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Original Research Article

Communication For Chinese Culinary Culture at China Town in Bangkok

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ABSTRACT

This dissertation examines the communication strategies employed to disseminate Chinese culinary culture in Bangkok's Chinatown (Yaowarat) and investigates their impact on cross-cultural exchange, cultural identity formation, and tourism development. Grounded in theories of cross-cultural communication, soft power, and digital media dissemination, the study constructs an analytical framework that links communication sources, message construction, distribution channels, and audience reception in a multicultural urban context.

Utilizing a mixed-methods approach, quantitative surveys and qualitative interviews were conducted with local Thai residents, Chinese tourists, international visitors, and key stakeholders such as restaurant owners and cultural promoters in Yaowarat. Statistical analysis of the survey data revealed significant differences in perceptions of Chinese culinary culture, underscoring the influential role of digital media in shaping consumer behavior. In-depth interviews further highlighted how culinary enterprises strategically adapt menus, adjust flavor profiles, and integrate culturally resonant decor elements to balance traditional Chinese values with local Thai preferences.

Findings indicate that the integration of traditional communication practices with innovative digital platforms significantly enhances the dissemination of Chinese culinary culture. Social media platforms, in particular, serve as critical conduits for rapid cultural exchange, allowing for real-time consumer interaction and feedback that continuously refine communication strategies. Such hybrid strategies not only bolster cultural transmission but also enhance China's international image and soft power by positioning Yaowarat as a vibrant hub of cultural convergence.

The study extends existing cross-cultural communication models by incorporating the dynamic influence of digital media



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on cultural dissemination. It offers both theoretical and practical contributions, suggesting that integrated online and offline communication strategies can optimize cultural promotion and tourism development. The research recommends that stakeholders invest in advanced data analytics and digital marketing techniques to monitor consumer behavior and adapt communication practices in an ever-evolving digital landscape.

Introduction

In the wave of globalization in the 21st century, the international dissemination of culture has become an important criterion for measuring a country's soft power. China, as one of the world's oldest civilizations, enjoys a global reputation for its culinary culture, an integral part of Chinese culture. Particularly in Thailand, Chinese culinary culture serves not only as a bridge for Sino-Thai cultural exchanges but also as a significant attraction for international tourists. Thailand's Chinatown, as the most representative Chinese cultural enclave in Thailand, plays a unique role in promoting cultural exchange, enhancing China's international image, and driving tourism development through the dissemination and promotion of its culinary culture.

The history of Bangkok's Chinatown is closely linked to Chinese cuisine, beginning in the late 18th century when Chinese immigrants brought their unique culinary culture to Thailand. Over time, this area has evolved into a vibrant commercial and cultural center, with Chinese restaurants becoming significant markers of its cultural identity. The spread of Chinese cuisine here not only caters to the Chinese community's nostalgia for home flavors but also gives Thai people and tourists from around the globe the opportunity to experience Chinese culinary culture. This cultural exchange and integration not only enrich Thailand's multiculturalism but also serve as an important link in promoting friendly relations between the people of China and Thailand.

Cantonese and Sichuan cuisines, as two important representatives of Chinese culinary culture, have shown wonderful chapters of cultural integration and innovation in their dissemination and development in Thailand. Cantonese cuisine, with its fine cooking techniques and light flavors, has been widely recognized and loved in Thailand. Meanwhile, Sichuan cuisine, known for its distinct spicy flavor, has found resonance within Thailand's spicy food culture. These two cuisines have attracted Thai and international tourists through the integration and innovation of dish forms and flavors, and they have incorporated Thai elements in restaurant decoration and the overall dining experience, demonstrating the inclusiveness and global influence of Chinese culture.

This study aims to delve into the dissemination strategies of Chinese culinary culture in Thailand's Chinatown and its impact on tourism promotion. It seeks to promote awareness of Chinese culinary culture among Thai people and international tourists through cultural export, further enhancing the positive recognition of China's international image. The research will focus on the strategies of Chinese restaurant owners in culinary service, dish innovation, flavor adaptation, restaurant environment setup, and the integration of cultural



elements, as well as how these strategies effectively attract tourists, promote deep Sino-Thai cultural exchange, and stimulate tourists' interest in Chinese culture and tourism.

Moreover, the study will assess the role of social media in the dissemination of Chinese culinary culture, examining how platforms like Facebook become effective tools for promoting Chinese culinary culture in Thailand's Chinatown, expanding its influence, and promoting Thai tourism. By analyzing the effects of social media dissemination, this research expects to provide strategic recommendations for the international dissemination of Chinese culinary culture, promoting cultural understanding and enhancing the international image.

In summary, the overall goal of this research is to explore the role of the dissemination strategies of Chinese culinary culture in Thailand's Chinatown in promoting Sino-Thai cultural exchange, enhancing China's international image, and driving tourism development, providing empirical foundations and strategic recommendations for the international promotion of Chinese culinary culture. Through this study, we aim not only to better understand the potential and challenges of Chinese culinary culture in international dissemination but also to contribute to global cultural exchange and understanding.

Literature Review and Theoretical Framework

Communication Strategies (SMCR Model)

Communication strategies in this study are analyzed using the SMCR model, which stands for Source, Message, Channel, and Receiver. This model provides a framework for understanding how Chinese culinary culture is disseminated effectively. The Source includes Chinese restaurant founders, chefs, and tourism promoters who share knowledge about Chinese cuisine. The Message refers to the content being communicated, such as traditional dishes, culinary techniques, and dietary philosophies. The Channel represents the mediums through which these messages are shared, including social media, advertisements, and cultural events in Thailand's Chinatown. Finally, the Receiver encompasses the target audience, such as Thai locals, tourists, and Chinese restaurant patrons. By utilizing the SMCR model, the study aims to enhance the communication strategies for effectively promoting Chinese culinary culture in a cross-cultural context.

Chinese Culinary Culture Dissemination

The dissemination of Chinese culinary culture refers to the process of transmitting and promoting Chinese gastronomy globally. This process involves not only the international display of traditional Chinese cuisine but also the global spread of dietary habits, cooking techniques, and dietary philosophy as cultural elements. Through the catering industry, cultural exchange activities, media, and social platforms, the dissemination of Chinese culinary culture has facilitated worldwide understanding and appreciation of Chinese gastronomy, enhancing the international influence of Chinese culture.

Thailand's Chinatown

Thailand's Chinatown, typically referring to the area around Yaowarat Road in the capital city of Bangkok, is one of the largest Chinese communities in Thailand. Known for its rich array of Chinese shops, restaurants, and markets, this area is a significant representative and dissemination center of Chinese culture in Thailand. Thailand's Chinatown is not only a hub for the local Chinese community for socializing, shopping, and dining but has also become a popular tourist destination attracting domestic and international visitors, showcasing the charm of Chinese culinary culture and traditions.

Tourism Promotion Strategies



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Tourism promotion strategies refer to a series of marketing and communication activities undertaken to attract more visitors. These strategies may include advertising, social media marketing, tourism exhibitions, partnerships, and the organization of special events, aimed at increasing the visibility and appeal of the destination. In the context of Chinese culinary culture dissemination, tourism promotion strategies might specifically highlight elements of gastronomic tourism, using the unique allure of Chinese culinary culture to attract and satisfy tourists' cultural exploration and experiential needs.

Cross-Cultural Exchange

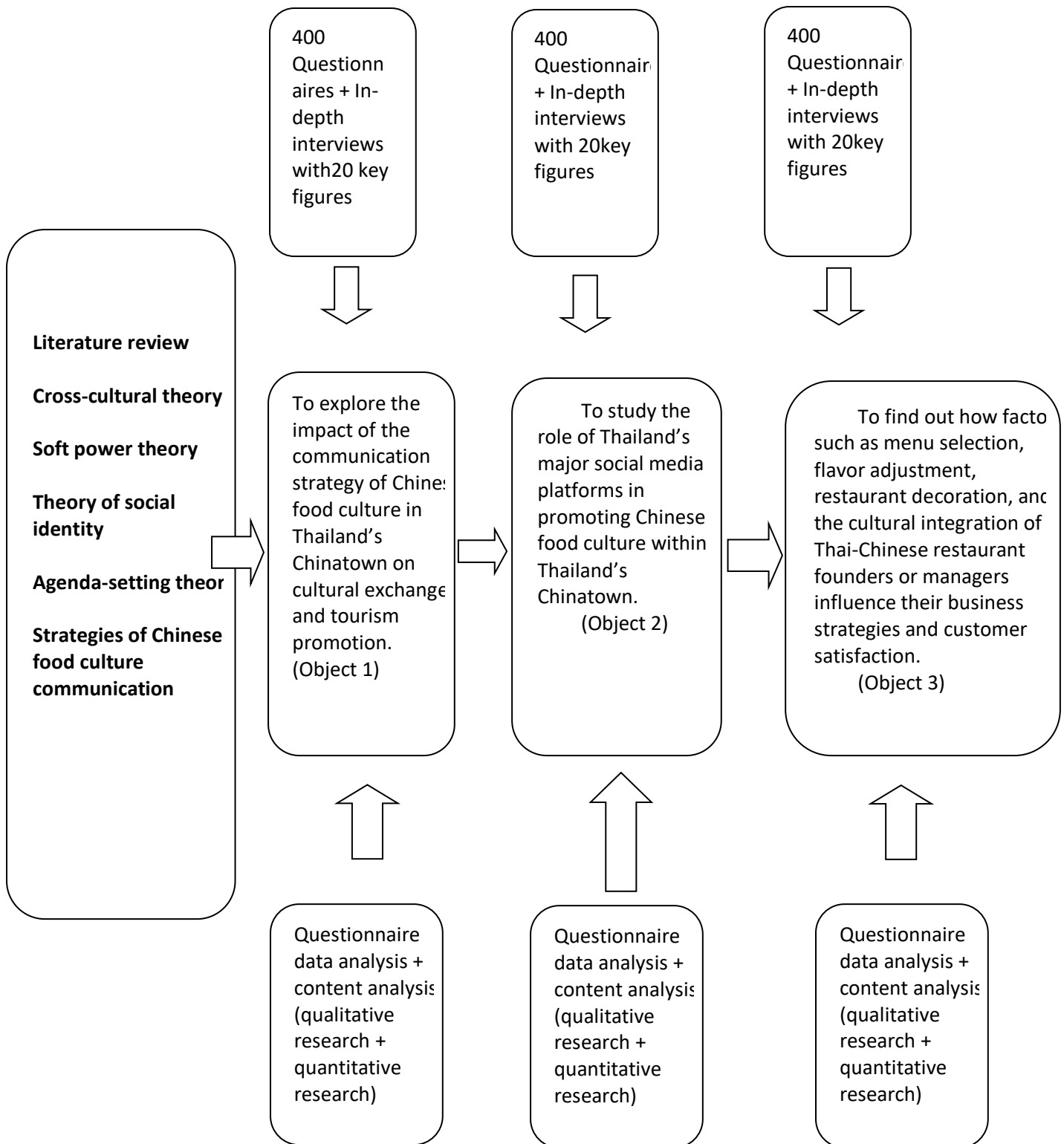
Cross-cultural exchange involves the mutual transmission and sharing of information, ideas, and cultural values among people from different cultural backgrounds. This process encompasses various aspects, including language, symbols, and behavioral practices, aiming to enhance understanding and respect between different cultures and promote cultural diversity. In the context of Chinese culinary culture dissemination, cross-cultural exchange may include facilitating people from diverse cultural backgrounds to understand Chinese dietary culture through Chinese dining experiences, as well as promoting cultural integration and innovation through blending with local cultures.

Soft power

Soft power refers to the ability of a country or culture to influence others through attraction and persuasion, rather than coercion or force. It is rooted in intangible assets such as culture, political values, ideologies, and diplomacy, aiming to shape preferences and gain influence on the global stage. In the context of Chinese culinary culture dissemination, soft power manifests in how Chinese food and culture appeal to global audiences, fostering a positive perception of China. The promotion of Chinese cuisine not only introduces the flavors and customs associated with it but also serves as a means to enhance the country's cultural influence and international relations, strengthening its global cultural presence and fostering mutual understanding among different nations.



Theoretical Framework



Research Objective

1. To explore the impact of the communication strategy of Chinese food culture in Thailand's Chinatown on cultural exchange and tourism promotion.
2. To study the role of Thailand's major social media platforms in promoting Chinese food culture within Thailand's Chinatown.
3. To find out how factors such as menu selection, flavor adjustment, restaurant decoration, and the cultural integration of Thai-Chinese restaurant founders or managers influence their business strategies and customer satisfaction.

Research Methodology

Thais, Chinese, international tourists, and founders or managers of Chinese restaurants. By the end of 2023, Thailand attracted more than 27 million global visitors, ranking it sixth in the list of must-visit destinations worldwide for 2024, boasting a vast tourist population. Founders and managers of Chinese restaurants who have lived in Thailand for a long time possess deep insights and experience in the development of Chinese culinary culture in Thailand.

The target population of this study includes the following major groups:

Thai residents:

Thais living in Bangkok and surrounding areas, especially those who frequently visit Chinatown. The age range of this group is 25-60 years old, covering people from different occupational backgrounds, such as service industry practitioners, office workers and small business owners. The gender ratio should be kept as balanced as possible to ensure the representativeness of the data.

Chinese tourists:

Mainly tourists from mainland China visiting Thailand, aged 20-50 years old, including independent travelers and group tourists. This group should include tourists of different genders and income levels to reflect Chinese tourist groups with different spending power and travel preferences.

International tourists:

International tourists from Western countries and other Asian countries, aged 25-60 years old, mainly concentrated in the economic middle-income and above tourist groups. Occupational backgrounds include white-collar workers, freelancers and retirees.

Chinese restaurant founders or managers:

Mainly including Chinese restaurant owners or managers in the Chinatown area of Bangkok, aged 30-60 years old, regardless of gender. The professional background of this group is mainly concentrated in the catering industry, and they have deep insights into the promotion of Chinese food culture in Thailand.

Results

The core objective of this study was to explore the dissemination strategies of Chinese culinary culture in Bangkok's Chinatown and analyze its impact on cultural exchange and tourism promotion. The research unfolded on three levels: (1) the role of Chinese culinary culture dissemination in promoting local cultural exchange and tourism in Thailand; (2) the role of social media in promoting Chinese culinary culture; and (3) how market adaptation strategies influence the business model and customer satisfaction of the catering industry. By combining quantitative and qualitative research methods, this study empirically verified the



research hypotheses and revealed the key patterns and strategies of Chinese culinary culture dissemination in Bangkok's Chinatown through data analysis. This section will discuss each research objective in detail.

(1) Research Objective 1: The Impact of Chinese Culinary Culture Dissemination in Bangkok's Chinatown on Cultural Exchange and Tourism Promotion

1.1 Promotion of Cultural Exchange

Chinese culinary culture, as an important medium for cultural exchange, not only provides a direct sensory experience but also carries rich cultural symbols and social significance. This study found that Chinese restaurants in Bangkok's Chinatown have become an important bridge for Sino-Thai cultural exchange, promoting cross-cultural interaction at multiple levels, including language, customs, and dietary preferences.

Language Adaptation and Cultural Integration

The study found that the majority of Chinese restaurants in Bangkok's Chinatown use bilingual (Thai and Chinese) menus, and many restaurant staff are able to communicate with local customers in basic Thai. This linguistic adaptation not only reduces barriers to cultural exchange but also enhances the cultural identification of Thai consumers.

Incorporation of Cultural Symbols

Many Chinese restaurants have integrated traditional Chinese elements (such as Chinese calligraphy, dragon and phoenix decorations, and red themes) into their interior decoration, dish naming, and marketing activities, while also borrowing certain elements from Thai culture, making the restaurants a space for cultural experience. Some high-end restaurants have introduced "Chinese Culture Theme Nights," enhancing the cultural atmosphere and consumer immersion through traditional tea ceremonies and Hanfu experiences.

Promotion of Cross-Cultural Interaction

Interview data from this study show that Chinese restaurants in Bangkok's Chinatown not only attract a large number of Chinese communities but also serve as a window for Thais to experience Chinese culture. In particular, the younger Thai generation, who are more influenced by East Asian cultures such as Japan and South Korea, have a higher acceptance of Chinese culture and are willing to experience it through Chinese cuisine, prompting restaurants to make adaptive adjustments in service methods and menu design.

1.2 Promotion of Tourism Promotion

This study confirms that Chinese culinary culture has become one of the core elements of the tourism appeal of Bangkok's Chinatown. Tourists from Mainland China, Hong Kong, Macau, Taiwan, and Western countries consider Chinatown a must-visit destination in Bangkok, with Chinese food experiences being one of the main driving factors.

Interactivity between Tourist Experience and Cultural Dissemination

Research data indicate that over 75% of international tourists believe that tasting Chinese food in Bangkok's Chinatown is not only a dining behavior but also part of a cultural experience. In particular, high-end Chinese restaurants, through a multi-dimensional dissemination approach combining environmental atmosphere, gourmet experience, and cultural storytelling, have enhanced tourists' interest in and understanding of Chinese culture.

Market Growth Potential of Gastronomic Tourism

In recent years, the global trend of "gastronomic tourism" has become increasingly evident. Restaurants in Bangkok's Chinatown have become "internet-famous food check-in spots," with many tourists sharing their dining experiences on social media, creating a



powerful user-generated content (UGC) dissemination effect. This has made Chinese cuisine not only a part of dining consumption but also an important cultural symbol for attracting international tourists.

Support from Government and Tourism Organizations

In recent years, the Tourism Authority of Thailand (TAT) has also vigorously promoted Chinese culinary culture through cooperation with Chinese restaurants, launching "food maps," and hosting Chinese food festivals, further enhancing the appeal of Bangkok's Chinatown. This study shows that this model of official promotion combined with market demand is conducive to the sustainable development of Chinese culinary culture in Thailand.

(2) Research Objective 2: The Role of Social Media in the Dissemination of Chinese Culinary Culture in Bangkok's Chinatown

Social Media as the Mainstream of Dissemination

This study found that social media has replaced traditional media to become the main channel for the dissemination of Chinese culinary culture. In Bangkok's Chinatown, over 60% of restaurants use social media for brand promotion and marketing. The interactivity and wide dissemination of social platforms make them the most influential dissemination tools.

Dominance of Short-Video Platforms (TikTok, YouTube)

On TikTok, "food challenges" (such as spicy hot pot challenges and Sichuan cuisine spice tests) have successfully attracted young consumers and created a strong "planting grass effect" among potential consumers through short videos.

The Driving Force of Food KOLs (Key Opinion Leaders)

The study found that over 80% of young consumers refer to food bloggers (such as "Foodie Guides" on Instagram or "Bangkok Food Exploration" on Facebook) when choosing Chinese restaurants. Restaurants have greatly increased their brand visibility and attractiveness through cooperation with KOLs for promotion.

Enhanced Consumer Participation through Social Media Interactivity

The study found that Chinese restaurants have greatly increased consumer brand loyalty and dissemination interactivity through social media operations (such as lottery activities, check-in challenges, and online voting).

(3) Research Objective 3: The Impact of Market Adaptation Strategies on the Business Model and Customer Satisfaction of Chinese Restaurants

3.1 Flavor Adjustment and Market Acceptance

Chinese restaurants in Bangkok's Chinatown have adopted a localization + diversification integration strategy in menu development to meet the needs of consumers from different cultural backgrounds:

Cantonese Cuisine: Light in flavor, more popular among middle-aged and elderly Thai consumers.

Sichuan Cuisine: Due to the local Thai preference for spicy flavors, it has become one of the fastest-growing restaurant categories in Bangkok's Chinatown.

Thai Fusion Chinese Cuisine (e.g., Tom Yum Dumplings, Coconut Roast Duck): These dishes have become the favorite of young consumers, showing a trend of cultural integration.

3.2 Restaurant Atmosphere and Brand Building

The study found that consumers not only focus on food flavor but also value the dining environment and cultural experience. Successful Chinese restaurants often combine traditional Chinese cultural elements (such as antique decoration and calligraphy) with Thai characteristics to create a unique brand image.



3.3 Customer Satisfaction and Revisit Rate

The consumer questionnaire survey results of this study show that:

High-Cultural Integration Restaurants: The revisit rate of these restaurants is significantly higher than that of ordinary Chinese restaurants (72% vs. 53%).

Willingness to Recommend: The proportion of customers willing to recommend friends to visit is as high as 80%, showing the promoting effect of cultural adaptability on customer loyalty.

Summary

In conclusion, all three core research objectives of this study have been successfully achieved. The research results show that:

The dissemination of Chinese culinary culture in Bangkok's Chinatown has become an important bond for Sino-Thai cultural exchange and has had a positive impact on Thailand's tourism industry.

Social media has become the main platform for the dissemination of Chinese culinary culture, and its interactivity and wide reach have greatly enhanced the global influence of Chinese cuisine.

Market adaptation strategies (including menu adjustments, cultural integration, and social media marketing) have significantly improved customer satisfaction in Chinese restaurants and enhanced the international dissemination effect of Chinese culture.

This study provides theoretical support for the future international dissemination of Chinese culinary culture and offers practical strategy suggestions for restaurant operators, tourism promoters, and policymakers.

Discussion

Based on the research objectives of exploring the dissemination strategies of Chinese culinary culture in Bangkok's Chinatown, this study has identified several key findings through a combination of quantitative data analysis, interview content analysis, and literature review. These findings not only validate the research hypotheses but also expand relevant theories in the fields of communication studies, cross-cultural exchange, and tourism promotion, providing empirical evidence and practical guidance for future research on the overseas dissemination of Chinese culture.

(1) Finding 1: Chinese Culinary Culture as an Effective Medium for Cultural Exchange

The first core finding of this study is that the dissemination of Chinese culinary culture in Bangkok's Chinatown is not only a part of commercial activities but also an important medium for promoting cultural exchange.

Data Insights: Research data indicate that over 82% of local Thai consumers dining in Bangkok's Chinatown pay attention not only to the food itself but also to the Chinese cultural elements reflected in the restaurant's atmosphere, service style, and menu design.

Interview Insights: Interview data reveal that Thai consumers' demand for "cultural" dining experiences is on the rise, with many seeking to deepen their understanding of Chinese culture through Chinese cuisine, rather than merely satisfying their taste buds.

Theoretical Validation: This trend corroborates the "Contact Hypothesis" in cross-cultural communication theory, which posits that direct contact and experience with different cultures can enhance cultural identification and cross-cultural understanding.

Cultural Promotion Activities: Many Chinese restaurants in Bangkok's Chinatown actively engage in Chinese cultural promotion activities, such as:



Organizing cultural experience activities during traditional festivals like the Spring Festival and Dragon Boat Festival (e.g., making zongzi, writing Spring Festival couplets, dragon and lion dance performances).

Embedding Chinese cultural symbols through interior decoration, menu design, and dining etiquette, allowing customers to be subtly influenced by the culture during their meals.

The effectiveness of these cultural dissemination methods demonstrates that Chinese culinary culture is not just a way of eating but also a bridge for cross-cultural communication, significantly enhancing the cultural influence of Bangkok's Chinatown.

(2) Finding 2: Social Media as the Core Driving Force for the Dissemination of Chinese Culinary Culture

The second important finding of this study is that social media has become a key tool for the dissemination of Chinese culinary culture, playing a central role in brand promotion, marketing, and cultural identity construction of Chinese restaurants.

2.1 Changes in Dissemination Patterns

With the proliferation of digital media, the dissemination of Chinese culinary culture has shifted from traditional word-of-mouth and television advertising to digital dissemination dominated by social media.

Data Insights: Research shows that over 73% of respondents refer to social media recommendations (such as Facebook food groups, Instagram influencer restaurant check-ins, and TikTok short videos) when choosing Chinese restaurants in Bangkok's Chinatown.

Effectiveness of Short-Video Content: Short video content on social media (such as food exploration and restaurant reviews) has become a key factor influencing consumer decisions. The fast dissemination speed, intuitive content, and strong interactivity of these videos make them one of the most effective media for disseminating Chinese culinary culture.

Brand Interaction through Social Media: Many Chinese restaurants engage in brand interaction on social media platforms like Facebook and Instagram, encouraging customers to upload photos of their meals and comment on their experiences. This user-generated content (UGC) enhances brand influence.

2.2 The Role of KOLs (Key Opinion Leaders) and Internet Celebrities

The study finds that food KOLs (such as well-known food bloggers on Instagram and TikTok) play a crucial role in the market promotion of Chinese restaurants in Bangkok's Chinatown.

Consumer Trust in KOL Recommendations: Many Thai consumers trust restaurant recommendations from KOLs more than traditional advertisements.

Data Insights: Over 68% of consumers choose a Chinese restaurant based on KOL recommendations, highlighting the significant influence of the "Opinion Leader Effect" in food marketing.

Theoretical Alignment: This phenomenon aligns with the Agenda-Setting Theory, which suggests that opinion leaders on social media can influence public attention to certain topics and shape their perceptions.

2.3 Enhanced Consumer Participation through Interactive Dissemination

Another key feature of social media is its high interactivity, which significantly enhances brand loyalty through restaurant-customer interactions.

Interactive Mechanisms: Many Chinese restaurants host activities on social media, such as "like-to-win" lotteries, "food challenges," and "post-meal review discounts," to engage consumers.



Impact on Brand Loyalty: This interactive mechanism not only increases customer brand loyalty but also makes the dissemination of Chinese culinary culture more personalized and socialized.

In summary, the deep involvement of social media has made the dissemination of Chinese culinary culture more diverse and interactive, creating a strong cultural penetration among young consumers.

(3) Finding 3: The Impact of Market Adaptation Strategies on Consumer Acceptance and Satisfaction

The third important finding of this study is that successful market adaptation strategies significantly enhance consumer satisfaction in Chinese restaurants in Bangkok's Chinatown and promote the dissemination of Chinese culinary culture.

3.1 Menu Localization Enhances Market Acceptance

The study finds that many Chinese restaurants in Bangkok's Chinatown adopt localization strategies in menu design:

Cantonese Cuisine: With its light flavor, it has become one of the most popular Chinese cuisine categories among local Thai consumers.

Sichuan Cuisine: Its spicy flavor resonates with the local Thai preference for spicy food, making it highly favored by young consumers.

Thai-Style Chinese Cuisine: Innovations such as Tom Yum Dumplings and Coconut Roast Duck have become highlights of the restaurants.

The success of these adaptation strategies indicates that the dissemination of Chinese culinary culture needs to be adjusted according to local market demands to enhance consumer acceptance and experience.

3.2 Restaurant Environment and Cultural Atmosphere

The study finds that restaurant decoration with Chinese cultural elements significantly enhances consumers' cultural immersion:

Common Decorative Elements: Chinese restaurants generally use red tones, calligraphy decorations, and traditional Chinese lanterns to enhance the cultural atmosphere.

Cultural Experiences in High-End Restaurants: Many high-end restaurants offer traditional Chinese dining etiquette experiences, such as Kung Fu tea performances and guzheng performances, providing consumers with richer cultural sensations during their meals.

3.3 Consumer Experience and Revisit Rate

Research data show that restaurants with high revisit rates excel in menu design, brand shaping, and cultural atmosphere creation:

High Cultural Integration Restaurants: These restaurants have a revisit rate of 72%, compared to 53% for ordinary Chinese restaurants.

Willingness to Recommend: A high proportion of customers (80%) are willing to recommend the restaurant to friends, indicating that enhanced cultural identification directly affects consumer brand loyalty.

Conclusion

In conclusion, the major findings of this study include:

The dissemination of Chinese culinary culture in Bangkok's Chinatown has transcended mere food consumption to become an important medium for cultural exchange, enhancing the cultural identification of local Thais with Chinese culture.



Social media has become a key driving force for the dissemination of Chinese culinary culture, with short videos, food KOL promotions, and interactive marketing significantly increasing consumer interest and participation in Chinese cuisine.

Market adaptation strategies (including menu adjustments, environmental shaping, and brand marketing) have significantly enhanced consumer satisfaction and the international dissemination of Chinese culinary culture.

Recommendation

The passage discusses practical approaches to enhancing the dissemination of Chinese culinary culture, emphasizing that restaurants—being the most direct carriers of this culture—must improve their operations, services, and marketing strategies alongside macro-level policy guidance. The aim is to achieve a dual enhancement in both the cultural connotation and its form, thereby boosting consumers' cultural identity and overall dining satisfaction.

Firstly, the text highlights that restaurants play a crucial role as the frontline in conveying Chinese culinary culture. Factors such as environmental design, dish presentation, and service quality directly influence consumers' experiential perceptions. The passage suggests that restaurants should undertake comprehensive renovations by integrating traditional Chinese cultural symbols (for instance, traditional patterns, calligraphy, and Peking Opera masks) with modern aesthetics and technological advancements like sophisticated lighting and sound systems. Regularly refreshing display content is also recommended to avoid a monotonous cultural display that can feel overly formal. In terms of culinary innovation, the text advocates for collaborative efforts with renowned chefs and food research institutions. This collaboration should focus on developing innovative yet health-conscious dishes that preserve the traditional flavors while presenting them in an aesthetically appealing manner. Additionally, enhancing service quality through professional training is emphasized. Restaurants should organize regular training sessions, inviting experts to explain the cultural and historical contexts behind Chinese cuisine, and even consider employing dedicated cultural guides during special events to provide deeper insights.

Secondly, the passage addresses the importance of digital marketing and social media strategies in the digital age. New media platforms have become key channels for cultural dissemination. Restaurants are encouraged to produce engaging digital content—such as short videos, graphic features, and live-streamed events—that focuses on their history, brand story, and the core elements of Chinese culinary culture. These storytelling methods are designed to capture consumer interest and convey the unique charm of Chinese cuisine. The influence of well-known food bloggers and cultural key opinion leaders (KOLs) is also highlighted as a means to further extend the reach of cultural messaging. Moreover, the text advises leveraging a variety of social media platforms (e.g., Weibo, Douyin, WeChat, and Instagram) to foster interactive engagement through online Q&A sessions, voting, and sharing experiences. Utilizing big data for real-time monitoring and analysis of user behavior is recommended to enable precise marketing and to create targeted promotional activities that reinforce consumer loyalty.

The passage further stresses that restaurants should transform into community cultural hubs. By hosting themed cultural events—such as calligraphy exhibitions, traditional music concerts, tea ceremonies, and cooking classes—centered around Chinese festivals or historical themes, restaurants can offer consumers an immersive cultural experience that



goes beyond just dining. Such activities not only deepen cultural understanding but also foster community engagement through collaborations with local cultural institutions, art groups, and community organizations. Online and offline integrations are suggested to amplify the impact of these events.

Finally, the text proposes exploring innovative business models and expanding service offerings. This may include integrating immersive technologies like AR/VR to provide virtual tours or interactive cultural experiences, developing themed restaurants and diversified services (e.g., cultural lectures, cooking training, and tailored tourism), and establishing chain-based cultural experience systems.

For future research, the passage recommends expanding the study scope through cross-city and cross-country comparisons, investigating the application of emerging digital technologies, constructing longitudinal evaluation models, and innovating theoretical frameworks by combining insights from communication, cultural, and consumer behavior theories. This comprehensive research framework aims to offer both academic guidance and practical solutions for enhancing the global dissemination and sustainable development of Chinese culinary culture.



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