



ขนมไทยกับชาวจีน : ทัศนคติของนักศึกษาชาวจีนที่มีต่ออัตลักษณ์ และวัฒนธรรมความนิยมขนมไทย

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บทคัดย่อ

บทความวิจัยนี้มีจุดประสงค์เพื่อศึกษาแนวคิดหลักเกี่ยวกับวัฒนธรรมของขนมไทยในชาวจีน โดยมีวัตถุประสงค์หลัก คือการศึกษา อัตลักษณ์ และวัฒนธรรมความนิยมขนมไทยของคนจีน กลุ่มตัวอย่างคือนักศึกษาชาวจีนแลกเปลี่ยนของ มหาวิทยาลัยราชภัฏนครปฐมและลูกค้าผู้ซื้อขนมไทยในตลาดปฐมมงคล จ.นครปฐม ใช้ระเบียบวิธีการแบบผสมผสานทั้งเชิงปริมาณและคุณภาพผ่านการสำรวจโดยแบบสอบถามและการสัมภาษณ์จำนวน 10 คน ข้อมูลที่ได้นำมาวิเคราะห์ หาค่าสถิติเบื้องต้น พบว่าผู้บริโภคกลุ่มนิยมขนมไทยส่วนใหญ่เป็นเพศหญิง และมีความสนใจในขนมไทยหลากหลายประเภท ส่วนข้อมูลเชิงคุณภาพที่ทำการสำรวจคุณค่าทางวัฒนธรรมของขนมไทย ผลการศึกษาพบว่า นักศึกษาชาวจีนแลกเปลี่ยนจำนวน 10 คน และลูกค้าผู้ซื้อขนมไทยมีความสนใจในขนมไทยแตกต่างกันโดยนักศึกษาคอนจิ้นจะมีความสนใจต่อขนมไทยที่มีบทบาทสำคัญเกี่ยวกับ 1. อัตลักษณ์ของขนมไทยที่ทำให้ชาวจีนจดจำและประทับใจคือ วิธีการทำแบบดั้งเดิม ความหวาน รสชาติ และรูปแบบสีที่สวยงาม และสรรพคุณด้านสุขภาพ 2. วัฒนธรรมความนิยมขนมไทย คือ ทำให้เกิดทางเลือกในการบริโภค ทำให้ได้รับรู้วัฒนธรรมทางด้านอาหาร กลุ่มตัวอย่างแสดงให้เห็นถึงการแลกเปลี่ยนด้านอาหารและการมีส่วนร่วมข้ามวัฒนธรรม และผลการศึกษาพบว่าคนจีนต้องทำความเข้าใจให้ลึกซึ้งยิ่งขึ้นเกี่ยวกับพลวัตที่ซับซ้อนของการแลกเปลี่ยนทางวัฒนธรรมและการปรับตัวในขอบเขตของศาสตร์การทำอาหารไทย ส่วนลูกค้าผู้ซื้อขนมไทยจะนิยมและสนใจตามกระแสนิยมทางสังคมเป็นส่วนใหญ่

คำสำคัญ: ความนิยม วัฒนธรรม อัตลักษณ์ ขนมไทย



Chinese students' attitudes towards identity and popular culture of Thai desserts

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Abstract

This research article investigates the cultural understanding of Thai desserts among Chinese people, focusing on their history, identity, and factors contributing to their popularity. A mixed-methods approach was employed to gather comprehensive data, combining a questionnaire survey and in-depth interviews with 10 participants. These participants were Chinese exchange students at Nakhon Pathom Rajabhat University and customers purchasing Thai desserts at Pathom Mongkol Market, Nakhon Pathom Province.

The data has been analyzed. Find basic statistics. It was found that the majority of Thai dessert consumers are female. And are interested in various types of Thai desserts. The qualitative data section surveyed the cultural value of Thai desserts. The results of the study found that ten Chinese exchange students and customers who buy Thai desserts have different interests in Thai desserts. Chinese students are interested in Thai desserts that play an important role regarding: 1. The identity of Thai desserts makes Chinese people remember and be impressed. Traditional method of making sweetness, flavor, and beautiful, colorful form. And health properties 2. The popular culture of Thai desserts is the creation of alternatives for consumption. It helps you get to know food culture. The sample demonstrates food exchange and cross-cultural participation. The study also found that Chinese people need to deepen their understanding of the complex dynamics of cultural exchange and adaptation in the realm of Thai gastronomy. As for customers who buy Thai desserts, they are mostly popular and interested in social trends.

Keywords: Thai desserts, identity, and popular culture of Thai Dessert

1. Introduction

(Ministry of Culture, 2016) [1] Mentioned Thai desserts are a unique aspect of Thai national culture, which is well known because they demonstrate subtlety and meticulousness in making them. From the raw materials, how do you make them harmonious, meticulous in taste, color, beauty, aroma, and appetizing appearance. As well as the process of eating each type of dessert. It also varies according to the nature of the dessert. which represents Thainess and its beautiful values. It reflects another way of life.

Thainess has become a cultural heritage that has been practiced continuously. Most Thai desserts use natural ingredients found locally and according to the season.

(Department of Industrial Promotion, 2010). [2] Mentioned Thai desserts are beloved internationally. Thailand has exported Thai desserts to countries such as Singapore or China, which are neighboring countries that eat desserts made from flour like Thailand. And popularly consume snacks such as sticky snacks, bean baep, and crispy foi thong. In European countries, it is very popular to consume desserts such as coconut milk jelly, ping desserts, luk chub, or desserts like alua, which have been modified using chocolate, starch, and milk as ingredients. For OTOP products, Thai desserts are popular in China, Hong Kong, Taiwan, and Singapore, especially Khao Tan. And Thong Muan desserts.

Nowadays, Thai desserts continue to be a way of expressing the identity of the Thai people and influencing the Chinese people. Based on a comprehensive review of existing research, it is apparent that there is a significant research gap regarding the consumption of Thai desserts among the Chinese demographic. Consequently, this unexplored area presents an intriguing opportunity for further investigation. The resulting findings are anticipated to offer valuable practical implications and insights for scholars and practitioners interested in exploring this subject matter.

2. Objectives

- 2.1 To study the popular culture of Chinese consumers.
- 2.2 To study the influence of Thai dessert culture on Chinese people.

3. Related theories

Attitudinal theory Attitude is one of the most important concepts in social psychology. and communication This term is widely used to define attitude. There have been many academics who The meaning is as follows:

Roger (Roger, 1978, cited in Suraphong Sothanasathien, 1990, page 122) [3] has mentioned that attitude is an index of how a person thinks and feels about those around him. objects or environments, as well as various situations. Attitudes are rooted in beliefs that may affect future behavior. Attitudes are therefore only a readiness to respond to stimuli and are a dimension of evaluation to show that you like or dislike a certain issue. which is considered intrapersonal communication, which is the result of exposure to substances that will affect further behavior.

Kendler (1963) [4] stated that attitude means the state of readiness of people who will show behavior in a supportive way or against a person, institution, situation, or idea.

Good (1959) [5] defines attitude as readiness to act in any way. One characteristic is to support. or oppose some situation, person, or thing.

Decho Sawananon (1969) [6] mentioned that attitude is a personality that can be created. It is changeable and is the motivation that determines the behavior of individuals towards various environments.

Sak Sunthornseni (1988) [7] mentioned that attitude is linked to a person's behavior; attitude means



1. The complexity of a person's feelings or biases. In order to create readiness to do something according to the experience that person has received,
2. The tendency to react favorably or adversely to something in the coming environment in some way
3. In terms of behavior, it means preparation or readiness to respond. From various definitions From these, it can be seen that there are important common issues, as follows:
 1. Inner feelings
 2. Readiness or tendency to behave in a certain way.

Therefore, it can be concluded that attitude is an overlapping relationship between a person's feelings and beliefs or knowledge. with the tendency to behave and respond in some way to the target of that attitude. In conclusion, the attitude in this work is a matter of the mind, attitude, feelings, thoughts, and inclination of people who have information and exposure to a given list of situation filters that are both positive and possible. And the negative attitude results in the behavior being shown. It can be seen that attitude consists of thoughts that influence emotions, and those feelings are expressed through behavior. Elements of Attitude From the meaning of such an attitude, Zimbardo and Ebbesen (1970, quoted in Pornthip Bunnipat, 1988, page 49) [8] say that three components of attitude can be separated:

1. The knowledge component is the part that is a person's beliefs about various things. In general, both likes and dislikes mean that if a person has knowledge or thinks something is good, they tend to have a good attitude towards it. But if you have prior knowledge that something is bad, you will have a bad attitude towards it.

2. The emotional component is the part related to emotions related to various things. This has different effects depending on the person's personality. It is a characteristic that represents the value of each individual.

3. The behavioral component is a person's expression towards one thing or another person, which is a result of the knowledge, thought, and feeling components. It can be seen that the fact that people have different attitudes towards something is because people have an understanding. Feelings or having different ideas. Therefore, the component of thought, knowledge, or understanding can be considered the basic component of attitude, and this component is related to a person's feelings and may appear in different forms, both positive and negative. which depends on experience and learning.

4. Definition of words

- 4.1 **Identity** refers to the sum of the characteristics of a thing that make it known or remembered.

- 4.2 **Culture** refers to knowledge development, including science, the arts, literature, religion, and customs. Traditions and etiquette

- 4.3 **Thai desserts** are a fascinating culinary world of their own. They are crafted with meticulous precision, using main ingredients like flour, sugar, and coconut. Each dessert is a masterpiece, boasting a unique taste, color, beauty, and fragrant aroma. The process of eating them is an experience in itself. Most



Thai desserts are made from natural, locally and seasonally available ingredients. They are classified into nine distinct types, each with its own charm and appeal.

4.3.1 Thai egg desserts, such as Thong Yib, Thong Yot, and Foi Thong, are those whose main ingredient is eggs.

4.3.2 Steamed Thai desserts are Thai desserts that are steamed. You can pour the mixture into a pinwheel cup and steam it. Some types come in trays or are wrapped in banana leaves, such as Khanom Chan, Khanom Nam Dok Mai, or Khanom with filling.

4.3.3 Boiled Thai desserts are boiled in boiling water until cooked. They are then scooped out and mixed with or sprinkled with coconut, such as khanom tom or Thua Paep.

4.3.4 Water-based Thai desserts are those commonly boiled with coconut milk. Flour can be added and mixed into wet or thick desserts, and desserts eaten with syrup or coconut milk include banana blossoms, wet sago, lod chong, and a rim.

4.3.5 Stir-fried Thai desserts are a testament to the culinary artistry of Thailand. They are cooked by stirring in a pan, often a gold pan, in the same direction from the time it becomes water until it is finished. This unique cooking method requires skill and precision. The dessert is then poured into a container and patiently waited for it to cool, resulting in delicacies like tako, khanom loem kaw, khanom pom pom, and various fruit preserves.

From the above information, there is a related article that defines the meaning of the word Thai dessert as follows:

S. Phlai Noi (2002) [9] argues that khanom originally came from Khao Nom because Nom means sweet, and Khao Nom means Khao Nom. Khanom is mixed with sugarcane juice and sugar to make it taste sweeter, so it's called khao nom. The word "khanom" is a distortion. Direct words must refer to Nom.

Ratchawan Kanchanapanyakhom and her team (MPP). [10] They are products made from rice, pounded or ground until finely ground, called flour. Then, it is mixed with just two things: sugar and coconut. Later, coconut was added to the mix. The first generation of traditional Thai desserts was made of flour, sugar, and coconut.

5. Research Methods

This research used a research method that combined both qualitative and quantitative methods. Moreover, through a quantitative survey using questionnaires and interviews, studying documents, and collecting data, the process was carried out in the following steps:

5.1 Study relevant documents to obtain basic knowledge for defining the research concept according to the objectives.

5.2 Collect information. Using survey methods through questionnaires and interviews, the purpose of this study is to learn the history, identity, and culture of the popularity of Thai desserts among Chinese people. The designated sample group will obtain details according to the issues studied and can be analyzed according to the research objectives.

5.3 Create research tools: questionnaires and interviews. Set questions that will be asked and interviewed to cover the objectives of the research, and then take it for inspection.

5.4 Modify the questionnaire and interview tools according to the suggestions. They were also used to collect data from sample groups, and the researcher recorded the data himself.

5.5 Select a sample population of 10 Chinese exchange students and customers who buy Thai desserts.

5.6 Analyze data obtained from surveys, questionnaires, and interviews with key informants to organize and separate the obtained data into categories to find answers according to the research objectives.

5.7 Present the research findings.

6. Research results

Research on Thai desserts and Chinese people: history, identity, and popular culture of Thai desserts
There are research results according to the following objectives:

Personal Information

Table 1 shows gender.

Gender	Number	Percentage
Male	3	30 %
Female	7	70 %
Total	10	100 %

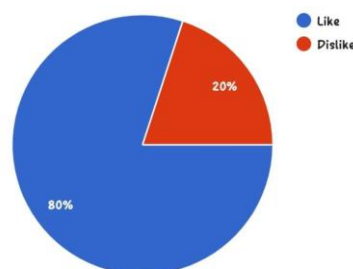


Figure 1 Express a person's preferences

The majority of the people, 70%, are female, and the other 30% are male, with 80% of them having a preference for eating Thai desserts. 20% are people who do not eat Thai desserts.

6.1 Section 1 Thai identity among Chinese people

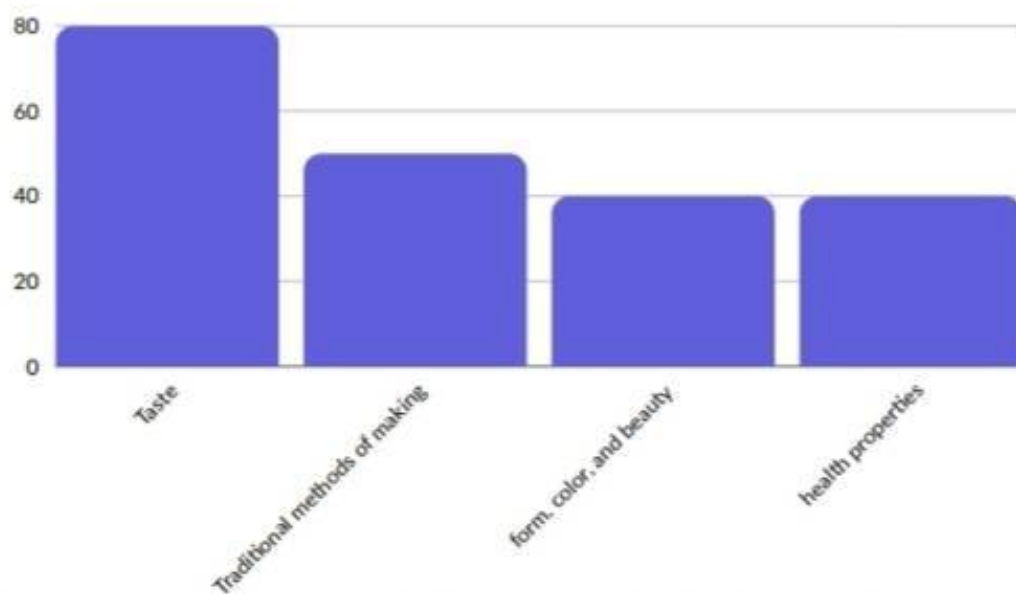


Figure 2 Chart showing the identity of Thai desserts

The chart above provides insights into how Chinese people perceive Thai desserts. It reveals that taste is the most prominent aspect, with an 80% identification rate. Traditional methods of making follow closely at 50%, and the health properties of the desserts are also highly recognized at 40%. Finally, beautiful colorful pattern with a percentage value of 40%

From the information mentioned above, the identity of Thai desserts among Chinese people from the perspective of Chinese people and Thai customers will vary according to each person's viewpoint. However, in summarizing the identity that makes Chinese people know about Thai desserts, there are four essential aspects: 1. The cooking method that uses traditional methods 2. The taste 3. The colorful and beautiful form 4. The food properties. For health, it can attract more Chinese people to eat Thai desserts.

6.2 Section 2 Popular culture of Thai desserts

According to the ranking of OTOP Thai dessert product traders in China, Hong Kong, Taiwan, and Singapore, it was discovered that Thai products are top-rated in the third category, particularly products made from rice, such as rice crackers and khanom thong muan. These products can generate a total annual income of 5-6 million baht. Other Thai desserts have a delicious aroma and are an alternative for consumers, such as Alua dessert, crispy jelly, Pingth dessert, and Lamduan petal dessert. These Thai desserts are exciting for Thai entrepreneurs to export. These Thai desserts are renowned for their exquisite aroma and longer shelf life than traditional Thai sweets. They are expected to be well-received by Chinese consumers due to their alluring scent and delightful flavors. Crafted from natural ingredients like coconut milk and fresh coconuts and infused with Thai herbal scents, these desserts offer a unique sensory experience that is sure to captivate the Chinese market.



Furthermore, their vibrant colors are derived from natural sources, such as butterfly pea flowers for blue, safflower for red, and pandanus leaves for green, enhancing their visual appeal. These natural ingredients not only contribute to the unique flavors of Thai desserts but also assure the Chinese entrepreneurs of their quality and appeal in the Chinese market. [11]

Chinese consumers are renowned for their love of purchasing exquisitely crafted products, especially when selecting gifts for their close friends and revered elders during special occasions and festivals. With their intricate craftsmanship and charming packaging, Thai desserts are an ideal choice for this purpose. These delightful snacks not only tantalize the taste buds with their rich flavors but also enthrall the eyes with their beautiful presentation. Consequently, they hold an irresistible allure for Chinese consumers, who are drawn to them as indulgent treats for themselves or as meaningful gifts for others. This cultural appreciation for Thai desserts as gifts underscores their popularity and potential in the Chinese market.

Upon observation, it has been noted that Thai desserts have gained prominence as a viable option within the consumer food market. The objective is to foster an understanding of Thai food culture among the Chinese population and cultivate an inclination to explore diverse culinary choices. The intention is to explore the cultural significance, historical background, unique attributes, and intricate traditional methodologies employed in creating Thai desserts, encompassing their flavors and assorted characteristics. This exploration will be conducted through interviews with Chinese exchange students at Nakhon Pathom Rajabhat University, as per the interview mentioned above.

Thai desserts are well known for their striking and vivid colors, often sourced from natural ingredients. The combination of coconut milk and sugar imparts a unique flavor and contributes to a rich and delicate texture. Furthermore, the elaborate designs and shapes of these desserts make them visually appealing and enticing to the palate.

Based on the interview, it can be concluded that Chinese students are intensely interested in various Thai desserts. They are eager to learn about their culture, identity, traditional methods of making, and taste. This aligns with the information gathered from the questionnaire, indicating that most Chinese people associate the identity of Thai desserts with their colorful appearance, flavors, and traditional preparation methods.

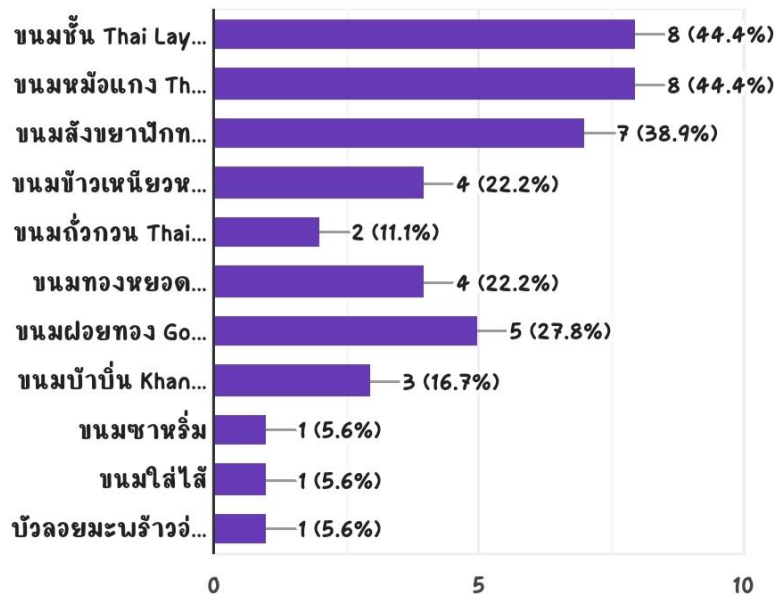


Figure 3 shows the popularity of Thai desserts.

Based on the chart, 70% of surveyed individuals enjoy Thai desserts. The most famous Thai desserts are Khanom Chan and Khanom Mor Kaeng, at 44.4%, followed by Khanom Pumpkin Custard at 38.9%, Khanom Foy Thong at 27.8%, Khanom Thong Yot at 22.2%, and Khanom Bean Paste at 11.1%. Other desserts also received mentions. Notably, Khanom Salim, a filled dessert, and Khanom Bua Loi, made with young coconut, were liked by 5.6% of respondents. Thai desserts are highly regarded for their stunning, vibrant appearance, often achieved through natural ingredients such as pandan leaf extract, butterfly pea flower, and coconut cream. These desserts are visually appealing and offer a wide range of flavors, from the creamy richness of coconut to the floral notes of jasmine and the subtle sweetness of palm sugar. The traditional preparation methods often passed down through generations, are known for preserving the nutritional benefits of the ingredients, making Thai desserts not only a treat for the taste buds but also a source of health benefits.

7. Discussion of results

The research findings lead to the following observations: Thai desserts maintain a unique identity that educates Chinese individuals about traditional cooking techniques, flavors, ingredients, exquisite designs, and colors, as well as the health benefits of these delicacies. Thai desserts are one of the unique things about Thailand. The Thai-Chinese Friendship Bridge symbolizes the strong bond between Thailand and China and acts as a cultural exchange platform. The delightful medium of Thai desserts allows the Chinese to immerse themselves in Thai culture and gain a deeper understanding. This exchange of culinary delights fosters a stronger connection between the two nations, promoting mutual respect and appreciation for each other's traditions and values. Moreover, they accept Thai culture as part of their way of life. This

is in line with the theory of cultural diffusion, which is the spread of culture from the original society to other societies, characterized by a type of diffusion from an additional culture to a new area. [12]

8. Suggestions

From this study This led the researcher to suggest guidelines for those interested in studying Thai desserts with Chinese people or doing research in the future:

1. Study the history of various Thai desserts and consumers.
2. Study the identity and cultural preferences of both Thais and foreigners.
3. Study the behavior of consuming Thai desserts among Thais. and foreigners

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