

วัฒนธรรมความเชื่อ: ความต่างในความเหมือนของสร้อยคอหน้าโชค ของคนไทยและคนจีน GEN Z

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บทคัดย่อ

บทความนี้สรุปแนวคิดหลักเกี่ยวกับวัฒนธรรมความเชื่อในความเหมือนความต่างของสร้อยคอหน้าโชคระหว่างคนไทยและคนจีน โดยมีวัตถุประสงค์หลักคือการศึกษาความเชื่อในสัญลักษณ์นำโชคของไทยและจีน และศึกษาความเหมือนและความต่างของความเชื่อระหว่างคนไทยและคนจีน ประชากรคือนักศึกษาชั้นปีที่ 3 ของสาขาวิชาภาษาอังกฤษธุรกิจ มหาวิทยาลัยราชภัฏนครปฐมและนักศึกษาชาวจีนแลกเปลี่ยนของมหาวิทยาลัยราชภัฏนครปฐม กลุ่มตัวอย่างใช้วิธีการสุ่มแบบเจาะจง โดยการเก็บข้อมูลเชิงปริมาณผ่านการสำรวจโดยแบบสอบถามจำนวน 20 ชุดและเชิงคุณภาพโดยการสัมภาษณ์ ประชากรคือนักศึกษาชั้นปีที่ 3 ของสาขาวิชาภาษาอังกฤษธุรกิจ จำนวน 10 คน นักศึกษาชาวจีนแลกเปลี่ยนของมหาวิทยาลัยราชภัฏนครปฐม จำนวน 10 คน ผลสำรวจพบว่า วัยรุ่นอายุ 21-25 ปี มีความสนใจในเครื่องรางนำโชคถึงร้อยละ 95 โดยเป็นเพศหญิงร้อยละ 75 และเพศชายร้อยละ 25 โดยมีความต้องการของนำโชคในด้านการเงินร้อยละ 32.61 ความรักร้อยละ 28.26 สุขภาพร้อยละ 21.74 และการงานร้อยละ 17.39 ตามลำดับ นอกจากนี้บุคคลที่มีผลต่อการตัดสินใจในการซื้อคือ ตนเองร้อยละ 65 เพื่อนร้อยละ 20 คู่รักร้อยละ 10 และพ่อแม่ร้อยละ 5 ส่วนสัญลักษณ์ที่ให้ความสนใจได้แก่ เพชรร้อยละ 21.33 มังกรร้อยละ 18.67 ไช่มุกร้อยละ 18.67 หยกร้อยละ 17.33 ทับทิมร้อยละ 10.67 เรือสำเภาจีนร้อยละ 8 เพทายร้อยละ 2.67 และตุ๊กตาร้อยละ 2.67 โดยกลุ่มตัวอย่างส่วนใหญ่ได้ให้ความเห็นว่าวัฒนธรรมความเชื่อในสร้อยคอหน้าโชคของคนไทยและคนจีนแตกต่างกันอย่างชัดเจนในด้านความเชื่อทางศาสนาโดยคนไทยจะให้ความสำคัญกับความเชื่อศาสนามาก ในขณะที่คนจีนมักเพิกเฉยต่อความเชื่อเหล่านั้น อย่างไรก็ตามทั้งสองวัฒนธรรมก็มีความเหมือนกันในเรื่องสิ่งมงคลของสร้อยคอเพื่อเสริมความโชคดีในชีวิตประจำวัน คนไทยมักใช้สิ่งมงคลเพื่อเพิ่มความมั่นใจก่อนออกจากบ้าน ในขณะที่คนจีนให้ความสำคัญกับสีแดงเป็นพิเศษเพราะเชื่อว่าจะนำความโชคดีมาให้

คำสำคัญ: ความเชื่อ วัฒนธรรม สัญลักษณ์ คนรุ่นใหม่ยุค Z สร้อยคอหน้าโชค



Generation Z and the Allure of Luck: A Cross-Cultural Analysis of Lucky Necklaces in Thailand and China

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Abstract

This article investigates the similarities and differences between Thai and Chinese beliefs regarding lucky necklaces. It aims to understand the cultural significance of these necklaces in both societies. The study surveyed a sample group of third-year Business English Department students and ten exchange Chinese students at Nakhon Pathom Rajabhat University. A purposive sampling method was employed to select the participants, which included ten students from each group. The data collection process utilized a mixed-methods approach involving a questionnaire survey and 20 semi-structured interviews. The study findings will provide valuable insights into the language proficiency of the selected student groups.

The finding was that a significant proportion (95%) of the participants showed keen interest in acquiring lucky charms. The principal domains of interest for auspicious fortune were financial prosperity (32.61%), romantic relationships (28.26%), health and well-being (21.74%), and career progression (17.39%). The driving factors that influenced their decision to acquire these charms were personal inclinations (65%), acquaintances (20%), public figures (10%), and parents (5%). Regarding preferred lucky symbols, diamonds (21.33%) and dragons (18.67%) topped the list. Other popular choices included pearls and jade (both 18.67%), ruby (10.67%), the Chinese sailboat symbol (8%), zircon (2.67%), and the Tie Duo Yue symbol (2.67%). The survey participants suggested that a critical difference between Thai and Chinese beliefs regarding lucky necklaces lies in the role of religion. Thai participants emphasized religious beliefs more when choosing lucky necklaces, while Chinese participants were less likely to do so. However, both cultures shared a common belief in the importance of auspicious colors for enhancing the luck associated with necklaces. Interestingly, while Thai people generally use auspicious colors for confidence before leaving home, Chinese people favor red for its perceived good luck. This study highlights similarities and differences in the cultural beliefs surrounding lucky necklaces in Thailand and China. While both cultures value the potential for these necklaces to bring good luck, they differ in the factors influencing their choices, such as the role of religion and preferred colors.

Keywords: Belief, Culture, Symbol, Gen Z, Lucky charm necklace



1. Introduction

In today's world, there is considerable uncertainty, whether it be economic, political, related to epidemics, or even career instability. Hofstede's cultural-dimensional [1] research explains that in highly uncertain societies, people tend to seek mental dependencies to escape uncertainty and risks. Thailand is classified as a group with a high level of uncertainty. Given the current situation, uncertainty and instability pervade life, including people's minds, leading them to seek refuge through lucky amulets to fortify their minds against societal challenges. Hence, it's not surprising that Thai people tend to rely on them more.

Furthermore, the influence of technology and the internet further strengthens the convictions of the new generation [2]. Social media discussions have become mainstream, allowing the new generation, with their behavior of obtaining information from the internet, to access beliefs and consider lucky charms as a solution to life's uncertainties. Stress and anxiety are prevalent among Gen Z, as indicated by numerous research studies, leading many to turn to methods like the Mutelu line for daily stress relief. These methods prioritize comfort and cater to individuality, identity, and diversity in society.

Moreover, the new generation has embraced beliefs through lucky charms, particularly necklaces. The export rate of Thai necklaces to China is significant, with the Office of Foreign Trade Promotion (2001) [3] highlighting silver jewelry as a key export product. Thailand exports to various countries, including America, China, Japan, and ASEAN nations. The Chinese silver jewelry market is substantial, with Thailand being a leading supplier. With the opening of China's borders in late 2022 coinciding with the country's economic recovery, the demand for imported silver jewelry is expected to rise. Thailand remains the primary source of Chinese silver jewelry imports, accounting for a significant market share. If China's import demand increases, Thai silver jewelry exports are likely to follow suit. According to a 2019 report [4], a culture driven by supernatural beliefs has increased significantly among 18- to 34-year-olds, and 43% of Generation Z are more likely to make major life decisions based on fortune telling or reading gypsy cards.

Thailand and China share numerous historical trade and cultural ties that transcend geographical boundaries. Beliefs are prevalent across every region, varying in similarity or difference. However, cultural beliefs play a crucial role in maintaining stability within countries. Asian nations, in particular, emphasize strong beliefs in good luck, which significantly impact people's lives today. Despite regional differences, beliefs remain unique to each country. While each country may express its culture uniquely, shared values and beliefs foster mutual understanding and respect.

2. Purpose

2.1 Study beliefs in Thai and Chinese lucky symbols.

2.2 Examine the similarities and differences in beliefs between the two cultures.

3. Hypotheses

3.1 Gen Z chooses to wear lucky necklaces with symbols representing their desires, especially romantic relationships.

3.2 Gen Z believes that Thai and Chinese superstitions differ.

4. Literature Review

4.1 Culture of religious beliefs

The article discusses the prevalence of Buddhism in China, highlighting that while 90% of mainland Chinese have heard of "Buddha", only around 60% have been to temples for worship. The number of those who have read or seen the Buddhist scriptures is less than 15%. Estimates suggest that only about 80,000 Chinese people genuinely practice and believe in Buddhism. Additionally, a significant percentage (89.6%) claims to have no religious affiliation, with only 10% identifying with a religion. Within this, 6.7% follow Buddhism, 1.9% Christianity, and 0.5% Islam. [5]

The article notes the recent trend among the younger generation in China who are increasingly visiting temples, engaging in Buddhist practices, and seeking spiritual solace, viewing these activities as more meaningful than academic pursuits. During the post-COVID-19 period, there has been a surge in tourists visiting temples, such as Lama Temple in Beijing, drawing an average of 60,000 visitors daily in January. [5]

Furthermore, the economic impact of Buddhism, often referred to as "Buddhist Economy," is evident in the significant revenue generated by popular temples. For instance, Lama Temple has earned over 67 million yuan solely from ticket sales in the first quarter of the year. The growing interest in temple visits is seen as a form of cultural and spiritual consumption, providing a boost to the local economy.

In summary, Buddhism is considered the most influential religion in China today. The majority of the younger generation in China may not adhere to a specific religious belief, but they hold a reverence for sacred elements. Engaging in temple visits, worshipping Buddhist statues, and embracing beliefs contribute to economic prosperity, creating what is termed a "Buddhist Economy." This economic impact allows numerous temples across China to generate substantial revenue, benefiting local governments by creating jobs and additional income.

4.2 Auspicious Objects in China

There are many similarities between Thai and Chinese people, including a shared belief in auspicious objects. Chinese culture is rich with various auspicious items commonly found in department stores and the homes of Thai-Chinese individuals. [6] There are following:

4.2.1 Hok Lok Chiu

Hok Lok Chiu represents three Chinese gods revered from China's past, symbolizing success, wealth, and longevity. Worshipping this sacred object is believed to bring prosperity, happiness, and health. It's essential to place all three gods together, starting with Chiu on the left, Lok in the middle, and Hock on the right. Traditionally, they were placed in this order due to Chinese characters being written from right to left. However, modern arrangements may alternate according to left-to-right reading. The ideal location for Hok Lok Chiu is in the eastern area of the living or dining room, about 5 feet above the floor, facing the house but not the door or window, and avoiding unlucky spots like corners or bathrooms.

4.2.2 Di Zhu Ye

Di Zhu Ye, the God of the Earth Element, is highly respected by the Chinese as the god of the house. Believed to be the god closest to humans, Di Zhu Ye originated from ancient times when the Chinese sought divine protection while searching for new places to live. Setting up a shrine to worship Di Zhu Ye is



seen as having a god to care for and protect the household, bringing happiness, luck, and prosperity. The shrine should be placed close to the ground, avoiding proximity to doors, stairs, bathrooms, or the kitchen. The front should be open, wide, and bright, without beams or other sacred objects at the top.

4.2.3 Chinese Junk

Considered a sacred auspicious item for Chinese homes and offices, the Chinese junk holds significance, especially among businesspeople. Historically used for trade, the Chinese junk symbolizes wealth and prosperity. Decorating a house or office with a Chinese junk is believed to attract financial luck. It is recommended to place the boat in the east or southeast direction, representing the wood element. The bow of the boat should face inside the house for admission of luck. Adding silver and gold coins further enhances auspiciousness.

4.2.4 A Pair of Lions

In Chinese beliefs, a pair of lions serves as guardian animals. Symbolizing power and wealth, these lions are traditionally placed in front of entrances to protect property and occupants. The ideal lion pair consists of a male and a female. The male treads on the earth under his right paw, defending the home and kingdom, while the female protects a cub under her left paw. Placing a pair of lions in front of the house's entrance, with the female on the left and the male on the right (from the outside to the inside), ensures protection and prominence for the household.

4.2.5 Pi Xiu

Pi Xiu, an auspicious animal popular among Chinese people, resembles a combination of five animals: a lion, a dragon, a deer, a cat, and a bird. According to a story, Pi Xiu broke heavenly laws and, as a punishment, can only eat silver and gold, closing its anus. As a symbol of wealth and prosperity, Pi Xiu is believed to 'Suck in wealth and Keep wealth out.' Placing it visibly, not too low, and not higher than the Buddha, without combining it with other auspicious items, is recommended. The ideal placement includes the safe, desk, living room, or near the house's door, facing the door in the east or northeast direction.

4.2.6 Three-legged toad holding a coin or xiansu

The three-legged toad is a sacred auspicious item believed to promote wealth. Legend has it that it was the pet of Liu Haishan or Liu Hai, the renowned Taoist money-giver. Placing it in front of the house door or diagonally opposite the door attracts good fortune. It should face inside the house (or potentially outside), but avoid placing it directly opposite the door to prevent overwhelming Qi. Strictly refrain from placing it on the floor.

4.2.7 Cai Xing Ye

Cai Xing Ye is the god of fortune, believed to visit the human world once a year on Chinese New Year's Day. Setting a table to worship Cai Xing Ye is a common tradition to bring wealth, happiness, and good luck to the household. Position the deity with his back to the northeast for good energy according to Feng Shui principles. Alternatively, place it on a desk or safe, ensuring it's not too low or higher than a Buddha statue.

4.2.8 Picture of 8 horses

The picture of 8 horses corresponds to the "horse" zodiac sign and symbolizes auspiciousness,



particularly in business matters. Placing it in the "South" direction enhances Feng Shui power in that corner, benefiting those born in the years of the "Snake," "Horse," and "Goat."

4.2.9 Dragon

The dragon, a legendary animal in Chinese beliefs, represents wealth, power, and good luck. As one of the ancient Four Divine Beasts, it is a symbol of Chinese emperors. Placing a dragon at home is believed to enhance chi energy, following Feng Shui principles. Recommended locations include the east or the left side of the house (when looking from the inside), such as living rooms, dining rooms, and offices. Avoid low-energy areas like bathrooms, dressing rooms, or garages.

4.2.10 Gourd

The Calabash Gourd, or Wu Lou (Hu Lu), is an auspicious item in Chinese culture. It has been believed since ancient times to contain holy water or store herbal medicine, promoting health and relieving illness. According to Feng Shui principles, Gourds can absorb and store good energy, bringing happiness and safety to the household. Avoid placing it on the floor.

4.2.11 Jade

Jade is a gem used as jewelry from birth until death. It is an ancient gem associated with prosperity and believed to bring a long lifespan to the wearer. The color and brightness of jade are observed as omens for the wearer, with a bright color indicating good luck and excellence, while a dull color or cracks are considered unfavorable.

4.2.12 Pearls

Pearls are associated with particularly popular among women, are thought to possess the power to enhance dignity, beauty, and youthfulness.

4.3 Auspicious Objects in Thailand

Jewels are precious pieces of jewelry, both beautiful and quite expensive. Owning them not only adds dignity to the wearer but also serves as body adornment. There are also beliefs associated with jewelry crafted from these gems, believed to bring about positive influences and increase auspiciousness for the person donning them.

The "Nopparat" or 9 auspicious gems [7] include diamond, ruby, emerald, yellow topaz, garnet, sapphire, pearl, zircon, and lapis lazuli. Each type holds different beliefs in enhancing one's life, carrying good meanings, and contributing to the wearer's prosperity. These beliefs encompass various aspects such as fortune, happiness, and fulfillment.

4.3.1 Ruby - Success, Fortune

Ruby is derived from the Latin word "Ruber," later called "Rubinus," meaning red. It has been popular and remains the most valuable gemstone from ancient times to the present, often regarded as the king of gems. Ruby symbolizes success and fortune. Historically, it adorned the emperor's crown and sword because it was believed to bring power, vigor, and aid in winning wars. Additionally, humans perceive rubies as symbols of love, kindness, wealth, and understanding. Consequently, ruby rings are commonly chosen as engagement rings. [8]



4.3.2 Moonstone - Shade, Happiness

Moonstone is distinguished by its reflective, shimmering surface, earning its name from the smooth, whitish-blue appearance resembling the moon. It is believed that those who wear moonstone experience coolness, joy, and possess a protective energy, particularly beneficial for women and young children, promoting the balance of lunar and yin energies. Moonstone is considered a gem that brings good fortune to its wearers, translating into happiness and prosperity.

4.3.3 Zircon - Prosperity, Abundance

Zircon, derived from the Arabic word "Zarkun," often exhibits a seafoam greenish-blue hue when found in contemporary markets. It is believed that zircon can ward off malevolent spirits, bringing wealth and prosperity to its possessor. Associated with honor, reputation, and the enhancement of wisdom, zircon is thought to increase intelligence. Ancient cultures regarded zircon as a gem of good fortune, utilizing it in esoteric rituals. Any color change in the mineral is considered a warning sign for the wearer, indicating potential danger.

4.3.4 Emerald - Devotion, Courage

The term "Emerald" originates from the Greek word "Smaragdos," signifying the green color as a representation of devotion and courage. Ancient beliefs held that emeralds could dispel various troubles, promoting matters of love and fostering complete happiness. They were thought to inspire deep, lasting love and help individuals form harmonious bonds. Additionally, emeralds were believed to assist in balancing the elements within the body.

4.3.5 Citrine - Charismatic, Loving

Citrine belongs to the quartz family, akin to amethyst and smoky quartz, and is known for its yellow hue, which complements the Thai complexion. Considered a symbol of friendship, citrine is believed to enhance communication skills, boost creativity, and bring good fortune. Wearing citrine as a ring or necklace is thought to usher in good luck, wealth, and a heightened sense of awareness. It is said to instill a positive mindset, courage, and the ability to dispel negativity, bringing joy and prosperity to the wearer.

4.3.6 Diamond - Grandeur, Triumph

Diamonds symbolize grandeur, bringing wealth and prosperity to the wearer. Believed to facilitate peaceful sleep, ward off nightmares, and offer protection, diamonds are associated with triumph over adversaries. They instill courage to face challenges with awareness, making them suitable for those lacking confidence or bravery. Diamonds are known to stimulate the will to confront various issues and are particularly fitting for individuals feeling insecure, lethargic, or indifferent, encouraging them to rise and confront challenges with renewed vigor.

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4.3.7 Sapphire - Compassion, Grace

The term "Sapphire" is derived from the Persian "Saffir" or the Greek "Sappheiros," translating to the color blue. Sapphires symbolize sincerity and stability, offering protection from potential dangers for those who wear them. They lead to a life filled with brightness and vitality. Believed to be a blue gemstone capable of extinguishing fires, sapphires are associated with a cool and stable demeanor. The serene blue color is thought to provide a sense of calmness and security.

4.3.8 Garnet - Good Health, Longevity

The term "Garnet" translates to the red gemstone derived from the Latin word "Granatus," meaning seeds of the pomegranate. Garnet is believed to symbolize enduring longevity, fostering relationships of love and good health. Possessing a garnet is thought to help address issues in love and relationships and can be used as an amulet for protection, warding off spirits and promoting a long life. When used as jewelry, garnets are believed to bring good luck and prosperity, ushering in wealth and abundance for the wearer.

4.3.9 Cat's Eye - Protection, Safeguard

Some refer to it as the "Cat's Eye." Believed to provide protection and bring prestige to the wearer, it has earned a reputation for its guardian qualities. Additionally, the Cat's Eye is thought to resemble three eyes, enhancing the wearer's ability to foresee events clearly. Endowed with the power to ward off malevolent spirits, it contributes to charisma, reputation, and success in life. Regarded as a divine gem, the Cat's Eye acts as a shield, ensuring the safety and protection of the wearer from various dangers.

4.4 Consumption of jewelry for the occasion Festivals and events

According to data reported by iiMedia.cn in September 2020, Chinese consumers prefer to purchase jewelry for various occasions. Specifically, 39.4 percent of consumers buy jewelry when celebrating festivals and commemorative events. Additionally, 35.2 percent of consumers purchase jewelry for important events. Jewelry consumption also includes giving it as gifts to others, accounting for 34.3 percent, and using it in marriage ceremonies, which represents 31.8 percent. [9]

The jewelry industry is continuously evolving, with an expanding market for various types of jewelry. There are increasingly detailed segments within the market, particularly in countries like China, which has a vast scope. It is crucial to stay informed about developments in the jewelry industry across different regions in China, as demand and economic factors vary. Each area may have unique reasons and motivations driving its jewelry industry, making it essential to consider further analysis for effective decision-making.

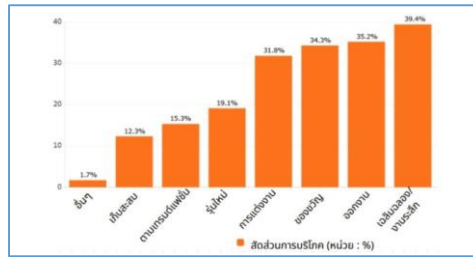


Figure 1 Chart Consumption of jewelry for the occasion Festivals and events

Reference: [9]

4.5 Jewelry market trends

According to Allied Market Research [10], in 2019, the global artificial jewelry market was valued at US\$32.9 billion. Women accounted for more than half of all artificial jewelry consumption. It is expected that the global artificial jewelry market value will increase to 59.7 billion USD by 2027. Between 2020 and 2027, artificial jewelry is projected to have an average annual growth rate of 7.8%. Corresponds to Grand View Reserve, which said that the global jewelry market, valued at \$353.26 billion in 2023, is projected to grow at a CAGR of 4.7% from 2024 to 2030 due to rising and changing lifestyles.

Regarding the world's significant artificial jewelry consumer markets, they encompass traditional main markets such as the United States, Canada, and Germany, as well as emerging markets like China, Brazil, and India, which show a tendency for higher growth among the new generation and working women.

4.6 Statistics on Thai silver jewelry exports to the Chinese market

The Overseas Trade Promotion Office (2023) [11] has provided information stating that silver jewelry is considered one of Thailand's crucial export products, with destination countries including the United States, China, Japan, and various ASEAN nations. China boasts the world's largest silver jewelry market, and Thailand stands out as its primary importer. In 2022, the total market value of silver jewelry imports to China reached \$74.91 million (approximately 2,611 million baht), representing a market share of 39.37 percent.

Throughout the spread of the COVID-19 virus, Thai silver jewelry exports have been significantly affected by epidemic control measures, particularly in China. The strict and prolonged lockdowns have impacted import and export volumes. Examining the period from 2021 to September 2022 [11], export growth rates returned higher as global travel restrictions eased and the economy began to recover. The weakening baht also played a role. However, China remains stringent in controlling COVID-19, continuously causing orders from Thailand to decrease. This is despite China relaxing its COVID-19 prevention measures in 2022, opening the way for foreigners to enter. Nevertheless, imports of silver jewelry from Thailand continue to decline, albeit with a less severe slowdown rate of -9.28 percent, reflecting the recovery of the world economy and the relaxation of some of China's lockdown measures.

At the beginning of 2023, between January and February, the value of silver jewelry exports to China was 7,465.31 million baht, lower than the same period in 2022. [11] If the export rate continues throughout the year, the annual sales value will be two times lower than last year, with a total value slightly higher than in 2020. Another factor affecting the decline in Chinese orders from Thailand is China's

increasing preference for imports from Italy. Italy is a key competitor in the export of silver jewelry to China, holding a market share as high as Thailand. In 2022, Italy had a market share of 31.33 percent, compared to 14.77 percent in 2020, indicating rapid growth. This year, the growth rate is expected to change in a positive way. The export value will be higher than in 2022 as China's economy recovers. Demand for imported silver jewelry is also expected to increase. Although China imports less silver jewelry and prefers importing from Italy, Thailand is still a major importer, holding a 35-53 percent share of this product market in China. [11]

China's status as one of the largest silver jewelry export markets provides an opportunity for Thailand to increase its market share. The improved quality of life of Chinese citizens and higher incomes, especially among teenagers, has increased purchasing power for jewelry. Although China produces its own silver jewelry, there is still demand for imports. Thai silver jewelry, known for being affordable and unique to the region, still promises to expand its market share in China.

4.7 Related research

Dr. Worathanat Achirathanon [12], The Power of Faith in Auspicious Objects, Jewelry, and Gems: In Thai society, the popularity of auspicious objects and their integration into jewelry and gems is significant. The future trends indicate that people will increasingly worship auspicious objects and invest in jewelry and gems to achieve the highest success in their endeavors. The rise of E-Commerce has popularized these items due to the ease of access it provides. Through E-Commerce, buyers and sellers can easily meet, exchange ideas, and trade. This flexibility has driven the trend of auspicious objects, jewelry, and gems online, making them widely popular. By leveraging modern technology like E-Commerce, the popularity of these items has grown significantly among the public.

Patamas Pinnukul [13], The Application of Auspicious Chinese Animal Signs to Jewelry Design: This research article to study the auspicious symbols of Chinese animals and apply them to jewelry design, considering the material, patterns, and art of Chinese shrines in Phuket. The study examines the satisfaction derived from the jewelry design sketches, leading to the production of the final pieces. The research found that: 1) The auspicious animal symbols in Chinese art at provincial shrines communicate meanings of faith and auspiciousness. These symbols are used in jewelry design to create new dimensions that enhance the auspiciousness, forming a meaningful identity. 2) The application of Chinese auspicious animals in jewelry design involves incorporating the concepts and patterns of these animals, which align with the ideal meanings of auspiciousness. This design process results in jewelry that serves as a representative of auspiciousness, crafted through meticulous production methods.

Lu Tang [14] A comparative analysis of beliefs regarding Thai and Chinese Zodiacs: This research to compare the beliefs about Thai and Chinese zodiacs by analyzing the beliefs related to the 12 zodiac signs from "The Book of the Twelve Zodiacs" by S. Plai Noi and a Chinese zodiac book written by a Chinese author and published in the People's Republic of China. The research found that some beliefs about the Thai and Chinese zodiacs are similar, particularly in original beliefs and superstitions, including beliefs about natural phenomena, medicine, the afterlife, sacred objects, and the characteristics of people and animals.

However, due to the different social and cultural environments of Thai and Chinese people, the beliefs describing the zodiac year differ, especially those influenced by religion.

Noppadon Somruk [15], The Results of Beliefs and Behaviors for Choosing to Buy Gemstone Jewelry That Matches the Birth Zodiac Signs of People in Bangkok: The study found that personal factors are related to the behavior of choosing to buy gemstones that match the birth zodiac signs of people in Bangkok. Specifically, gender, age, status, education, and average monthly income of consumers are related to the selection of jewelry according to birth zodiac signs. Additionally, age, occupation, average monthly income, and religion of consumers are related to the average number of times jewelry purchases are made.

5. Research Methodology

5.1 Research Model

In this study, the researcher employed both quantitative and qualitative research models to examine the similarities and differences in the belief culture about lucky jewelry among Thai and Chinese people. A questionnaire was used as a tool to collect data, and respondents self-administered the questionnaire and Interview.

5.2 Population and Sample Group

The population consists of Thai students from Nakhon Pathom Rajabhat University and Chinese exchange students at Nakhon Pathom Rajabhat University. The sample group was selected using a purposive sampling and included third-year Business English Department students and ten exchange Chinese students at Nakhon Pathom Rajabhat University.

5.3 Research Tools

The tool used in this research was a set of 20 questionnaires, consisting of primary information with closed-ended questions and interview. The questionnaire was divided into two parts:

Part 1: General personal information of respondents.

Part 2: Beliefs about the symbols of Thai and Chinese lucky necklace.

5.4 Collection of data

Data was collected using an online questionnaire distributed through Google Forms. The questionnaire targeted consumers aged 21-25, and data was collected in April 2024.

5.5 Statistics Used in Data Analysis

Basic statistics were used to calculate Mean (\bar{x}). Descriptive analysis statistics were employed to find percentages, which were used to describe the demographic information of the respondents and the information obtained from the study.

6. Data Analysis

In the study of the culture of belief in the similarity of the lucky necklace between Thai people and Chinese people, the main objective is to examine the beliefs in the lucky symbols of Thailand and China and to study the similarities and differences in these beliefs between Thai and Chinese people using a sample questionnaire. The sample group used in this research consists of 3rd-year Business English students

at Nakhon Pathom Rajabhat University and 20 Chinese exchange students at Nakhon Pathom Rajabhat University. The researcher analyzed the data and presented the results as follows:

6.1 General Personal Information of Respondents

6.1.1 Gender

Table 1 : Number and Percentage of Respondents by Gender.

Gender	Number	Percentage (%)
Females	15	75.00
Males	5	25.00
Total		100.00

From the data in Table 1, it was found that the majority of respondents interested in the lucky charm were female, with 15 females (75%) and 5 males (25%). Males are interested in Romantic relationships and Health. On the other hand, female are more interested in Financial prosperity and Romantic relationships.

6.1.2 Age

Table 2 : Number and Percentage of Respondents by Age.

Age	Number	Percentage (%)
21-25 years old	20	100.00
15 -20 years old	0	0
Total		100.00

From the data in Table 2, it was found that respondents aged 21-25 years old showed the most interest in lucky jewelry, reflecting a modern demographic seeking good luck for themselves.

6.2 Belief in the Symbol of Thai and Chinese Lucky Necklace.

6.2.1 Interest in Beliefs About the Symbol of a Lucky Necklace.

Table 3 : Number and Percentage of Respondents Interested in the Belief in the Lucky Necklace Symbol.

Interested in the Belief in the Lucky Necklace Symbol	Number	Percentage (%)	S.D.
Influence	19	95.00	0.22
No Influence	1	5.00	0.21
Total		100.00	0.44

From Table 3, it was found that most respondents were interested in the belief in the lucky symbol, with 19 people (95%, S.D = 0.22) expressing interest, while only 1 person (5%, S.D = 0.21) did not believe in the lucky symbol.



6.2.2 Areas in Which Good Luck is Desired

Table 4 : Number and Percentage of Respondents' Needs for Good Luck in Various Areas.

Areas in Which Good Luck is Desired	Number	Percentage (%)	S.D
Financial prosperity	15	32.61	0.43
Romantic relationships	13	28.26	0.47
Health and well-being	10	21.74	0.5
Career progression	8	17.39	0.48
Total		100.00	1.89

From Table 4, the need for good luck in various aspects of life was examined. Respondents could select more than one answer to provide a variety of responses. The results are as follows: most people wanted good luck in financial prosperity (15 people, 32.61%, S.D = 0.43), followed by romantic relationships (13 people, 28.26%, S.D = 0.47), health and well-being (10 people, 21.74%, S.D = 0.5), and finally, career progression (8 people, 17.39%, S.D = 0.48).

6.2.3 Reasons for Buying a Lucky Necklace

Table 5 : Number and Percentage of Consumers Classified by Reason for Buying Lucky Necklaces.

Reasons for Buying a Lucky Necklace	Number	Percentage (%)	S.D.
Personal use	17	54.84	0.35
As a gift	10	32.26	0.5
Collection	3	9.68	0.35
Represent status	1	3.23	0.21
Total		100.00	1.43

From the information in Table 5, the reasons for buying a lucky necklace were varied, with respondents able to select more than one reason. It was found that most respondents bought a lucky necklace for personal use (17 people, 54.84%, S.D = 0.35), followed by those who bought it as a gift (10 people, 32.26%, S.D = 0.5), for collection purposes (3 people, 9.68%, S.D = 0.35), and to represent status (1 person, 3.23%, S.D = 0.21).



6.2.5 Influential People in Buying Lucky Necklaces

Table 6 : Number and Percentage of People Influencing the Purchase of Lucky Necklaces.

Influential People in Buying Lucky Necklaces	Number	Percentage (%)	S.D.
Personal inclinations	13	65.00	0.47
Acquaintances	4	20.00	0.4
Public figures	2	10.00	0.3
Parents	1	5.00	0.21
Total		100.00	1.39

From the data in Table 6, it was found that the person who most influenced the decision to buy a lucky necklace were personal inclinations (13 people, 65%, S.D = 0.47), followed by acquaintances (4 people, 20%, S.D = 0.4), public figures (2 people, 10%, S.D = 0.3), and parents (1 person, 5%, S.D = 0.21).

6.2.6 Lucky Symbols of Interest

Table 7 : Number and Percentage of Consumers Classified by Symbol of Interest

Lucky Symbols of Interest	Number	Percentage (%)	S.D.
Diamonds	16	21.33	0.4
Dragons	14	18.67	0.45
Pearls	14	18.67	0.45
Jade	13	17.33	0.47
Ruby	8	10.67	0.48
Chinese junks	6	8.00	0.45
Zircon	2	2.67	0.3
Tie Duo Yue	2	2.67	0.3
Total		100.00	3.34

From the data in Table 7, respondents could select more than one answer. It was found that the most popular symbols were diamonds (16 people, 21.33%, S.D = 0.4), dragons (14 people, 18.67%, S.D = 0.45), pearls (14 people, 18.67%, S.D = 0.45), jade (13 people, 17.33%, S.D = 0.47), ruby (8 people, 10.67%, S.D = 0.48), Chinese junks (6 people, 8%, S.D = 0.45), zircon (2 people, 2.67%, S.D = 0.3), and the Tie Duo Yue symbol (2 people, 2.67%, S.D = 0.3).



6.2.7 Differences in Lucky Symbols between Thai and Chinese People

Table 8 : Number and Percentage of Opinions on the Differences in Lucky Symbols Between Thai and Chinese People.

Differences in Lucky Symbols Between Thai and Chinese People	Number	Percentage (%)	S.D.
Different	12	60.00	2.47
The same	8	40.00	1.68
Total		100.00	4.16

From the data in Table 8, the responses indicated that most people believe the lucky symbols of Thai and Chinese people are different (12 people, 60%, S.D = 2.47), while some believe they are the same (8 people, 40%, S.D = 1.68).

6.3 Interview Data

During the interviews, respondents provided interesting answers to the question, "Do you think the cultural beliefs between Thai people and Chinese people are different?" The majority, 12 people, said yes, it is different. 10 people did not provide reasons, but 2 offered notable reasons:

"Yes, for example, some Thai people believe in religion, but most Chinese people do not."

"I think there are differences in some beliefs."

8 respondents said no, it is the same. 6 did not provide reasons, but 2 offered notable reasons:

"It's not a different culture."

"Thailand often uses lucky colors to increase confidence, and the only lucky color in China is red."

7. Conclusion and discussion

The study is titled "Generation Z and the Allure of Luck: A Cross-Cultural Analysis of Lucky Necklaces in Thailand and China" It aims to understand the cultural significance of these necklaces in both societies. The study surveyed a sample group of third-year Business English Department students and ten exchange Chinese students at Nakhon Pathom Rajabhat University. A purposive sampling method was employed to select the participants, which included ten students from each group. The data collection process used a mixed-methods approach involving a questionnaire survey and 20 semi structured interviews. The study findings will provide valuable insights into the language proficiency of the selected student groups. The results can be summarized and discussed as follows.

Hypothesis 1: Gen Z Chooses to Wear Lucky Necklaces with Symbols Representing Their Desires, Especially Romantic relationships.

According to the survey results, Gen Z is more interested in financial matters, accounting for 32.61%. This may be due to the uncertain economic situation, leading the younger generation to seek financial luck as a form of reassurance. Following this, 28.26% are interested in love and relationships, 21.74% in health, and surprisingly, 17.39% wish for luck in their careers. Despite many Gen Z individuals not yet being in the workforce, they desire career luck. The researcher interprets this as reflecting the concerns of Gen Z students who are about to graduate and are worried about finding jobs in an uncertain economy. Thus, they seek assurance that they will have secure employment in the future.

Hypothesis 2: Gen Z Believes that Thai and Chinese Superstitions Differ.

The survey results show that 60% of respondents, representing 12 people, believe there is a difference between the superstitions of the two cultures. They note significant differences in religious beliefs, with Chinese individuals typically being less religious, while Thais place more importance on religion due to education and family influences. This has led to the continuation of religious significance in Thai culture. On the other hand, 40% of respondents, representing 8 people, believe the superstitions are similar. They point out that both cultures emphasize lucky colors: Thais use lucky colors to boost confidence, while Chinese people especially value the color red for bringing luck to themselves and their families. These findings align with the researcher's hypothesis.

In conclusion, the cultures of Thai and Chinese people are different, yet they share similarities. The culture of belief cannot be judged as entirely the same or different, as it is worth learning from each other. While there may be differences, understanding and studying these cultural differences can help us live harmoniously with other cultures.

8. Suggestions

8.1 Increase data collection from real users to gather more interesting information.

8.2 Consider adding questions to create a comprehensive questionnaire, such as asking about the respondent's income or the types of advertising media they encounter, to ensure reliable data analysis.

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