

Perception and Cultural Aspect of Korean Traditional Food : Comparison Between Mongolian and Yanbian Korean Housewives

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Consumers choose foods from ideas and cultures, consumer analysts must be global thinkers to understand the structure and culture of any country in the world and hence to reach today's consumer. The purpose of this study was to identify the dimensions and pattern types for the perception of Korean traditional food and to find the determinants of the pattern types of Mongolian and Yanbian Korean housewives. Data were collected from 305 Mongolian and 200 Yanbian Korean housewives. A questionnaire was designed to identify the perceptual types, and the variable for perceptual types included 6 items measured by five-point scale. The 6 items analyzed are : perception of Korean traditional food and table arrangement, the impact of traditional food on health, assessment of comparing Korean traditional food with foreign food, perception of succession of Korean traditional food, need for development of Korean traditional food, intention of using the traditional food. Data were factor and cluster analyzed. The results revealed two different dimensions and pattern types for Mongolian and Yanbian : high involved perception vs. low involved perception group for Mongolian sample and traditional-modern vs. traditional-oriented group for Yanbian sample. Statistical analysis showed that those two perceptual pattern types are likely to vary depending on socio-demographic and cultural background of Mongolian as well as Yanbian Korean housewives. Family income, education, age, family size, years of marriage are significantly related with the perceptual types. Variables reflecting food cultural tendency, such as personal impact on learning traditional food, source of interests and reasons for preferring traditional food, preparing for holidays and family events are significant in explaining perceptual pattern types. Finding similarities and differences in perceptual pattern types between Mongolian and Yanbian Korean housewives may have important implications for globalization of Korean traditional food culture in Asian areas, especially for those who living in Mongo and Yanbian.