Abstract

“Market Strategy and J-Pop & K-Pop Culture”

Sutheeradechnakarin Hadyai University

“The State of Japanese Studies on Social Science in Thailand”

Pasuk Phongpaichit, Economics

“Consuming Japan: The Consumption of Japan Cultural Products in Thailand”

Noboro Toyoshima, Philosophy

This research looks at the work of Market Strategy and J-Pop & K-Pop Culture by Sutheeradechnakarin Hadyai University. It shows how Japanese music’s culture effects on Thai teenager. As well as how Japanese food such as green tea be popular in Thailand which relates to the research topic. This information is up to date by the university needs to always check and update their website. This research also looks at the work of The State of Japanese Studies on Social Science in Thailand. It wrote by Pasuk Phongpaichit, a professor of economics from Chulalongkorn University Bangkok. It shows how Japan became the single largest influence on Thailand economy and culture. This information can trust because it is always check by the university. Another work this research looks at is Consuming Japan: The Consumption of Japan Cultural Products in Thailand” by Noboro Toyoshima. It published on January, 2011 that is an up to date and reliable information. These works are relate to the research topic by shows how Japanese culture such as music, fashion, and food effect Thai teenager.