a more appropriate conceptualization of national image as encompassing the image of the country and its people, excluding product-specific associations. Thus, national image can be understood as a collective perception

reflecting an individual's comprehensive understanding of a country, integrating economic, cultural, and societal dimensions along with the behavior and values of its people.

Studying national image is critical due to its profound influence on individuals and its connection to the concept of soft power—defined as "a country's ability to influence others through its culture, values, and policies" (Nye, 2008). South Korea provides a notable example of leveraging cultural factors to enhance its national image, yielding substantial economic benefits. This study builds on these insights to examine the impact of Taiwan's national image, using South Korea's experience as a comparative benchmark.

Economic dimensions, in particular, are central to understanding the positive influence of national image. Dineri et al. (2024) argue that economic factors play a pivotal role in shaping a nation's image, as they serve as tangible indicators of a country's stability, development, and global competitiveness. They highlight that economic strength not only enhances a nation's image but also attracts investment, boosts trade, and fosters tourism, creating a positive feedback loop that reinforces the country's global standing and further emphasize that economic performance is not merely a byproduct of national branding but a foundational pillar that significantly impacts how a country is perceived and respected on the global stage.

Therefore, this study focuses on two primary aspects: the economic image of a nation and the image of the people of the nation. By doing so, the research aims to provide a comprehensive understanding of how national image shapes perceptions and drives economic outcomes.

2.4 Food Purchase Intention

Generally, intention refers to the cognitive process underlying the decision to engage in a specific behavior. Academically, it is used as a behavioral indicator for future actions, particularly in consumer behavior, where it can be understood as the willingness to perform a

particular future action, such as purchasing a product (Taylor & Baker, 1994). In another context, intention can be conceptualized as the likelihood that an individual's beliefs or attitudes will be translated into actual behavior (Engel et al., 1990). Research examining the relationship between attitudes and behaviors concerning specific products or services has shown that direct experience leads to a higher correlation between attitudes and behavior, as verified by Smith and Swinyard (1983). In other words, for attitudes to translate into behavior, direct experience with the product or service is necessary.

When considering the definition of intention in the context of purchase intention, it can be defined as the probability that beliefs and attitudes will be converted into actual purchase behavior, reflecting the consumer's planned future actions (Blackwell et al., 2006). If related to beliefs and attitudes, purchase intention is viewed as the subjective likelihood that these will materialize into behavior (Lee, 2010). Therefore, purchase intention exists as a link between consumer attitudes and purchase behavior, representing the subjective probability of the relationship between individual knowledge and actions. Other scholars define purchase intention as the likelihood that a consumer will repeatedly use a product or service when it is offered, reflecting the behavioral intention to translate thoughts and attitudes into actions (Lee, 2010). Synthesizing these definitions from previous studies, the food purchase intention in this research is conceptualized as the likelihood that a consumer will repeatedly use a specific food and the associated services.

3. Method

3.1 Study Hypothesis and Study Model

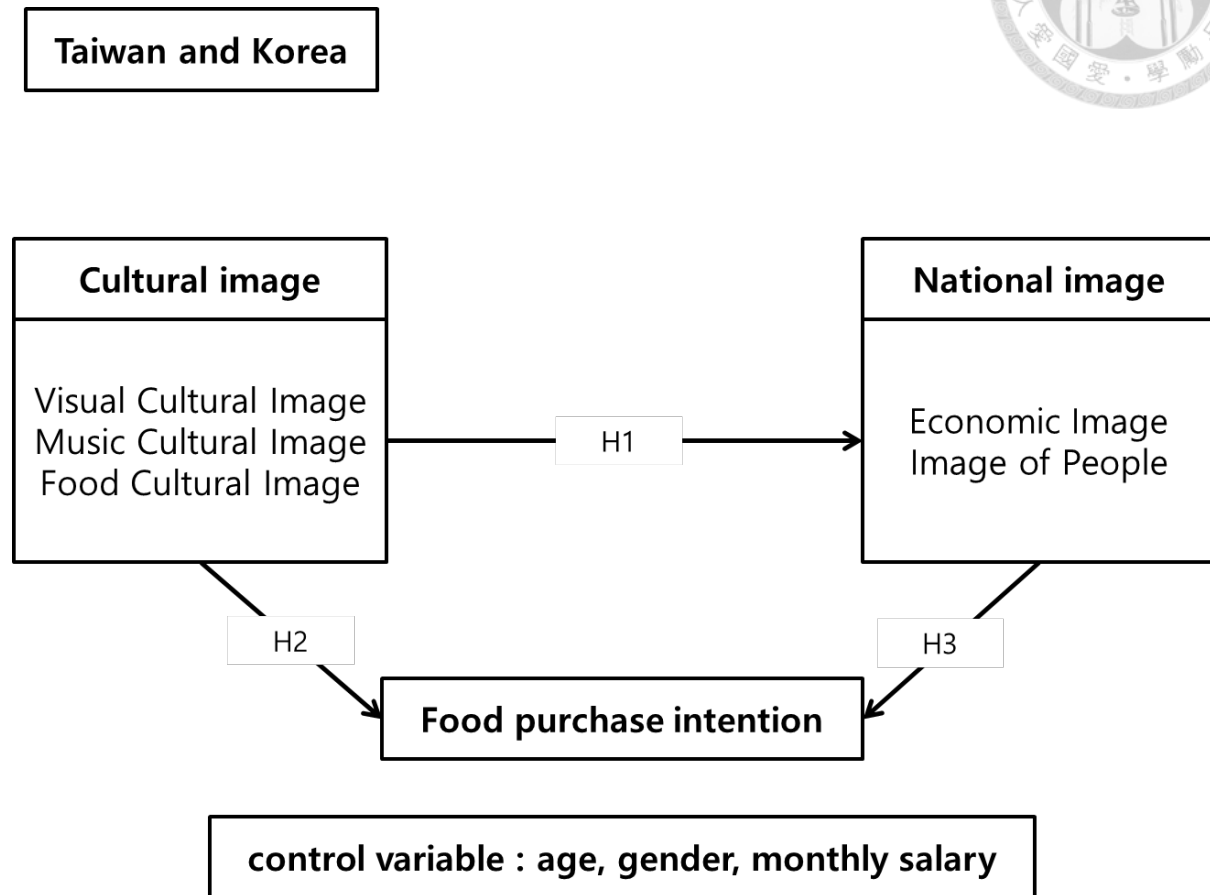


Figure 1 Study Model

To validate the proposed research model, a hypothesis was formulated based on a comprehensive review of prior studies. This review examined existing research on the interrelationships among cultural image, national image, and food purchase intention, thereby providing a robust theoretical foundation for the study.

1) Cultural image and national image

Building on Nye's (2008) concept of soft power, Haneş and Andrei (2015) further refined the idea, emphasizing that soft power is primarily derived from cultural and imagological

sources. They argue that soft power exerts its influence through persuasion and attraction, encouraging alignment with a particular model or ideology. Based on this theoretical foundation, this thesis posits that individuals increasingly form perceptions of a nation's image not directly through interaction with the nation itself but through exposure to diverse cultural content. Accordingly, the study aims to examine the hypothesis that cultural image significantly influences national image.

Scholars such as Jin (2021) have emphasized Hallyu's role in enhancing South Korea's global image, positioning it as a form of cultural diplomacy in the 21st century. He also highlighted the substantial economic benefits that have resulted from the wave.

Hahm and Song (2021) examined the impact of Hallyu in Taiwan, revealing how the cultural connection has strengthened bilateral trade, tourism, and investment between the two nations. This study aimed to explore the concept of soft power (cultural influence) by analyzing Hallyu's influence in Taiwan. The results showed that Hallyu not only positively shaped South Korea's image through cultural influence but also exerted considerable influence on trade, tourism, and investment across various sectors.

Based on the presented prior studies, the following hypotheses were established.

Hypothesis 1: Korea/Taiwan's cultural image will have a positive (+) influence on its national image.

Hypothesis 1-1: Korea/Taiwan's 's visual cultural image will have a positive (+) influence on its national image.

Hypothesis 1-1-1: Korea/Taiwan's 's visual cultural image will have a positive (+) influence on its economic image.

Hypothesis 1-1-2: Korea/Taiwan's 's visual cultural image will have a positive (+) influence on the image of its people.

Hypothesis 1-2: Korea/Taiwan's 's music cultural image will have a positive (+) influence on its national image.

Hypothesis 1-2-1: Korea/Taiwan's 's music cultural image will have a positive (+) influence on its economic image.

Hypothesis 1-2-2: Korea/Taiwan's 's music cultural image will have a positive (+) influence on the image of its people.

Hypothesis 1-3: Korea/Taiwan's 's food cultural image will have a positive (+) influence on its national image.

Hypothesis 1-3-1: Korea/Taiwan's 's food cultural image will have a positive (+) influence on its economic image.

Hypothesis 1-3-2: Korea/Taiwan's 's food cultural image will have a positive (+) influence on the image of its people.

2) Cultural image and the food purchase intention

Thanabordeekij et al. (2022) explored how the popularity of Korean food in Thailand surged following its frequent portrayal in Korean dramas. In their study, which investigated the relationship between Hallyu and Korean food consumption among Thai consumers, the findings indicated that awareness of Hallyu significantly increased the consumption of Korean food.

The study by Bae et al. (2010) investigated the relationship between the Korean Wave (Hallyu) and Chinese consumers' purchase attitudes. The findings revealed that Chinese students exposed to Hallyu not only had a positive image of Korea but also showed a favorable impact on both product and corporate images. Furthermore, they expressed similar positive views about



Korean food as they did about domestic products, with an expectation of high word-of-mouth effects. This study demonstrated the significant influence of Hallyu on international students.

Kim and Lee (2019) examined the influence of Hallyu by categorizing it into various content types and analyzing its impact in China, the United States, and Japan. They divided Hallyu into categories such as drama, film, variety shows, K-pop, animation, webtoons, games, Korean products, and service experiences, analyzing how each type of content influenced the countries. In the Chinese market, animation and games had a significant impact, positively affecting preferences for Hallyu, attitude changes, learning intentions, and intentions to visit Korea. In the Japanese market, variety shows, animation, and webtoons positively influenced preferences for Hallyu, attitude changes, learning intentions, and visit intentions. In the U.S. market, drama emerged as the most influential content, affecting preferences for Hallyu, attitude changes, learning intentions, and visit intentions. The study suggested that, due to the varying impacts of content by country, appropriate marketing strategies should be employed.

Shin et al. (2014) conducted a comprehensive analysis of the influence of various forms of Korean Wave (Hallyu) cultural content—specifically K-pop, TV dramas, and movies—on the consumption patterns of Korean food among non-Koreans. Their findings emphasize the critical role of regional preferences in mediating the impact of these cultural exports on food consumption, thereby highlighting the global reach and economic influence of the Korean Wave. The study provides valuable insights into how cultural content can drive the international popularity of a nation's cuisine, illustrating the intricate relationship between cultural influence and economic outcomes within the food industry.

Building on these insights, this research posits that a country's cultural appeal significantly enhances the consumption of food products originating from that country. Accordingly, the following hypothesis was formulated to examine this relationship.

Hypothesis 2: Korea/Taiwan's 's cultural image will have a positive (+) influence on food purchase intention.

Hypothesis 2-1: Korea/Taiwan's 's visual cultural image will have a positive (+) influence on food purchase intention.

Hypothesis 2-2: Korea/Taiwan's 's music cultural image will have a positive (+) influence on food purchase intention.

Hypothesis 2-3: Korea/Taiwan's 's food cultural image will have a positive (+) influence on food purchase intention.

3) National image and the food purchase intention

The study by Brijs et al. (2011) explored the relationship between national image, country of origin, and product purchases using structural equation modeling. The results revealed that national image influences attitudes toward products, and these attitudes, in turn, affect purchase intentions. The study demonstrated that emotions associated with a country lead to emotions about its products, ultimately influencing consumers' decisions to purchase.

In the study by Wang et al. (2017), the relationship between Hallyu and Chinese consumers' purchase intentions and loyalty was explored. This study categorized the factors influencing consumer purchase decisions into four categories: consumer value, corporate image, national image, and product image, and examined their relationships. Hallyu positively influenced all four decision-making factors, but among them, national image, consumer value, and product image positively impacted consumer loyalty, with corporate image being the

exception. This highlights the importance of national image in influencing product purchase decisions.

Based on the presented prior studies, the following hypotheses were established.

Hypothesis 3: Korea/Taiwan's 's national image will have a positive (+) influence on food purchase intention.

Hypothesis 3-1: Korea/Taiwan's 's economic image will have a positive (+) influence on food purchase intention.

Hypothesis 3-2: Korea/Taiwan's 's image of its people will have a positive (+) influence on food purchase intention.

In addition to testing the hypotheses related to the research model, the study also sought to examine the relationships between the demographic characteristics of the respondents and the various variables. Furthermore, it aimed to investigate whether differences emerged depending on the cultural origin country, thereby assessing the influence of the Korean Wave (Hallyu) and the Taiwanese Wave.

Hypothesis 4: There will be differences in cultural image, national image, and food purchase intention based on the respondent's country (Korea, Taiwan) and personal characteristics (age, gender, monthly salary).

3.2 Operational Definitions of Variables and Measurement Tools

1) Cultural image

Cultural image is defined as a favorable sentiment and interest toward the overall Hallyu culture and content (Oh, 2006). In this study, cultural image will be defined as the favorable feelings or interest toward a specific country's culture and content, incorporating the concepts of Hallyu image, Hallyu cultural content likability, and cultural image as used in previous studies.

2) National Image

National image is defined as the total of technical, inferential, and informational beliefs regarding a specific country (Bluemelhuber et al., 2007; Suh & Suh, 2004). In this study, national image refers to an integrated image of a country, including the image of the nation, the image of its people, and the economic image of the nation.

3) Food Purchase Intention

Purchase intention is defined as the probability that beliefs and attitudes will be translated into actual purchase behavior and represents a consumer's planned future behavior (Blackwell et al., 2006). It can also be seen as the likelihood of continuing to use a service or product repeatedly when offered, reflecting an intention that can lead to action based on thoughts and attitudes (Lee, 2010). Additionally, various definitions of purchase intention suggest that it involves the degree of subjective interest a consumer has in a particular product or service, which is necessary for thoughts, beliefs, and attitudes to lead to actual purchase behavior.

4) Measuring Tools

Variable	Sub-factors	Question Number	Number of Question	Reference
Cultural image	Visual cultural image	1-4	4	a
	Music cultural image	5-9	5	
	Food cultural image	10-14	5	
National image	Economic image	1-4	4	b
	image of people	5-10	6	
Food purchase intention		1-4	4	c

Note. ^a *An Exploratory Study on the Effect of the Favorability of Korean Wave Culture contents on the National Image in Central and South American Regions: Focusing on Mexico and Peru*, by B.-B. Kim, 2017 [Master's thesis, Graduate School of Urban Science, University of Seoul]; ^b *The Effects of Hallyu Perceived by Chinese on Korean National Image and Corporation Image*, by L. Chen, 2013 [Master's thesis, Graduate School, Silla University]; ^c *The Research Into the Influence of the Nation's Reputation and Image on the Attitude Towards Korean Food, Korean Food as a Brand Value and the Intent on Consumption of Korean Food—Focusing on Tourists From China, Japan and USA Visiting to Korea*, by H.-J. Seo, 2012 [Doctoral dissertation, Graduate School of KyungHee University].

3.3 Data Collection Method

To gather data for this study, a survey was conducted targeting 200 Korean and 200 Taiwanese respondents between October and November 2024. The data collection was facilitated by *DataSpring*, a professional research survey firm based in Korea, which sourced eligible participants from its extensive panels comprising 379,451 Korean members and 266,878 Taiwanese members. Efforts were made to ensure balanced distributions across key demographic variables, including age, gender, and monthly income, to enhance the representativeness and generalizability of the findings.

Ultimately, 215 Korean and 208 Taiwanese participants were successfully recruited through online panels. A meticulous review of the collected data confirmed its validity, with no significant errors detected. The final sample closely adhered to the study's initial objectives, achieving near-equal distributions across gender, age, and monthly income, thereby ensuring robust and reliable data for subsequent analysis.

3.4 Analysis Methods

The data for this study were analyzed using SPSS 25.0 and AMOS 25.0, following these steps:



1) Frequency Analysis and Chi-Squared Test

A frequency analysis was conducted to identify the general characteristics of the participants. To explore differences in perceptions of cultural content between Korea and Taiwan, a chi-squared test was performed.

2) Confirmatory Factor Analysis and Reliability Testing

Confirmatory factor analysis (CFA) was used to evaluate the validity of the measurement instruments, while Cronbach's alpha coefficients were calculated to assess the reliability of the items forming each factor.

3) Descriptive Statistics

Descriptive statistical analysis was conducted to determine the levels of the study variables.

4) Independent Sample T-Test and One-Way ANOVA

An independent sample t-test and one-way ANOVA were performed to examine differences in the study variables based on participant characteristics.

5) Correlation Analysis

Pearson's correlation analysis was employed to investigate the relationships between the variables.

6) Structural Equation Modeling and Multi-Group Analysis

Structural equation modeling (SEM) was applied to test the relationships among the variables. Additionally, multi-group analysis was conducted to compare path coefficients between the Korean and Taiwanese groups.

All statistical tests were conducted at a significance level of 5% to determine statistical significance.



4. Results

4.1 General Characteristics of Study Participants

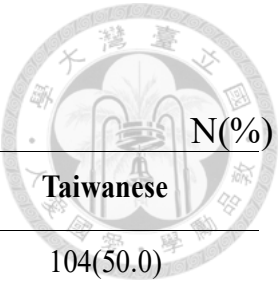
A survey was conducted with 215 participants from Korea and 208 participants from Taiwan. The general characteristics of the participants are detailed as follows.

In terms of gender, the Korean participants comprised 104 males (48.4%) and 111 females (51.6%), while the Taiwanese participants included 104 males (50.0%) and 104 females (50.0%).

Regarding age distribution, the Korean participants consisted of 44 individuals aged 20 or younger (20.5%), 40 in their 30s (18.6%), 42 in their 40s (19.5%), 43 in their 50s (20.0%), and 46 aged 60 or older (21.4%). In comparison, the Taiwanese participants included 42 individuals aged 20 or younger (20.2%), 40 in their 30s (19.2%), 42 in their 40s (20.2%), 42 in their 50s (20.2%), and 42 aged 60 or older (20.2%).

In terms of monthly average income, the Korean participants were distributed as follows: 36 individuals earning less than NTD 25,000 (16.7%), 21 earning between NTD 25,000 and 50,000 (9.8%), 41 earning between NTD 50,000 and 75,000 (19.1%), 46 earning between NTD 75,000 and 100,000 (21.4%), and 71 earning more than NTD 100,000 (33.0%). For the Taiwanese participants, the distribution was as follows: 42 individuals earning less than NTD 25,000 (20.2%), 70 earning between NTD 25,000 and 50,000 (33.7%), 56 earning between NTD 50,000 and 75,000 (26.9%), 24 earning between NTD 75,000 and 100,000 (11.5%), and 16 earning over 100,000 NTD (7.7%).



Table 1 General Characteristics of Study Participants


Item	Contents	N(%)	
		Korean	Taiwanese
Gender	Male	104(48.4)	104(50.0)
	Female	111(51.6)	104(50.0)
Age	20s or Younger	44(20.5)	42(20.2)
	30s	40(18.6)	40(19.2)
	40s	42(19.5)	42(20.2)
	50s	43(20.0)	42(20.2)
	60s or older	46(21.4)	42(20.2)
monthly average income	Less than 25,000 NTD	36(16.7)	42(20.2)
	25,000-50,000 NTD	21(9.8)	70(33.7)
	50,000-75,000 NTD	41(19.1)	56(26.9)
	75,000-100,000 NTD	46(21.4)	24(11.5)
	Over 100,000 NTD	71(33.0)	16(7.7)
Total		215(100.0)	208(100.0)

4.2 Comparison of Perceptions of Cultural Content Between Korea and Taiwan

1) Differences in Preferred Cultural Content

To examine whether there are differences in the most preferred cultural content of the other country, a chi-squared test was performed.

The results indicated that Korean respondents exhibited the highest preference for Taiwanese food (52.6%), followed by dramas/films (27.9%) and Taiwanese corporate products (7.4%). Conversely, Taiwanese respondents showed a stronger preference for Korean

dramas/films (48.6%), followed by food (29.3%) and music/performances (14.9%). These differences were statistically significant ($\chi^2 = 42.871$, $p < .001$).

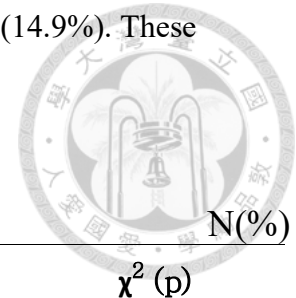


Table 2 Differences in Preferred Cultural Content

Preferred Cultural Content	Korean	Taiwanese	N(%) χ^2 (p)
Drama/Films	60(27.9)	101(48.6)	42.871*** (<.001)
Music/Performances	10(4.7)	31(14.9)	
Food	113(52.6)	61(29.3)	
Taiwanese corporate products	16(7.4)	8(3.8)	
Sports	6(2.8)	3(1.4)	
etc	10(4.7)	4(1.9)	
Total	215(100.0)	208(100.0)	

* $p < .05$ ** $p < .01$ *** $p < .001$

2) Differences in Cultural Content Experience

To examine whether there are differences in the frequency of exposure to the cultural content of the counterpart country, a chi-squared test was performed.

The results indicated that in Korea, 9.3% of participants reported having "frequently experienced Taiwanese cultural content," and 2.8% reported having "very frequently experienced Taiwanese cultural content." In contrast, in Taiwan, 41.8% of participants reported having "frequently experienced Korean cultural content," and 9.6% reported having "very frequently experienced Korean cultural content." These findings suggest that Taiwanese participants had more exposure to Korean cultural content than Korean participants had to Taiwanese cultural content. The difference was statistically significant ($\chi^2 = 97.903$, $p < .001$).

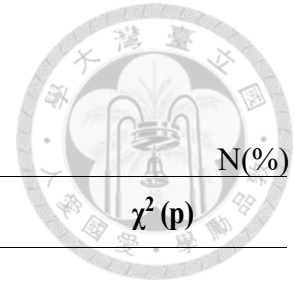


Table 3 Differences in Cultural Content Experience

Cultural Content Experience	Korean	Taiwanese	χ^2 (p)	N(%)
Never encountered	35(16.3)	5(2.4)	97.903*** (<.001)	
Rarely encountered	63(29.3)	18(8.7)		
Neutral/Moderately encountered	91(42.3)	78(37.5)		
Frequently encountered	20(9.3)	87(41.8)		
Very frequently encountered	6(2.8)	20(9.6)		
Total	215(100.0)	208(100.0)		

* p<.05 ** p<.01 *** p<.001

4.3 Analysis of the Validity and Reliability of the Measurement Tool

1) Confirmatory Factor Analysis Results

To assess the validity of the measurement tool used in this study, Confirmatory Factor Analysis (CFA) was performed.

Fit indices, including the Normed Fit Index (NFI), Tucker-Lewis Index (TLI), Comparative Fit Index (CFI), and Root Mean Square Error of Approximation (RMSEA), were utilized to evaluate the overall model fit. The chi-square (χ^2) value, a basic fit index, is highly sensitive to sample size and the number of paths in the model. As the sample size increases and the model becomes more complex, the likelihood of obtaining statistically significant results also increases. Therefore, other fit indices were considered to comprehensively assess the model's fit (Bollen et al., 1993).

For the fit indices, an ideal model is one where NFI, TLI, and CFI are close to 1. Values greater than .90 suggest good model fit, while values above .80 are considered acceptable. For

RMSEA, a value of .06 or lower indicates a good model, values up to .08 are considered acceptable, and values above .10 are deemed poor.

Regarding the fit of the measurement model, the $\chi^2(df=331)$ value was 770.498 ($p<.001$), RMR=.047, GFI=.881, and RMSEA=.056, indicating a generally acceptable fit. Additionally, the NFI=.898, TLI=.930, and CFI=.939 were within acceptable ranges, suggesting that the measurement model is appropriately fitted.

Table 4 Fit of the Job Characteristics Measurement Model

Fit Indices	$\chi^2(p)$	RMR	GFI	RMSEA	NFI	TLI	CFI
measurement model	770.498 ($p<.001$)	.047	.881	.056	.898	.930	.939
Recommended Criteria	$p>.05$	$<.05$	$\geq .90$	$\leq .08$	$\geq .90$	$\geq .90$	$\geq .90$

To determine whether each observed variable appropriately reflects the latent variables, factor loadings for the observed variables were examined in the confirmatory factor analysis of the measurement tool.

For the latent variable of "Visual Cultural Image," the factor loadings ranged from 0.786 to 0.846, all of which were statistically significant. For "Music Cultural Image," the factor loadings ranged from 0.773 to 0.881, all statistically significant. For "Food Cultural Image," the factor loadings ranged from 0.528 to 0.734, all statistically significant. In the case of "Economic Image," the factor loadings ranged from 0.638 to 0.698, all statistically significant. For "Image of People," the factor loadings ranged from 0.607 to 0.817, all statistically significant. Finally, for "Food Purchase Intention," the factor loadings ranged from 0.752 to 0.823, all statistically significant.

Since the factor loadings for all items in the measurement tool were statistically significant, it was concluded that the observed variables adequately represent their corresponding latent variables.

Furthermore, the Construct Reliability (CR) values exceeding 0.70 and Average Variance Extracted (AVE) values exceeding 0.50 indicate satisfactory convergent validity (Fornell & Larcker, 1981). Since all values surpassed the recommended thresholds, it was concluded that the model exhibits high convergent validity.

Table 5 Confirmatory Factor Analysis Results

Factor	Question	B	S.E.	β	CR ¹⁾	p	CR ²⁾	AVE
visual cultural image	cultural image1	1.000		.786				
	cultural image2	1.193	0.053	.840	22.640***	<.001	.888	.666
	cultural image3	1.270	0.069	.835	18.363***	<.001		
	cultural image4	1.119	0.060	.846	18.648***	<.001		
music cultural image	cultural image5	1.000		.833				
	cultural image6	1.074	0.040	.869	26.676***	<.001	.904	.654
	cultural image7	1.015	0.045	.881	22.416***	<.001		
	cultural image8	0.972	0.046	.852	21.301***	<.001		
	cultural image9	0.883	0.048	.773	18.425***	<.001		
food cultural image	cultural image10	1.000		.659				
	cultural image11	1.059	0.086	.734	12.367***	<.001	.835	.506
	cultural image12	0.864	0.078	.635	11.029***	<.001		
	cultural image13	0.823	0.074	.639	11.082***	<.001		
	cultural image14	0.703	0.075	.528	9.405***	<.001		
economic image	national image1	1.000		.638				
	national image2	1.024	0.095	.656	10.817***	<.001	.837	.562
	national image3	1.077	0.096	.695	11.170***	<.001		
	national image4	1.045	0.093	.698	11.197***	<.001		
image of people	national image5	1.000		.754			.904	.656

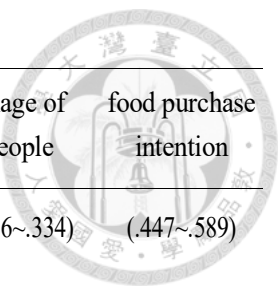


Factor	Question	B	S.E.	β	CR ¹⁾	p	CR ²⁾	AVE
	national image6	0.710	0.057	.607	12.400***	<.001		
	national image7	0.907	0.055	.793	16.367***	<.001		
	national image8	0.984	0.062	.776	15.976***	<.001		
	national image9	1.028	0.061	.817	16.891***	<.001		
	national image10	0.882	0.061	.710	14.494***	<.001		
food purchase intention	food purchase intention1	1.000		.781				
	food purchase intention2	1.090	0.061	.823	17.755***	<.001		
	food purchase intention3	1.088	0.062	.811	17.454***	<.001	.881	.649
	food purchase intention4	1.011	0.063	.752	16.006***	<.001		

* p<.05, ** p<.01, *** p<.001, CR¹⁾= critical ratio, CR²⁾= construct reliability

2) Discriminant Validity Assessment

To assess discriminant validity, the correlation coefficients between the latent variables and their 95% confidence intervals were computed. Discriminant validity is considered acceptable if the 95% confidence intervals for the correlation coefficients do not include 1 or -1 (Anderson & Gerbing, 1988). Since the confidence intervals for all correlation coefficients did not encompass 1 or -1, it can be concluded that the discriminant validity is satisfactory.

Table 6 Discriminant Validity Assessment Results

	visual cultural image	music cultural image	food cultural image	economic image	image of people	food purchase intention
visual cultural image	-	(.720~.944)	(.479~.609)	(.506~.624)	(.216~.334)	(.447~.589)
music cultural image	.832	-	(.356~.508)	(.439~.581)	(.216~.364)	(.440~.620)
food cultural image	.544	.432	-	(.554~.656)	(.531~.653)	(.689~.845)
economic image	.565	.510	.605	-	(.577~.687)	(.521~.635)
image of people	.275	.290	.592	.632	-	(.504~.638)
food purchase intention	.518	.530	.767	.578	.571	-

Below the diagonal: correlation coefficients

Above the diagonal: 95% confidence intervals of the correlation coefficients

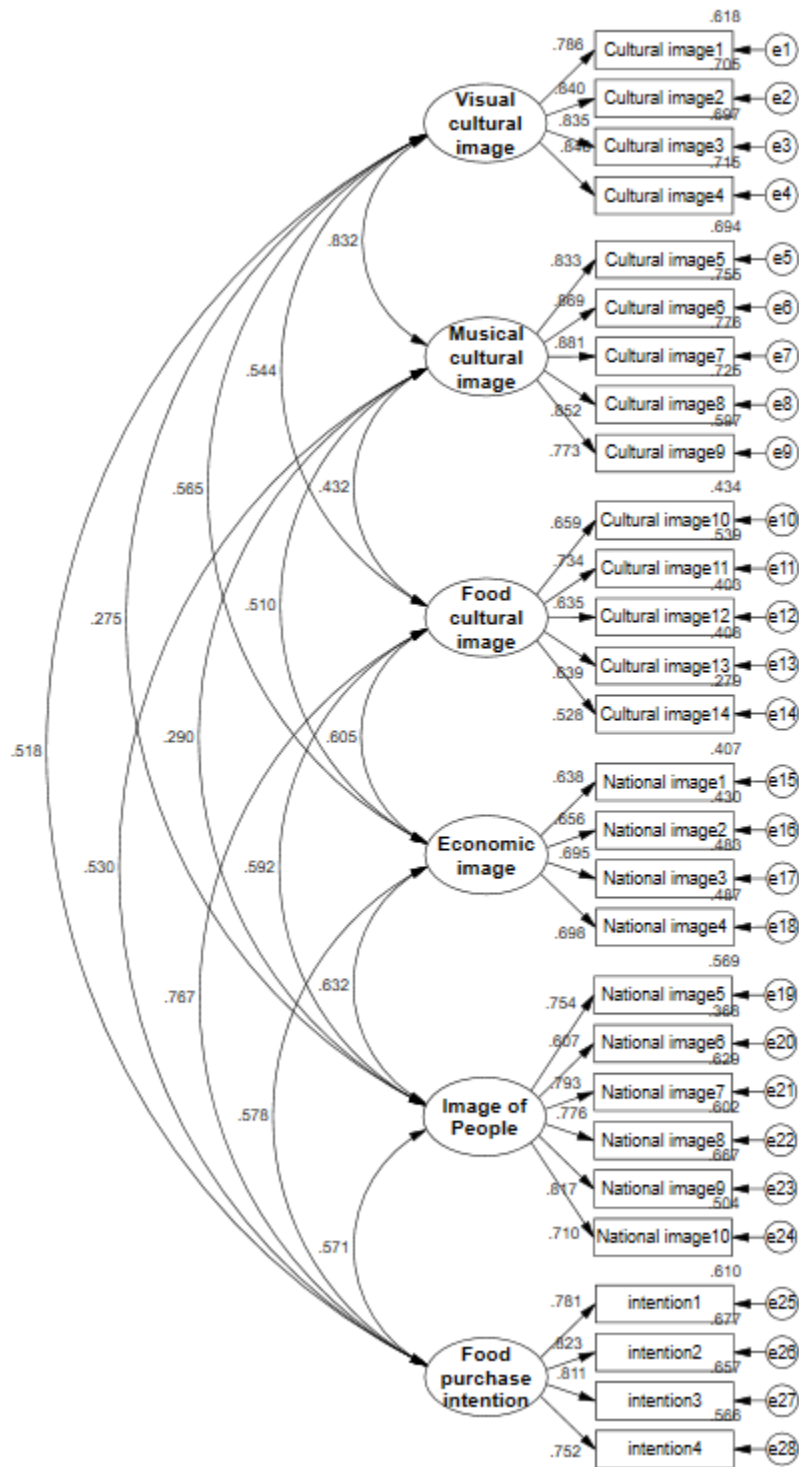


Figure 2 Discriminant Validity Assessment Model

3) Reliability analysis

A reliability analysis was conducted to assess whether respondents answered consistently throughout the survey. Reliability refers to the extent to which repeated measurements of the same construct yield consistent results and indicates the internal consistency of the items comprising a given scale. To assess reliability, Cronbach's alpha coefficient was employed. Generally, an alpha coefficient of 0.6 or higher is considered to demonstrate an acceptable level of reliability (Hair et al., 2006). In this study, the alpha coefficients for all variables exceeded 0.6, indicating a high level of reliability.

Table 7 Reliability analysis results

Factor		Number of Question	Cronbach's α
Cultural image	visual cultural image	4	.901
	music cultural image	5	.927
	food cultural image	5	.774
	Total	14	.917
National image	economic image	4	.780
	image of people	6	.879
	Total	10	.879
Food purchase intention		4	.869

4.4 Descriptive Statistics

In order to assess the level of the research, variables measured in this study, the mean and standard deviation were calculated.

For the perception of Taiwan among Korean respondents, the mean for cultural image was 2.92 out of 5, with the sub-factors as follows: visual cultural image (mean = 2.88), music

cultural image (mean = 2.28), and food cultural image (mean = 3.58). The mean for national image was 3.34 out of 5, with the sub-factors as follows: economic image (mean = 3.27) and image of people (mean = 3.39). The mean for food purchase intention was 3.06 out of 5.

For the perception of Korea among Taiwanese respondents, the mean for cultural image was 3.48 out of 5, with the sub-factors as follows: visual cultural image (mean = 3.72), music cultural image (mean = 3.19), and food cultural image (mean = 3.57). The mean for national image was 3.27 out of 5, with the sub-factors as follows: economic image (mean = 3.47) and image of people (mean = 3.14). The mean for food purchase intention was 3.21 out of 5.

Additionally, skewness and kurtosis were calculated to determine whether the variables satisfied the assumption of normality. It is generally accepted that data approximates a normal distribution if the absolute value of skewness is less than 3 and the absolute value of kurtosis is less than 10 (Kline, 2016). The results indicated that all variables for both Korean and Taiwanese samples met the assumption of normality.

Table 8 Descriptive statistics results

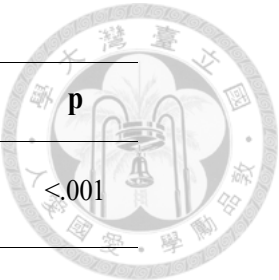
Factor		Korean				Taiwanese			
		Mean	S.D.	skew	kurt	Mean	S.D.	skew	kurt
Cultural image	visual cultural image	2.88	0.92	-0.18	-0.39	3.72	0.70	-0.25	-0.18
	music cultural image	2.28	0.91	0.45	-0.41	3.19	0.88	-0.29	-0.28
	food cultural image	3.58	0.60	-0.85	2.32	3.57	0.61	-0.48	0.99
	Total	2.92	0.67	0.02	-0.08	3.48	0.61	-0.32	0.25
National image	economic image	3.27	0.66	-0.55	1.21	3.47	0.58	-0.33	1.40
	image of people	3.39	0.65	-0.08	0.42	3.14	0.64	-0.16	0.35
	Total	3.34	0.59	-0.27	0.78	3.27	0.55	-0.19	1.19
Food purchase intention			0.85	-0.39	-0.25	3.21	0.76	-0.31	-0.12

4.5 Differences in Research Variables Based on Demographic Characteristics

1) Differences by Country

To assess whether there were differences in the research variables based on country, an independent sample t-test was conducted.

The results revealed significant differences in the overall cultural image, as well as in the sub-factors of visual cultural image, music cultural image, economic image, and image of people based on country. Specifically, the overall cultural image ($t = -8.978$, $p < .001$), visual cultural image ($t = -10.590$, $p < .001$), music cultural image ($t = -10.501$, $p < .001$), and economic image ($t = -3.402$, $p < .001$) showed higher perceptions of Korea among Taiwanese respondents, whereas the image of people was perceived more positively for Taiwan among Korean respondents ($t = 3.901$, $p < .001$).

Table 9 Difference analysis results by country


Factor	Group	N	Mean	S.D	t	p
Cultural image	Korean	215	2.92	0.67	-8.978***	<.001
	Taiwanese	208	3.48	0.61		
visual cultural image	Korean	215	2.88	0.92	-10.590***	<.001
	Taiwanese	208	3.72	0.70		
music cultural image	Korean	215	2.28	0.91	-10.501***	<.001
	Taiwanese	208	3.19	0.88		
food cultural image	Korean	215	3.58	0.60	0.190	.849
	Taiwanese	208	3.57	0.61		
National image	Korean	215	3.34	0.59	1.180	.239
	Taiwanese	208	3.27	0.55		
economic image	Korean	215	3.27	0.66	-3.402***	<.001
	Taiwanese	208	3.47	0.58		
image of people	Korean	215	3.39	0.65	3.901***	<.001
	Taiwanese	208	3.14	0.64		
Food purchase intention	Korean	215	3.06	0.85	-1.867	.063
	Taiwanese	208	3.21	0.76		

* p<.05 ** p<.01 *** p<.001

2) Differences by Gender

To investigate whether there are gender-based differences in the research variables, independent sample t-tests were conducted separately for the Korean and Taiwanese groups.

For Koreans' perceptions of Taiwan, significant gender differences were found in the overall national image, economic image, and food purchase intention. Specifically, males exhibited higher scores than females in the overall national image ($t = 2.609$, $p < .01$), economic image ($t = 3.758$, $p < .001$), and food purchase intention ($t = 2.290$, $p < .05$).

For Taiwanese perceptions of Korea, no significant gender differences were observed in the cultural image, national image, or food purchase intention ($p > .05$).

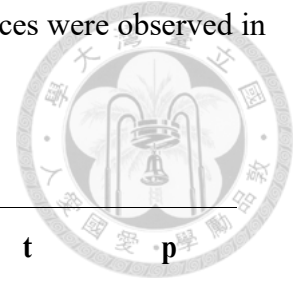
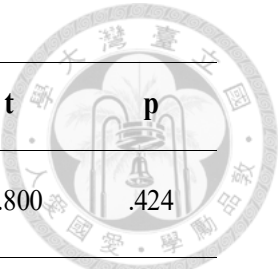


Table 10 Difference analysis results by gender (Korean)

Factor	Group	N	Mean	S.D	t	p
Cultural image	Male	104	2.97	0.72	1.155	.249
	Female	111	2.86	0.63		
visual cultural image	Male	104	2.86	0.92	-0.266	.790
	Female	111	2.90	0.92		
music cultural image	Male	104	2.39	0.92	1.829	.069
	Female	111	2.17	0.88		
food cultural image	Male	104	3.63	0.70	1.204	.230
	Female	111	3.53	0.49		
National image	Male	104	3.45	0.64	2.609**	.010
	Female	111	3.24	0.52		
economic image	Male	104	3.44	0.72	3.758***	<.001
	Female	111	3.11	0.54		
image of people	Male	104	3.46	0.68	1.439	.152
	Female	111	3.33	0.63		
Food purchase intention	Male	104	3.20	0.88	2.290*	.023
	Female	111	2.94	0.80		

* $p < .05$ ** $p < .01$ *** $p < .001$

Table 11 Difference analysis results by gender (Taiwanese)


Factor	Group	N	Mean	S.D	t	p
Cultural image	Male	104	3.44	0.57	-0.800	.424
	Female	104	3.51	0.65		
visual cultural image	Male	104	3.65	0.68	-1.530	.128
	Female	104	3.80	0.72		
music cultural image	Male	104	3.15	0.82	-0.752	.453
	Female	104	3.24	0.95		
food cultural image	Male	104	3.58	0.57	0.248	.804
	Female	104	3.56	0.65		
National image	Male	104	3.27	0.60	-0.139	.890
	Female	104	3.28	0.49		
economic image	Male	104	3.46	0.62	-0.299	.765
	Female	104	3.48	0.53		
image of people	Male	104	3.14	0.69	-0.018	.986
	Female	104	3.14	0.59		
Food purchase intention	Male	104	3.15	0.77	-1.073	.285
	Female	104	3.27	0.75		

* p<.05 ** p<.01 *** p<.001

3) Differences by Age

To examine age-related differences in the research variables, one-way ANOVA and Scheffe's post-hoc tests were conducted separately for the Korean and Taiwanese groups.

For Koreans' perceptions of Taiwan, a significant difference was found in the music cultural image ($F = 2.998$, $p < .05$), with individuals aged 60 and above showing a higher score than those in their 40s.

For Taiwanese perceptions of Korea, significant age-related differences were observed in various variables. Specifically, the overall cultural image ($F = 6.206$, $p < .001$), music cultural

image ($F = 7.135, p < .001$), and food cultural image ($F = 3.179, p < .05$) were higher among individuals in their 20s and 30s compared to those in their 50s and 60s. The visual cultural image was also higher for individuals in their 20s and 30s compared to those aged 60 and above ($F = 3.344, p < .05$). The overall national image ($F = 4.177, p < .01$) and the national image of people ($F = 4.365, p < .01$) were higher among those in their 20s and 30s compared to individuals in their 40s and 50s, while the economic image was higher for those in their 30s compared to those in their 50s and 60s ($F = 3.068, p < .05$). Food purchase intention was higher for individuals in their 30s compared to those in their 50s and 60s ($F = 3.535, p < .01$).

Table 12 Difference analysis results by age (Korean)

Factor	Group	N	Mean	S.D	F	p (Scheffe)
Cultural image	20s or Younger	44	3.00	0.67	2.411	.050
	30s	40	2.87	0.68		
	40s	42	2.80	0.56		
	50s	43	2.75	0.71		
	60s or older	46	3.13	0.69		
Visual cultural image	20s or Younger	44	3.09	1.02	1.910	.110
	30s	40	2.83	0.93		
	40s	42	2.69	0.73		
	50s	43	2.71	1.01		
	60s or older	46	3.06	0.83		
Music cultural image	20s or Younger ^a	44	2.33	0.89	2.998*	.020 (c<e)
	30s ^b	40	2.17	0.99		
	40s ^c	42	2.09	0.81		
	50s ^d	43	2.12	0.86		
	60s or older ^e	46	2.65	0.89		
Food cultural image	20s or Younger	44	3.60	0.65	1.168	.326
	30s	40	3.60	0.55		
	40s	42	3.61	0.52		
	50s	43	3.41	0.67		



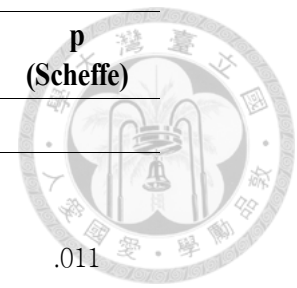
Factor	Group	N	Mean	S.D	F	p (Scheffe)
National image	60s or older	46	3.67	0.59	0.789	.533
	20s or Younger	44	3.30	0.59		
	30s	40	3.34	0.66		
	40s	42	3.29	0.59		
	50s	43	3.30	0.54		
	60s or older	46	3.47	0.57		
Economic image	20s or Younger	44	3.18	0.63	0.857	.491
	30s	40	3.23	0.72		
	40s	42	3.23	0.63		
	50s	43	3.26	0.71		
	60s or older	46	3.42	0.59		
	20s or Younger	44	3.38	0.68		
Image of people	30s	40	3.40	0.74	0.622	.647
	40s	42	3.32	0.67		
	50s	43	3.33	0.55		
	60s or older	46	3.51	0.62		
	20s or Younger	44	3.23	0.73		
	30s	40	3.11	0.81		
Food purchase intention	40s	42	3.08	0.89	1.573	.183
	50s	43	2.80	0.84		
	60s or older	46	3.10	0.92		
	20s or Younger	44	3.23	0.73		

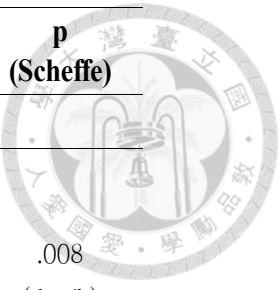
* p<.05 ** p<.01 *** p<.001

Table 13 Difference analysis results by age (Taiwanese)

Factor	Group	N	Mean	S.D	F	p (Scheffe)
Cultural image	20s or Younger ^a	42	3.71	0.57	6.206***	<.001 (d,e<a,b)
	30s ^b	40	3.73	0.53		
	40s ^c	42	3.42	0.62		
	50s ^d	42	3.31	0.66		

Factor	Group	N	Mean	S.D	F	p (Scheffe)
Visual cultural image	60s or older ^c	42	3.23	0.52	3.344*	.011 (e<a,b)
	20s or Younger ^a	42	3.85	0.70		
	30s ^b	40	3.99	0.67		
	40s ^c	42	3.67	0.68		
	50s ^d	42	3.60	0.70		
	60s or older ^c	42	3.51	0.69		
Music cultural image	20s or Younger ^a	42	3.67	0.86	7.135***	<.001 (d,e<a,b)
	30s ^b	40	3.40	0.79		
	40s ^c	42	3.14	0.90		
	50s ^d	42	2.93	0.89		
	60s or older ^c	42	2.83	0.72		
	20s or Younger ^a	42	3.63	0.55		
Food cultural image	30s ^b	40	3.84	0.58	3.179*	.015 (d,e<a,b)
	40s ^c	42	3.50	0.60		
	50s ^d	42	3.47	0.67		
	60s or older ^c	42	3.42	0.60		
	20s or Younger ^a	42	3.44	0.44		
	30s ^b	40	3.48	0.55		
National image	40s ^c	42	3.16	0.62	4.177**	.003 (c,d<a,b)
	50s ^d	42	3.12	0.59		
	60s or older ^c	42	3.19	0.44		
	20s or Younger ^a	42	3.49	0.50		
	30s ^b	40	3.74	0.53		
	40s ^c	42	3.41	0.70		
Economic image	50s ^d	42	3.38	0.57	3.068*	.018 (d,e<b)
	60s or older ^c	42	3.36	0.50		
	20s or Younger ^a	42	3.40	0.55		
	30s ^b	40	3.31	0.65		
	40s ^c	42	2.99	0.69		
	50s ^d	42	2.94	0.69		
Image of people	20s or Younger ^a	42	3.40	0.55	4.365**	.002 (c,d<a,b)
	30s ^b	40	3.31	0.65		
	40s ^c	42	2.99	0.69		
	50s ^d	42	2.94	0.69		





Factor	Group	N	Mean	S.D	F	p (Scheffe)
Food purchase intention	60s or older ^c	42	3.08	0.51	3.535**	.008 (d,e<b)
	20s or Younger ^a	42	3.32	0.77		
	30s ^b	40	3.51	0.74		
	40s ^c	42	3.24	0.77		
	50s ^d	42	3.01	0.66		
	60s or older ^c	42	2.99	0.76		

* p<.05 ** p<.01 *** p<.001

4) Differences by monthly average income

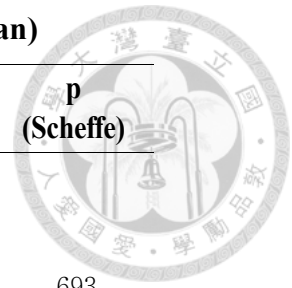
To examine whether differences in research variables exist based on monthly income, a one-way ANOVA and Scheffe's post-hoc test were conducted separately for Korean and Taiwanese participants.

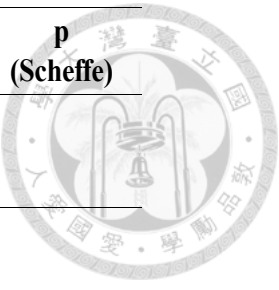
For Koreans' perceptions of Taiwan, no significant differences were found in Cultural Image, National Image, or Food Purchase Intention based on monthly income ($p > .05$).

For Taiwanese perceptions of Korea, significant differences were observed in overall Cultural Image, Visual Cultural Image, Food Cultural Image, and Food Purchase Intention. Specifically, overall Cultural Image ($F = 2.866$, $p < .05$), Visual Cultural Image ($F = 3.186$, $p < .05$), and Food Cultural Image ($F = 2.847$, $p < .05$) were higher among those with a monthly income of 50,000-75,000 NTD compared to those with an income of less than 25,000 NTD. Similarly, Food Purchase Intention was also higher in the 50,000-75,000 NTD income group compared to the less than 25,000 NTD group ($F = 2.917$, $p < .05$).

Table 14 Difference analysis results by monthly average income (Korean)

Factor	Group	N	Mean	S.D	F	p (Scheffe)
Cultural image	Less than 25,000 NTD	36	2.82	0.65	0.559	.693
	25,000-50,000 NTD	21	2.92	0.56		
	50,000-75,000 NTD	41	2.87	0.64		
	75,000-100,000 NTD	46	3.03	0.63		
	Over 100,000 NTD	71	2.91	0.77		
Visual cultural image	Less than 25,000 NTD	36	2.85	0.94	0.365	.833
	25,000-50,000 NTD	21	2.83	0.75		
	50,000-75,000 NTD	41	2.79	0.86		
	75,000-100,000 NTD	46	3.02	0.99		
	Over 100,000 NTD	71	2.87	0.95		
Music cultural image	Less than 25,000 NTD	36	2.08	0.94	0.537	.709
	25,000-50,000 NTD	21	2.35	0.76		
	50,000-75,000 NTD	41	2.33	0.82		
	75,000-100,000 NTD	46	2.32	0.93		
	Over 100,000 NTD	71	2.30	0.96		
Food cultural image	Less than 25,000 NTD	36	3.54	0.53	1.462	.215
	25,000-50,000 NTD	21	3.55	0.55		
	50,000-75,000 NTD	41	3.47	0.59		
	75,000-100,000 NTD	46	3.76	0.37		
	Over 100,000 NTD	71	3.55	0.74		
National image	Less than 25,000 NTD	36	3.27	0.49	2.136	.078
	25,000-50,000 NTD	21	3.26	0.40		
	50,000-75,000 NTD	41	3.17	0.53		
	75,000-100,000 NTD	46	3.39	0.67		
	Over 100,000 NTD	71	3.47	0.64		
Economic image	Less than 25,000 NTD	36	3.16	0.47	1.481	.209
	25,000-50,000 NTD	21	3.33	0.37		
	50,000-75,000 NTD	41	3.10	0.60		





Factor	Group	N	Mean	S.D	F	p (Scheffe)
Image of people	75,000-100,000 NTD	46	3.29	0.76	2.290	.061
	Over 100,000 NTD	71	3.38	0.75		
	Less than 25,000 NTD	36	3.34	0.61		
	25,000-50,000 NTD	21	3.21	0.53		
	50,000-75,000 NTD	41	3.21	0.59		
	75,000-100,000 NTD	46	3.45	0.71		
	Over 100,000 NTD	71	3.53	0.68		
	Less than 25,000 NTD	36	2.98	0.83		
	25,000-50,000 NTD	21	2.90	1.02		
	50,000-75,000 NTD	41	2.81	0.75		
Food purchase intention	75,000-100,000 NTD	46	3.27	0.76	2.177	.073
	Over 100,000 NTD	71	3.17	0.89		

* p<.05 ** p<.01 *** p<.001

Table 15 Difference analysis results by monthly average income (Taiwanese)

Factor	Group	N	Mean	S.D	F	p (Scheffe)
Cultural image	Less than 25,000 NTD ^a	42	3.25	0.67	2.866*	.024 (a<c)
	25,000-50,000 NTD ^b	70	3.44	0.60		
	50,000-75,000 NTD ^c	56	3.65	0.53		
	75,000-100,000 NTD ^d	24	3.58	0.63		
	Over 100,000 NTD ^e	16	3.47	0.58		
Visual cultural image	Less than 25,000 NTD ^a	42	3.48	0.80	3.186*	.014 (a<c)
	25,000-50,000 NTD ^b	70	3.64	0.69		
	50,000-75,000 NTD ^c	56	3.95	0.59		
	75,000-100,000 NTD ^d	24	3.84	0.78		
	Over 100,000 NTD ^e	16	3.73	0.57		
Music cultural image	Less than 25,000 NTD	42	2.94	0.88	1.332	.259
	25,000-50,000 NTD	70	3.24	0.94		

Factor	Group	N	Mean	S.D	F	p (Scheffe)
Food cultural image	50,000-75,000 NTD	56	3.32	0.84	2.847*	.025 (a<c)
	75,000-100,000 NTD	24	3.28	0.78		
	Over 100,000 NTD	16	3.06	0.88		
	Less than 25,000 NTD ^a	42	3.38	0.67		
	25,000-50,000 NTD ^b	70	3.49	0.59		
National image	50,000-75,000 NTD ^c	56	3.74	0.56	1.521	.197
	75,000-100,000 NTD ^d	24	3.68	0.61		
	Over 100,000 NTD ^e	16	3.68	0.63		
	Less than 25,000 NTD	42	3.21	0.47		
	25,000-50,000 NTD	70	3.21	0.52		
Economic image	50,000-75,000 NTD	56	3.58	0.58	1.507	.201
	75,000-100,000 NTD	24	3.54	0.71		
	Over 100,000 NTD	16	3.61	0.75		
	Less than 25,000 NTD	42	3.38	0.49		
	25,000-50,000 NTD	70	3.39	0.52		
Image of people	50,000-75,000 NTD	56	3.30	0.61	1.556	.187
	75,000-100,000 NTD	24	2.95	0.76		
	Over 100,000 NTD	16	3.20	0.78		
	Less than 25,000 NTD	42	3.10	0.54		
	25,000-50,000 NTD	70	3.10	0.64		
Food purchase intention	50,000-75,000 NTD ^c	56	3.36	0.74	2.917*	.022 (a<c)
	75,000-100,000 NTD ^d	24	3.35	0.70		
	Over 100,000 NTD ^e	16	3.23	0.78		
	Less than 25,000 NTD ^a	42	2.88	0.83		
	25,000-50,000 NTD ^b	70	3.24	0.70		

* p<.05 ** p<.01 *** p<.001

4.6 Correlation Analysis

To examine the relationships between the study variables, Pearson's correlation analysis was conducted.

For Koreans' perceptions of Taiwan, the economic image showed a strong positive correlation with the cultural image, specifically with visual cultural image ($r = .507, p < .001$), food cultural image ($r = .467, p < .001$), and music cultural image ($r = .463, p < .001$). The image of people also exhibited a strong positive correlation with food cultural image ($r = .517, p < .001$), music cultural image ($r = .430, p < .001$), and visual cultural image ($r = .429, p < .001$). Food purchase intention demonstrated a high positive correlation with food cultural image ($r = .626, p < .001$), music cultural image ($r = .534, p < .001$), and visual cultural image ($r = .449, p < .001$). Additionally, food purchase intention showed a significant positive correlation with the national image, particularly with the image of people ($r = .532, p < .001$) and economic image ($r = .484, p < .001$).

For Taiwanese perceptions of Korea, the economic image exhibited a strong positive correlation with food cultural image ($r = .498, p < .001$), visual cultural image ($r = .387, p < .001$), and Music cultural image ($r = .340, p < .001$). The image of people was strongly positively correlated with food cultural image ($r = .525, p < .001$), music cultural image ($r = .397, p < .001$), and visual cultural image ($r = .371, p < .001$). Food purchase intention demonstrated a high positive correlation with food cultural image ($r = .698, p < .001$), visual cultural image ($r = .523, p < .001$), and music cultural image ($r = .470, p < .001$). Food purchase intention also exhibited a strong positive correlation with the national image, particularly with the image of people ($r = .541, p < .001$) and economic image ($r = .420, p < .001$).

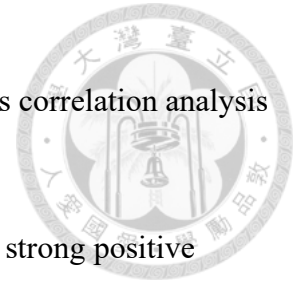


Table 16 Correlation analysis results (Korean)

	Cultural image	visual cultural image	music cultural image	food cultural image	National image	economic image	image of people	food purchase intention
Cultural image	1							
visual cultural image	.893***	1						
music cultural image	.896***	.734***	1					
food cultural image	.702***	.480***	.414***	1				
National image	.608***	.510***	.491***	.550***	1			
economic image	.567***	.507***	.463***	.467***	.853***	1		
image of people	.537***	.429***	.430***	.517***	.936***	.615***	1	
food purchase intention	.629***	.449***	.534***	.626***	.568***	.484***	.532***	1

* p<.05 ** p<.01 *** p<.001

Table 17 Correlation analysis results (Taiwanese)


	Cultural image	visual cultural image	music cultural image	food cultural image	National image	economic image	image of people	food purchase intention
Cultural image	1							
visual cultural image	.854***	1						
music cultural image	.862***	.601***	1					
food cultural image	.768***	.600***	.414***	1				
National image	.564***	.423***	.422***	.579***	1			
economic image	.481***	.387***	.340***	.498***	.812***	1		
image of people	.515***	.371***	.397***	.525***	.937***	.557***	1	
food purchase intention	.664***	.523***	.470***	.698***	.557***	.420***	.541***	1

* p<.05 ** p<.01 *** p<.001

4.7 Path Analysis of the Research Model

To examine the relationships between the latent variables in the research model, structural equation modeling (SEM) path analysis was performed. The results are as follows:

For Koreans' perceptions of Taiwan, visual cultural image ($\beta = .344$, $p < .001$), music cultural image ($\beta = .212$, $p < .01$), and food cultural image ($\beta = .393$, $p < .001$) were found to have a statistically significant positive influence on economic image. Additionally, music cultural image ($\beta = .241$, $p < .001$) and food cultural image ($\beta = .475$, $p < .001$) had a significant positive influence on the image of people. Furthermore, both Music cultural image ($\beta = .365$, $p < .001$) and food cultural image ($\beta = .564$, $p < .001$) were significantly positively associated with food purchase intention.

For Taiwanese perceptions of Korea, food cultural image ($\beta = .537, p < .001$) significantly positively affected the economic image. Music cultural image ($\beta = .263, p < .001$) and food cultural image ($\beta = .537, p < .001$) also exhibited significant positive effects on the image of people. Moreover, visual cultural image ($\beta = .128, p < .05$), music cultural image ($\beta = .164, p < .05$), food cultural image ($\beta = .660, p < .001$), and image of people ($\beta = .227, p < .05$) all demonstrated significant positive effects on food purchase intention.

To investigate potential differences in path coefficients between the Korean and Taiwanese groups, a multi-group analysis was conducted using Critical Ratio for Differences (CRD). The results indicated significant differences in the path coefficients for the relationships between visual cultural image and economic image (CRD = -2.343, $p < .05$), visual cultural image and food purchase intention (CRD = 2.616, $p < .01$), and music cultural image and food purchase intention (CRD = -3.233, $p < .01$). Specifically, the path coefficient for the effect of visual cultural image on economic image and for the effect of music cultural image on food purchase intention was greater in the Korean model, while the path coefficient for the effect of visual cultural image on food purchase intention was greater in the Taiwanese model.

Table 18 Path analysis of the Research Model

Path	Korean			Taiwanese			CRD
	B	S.E.	β	B	S.E.	β	
visual cultural image → economic image	0.211	0.048	.344***	0.054	0.047	.093	-2.343*
music cultural image → economic image	0.125	0.044	.212**	0.066	0.034	.156	-1.085
food cultural image → economic image	0.282	0.063	.393***	0.367	0.079	.537***	0.842
visual cultural image → image of people	0.076	0.046	.112	-0.039	0.068	-.040	-1.397
music cultural image → image of people	0.158	0.045	.241***	0.187	0.051	.263***	0.435
food cultural image → image of people	0.378	0.067	.475***	0.625	0.107	.537***	1.957
visual cultural image → food purchase intention	-0.096	0.056	-.107	0.109	0.054	.128*	2.616**
music cultural image → food purchase intention	0.315	0.052	.365***	0.101	0.041	.164*	-3.233**
food cultural image → food purchase intention	0.594	0.09	.564***	0.661	0.116	.660***	0.456
economic image → food purchase intention	0.108	0.143	.074	-0.105	0.16	-.072	-0.992
image of people → food purchase intention	0.171	0.118	.129	0.196	0.089	.227*	0.169

* p<.05 ** p<.01 *** p<.001, CRD=Critical Ratio for Differences

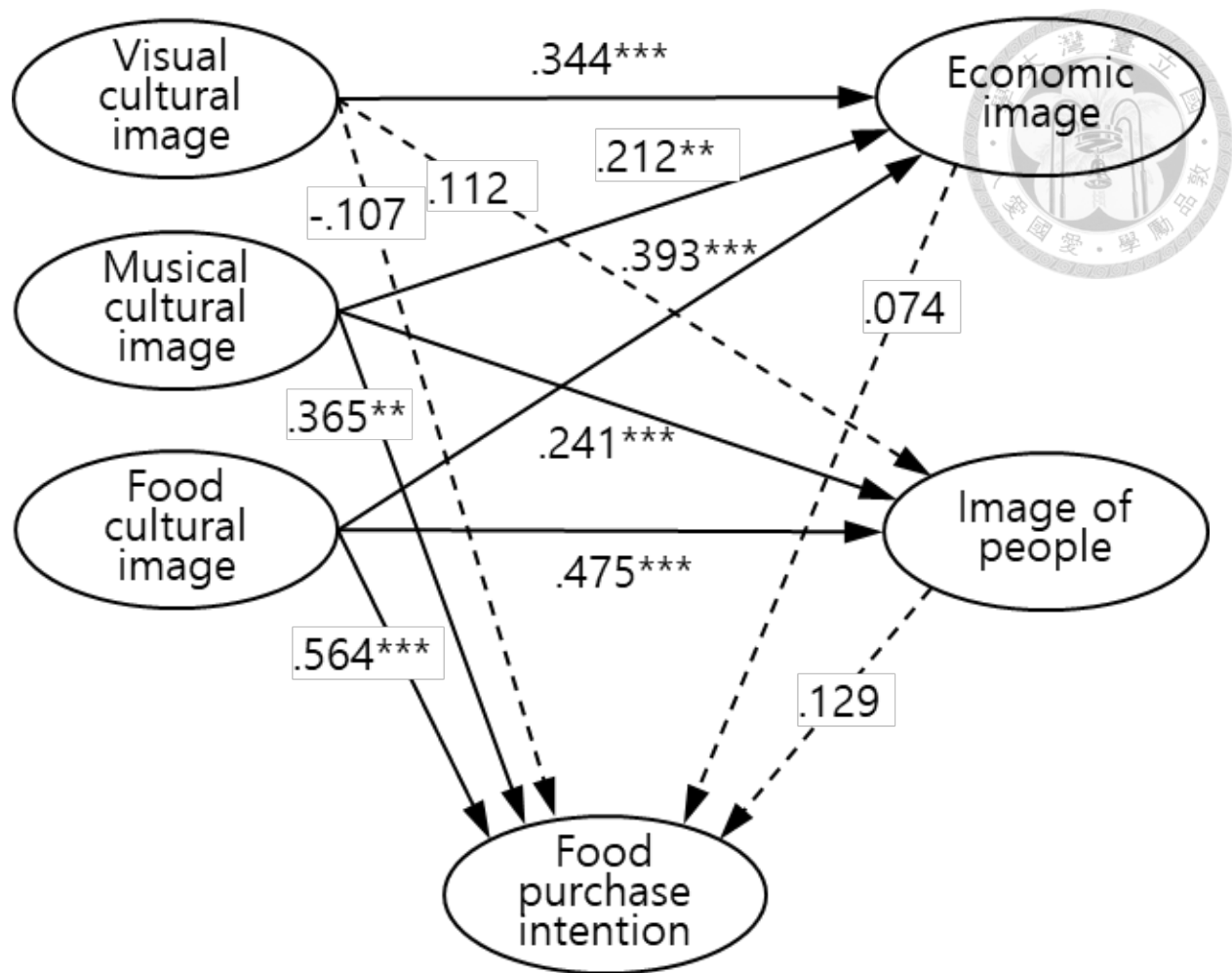


Figure 3 Path Analysis of the Research Model (Korean)

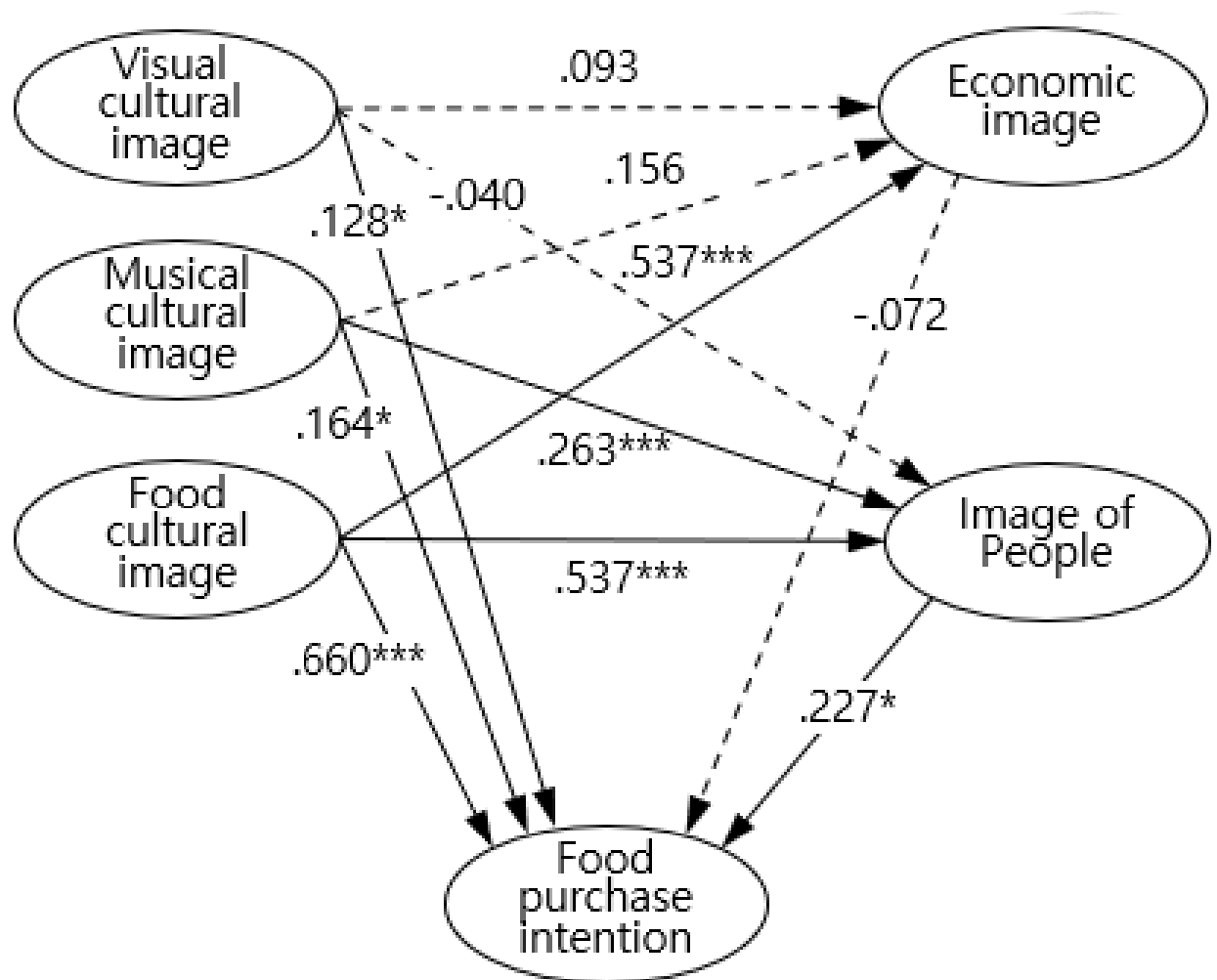


Figure 4 Path Analysis of the Research Model (Taiwanese)

4.8 Summary of Hypothesis Testing Results

The results of the hypothesis testing for the research model, conducted earlier, are summarized as follows.

Table 19 Summary of hypothesis verification results of research model

Study hypothesis		Result	
		Korean	Taiwanese
1	Cultural Image will have a positive (+) effect on National Image.		
1-1-1	Visual Cultural Image will have a positive (+) effect on Economic Image.	<u>adopted</u>	<u>rejected</u>
1-1-2	Music Cultural Image will have a positive (+) effect on Economic Image.	<u>adopted</u>	<u>rejected</u>
1-1-3	Food Cultural Image will have a positive (+) effect on Economic Image.	<u>adopted</u>	<u>adopted</u>
1-2-1	Visual Cultural Image will have a positive (+) effect on the Image of People.	<u>rejected</u>	<u>rejected</u>
1-2-2	Music Cultural Image will have a positive (+) effect on the Image of People.	<u>adopted</u>	<u>adopted</u>
1-2-3	Food Cultural Image will have a positive (+) effect on the Image of People.	<u>adopted</u>	<u>adopted</u>
2	Cultural Image will have a positive (+) effect on Food Purchase Intention.		
2-1	Visual Cultural Image will have a positive (+) effect on Food Purchase Intention.	<u>rejected</u>	<u>adopted</u>
2-2	Music Cultural Image will have a positive (+) effect on Food Purchase Intention.	<u>adopted</u>	<u>adopted</u>
2-3	Food Cultural Image will have a positive (+) effect on Food Purchase Intention.	<u>adopted</u>	<u>adopted</u>
3	National Image will have a positive (+) effect on Food Purchase Intention.		
3-1	Economic Image will have a positive (+) effect on Food Purchase Intention.	<u>rejected</u>	<u>rejected</u>
3-2	The Image of People will have a positive (+) effect on Food Purchase Intention.	<u>rejected</u>	<u>adopted</u>

5. Discussion

This study aims to examine the impact of cultural content on national image among Koreans and Taiwanese, and to assess its subsequent influence on food purchase intention to determine its economic implications. The research builds on the premise that the Korean Wave (Hallyu) not only positively influenced Korea's national image but also enhanced economic benefits. By investigating whether such effects extend beyond the Korean Wave to Taiwan, the study seeks to confirm whether the positive influence of cultural content can translate into tangible outcomes, such as increased food exports, ultimately contributing positively to a nation's economy.

5.1 Summary of Research Findings

This study aimed to examine the cultural and national images perceived by Koreans and Taiwanese and to analyze how these perceptions influence food purchase intentions for products from each country. To validate the research model, various statistical methods were employed, including chi-square tests, descriptive statistics, independent sample t-tests, one-way ANOVA, correlation analysis, structural equation modeling (SEM), and multi-group analysis. The results are as follows:

First, differences were identified between Koreans and Taiwanese through comparative analysis. The chi-square test revealed a significant difference in content preferences between Koreans and Taiwanese, with Taiwanese engaging more frequently with Korean content compared to Koreans' engagement with Taiwanese content. Independent sample t-tests indicated that Taiwanese generally held higher perceptions of Korea across most dimensions, except for the Image of People, where Koreans rated Taiwan more positively.



Gender analysis among Koreans showed that men had significantly higher perceptions of National Image and Economic Image compared to women. Regarding age differences, no significant variations were found among Koreans; however, Taiwanese in their 20s and 30s held significantly higher perceptions of Korea compared to those in their 40s or older. This may be attributed to younger Taiwanese having greater exposure to Korean content.

Income analysis revealed no significant differences among Koreans across the measured variables. For Taiwanese perceptions of Korea, however, significant differences were observed in Cultural Image, Visual Cultural Image, Food Cultural Image, and Food Purchase Intention. Specifically, individuals in the NTD 50,000–75,000 income group reported significantly higher perceptions than those earning less than NTD 25,000. This finding underscores the strong influence of the Korean Wave among Taiwan's middle, upper income population.

Second, the correlation analysis revealed significant positive relationships among Cultural Image, National Image, and Food Purchase Intention for both Korean and Taiwanese respondents, thereby validating the study's hypotheses and forming the basis for structural equation modeling. From the Korean perspective toward Taiwan, the results demonstrated a strong correlation between food purchase intention and cultural image. Conversely, from the Taiwanese perspective toward Korea, the findings highlighted a particularly strong correlation between food purchase intention and the visual cultural image—a sub-factor of cultural image—indicating a more pronounced relationship compared to the Korean results. These insights underline the nuanced differences in how cultural perceptions influence food purchase intentions across the two groups.

Third, the influence patterns differed between Koreans and Taiwanese. The SEM results revealed distinct influence patterns between Koreans and Taiwanese:

- For both groups, Cultural Image significantly influenced National Image.
- For both Koreans and Taiwanese, Cultural Image also significantly influenced Food Purchase Intention.
- Among Taiwanese, however, Visual Cultural Image and National Image directly influenced Food Purchase Intention, whereas these relationships were not significant for Koreans.
- It is noteworthy that the path coefficient for the effect of visual cultural image on food purchase intention was significantly greater in the Taiwanese model. This finding suggests that popular Korean visual content, such as dramas and TV shows, exerts a substantial influence on Taiwanese consumer behavior, particularly in their decision-making process related to purchasing Korean food products.
- It is noteworthy that the Korean perspective on Taiwan's visual cultural image significantly influences Taiwan's economic image, whereas the Taiwanese perspective on Korea's visual cultural image does not have a comparable impact on Korea's economic image. This discrepancy may be attributed to Taiwan's recent positioning as a global semiconductor powerhouse, which likely plays a substantial role in shaping Koreans' perceptions of Taiwan's economic standing.

The findings regarding Taiwanese perceptions are consistent with prior studies, such as Bae et al. (2010), Kim and Lee (2019), Wang et al. (2017), and Thanabordeekij et al. (2022), which demonstrated the influence of the Korean Wave on consumer purchase decisions. These results also align with Shin et al. (2014) and Hahm and Song (2021), who emphasized the significant role of the Korean Wave in driving foreign consumers' purchase intentions for Korean food products. Furthermore, Brijs et al. (2011) provide a theoretical basis that applies to



the findings for both Korean and Taiwanese respondents, offering broader insights into the impact of cultural content on economic outcomes.



In summary, this study investigated the cultural and national images perceived by Koreans and Taiwanese and analyzed their influence on food purchase intentions for products from each country, employing statistical methods such as chi-square tests, t-tests, ANOVA, correlation analysis, and structural equation modeling (SEM). Significant differences emerged, with Taiwanese engaging more with Korean content and holding higher overall perceptions of Korea, except for the "Image of People," where Koreans rated Taiwan more positively. Demographic analyses highlighted that younger Taiwanese and higher-income groups held more favorable views of Korea, emphasizing the influence of the Korean Wave among Taiwan's middle and upper-income populations. Correlation analysis revealed strong positive relationships among Cultural Image, National Image, and Food Purchase Intention for both groups, with Taiwanese perceptions showing a stronger link between food purchase intention and visual cultural image than their Korean counterparts. SEM results demonstrated that Cultural Image significantly influenced National Image and Food Purchase Intention for both groups, but Taiwanese perceptions of visual cultural image and national image had a direct impact on food purchase intentions—an effect not observed among Koreans. Notably, Koreans' views of Taiwan's visual cultural image influenced Taiwan's economic image, likely due to Taiwan's status as a semiconductor powerhouse. These findings align with prior research on the Korean Wave's impact on consumer behavior and extend theoretical insights into how cultural content influences economic outcomes.

5.2 Discussion

1) Implication for Korea

This study highlights the significant influence of the Korean Wave, or Hallyu, on the Taiwanese market, encompassing areas ranging from K-pop to K-food. The findings reveal that the favorable perception of Korean culture directly impacts the purchase of Korean food products, particularly among younger Taiwanese consumers in their 20s and 30s with higher disposable incomes. Notably, the path coefficient for the effect of visual cultural image on food purchase intention was significantly greater in the Taiwanese model, underscoring the substantial impact of popular Korean visual content, such as dramas and TV shows, on Taiwanese consumer behavior.

While this targeted strategy has proven effective, sustaining growth and further penetrating the Taiwanese market requires a more comprehensive approach. Korean businesses should consider engaging older demographics, who currently tend to favor Japanese products over emerging Korean offerings. Expanding the consumer base could involve tailored marketing campaigns, product innovations, and strategic collaborations that align with the preferences and values of this older segment. By adopting such strategies, Korean businesses can enhance their market presence and secure long-term success in Taiwan.

2) Implication for Taiwan

The success of Korea's approach, as evidenced by this study, offers valuable lessons for Taiwanese businesses and policymakers. By analyzing and adapting Korea's strategies, Taiwan can elevate the global appeal of its cultural and culinary exports, leveraging its emerging "T-Wave" to achieve comparable success on the international stage. This study provides actionable



recommendations for Taiwan's food and cultural content industries to capitalize on these opportunities effectively.



Below are some implications and suggestions for Taiwan's Food and Cultural Content Industries.

First, Taiwan should actively leverage its strong economic image to enhance its cultural appeal, ultimately fostering global interest and encouraging consumers to purchase Taiwanese food products. The survey results from Korean respondents provide valuable insights into how Taiwan can strategically enhance its cultural image and effectively promote its culture and cuisine on a global scale. It is verified from the path analysis that all sub-factors of cultural images including visual cultural image, musical cultural image, and food cultural image have positive effect on economic image of Taiwan. While Koreans view Taiwan positively in terms of its economic achievements and food culture, their exposure to Taiwanese cultural content remains limited. Taiwan's leadership in the semiconductor industry, driven by companies like TSMC, has earned respect and admiration among Koreans, who have traditionally been proud of their own tech brands like Samsung. Leveraging this positive economic image, coupled with the popularity of Taiwanese cuisine (notably hotpot and bubble tea, which align with Koreans' affinity for Chinese cuisine), Taiwan can further promote its food exports.

Second, Taiwan should actively promote its culture to Korean audiences to enhance its cultural image and influence food purchase intentions effectively. This study underscores the significant role of cultural image in shaping national perception and consumer behavior. Taiwan can adopt strategic measures similar to Korea's successful deployment of the Korean Wave (Hallyu), which has yielded substantial economic benefits. For instance, the development of Hallyu initially gained momentum in neighboring countries, including China and Taiwan (Chae,

2021). Similarly, Taiwan could focus on introducing its cultural products to Korea as a starting point. Neighboring countries share similar cultural sentiments and backgrounds, such as Confucian values, which facilitate easier adoption and acceptance of shared cultural content by their audiences. This approach aligns with the growing popularity of Taiwanese works like *Someday or One Day* in Korea, demonstrating the potential for Taiwanese culture to achieve significant recognition akin to Hallyu. Such a strategy highlights the importance of tailoring cultural exports to resonate with local preferences. By identifying and promoting cultural products that appeal to Korean tastes, Taiwan could foster a cultural phenomenon similar to Hallyu. Expanding partnerships with Korean streaming platforms or entertainment companies could offer valuable exposure for Taiwanese content. Furthermore, in the realm of food exports, Taiwan could collaborate with Korean food companies to develop joint products, thereby increasing visibility. Leveraging Korean distribution networks to deliver Taiwanese food at competitive prices could not only enhance the global perception of Taiwanese cuisine but also broaden its market reach. These initiatives would serve to elevate Taiwan's cultural and economic influence internationally.

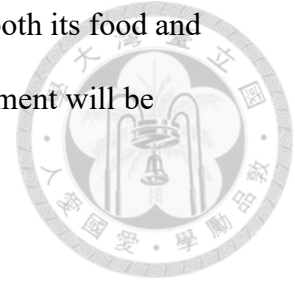
Third, government support for export businesses should be strategically implemented to foster the growth of Taiwan's food and cultural content industries. Drawing from the example of the Korean Wave (Hallyu), the role of government in supporting cultural expansion is critical. South Korea's shift in cultural content policies—from regulatory frameworks to supportive measures—was instrumental in the global success of Hallyu (Kim & Kim, 2023). Studies on Korea's cultural content industry consistently underscore the positive impact of direct government support on corporate performance, with government backing serving as a form of certification that underscores the strategic importance of the sector to the national economy.

Such support extends beyond financial aid to include intangible benefits, acting as a catalyst for industrial transformation. Given Taiwan's favorable global economic image now is an opportune moment to transition from an OEM/ODM-focused economy to a value-driven, soft-power-oriented industrial structure. Implementing targeted policies, such as tax incentives for exporters and cultural content creators, could alleviate financial constraints and stimulate innovation. For instance, research indicates that tax benefits can positively influence employment growth within industries (Oh & Kim, 2021). Moreover, investing in global marketing campaigns that emphasize Taiwan's unique cultural identity and economic achievements would further enhance its international presence. Comprehensive government support, encompassing financial incentives and strategic marketing efforts, could significantly bolster Taiwan's cultural influence on the global stage. By adopting such measures, Taiwan would be well-positioned to leverage its cultural and economic soft power, transitioning into a global leader in sustainable development and international influence.

Lastly, collaboration with Korean cultural content is advised. Rather than viewing Korean cultural content as a competitor, Taiwan could explore collaborative opportunities. Given the cultural similarities and geographical proximity between the two countries, joint efforts could penetrate emerging markets such as Europe and Africa, where interest in Asian culture is growing. Collaborative projects in film, drama, or culinary festivals could combine the strengths of both nations, creating a shared platform for showcasing Asian culture globally. Joint ventures in content production and marketing could amplify their collective reach and influence in new markets.

Taiwan has a unique opportunity to build on its economic and cultural strengths to create a powerful global brand. By leveraging insights from the Korean Wave and strategically

promoting its own "T-Wave," Taiwan can achieve significant progress in both its food and cultural content industries. The combined efforts of businesses and government will be instrumental in positioning Taiwan as a leader in global cultural exports.



3) Limitation

This study is highly significant as it represents the first academic work to exclusively explore the impact of cultural waves on the food industry, with a specific focus on Korea and Taiwan. Moreover, the surveys conducted with both Korean and Taiwanese participants are pioneering in this area of research. However, the study has certain limitations:

First, while the Korean Wave's impact has been extensively validated in prior research, this study focused primarily on the influence of Taiwanese culture among Koreans. Taiwanese cultural content lacks the global recognition that the Korean Wave has achieved, limiting the scope of this study. Future research should expand the investigation to assess the impact of Taiwanese culture in various countries to provide a more comprehensive understanding.

Second, although the Korean Wave's global acclaim highlights its capacity to drive significant economic benefits, further research is needed to assess whether Taiwan's cultural influence can achieve comparable outcomes. This uncertainty underscores the need for a more comprehensive examination of the potential economic impacts of cultural exports from Taiwan and other nations. Future studies should delve into these dynamics across diverse cultural contexts to provide a deeper understanding of how cultural influence translates into tangible economic gains.

Third, as outlined in the study hypothesis, this thesis aims to verify the influence of cultural image on national image, operating on the assumption that cultural image currently plays a dominant role in shaping perceptions, including national image. However, it is equally

plausible that the relationship operates in the opposite direction, where national image influences cultural image. This bidirectional dynamic suggests a potential limitation in the scope of the current study, as it does not explore the reverse impact of national image on cultural image. Future research could address this gap by investigating the reciprocal relationship between these constructs, offering a more comprehensive understanding of how cultural and national images interact and influence each other.

6. Conclusion

Based on the findings discussed, the conclusions of this study are as follows:

This research identified differences in cultural image, national image, and food purchase intention among Koreans and Taiwanese, based on their demographic characteristics. Moreover, the relationships between cultural image, national image, and food purchase intention differed between the two groups. These variations are likely attributable to the differing levels of recognition and prominence of Korean and Taiwanese cultures.

Synthesizing the findings, distinct pathways were observed in how cultural and national images influence food purchase intentions in Korea and Taiwan. Among Korean respondents, the cultural image of Taiwan positively influenced Taiwan's national image, particularly its economic image, but did not directly impact their intention to purchase Taiwanese food. Conversely, for Taiwanese respondents, positive perceptions of Korean cultural images directly influenced their intention to purchase Korean food. Additionally, the impact of cultural images on Korea's national image—specifically the image of its people—indirectly affected food purchase intentions.

To capitalize on these insights, Taiwan should leverage its strong economic image, strengthened by its leadership in the semiconductor industry, to enhance its cultural appeal and promote its food products on a global scale. While Koreans admire Taiwan's economic achievements and enjoy its cuisine, their limited exposure to Taiwanese cultural content presents an opportunity. By building on its economic reputation and the popularity of Taiwanese dishes like hotpot and bubble tea, Taiwan can strategically enhance its cultural image and further expand its food export market. For instance, Korea's strong economic image, supported by global corporations like Samsung and LG, has served as a foundation for the international



acceptance of its cultural content and cuisine. Similarly, Taiwan's current geopolitical and economic advantages, especially as a semiconductor powerhouse offer significant opportunities.

In contrast to China, which faces strained relations with the West and a diminished global image following the COVID-19 pandemic (Hankookilbo, 2023; see also Chicago Council on Global Affairs, 2024), and Hong Kong, whose cultural influence has waned due to a declining film industry and increasing integration with China, Taiwan is in a uniquely favorable position.

By leveraging its strong economic image and capitalizing on the global demand for semiconductors, Taiwan can advance its cultural content and food industry. This strategic integration has the potential to enhance Taiwan's global cultural influence and generate substantial economic benefits.

Notably, the recognition pathway of the Taiwanese Wave differs from that of Hallyu. While prior studies confirm that Hallyu effectively promoted Korean food, the findings here suggest that Koreans first recognize Taiwanese food, which subsequently leads to greater awareness of Taiwanese culture. This implies that food purchase intentions may influence the cultural image of Taiwan. Future studies exploring these distinct pathways could provide valuable academic contributions.

As previously noted, the Taiwanese government has recognized the importance of promoting Taiwanese culture and soft power. With increased investment and strategic support, Taiwanese cultural content has the potential to achieve global influence comparable to Hallyu, benefiting not only Taiwan but also fostering cultural exchanges on an international scale.

"Culinary Class Wars" demonstrates how Korean cultural content and the culinary scene can create a powerful synergy that elevates national soft power. However, Taiwan has been a pioneer in showcasing its cultural essence to the world through film and cuisine. The 1994

Taiwanese film *Eat Drink Man Woman* masterfully portrays Taiwan's cultural and culinary identity, weaving traditional Confucian values, modern aspirations, and vibrant food culture into a compelling narrative that resonated with global audiences. Similarly, the 2013 film *Zone Pro Site* combines humor, family dynamics, and rich culinary traditions to celebrate Taiwan's heritage and highlight its gastronomic legacy.

These examples reveal Taiwan's potential to harness its cultural assets and project its soft power on the global stage. The emerging "T-Wave," with its blend of cinematic storytelling and culinary richness, holds the promise of positioning Taiwan as a cultural powerhouse. By building on these strengths, Taiwan can establish a unique identity that captivates the world and drives economic growth through cultural exports. The journey of the "T-Wave" is just beginning, and its impact could echo far and wide. "T-Wave" is on the way.

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Appendix 1



Survey for Taiwanese

韓國文化形象對國家形象與食品購買意圖的影響研究

您好！

我是國立臺灣大學（National Taiwan University）工商管理碩士（MBA）研究生任正彬（임존, Ihm John）。

本問卷旨在探討韓國文化形象對國家形象與食品購買意圖的影響。您在本問卷中填寫的所有資料將以匿名方式進行統計處理，並根據韓國統計法第33條和第34條嚴格保密。您的誠實回答將為本研究提供重要數據，並有助於未來相關政策的制定與發展。因此，懇請您仔細填寫每一個問題，謝謝您的合作！

感謝您百忙之中抽空參與此次調查。

2024年10月

1. 韓國文化形象

以下是有關韓國文化形象的問題，請根據您的認同程度用1-5分表示。

1 - 完全不同意 2 - 不同意 3 - 一般 4 - 同意 5 - 完全同意

影視文化形象

1. 我喜歡韓國電影。 1 2 3 4 5
2. 我喜歡韓國電視劇。 1 2 3 4 5
3. 我有喜歡的韓國演員。 1 2 3 4 5
4. 我喜歡韓國電視劇和電影的題材與內容。 1 2 3 4 5

流行音樂形象

- 5) 我經常聽韓國流行音樂。 1 2 3 4 5
- 6) 我有喜歡的韓國歌手。 1 2 3 4 5
- 7) 我喜歡韓國歌手的演唱會和音樂節目氣氛。 1 2 3 4 5
- 8) 我喜歡韓國流行音樂的歌詞與旋律。 1 2 3 4 5
- 9) 我對韓國歌手的粉絲見面會、粉絲俱樂部和社群有興趣。 1 2 3 4 5

飲食文化形象

- 10) 我想嘗試韓國美食。 1 2 3 4 5
- 11) 我認為韓國的飲食文化非常發達。 1 2 3 4 5
- 12) 我認為韓國食物對健康有益。 1 2 3 4 5



13) 我認為韓國食物與其他國家不同，具有獨特風味。 1 2 3 4 5

14) 我認為韓國食物的價格合理。 1 2 3 4 5

2. 國家形象

以下是有關國家形象的問題，請根據您的認同程度用1-5分表示。

1 - 完全不同意 2 - 不同意 3 - 一般 4 - 同意 5 - 完全同意

經濟形象

1. 韓國在全球經濟中具有影響力。 1 2 3 4 5

2. 韓國是一個國民所得高的國家。 1 2 3 4 5

3. 韓國是一個市場經濟體系發達的國家。 1 2 3 4 5

4. 韓國是一個投資環境良好的國家。 1 2 3 4 5

國民形象

5) 韓國人非常有禮貌。 1 2 3 4 5

6) 韓國人的教育水平非常高。 1 2 3 4 5

7) 韓國人誠實正直。 1 2 3 4 5

8) 韓國人的文化素養很高。 1 2 3 4 5

9) 韓國人很有考慮很思慮周全體貼周到。 1 2 3 4 5

10) 我對韓國人有好感。 1 2 3 4 5

3. 食品購買意圖

以下是有關食品購買意圖的問題，請根據您的認同程度用1-5分表示。

1 - 完全不同意 2 - 不同意 3 - 一般 4 - 同意 5 - 完全同意

食品購買意圖

1. 我會盡可能購買韓國食品如果可以的話，我會購買韓國食品。 1 2 3 4 5

2. 我會努力購買韓國食品我會盡量購買韓國食品。 1 2 3 4 5

3. 我有繼續會持續購買韓國食品的意圖。 1 2 3 4 5

4. 在用餐時，我會優先考慮韓國食品。 1 2 3 4 5

4. 回應者背景資料

以下是有關您的基本資料的問題，請根據您的實際情況選擇相應選項。

1. 您的性別是？

① 男 ② 女

2. 您的年齡是？

① 20歲以下 ② 30歲 ③ 40歲 ④ 50歲以上

3. 您的月平均收入是？

① 25,000元以下 ② 25,000-50,000元 ③ 50,000-75,000元

④ 75,000-100,000元 ⑤ 100,000元以上

4. 您最喜歡的韓國文化內容是？

① 電視劇/電影 ② 音樂/演出 ③ 食品

④ 韓國企業產品 ⑤ 體育 ⑥ 其他

5. 您經常接觸韓國文化內容（電視劇/電影、音樂/演出、食品）嗎？

① 完全不同意 ② 不同意 ③ 一般 ④ 同意 ⑤ 完全同意

◆ 感謝您參與此次問卷調查！ ◆



Appendix 2

Survey for Korean



Study on the Impact of Taiwan's Cultural Image on National Image and Food Purchase Intention

Dear Participant,

I am John Ihm, currently pursuing an MBA in the Global MBA program at National Taiwan University.

This survey aims to investigate the influence of Korea's cultural image on national image and food purchase intention. All responses provided in this survey will be processed anonymously and kept strictly confidential in accordance with Articles 33 and 34 of the Korean Statistics Act. Your honest and sincere answers are crucial for the advancement of this research and will contribute to developing relevant policies and initiatives in the future. We kindly ask for your cooperation in completing all questions to the best of your ability.

Thank you for taking the time to participate in this survey amidst your busy schedules.

Sincerely,

October 2024

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1. Taiwan's cultural image

The following are questions related to Taiwan's cultural image. Please indicate the extent to which you agree with the following statements by selecting a score from 1 to 5.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Visual Cultural image					
1) I enjoy Taiwanese movies.	1	2	3	4	5
2) I enjoy Taiwanese dramas.	1	2	3	4	5
3) I have a favorite Taiwanese actor or actress.	1	2	3	4	5
4) I like the themes and content of Taiwanese dramas and movies.	1	2	3	4	5
Music Cultural image					
5) I frequently listen to Taiwanese pop music.	1	2	3	4	5
6) I have a favorite Taiwanese singer.	1	2	3	4	5
7) I enjoy the atmosphere of Taiwanese singers' concerts and music shows.	1	2	3	4	5
8) I appreciate the lyrics and melodies of Taiwanese pop music.	1	2	3	4	5
9) I am interested in fan meetings, fan clubs, or communities of Taiwanese singers.	1	2	3	4	5
Food Cultural image					
10) I would like to try Taiwanese food.	1	2	3	4	5
11) I believe Taiwan has a well-developed food culture.	1	2	3	4	5
12) I think Taiwanese food is healthy.	1	2	3	4	5
13) I find Taiwanese food unique and distinctive compared to other cuisines.	1	2	3	4	5
14) I think the price of Taiwanese food is reasonable.	1	2	3	4	5

2. Taiwan's national image

The following are questions related to Taiwan's national image. Please indicate the extent to which you agree with the following statements by selecting a score from 1 to 5.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Economic image

1) Taiwan is a country with significant influence in the global economy.	1	2	3	4	5
2) Taiwan is a country with a high national income.	1	2	3	4	5
3) Taiwan has a well-developed market economy.	1	2	3	4	5
4) Taiwan is a favorable country for investment.	1	2	3	4	5

Image of People

5) Taiwanese people are very polite.	1	2	3	4	5
6) The education level of Taiwanese people is very high.	1	2	3	4	5
7) Taiwanese people are honest.	1	2	3	4	5
8) Taiwanese people are highly cultured.	1	2	3	4	5
9) Taiwanese people are considerate.	1	2	3	4	5
10) I have a favorable impression of Taiwanese people.	1	2	3	4	5

3. Food purchase intention

The following are questions related to food purchase intention. Please indicate the extent to which you agree with the following statements by selecting a score from 1 to 5.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Food purchase intention					
1) I am likely to purchase Taiwanese food.	1	2	3	4	5
2) I will make an effort to purchase Taiwanese food.	1	2	3	4	5
3) I intend to continue purchasing Taiwanese food.	1	2	3	4	5
4) I will prioritize Taiwanese food when deciding on meals.	1	2	3	4	5

4. General Characteristics of Study Participants



The following are questions regarding your general characteristics. Please indicate the option that best matches your profile.

1) What is your gender?

- ① Male ② Female

2) What is your age?

- ① 20s or Younger ② 30s ③ 40s
④ 50s ⑤ 60s or older

3) What is your average monthly income?

- ① Less than 1 million KRW ② 1 million to 2 million KRW ③ 2 million to 3 million KRW
④ 3 million to 4 million KRW ⑤ over 4 million KRW

4) What is your preferred Taiwanese cultural content?

- ① Drama/Films ② Music/Performances ③ Food
④ Taiwanese corporate products ⑤ Sports ⑥ Etc.

5) How frequently do you engage with Taiwanese cultural content (e.g., drama/films, music/performance, food)?

- ① Strongly Disagree ② Disagree ③ Neutral
④ Agree ⑤ Strongly Agree

◆ Thank you for participating in the survey. ◆