CHAPTER 2
LITERATURE REVIEW

This research studies the youth’s attitude towards Thai Cuisine in Dongguan city, China. Some theories relate to this research are as follows:

1. Attitude
2. Customer Satisfaction
3. Preference
4. Chinese Youth eating habits
5. Japanese Cuisine
6. Korean Cuisine

2.1 Theories of Attitude


“a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor.”

Prominent psychologist Gordon Allport once described attitudes "the most distinctive and indispensable concept in contemporary social psychology. Attitude can be formed from a person's past and present. Attitude is also measurable and changeable as well as influencing the person's emotion and behavior.

[Carl G. Jung, [1921] 1971:par. 687]

“readiness of the psyche to act or react in a certain way”

Attitude is one of Jung’s 57 definitions in Chapter XI of Psychological Types. Jung's definition of attitude is a "readiness of the psyche to act or react in a certain way" (Jung, [1921] 1971:par. 687). Attitudes very often come in pairs, one conscious and
the other unconscious. Within this broad definition Jung defines several attitudes. The main (but not only) attitude dualities that Jung defines are the following.

- **Consciousness and the unconscious.** The “presence of two attitudes is extremely frequent, one conscious and the other unconscious. This means that consciousness has a constellation of contents different from that of the unconscious, a duality particularly evident in neurosis”. (Jung, [1921] 1971: par. 687)

- **Extraversion and introversion.** This pair is so elementary to Jung's theory of types that he labeled them the “attitude-types”.

- **Rational and irrational attitudes.** “I conceive reason as an attitude”. (Jung, [1921] 1971: par. 785)

The rational attitude subdivides into the thinking and feeling psychological functions, each with its attitude.

The irrational attitude subdivides into the sensing and intuition psychological functions, each with its attitude. "There is thus a typical thinking, feeling, sensation, and intuitive attitude" (Jung, [1921] 1971: par. 691).

- **Individual and social attitudes.** Many of the latter are “isms”.

In addition, Jung discusses the abstract attitude. “When I take an abstract attitude...”. (Jung, [1921] 1971: par. 679) Abstraction is contrasted with creationism. “CREATIONISM. By this I mean a peculiarity of thinking and feeling which is the antithesis of abstraction”. (Jung, [1921] 1971: par. 696). For example: “I hate his attitude for being Sarcastic.”


Explicit Measurements Explicit measures tend to rely on self-reports or easily observed behaviors. These tend to involve bipolar scales (e.g., good-bad, favorable-unfavorable, support-oppose, etc.).

Explicit measures can also be used by measuring the straightforward attribution of characteristics to nominate groups, such as “I feel that baptists are....?” or “I think that men are...?”


Daniel Katz classified attitudes into four different groups based on their functions:

**Utilitarian**: provides us with general approach or avoidance tendencies

**Knowledge**: help people organize and interpret new information

**Ego-defensive**: attitudes can help people protect their self-esteem

**Value-expressive**: used to express central values or beliefs

**Utilitarian** People adopt attitudes that are rewarding and that help them avoid punishment. In other words any attitude that is adopted in a person's own self-interest is considered to serve a utilitarian function. Consider you have a condo, people with condos pay property taxes, and as a result you don't want to pay more taxes. If those factors lead to your attitude that "Increases in property taxes are bad" you attitude is serving a utilitarian function.

**Knowledge** People need to maintain an organized, meaningful, and stable view of the world. That being said important values and general principles can provide a framework for our knowledge. Attitudes achieve this goal by making things fit together and make sense. Example:

-I believe that I am a good person.
-I believe that good things happen to good people.
-Something bad happens to Bob.
-So I believe Bob must not be a good person.

**Ego-Defensive** This function involves psychoanalytic principles where people use defense mechanisms to protect themselves from psychological harm. Mechanisms include:
-Denial
-Repression
-Projection
-Rationalization

The ego-defensive notion correlates nicely with Downward Comparison Theory which holds the view that derogating a less fortunate other increases our own subjective well-being. We are more likely to use the ego-defensive function when we suffer a frustration or misfortune.

**Value-Expressive** serves to express one's central values and self-concept.

Central values tend to establish our identity and gain us social approval thereby showing us who we are, and what we stand for.

An example would concern attitudes toward a controversial political issue.

**2.2 Theory of Customer Satisfaction**


Customer satisfaction is defined as “the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals.”

In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses.

“Within organizations, customer satisfaction ratings can have powerful effects. They focus employees on the importance of fulfilling customers’ expectations. Furthermore, when these ratings dip, they warn of problems that can affect sales and profitability. . . . These metrics quantify an important dynamic. When a brand has loyal customers, it gains positive word-of-mouth marketing, which is both free and highly effective.”
“In researching satisfaction, firms generally ask customers whether their product or service has met or exceeded expectations. Thus, expectations are a key factor behind satisfaction. When customers have high expectations and the reality falls short, they will be disappointed and will likely rate their experience as less than satisfying. For this reason, a luxury resort, for example, might receive a lower satisfaction rating than a budget motel—even though its facilities and service would be deemed superior in ‘absolute’ terms.”

“Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty.” “Customer satisfaction data are among the most frequently collected indicators of market perceptions. Their principal use is two fold”:

“Within organizations, the collection, analysis and dissemination of these data send a message about the importance of tending to customers and ensuring that they have a positive experience with the company’s goods and services.”

“Although sales or market share can indicate how well a firm is performing currently, satisfaction is perhaps the best indicator of how likely it is that the firm’s customers will make further purchases in the future. Much research has focused on the relationship between customer satisfaction and retention. Studies indicate that the ramifications of satisfaction are most strongly realized at the extremes.” On a five-point scale, “individuals who rate their satisfaction level as ‘5’ are likely to become return customers and might even evangelize for the firm. (A second important metric related to satisfaction is willingness to recommend. This metric is defined as “The percentage of surveyed customers who indicate that they would recommend a brand to friends.” When a customer is satisfied with a product, he or she might recommend it to friends, relatives and colleagues. This can be a powerful marketing advantage.) “Individuals who rate their satisfaction level as ‘1’, by contrast, are unlikely to return. Further, they can hurt the firm by making negative comments about it to prospective customers. Willingness to recommend is a key metric relating to customer satisfaction.”

The usual measures of customer satisfaction involve a survey with a set of statements using a Likert Technique or scale. The customer is asked to evaluate each statement and in term of their perception and expectation of performance of the organization being measured. Their satisfaction is generally measured on a five-point scale.


Wirtz & Lee (2003), they identified a six-item 7-point semantic differential scale (e.g., Oliver and Swan 1983), which is a six-item 7-point bipolar scale, that consistently performed best across both hedonic and utilitarian services. It loaded most highly on satisfaction, had the highest item reliability, and had by far the lowest error variance across both studies. In the study, the six items asked respondents’ evaluation of their most recent experience with ATM services and ice cream restaurant, along seven points within these six items: “pleased me to displeased me”, “contented with to disgusted with”, “very satisfied with to very dissatisfied with”, “did a good job for me to did a poor job for me”, “wise choice to poor choice” and “happy with to unhappy with”.

It seems that dependent on a trade-off between length of the questionnaire and quality of satisfaction measure, these scales seem to be good options for measuring customer satisfaction in academic and applied studies research alike. All other measures tested consistently performed worse than the top three measures, and/or their performance varied significantly across the two service contexts in their study. These results suggest that more careful pretesting would be prudent should these measures be used.


A semantic differential (4 items) scale, which is a four-item 7-point bipolar scale, was
the second best performing measure, which was again consistent across both contexts. In the study, respondents were asked to evaluate their experience with both products, along seven points within these four items: “satisfied to dissatisfied”, “favorable to unfavorable”, “pleasant to unpleasant” and “I like it very much to I didn’t like it at all”.

2.3 Preference


[Scherer, K.R. (2005). What are emotions? And how can they be measured? Social Science Information, 44, 695-729.] One could interpret the term “preference” to mean evaluative judgment in the sense of liking or disliking an object which is the most typical definition employed in psychology.


2.4 Chinese youth eating habits

2.4.1 Chinese people’s eating habit

[Jie Chen, 2010, Analysis of Swedish consumers’ attitude to Chinese food, Gotland University] Chinese people use chopsticks with one hand when they eat instead of knife and fork
which western people used to. Different from “individual dining”, Chinese people would like to sitting around table and enjoy meals with common plates or bowls. They chat during eating and even do business on dinner table. Eating is one of the most important things in their lives. Sally Hammond (2007) has said: ” Eating in this country (means China here) is a happy social activity and the plentiful, freshly-prepared and tasty food is meant to be shared and enjoyed.”

About ten years ago, when people met outdoor, they usually greeted each other with one sentence, “have you eaten?” They did not look forward to be replied with what someone had eaten exactly, it just shown their care and politeness. Having a good appetite and eating good food mean someone live a nice life and have a good mood. Chinese not only enjoy eating but believe eating good food can bring harmony and closeness to the family and relationships, holds true (Vivian, 2009).

Chinese people like eating together. They also like getting different ingredients combined for cooking. If you never try some dishes, you hardly recognize which materials are used. Chinese people, especially herbalist doctors, they believe different materials have different natures. There is a saying in China, “food is better than medicine for health” (Eating Custom in China).

The philosophy of Yin and Yang (a kind of Chinese ancient philosophy theory which presented everything has two sides, opposite and unity) finds prominence in Chinese food. The Chinese maintain a balance in the food texture, color and flavor by following the basic principles of Yin and Yang. Food that has the cooling properties are said to have yin and those items which have the warm properties are said to have yang. The idea is to achieve a healthy balance between the two. (Vivian, 2009)

For example, lamb has the nature of hot. It is good to eat with turnip which has the cooling nature. The two materials can supplement each other in properties as the result of getting their most efficient role of offering nutrition for human body.

People in south of China live on rice and people in north prefer wheaten food. Chinese people like eating good food and spending time on cooking. For example, the wheaten foods have a few kinds, such as steam bread, noodle, pancake, dumpling, steamed stuffed bun and etc. Each of them has lots of different taste and shapes differ
from production method and process. The rice and wheaten foods is the staple food which are called “fan” in Chinese. While the dishes made of vegetables, meats, fish or eggs have the Chinese name of “cai” which is full of changes more than “fan”. Chinese cuisine is excellent in color, smell, taste, meaning and shape. It is not good enough for one dish which just has delicious taste and nice smell. It also needs to be easy on the eye and with a good meaning, like a story about the dish’s name or background.

### 2.4.2 Youth and emotional eating habits

[Jodi Schulz, (September 12, 2012). Michigan State University Extension]

Bad health and nutrition habits often begin as a result of emotional eating. It’s so important for youth to maintain healthy eating habits even in the times of emotional highs and lows. Remember that emotional eating doesn’t just happen when youth experience those negative feelings like anxiety, fear and restlessness. Emotional eating can also happen as a result of positive feelings such as celebrations (winning a football game or passing a milestone), excitement (trying something new) or rewards (receiving a food or gift certificate for an accomplishment).

According to KidsHealth, there are three techniques adults can use to help youth manage emotional eating habits:

**Explore why they are eating and find a replacement activity.**

--Try to find the emotion or physical status tied to why they are eating. Are they bored, stressed out, tired, etc.? Then look for something else to do: call someone, exercise, change routines, start homework, etc.

**Have youth write down the emotions that trigger their eating.**

--Create a mood/food journal so youth can keep track of their feelings and eating patterns. Journaling will show a correlation between what they feel and what they eat. Based on this information, you’ll be able to help youth find a more positive alternative to their emotional eating.

--Encourage youth to pause and “take five” before they reach for food.
Ask youth to take a few minutes to relax after they get home from school or practice before they begin eating. Are they eating out of emotion? Habit? Lack of time? It’s great if youth have the opportunity to take a few minutes to transition from one part of their day to the next. Talk to them about their day, how they are feeling and what they are thinking.

Don’t forget to model the behavior we expect from youth. You can work alongside youth to discover what emotional triggers cause you to eat. Try alternatives to eating together, such a exercise, finding a new hobby or changing your daily routine.

2.4.3 Youth and unhealthy habits

Youth have a growth spurt, and the food intake affects physical development. The youth with good nutrition can be healthy people by having balance food such as low fat and high calorie food. The energy needs of an individual depend on body size and composition, level of physical activity, environmental temperature, and genetic metabolic considerations. Dietary recommendation is difficult to set for adolescents because of the need allow for growth and development to progress at the same time.

Daily energy requirement in youth aged 15-19 years is 2200-3000 kcal. The majority of the total energy intake should come from carbohydrate 50-60%, from protein 10-15%, and from fat 25-30%. Protein intake should be quality protein and two-third of protein should be animal protein. Youth need more mineral to maintain physical growth and mineral deficiency is a problem in youth. Moreover, youth should receive vitamin intake sufficiently. Youth should drink at least 6-8 glasses of pure water a day (Ministry of Health, 1998).

The eating patterns of children and teenagers have changed significantly over the past two decades. Children and teenagers are eating more frequently, getting a greater proportion of their nutrient intake from snack, eating more meal away from home and consuming more fast food (Crockett and Sims, 1995).

Fast foods are quick, reasonable price, and readily available alternative cooking, while convenient and economical for a busy lifestyle, fast foods are typically high in
calories, fat, sugar and salt (Webners, 2003). In general eat at places that offer a variety of pizza, sandwiches, hamburgers, meat, chicken, fish, salads, desserts. Recommended daily intake is as follows. Calories on average to maintain desirable weight, men need about 2700 calories per day and women need about 2000 calories per day. Daily intake should contain fat no more than 50-80 g, cholesterol no more than 300 mg, and sodium no more than 1100-3300 mg. Snack foods are popular especially with children. The meaning of the word snack refers to food not things to eat with rice. The main ingredients of snacks are starch, coconut cream, and sugars. Snack foods are of two characteristics: industrial type such as packaged snacks and home made type such as sweets. The Food and Drug Organization of Thai has classified types into 12 categories, as follow 1) Crisp rice 2) Bean such as Bean in salt 3) Chocolates, Coco 4) Custard and Pudding 5) Desserts 6) Jellies 7) Ice-cream such as milk ice cream 8) Frozen fruit juices 9) Ice-cream Sunday 10) Candies, Toffee, Lollipop 11) Gum 12) Snack foods from Cereal (Editor, Smart Buyer Magazine, 1999).

Junk food is a slang word for foods with limited nutritional value that are high in salt, sugar, fat or calories and low nutrient content. Salted snack foods, candy, gum, most sweet desserts, fried fast food and carbonated beverages are some of major junk food. Generally, they offer little in term of protein, vitamins or minerals and lots of calories from sugar or fat. The term “empty calories” reflects the lack of nutrient (Webner, 2003).

It is known that adequate nutrient intakes are needed for all youth to promote good health. Although the economic growths can improve income and living standard of populations, this has a far broader influence on their eating habits than one might have been expected. An associated epidemiological transition also takes place as pattern of diseases shift away from infectious and nutrition disorders towards higher rates of Non-Communicable diseases.

The pattern of dietary intakes around the developing countries has been shifting rapidly with respect to fat caloric, sweeteners and animal food sources. While total available energy generally increased in Asia countries, the contribution of dietary fat
to total energy increased from 8.85 in 1962 to 23.7 percent in 1996 in high income countries including Singapore, Hong Kong and Republic of Korea. In low income countries, such as Viet Nam and Laos there has been little increased on average from 13 percent to 15.9 percent in the same period (Florentino, 2002).

One potential source of health problem is the eating habit of young people. Since in 1984, Blum studied the state of adolescent health in Minnesota, found that 70 percent ate salty snacks or sweets everyday and one-third did so several times a day. In Thailand, consumption of dietary fat in population had been increasing approximately 2 to 2.5 times between 1990 and 1995. The Network Against Sweet Food in Thailand has disseminated information on the health effect of sugar consumption. For instance, consuming more than six teaspoons of sugar per day can lead to diseases of the heart and circulatory system. At present, the average Thai consumes 16 teaspoons per day (Kanchanachitra, et al., 2005). Frequent use of snack and fast foods increase over time due largely to availability of many shops and snack bar coupled with modernization and busy schedules of people. Overall underlying these trends has the great impact on shifting to obesity and other consequences such as hypertension, heart disease and diabetes mellitus problems in youth population. One of the most serious diet-related health problems, which are on the increase throughout the world, is that of excessive consumption of certain foods. Young people are often attracted by processed and refined foods, which are sometimes advertised as contributing to a modern way of life. Such foods are often high in fat and sugar, excessive consumption of which results in deficiencies in others, more balance diet.

Diet-related non-communicable diseases which, in the past, were considered to be “disease of affluence” are increasing rapidly in low income groups in both middle-income and high-income countries. Energy intake in excess of expended through physical activity will inevitably result in weight gain, which can have serious implications both for current health and in life later. Obesity is a risk factor for a range of conditions, including cardiovascular diseases, diabetes mellitus, arthritis, gallbladder diseases, some cancers, respiratory dysfunction and various skin conditions (WHO, 1993).
Evidence suggests that up to half of all cardiovascular diseases mortality and between one-third and half of non-insulin dependent Diabetes mellitus may be attributable to dietary factors. A decrease in fat, sugar and salt content of many “modern” diets will have a major impact cardiovascular disease, hypertension and diabetes. There is also evidence that such a change in diet will have an impact on other diseases in adult life, such as cancer of the colon and other cancers (WHO, 1993).

Poor lifestyle habits, such as unhealthy eating and physical inactive, are major contributors to increase morbidity and mortality from chronic diseases such as obesity, hypertension, diabetes, heart disease, cancer, osteoporosis, mental health, dental diseases.

2.5 Japanese Cuisine

2.5.1 Introduction of Japanese Cuisine


Japanese cuisine has developed over the past 2,000 years with strong influences from both China and Korea. But it is only in the last 300-400 years that all the influences have come together to form what nowadays can be described as Japanese cuisine.

One of the major influences was the introduction of rice from Korea around 400 B.C. and within a hundred years it had become the staple food of Japan. Korea's rice growing techniques were passed on to the Japanese during the Yayoi period, as migrating tribes settled in Japan. Rice later came to be used not only for eating, but also to make paper, wine, fuel, building materials and so on. Soy beans and wheat were introduced from China soon after rice and these two ingredients are now an integral part of Japanese cooking. During Japan's development tea, chopsticks and a number of other important food related items were also introduced from China.

The lack of meat products also minimized spice utilization. Pepper and cloves were known from the eighth century and were imported either via China or directly from
Southeast Asia, and garlic was also grown on a small scale. But these spices were used mainly to make medicines and cosmetics.

In the absence of meat, fish was a significant substitute and as an island nation, this source of food was abundant and has influenced many of today's most famous dishes. However, before the introduction of modern delivery systems, the difficulty of preserving and transporting fresh marine fish minimized consumption in inland areas where freshwater fish were commonly eaten instead.

Preserving fish also became popular and sushi originated as a means of preserving fish by fermenting it in boiled rice. Fish that are salted and placed in rice are preserved by lactic acid fermentation, which prevents proliferation of the bacteria that bring about putrefaction. This older type of sushi is still produced in the areas surrounding Lake Biwa in western Japan, and similar types are also known in Korea, southwestern China, and Southeast Asia. In fact, the technique first originated in a preservation process developed for freshwater fish caught in the Mekong River and is thought to have diffused to Japan along with the rice cultivation.

In 1854 trade was renewed with West and soon a new Japanese ruling order took power. The new Emperor Meiji even went as far as staging a New Year's feast in 1872 designed to embrace the Western world. It had a European emphasis and for the first time in over a thousand years, the people publicly ate meat. The general population started to eat meat again after the Meiji Restoration which occurred in 1867.

Today, Japanese cuisine is still heavily influenced by the four seasons and geography. Seafood and vegetables are most commonly eaten. Whilst to some westerners, the food may seem almost bland, freshness, presentation and balance of flavours is of paramount importance.

2.5.2 **Comparison of Thai cuisine and Japanese cuisine**

Chili and flavor are important in Thai cuisine. Most of Thai cuisine is spicy and sour. It is usually strongly flavored. Coconut milk is often added in Thai cuisine. Thai cuisine use basil to stir-fry with different kind of meat, the basil helps food become tastier. Thai cuisine is suitable for people who like strong-taste.

Japanese food has totally different taste from Thai cuisine. Most of Japanese food are not greasy and without strong flavor. Japanese attach great importance to health, and greasy and strongly flavored food is considered unhealthy by them. Japanese use specially sauce to cook or to soak with foods, made the sauce with special and healthy materials. Japanese are renowned for their advocacy of delicate food culture. So every dish they make, even just a bowl of rice, is adorned with some plants. Japanese food is a kind of food suitable for those who care about their health.

2.6 Korean Cuisine

2.6.1 Introduction of Korean cuisine


Korea is a country known for its rich cultural and historical heritage. Rarely does one hear of a country that has managed to preserve its root traditions and has successfully passed them down from generation to generation. Though beset with internal conflict, Korea has still managed to retain its long standing culinary traditions with few influences from other countries. In fact, Koreans can proudly say that their cuisine is distinctly their own and even include it as part of their national identity.

With very little outside influence, Korean cuisine has evolved from the dishes and techniques of the common populace as well as from that of the royal palace. This can be seen in the choice of ingredients, the method of preparation, and on how the dishes are served. Royal palace foods are known to be very elaborate and carefully prepared by women who are trained specifically for the task. There are different palace
positions solely reserved for overseeing the different aspects of food procurement and preparation. The cuisines are varied and do not reflect seasonal changes, unlike those eaten by the peasants. Each of the cuisines of the eight provinces is represented in the meal, making for a huge feast. This grandiosity contrasts with the common man’s food, typically consisting of steamed rice, kimchi, and fish.

But whatever the differences are in royal and common food they share the basic characteristics of the abundant use of spices, the application of the process of fermentation, and the inclusion of a wide variety of side dishes. Spices are in the form of red peppers, garlic, onion, and a number of spice pastes that Koreans prepare themselves. Fermentation is a common process involved in food preparation especially in Korea’s popular side dish, kimchi, which is a common side dish made from cabbages, daikon, and a number of spices. The process of fermentation gives food a distinct taste and packs in nutrients that would otherwise be absent. This interplay of taste and nutrition can be best seen in the kimchi. Kimchi is a national dish and has also grown popular outside the country.

**2.6.2 Comparison of Thai cuisine and Korean cuisine**

[Answers.com, What are the differences between Thai cuisine and Korean cuisine? http://wiki.answers.com/Q/What_are_the_differences_between_Thai_cuisine_and_Korean_cuisine]

Thai cuisine uses many tropical spices, fruits, coconut milk and fiery peppers and features many seafood ingredients. Korean cuisine is more earthy, relying heavily on pickled goods(including KimChee) and featuring braised meats. Both use rice and utilize charcoal grilling as a means of preparation.